



The American Society for Training and Development (ASTD) is a national organization serving the needs of training and education specialists since 1944. Southwest Florida chapter members share a common vision to promote quality, competence, and professional development of all members. The Southwest Florida Chapter was chartered in 1990.

Learn How to
Add Humor to Your Training Repertoire
During Doug MacGregor's Presentation on August 20

You've been hearing a lot about our dynamite August meeting speaker – Doug MacGregor – who's going to show how we can add humor to our presentations.

Now's the time to get to your personal computer and send in your reservation! We're expecting an overflow crowd, so reserve your slot early. **This month, reservations are required!**

As Southwest Florida's leading cartoonist, Doug is the mainstay artist of the *Fort Myers News-Press*. His editorial cartoons enhance our paper every day, and then there's his wonderful "MacGregor's Boulevard" each Sunday.

Doug will talk about his strategy for seeing the humorous side of life, and guide us through the process he uses to convert what he sees into drawings. (See also page 7.)

We as trainers use drawings and art in our presentations to provide a communications element that can deliver a message clearly and quickly. We all know about a picture being worth a thousand words. Think of the times you would have liked to express an idea or explain a concept using a drawing.

Doug will show us how to go from "stick people" to drawings that are catchy and profound. Learn how you, too, can add art and humor to your next presentation. Since we'll be creating our own "artwork" using humor during the presentation, you might want to bring a hard surface to draw on, such as a briefcase or heavy magazine. Pencil and paper will be provided.

- Date:** Wednesday, August 20, 2003
Time: 5 p.m. (networking) to 7:30 p.m.
Location: Hilton Garden Inn, Summerlin Road and College Parkway, Ft. Myers
Menu: *Penne Pasta with Grilled Chicken* **or** *Pasta Primavera* (with vegetables). [Please make your selection at the time of your reservation. If you do not, you will receive the Penne Pasta.]
Cost: SWFL Chapter Members in good standing with reservation: \$17.
 Guests accompanied by paid-up member: \$15; Students: \$15.
 Guests, members without a reservation, and/or members whose dues are not current: \$20.

(Members who make reservations but who do not cancel by the deadline – Noon Monday, August 18 – will be billed. Remember: Reservations are a must!)

To make reservations, either call the ASTD Hotline at 239/338-6765 or send an e-mail to Daralene Jones at Daradoug@juno.com (Reservation deadline is NOON on August 18.)

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HOW TO REACH US

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www.astdswfl.org

President's Message

Q: What's in Your "Bag of Essential Training Supplies"?

**Your Response Could Bring
a Nice Payoff**



Cheryl Hanson

I must be having an Andy Rooney moment. Recently I found myself reflecting on what type of carrier or containers my colleagues use to transport all of their training supplies and materials to and from workshops, classes, presentations, or consulting assignments. Some have leather briefcases; others, valises; some have LL Bean or Lands' End canvas bags; and still others use wheeled collapsible boxes.

Next I found myself wondering exactly what **do** they have in those carriers? What kind of tools or supplies are **they** using? What do they have that I don't have (most important) that might help me to do a better job? And, then I began wondering how could I find out what they have.

Since my curiosity got the better of me, I decided that I would employ a straight-forward approach. If I tell you what I have in my carrier, perhaps you will tell me what you have in yours. Seems fair doesn't it? So here goes.

My "essential" training supplies are as follows:

- Two sharpened and three not-so-sharpened pencils, four ballpoint pens, six multi-colored flip-chart markers, four dry-erase markers, and one yellow highlighter.
- One lined yellow note pad, six packages of Post-It-Notes® (varied sizes and colors), two packages of Post-It-Flags®, and thirty 5x8 index cards (for emergency name tents).

- One roll of masking tape, one roll of Scotch® tape, one glue stick, one small pair of scissors, one mini stapler, 11 elastic bands (varied sizes and colors), and seven paperclips.
- One 2003 appointment book, 12 business cards in appropriate leather holder, two floppy discs, a laser pointer, a pen-type pull-out pointer, a key chain with light on it, and a small calculator.
- One package of Kleenex® tissue, a 12-pack of gum, one bag of change (quarters, nickels, dimes), one bottle of aspirin, one band aid, one toothpick, four wash-and-dries, and a small plastic bottle of hand lotion.

Now that I've given away my secret list of essential supplies, I look forward to seeing your responses. Check out your list and share some things you keep in those carriers that I don't have on my list. **And**, to further motivate you to share, I will give **five Visi-bucks** to each member who e-mails me a description of their 'essential' training supply that they regularly carry with them; also include a statement as to why you believe each item is essential. Then in the September newsletter, I will list all of the contributors and their suggestions.

Finally, once we develop a master list of essential training supplies, our VP of Membership, Eileen Wickeri, has agreed to assemble a special kit that will be auctioned off at our December **Visi-Bucks auction**.

I look forward to hearing from you.

Cheryl Hanson

ckhanson@eathlink.net

Introducing Our New Members

By Vivian Seely-Troiano, Editor, Training Tracks

Pavita Oberoi is the Sales Trainer for the Gartner Group in Ft. Myers. In her position, Pavita teaches the 200 inside phone salespeople in selling skills and various sales methodologies, including various products and services. Pavita loves her job and has been with Gartner for the past four years, three of which have been in training. She is uniquely qualified for her position because of her own sales background as a stockbroker prior to joining Gartner. Indeed, her initial position with Gartner was in sales.

Pavita's education includes earning a Bachelor's degree in Liberal Arts while still in her home country of India where she was an Economics major with a minor in Political Science. In addition to completing her education in India, Pavita also married and had several children before coming to the U. S. in 1990. After living in Colorado for five years, Pavita and her family moved to Ft. Myers in 1995.

In addition to reading, Pavita enjoys many other activities such as choreography and teaching classical dancing. She is actively involved in organizing community cultural events that feature folk dancing.

Pavita's interest in joining ASTD is to continue learning and satisfying her interest in constant growth by sharpening her skills and meeting new people. Pavita can be reached at:

Pavita.oberoi@gartner.com

Gary Nitch is President of 21st Century Project Management Consultants. He has extensive experience in project management and has successfully completed various projects for different organizations, helping them achieve the goals of increasing efficiency and reducing costs. Gary has worked with organizations from a variety of industries, including telecommunications and health care.

Gary is a certified Project Manager who earned a Master's Certificate in Project Management from George Washington University, Washington, D. C. He also has an MBA degree in Accounting/Finance.

Gary's interest in joining SWFL ASTD is because of his highly specialized training and the opportunity to network with other training professionals and consultants.

Gary lives in Ft. Myers and can be reached at gnitch@comcast.net

KUDOS KORMER...

TRAINING TRACKS again turns the spotlight on those Chapter members who have gone the "extra mile." This month, our hats are off to:

- The entire **Leadership Committee** for their excellent planning and implementation of our 2003 Leadership Activity (see *Spaghetti Dinner*, page 8). They include **Keith Grossman**, Chair; and **Sherry Kessel, Janet Earls, Mike Polito, and Scott Schwartz**.
- **Geri McArdle**, VP of Programs, and the **Programs Committee**, for coordinating our Training Certificate Program; **Ernie Grescek**, for tracking member attendance; and **Monty Montgomery**, for creating our training certificates.
- **Dr. Madeleine Doran**, for her appointment to the Leadership Committee. She will be filling in the remainder of **Scott Schwartz's** term for this year on the committee. Congratulations to Madeleine and the very best to Scott on his new endeavors.

TRAINING TRACKS ADVERTISING RATES

Size	1 month	2 months	3 months
Business Card (2x3-1/2)	\$15	\$25	\$35
Qtr page (4-3/4 x 3-3/4)	20	35	50
Half page (4-3/4 x 7-1/2)	40	70	100
Full page (7-1/2 x 9-1/2)	70	120	160

Camera ready artwork must be submitted by the 7th of the preceding month to Vivian Seely-Troiano, Editor, Phone 239/596-9663. E-mail: vseelytroi1@earthlink.net

Do You Know Where Your “Visi-Bucks” Are?

Are they in the glove compartment of your car – or the center console? In the pocket of the outfit you wore to the last ASTD Dinner Meeting? In your briefcase? In your wallet?

Wherever they are, you might want to gather them up and keep them in a safe place as you will definitely want to use them at our December meeting when we hold our **“Let’s Get Visible” Auction** – hosted by none other than our own **Auctioneer, Duane “Give Me a Bid” Rice**.

As you can see from the following list, we already have some terrific items that will be going up for bid and the list is growing daily. So, find those “Visi-Bucks” and keep them in a safe place!

Do you want to earn “Visi-Bucks?” – There are many ways you can build up your fund of “Visi-Bucks,” including just attending our monthly meetings, bringing a guest to a meeting, sponsoring a new member, contributing to one of our outreach programs, donating a book to our ASTD library, writing an article for our newsletter, and more.

Remember, only official SWFL ASTD Chapter “Visi-Bucks” can be used at our December Auction, so start saving yours today!

How about donating items – either you or your company – for the auction? You’ll get some nice publicity and help our auction become even more exciting! For information, e-mail Eileen Wickeri at: Eileen_Wickeri@dcf.state.fl.us

Auction Item	Value	Sponsor	Organization
1. Golf Umbrella 2. Edison Mall Gift Certificate	\$20 \$20	Mike Polito ASTD Member	Southwest Florida Regional Medical Center is a leading healthcare provider serving Fort Myers and the surrounding areas for more than 25 years.
3. Gift Certificate (Adult or Summer Arts Class)	Up to \$125	Louise Senneff ASTD Member	The Lee County Alliance of the Arts is a not-for-profit organization founded in 1975 to foster arts and culture.
4. Round of Golf for 2 (including green fees and golf cart)		Karen Anderson ASTD Member	Shell Point , Florida’s largest lifecare retirement community, located on Southwest Florida’s Gulf Coast, provides an unequalled lifestyle with comprehensive lifecare to over 1,600 residents.
5. Gift Certificate for 1 hour of tutoring	\$40	Dan Allen	Club Z is an In-Home Tutoring service that offers any subject, test preparation, or language to any age student. Club Z has a staff of over 160 tutors that help students with their curriculum at their convenience. Tutoring is available at affordable rates in Collier, Lee, and Charlotte counties.
6. Barnes and Noble Gift Certificate	\$35	Crista Short ASTD Member	The Bonita Bay Group , located in Southwest Florida, is one of the area’s largest developers of master-planned communities and recreational amenities.
7. Gift Certificate – Sunday Brunch for Two	\$50	Linda Brooks ASTD Member	The Registry Resort is a world-class resort located in Naples, Florida. It has 395 guest rooms and suites, many overlooking the Gulf of Mexico, as well as several of Southwest Florida’s most exclusive restaurants.
8. The Tote-Remote – a unique remote control for laptop computer presentations	\$80		Atek Electronics Inc. of Tustin, California, is an innovative developer of laptop and PDA accessories.

9. Creative Training Techniques Handbook (the brand new 3rd edition)	\$49	Betsy Allen ASTD Member	The Bob Pike Group provides participant-centered train-the-trainer programs and materials to its private and public sector clients.
10. One-on-One Training book	\$22		
11. 50 Creative Training Openers and Energizers book	\$40		
12. 50 Creative Training Closers book	\$40		
13. Gift certificate good for a \$200 discount on Train-the-Trainer Boot Camp seminar during 2004 at any time/location, or for the 11th Annual Performance Solutions Conference, to be held in the fall of 2004 in Minneapolis	\$200		
14. 1 gallon of yellow interior satin paint	\$22		Sherwin Williams - Cape Coral Store located on Del Prado Blvd.
15. 1 gallon of beige interior flat paint	\$22		
16. “Full Steam Ahead” (2003 book written by Ken Blanchard and Jesse Stoner –autographed)	\$20	Ken Blanchard	The Ken Blanchard Companies is a global leader in workplace learning, employee productivity, and leadership and team effectiveness.
17. 100 BIC WideBody Retractable Pens	\$305		BIC Graphic USA , a division of BIC USA Inc., is a leading, world-class supplier of custom-imprinted products for the promotional products industry. BIC Graphic USA sells exclusively through distributors of promotional products/advertising specialties.
18. 100 BIC WideBody Retractable Pens			
19. 50 BIC WideBody Retractable Pens			
20. Smead “Arrange” (Software and supplies for organizing your materials)	\$35		Smead is a world-leading provider of solutions for efficient document management and a woman-owned company, well known for its high quality, environmentally responsible products and innovative organizational systems. For nearly a century, Smead has been committed to one purpose: <i>Keeping You Organized</i> .
21. Four Pen Pointers (combination ball point pen and 18-inch pointer by Ozburn-Hanesville Corporation)	\$40	Jim Jacoby ASTD Member	Management Communications Consultants (through Florida Gulf Coast University and Edison College) provides a highly successful series of 10 business writing seminars, ranging from three to 12 hours; also provides communications consulting.

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Here Are Additional Opportunities to Pile Up Those Visi-Bucks!!!

By Eileen Wickeri, VP of Membership

Earn 10 Bonus Visi-Bucks !!! – When you come to the August meeting, bring a short description of Your Best Class Opener or Closer to share with the other members. Include your name and phone number (in case we need further details). We'll collect it at the meeting – and share one or two. The rest will be compiled into a training aid to be provided to all chapter members at the end of 2003. If you are unable to attend a meeting, and would like to share your "best" with us, send it to Eileen Wickeri via e-mail (see address at end of story).

Also earn 10 more bonus Visi-Bucks each month by nominating one of your fellow members for doing something special (associated with training)! Forms will be available for you to complete, in 25 words or less, why that member deserves **bonus Visi-bucks** as well. (It's a **win/win** situation!) If you would like to nominate someone, and are unable to attend a meeting, contact Eileen Wickeri (at Eileen_Wickeri@dcf.state.fl.us) for an electronic version of the nomination form.

September Newsletter Deadline

Deadline for submitting articles for the September issue of *Training Tracks* is noon Friday, August 29. If you would like to advertise your business or post an employment or contract opportunity, please send your information to Vivian Seely-Troiano at vseelytroi1@earthlink.net or call at 239/596-9663. Job postings will be listed here in *Training Tracks* and announced at all Chapter Meetings.

"Our Two Cents' Worth"

A Brief Financial Report

By Liz Martin, Treasurer

One of the things I frequently say in training classes is that, for the most part, no matter what we do, we get something ... and we give up something. In our case, what we have is a chapter that is financially stable, with our income and expenses staying fairly even.

The trade-off, though, is that the Board was able to pass that balanced budget only after trimming major expenditures we believe are important to the Chapter's long-term growth and success. Two examples of cut-back: upgrading our website and sending two people to the Leadership Conference.

We recognized that, without a major fundraising project, we would need to use a major portion of our savings account (currently at \$8,560) to obtain our "wish list." Therefore, the Board members agreed to take a more conservative financial approach and focus on "base hits" to strengthen this year's income.

If the projections of membership and meeting attendance are accurate, we should end the year having both income and expenses of \$9,500.* Currently, our checking account balance is \$1,350.

This year, the greatest opportunities for increasing our income seem to be:

- Increasing membership
- Getting more meeting sponsors
- Getting more newsletter advertising

Please let any Board member know of suggestions you have to build these areas! Thanks.

*Numbers have been rounded. Please contact Liz Martin if you need additional information. Her address:

Emartin869@aol.com

Reminder for Chapter Members to Continue on "Training Track Quest"

By Dr. Geri McArdle, VP Programs

Here's a reminder for all members who are expanding their skills by participating in the Chapter's three-step *Training Track Certification Program*.

With only four monthly meetings remaining this year (that qualify for the Certification program), be sure to continue your professional journey by attending each meeting. Five stout-hearted members received their first certificate during our June meeting for completion of *Track 1: Roles that Trainers Play*.

Now underway is *Track 2: Training Strategies*, which include:

- "Training Techniques" (delivered April 16),
- "Adding Humor" (August 20), and
- "Measuring for Results" (November 19).

The third step, *Track 3: The Trainer as Practitioner*, includes:

- "Improving Quality" (September 17),
- "Building Teams" (October 15), and
- "Motivating Employees" (date to be determined).

These certificates can serve as evidence to your management of your dedication to discipline enhancement. For more information, call Geri at 239/278-3054, or send her an e-mail to:

gmcardle@mail.barry.edu

Doug MacGregor, cartoonist for the *Fort Myers News-Press*, will be the featured speaker at our August 20 Monthly Meeting. Come learn how you can use humor in your training presentations.



Bring School Teacher Supplies to September Chapter Meeting

By Duane Rice, VP, Public Relations

Our Local ASTD Chapter is once again sponsoring a Teacher Supply Drive. (We're currently selecting an appropriate school.)

As trainers, we know the cost of supplies has indeed gone up. We also are all aware that most teachers put a lot of their own money into their classroom. **Here is your chance to help!**

Bring your donations to next month's ASTD meeting on September 17 at the Hilton Garden Inn in Ft. Myers. If you cannot make it, please call either Helen Hunter at 561-7208 or Duane Rice at 278-2653. We will make arrangements to pick up the items. If you would like to make a cash donation, we will be buying a gift certificate for the school with any money donated.

Here is a list of supplies we need:

- *Copy paper* – bright colored paper, neon colored paper and regular white
- *Sticky notes* – all shapes/sizes/colors; whether pop-up/stacks/or other
- Construction paper (large and small sheets)
- File folders
- "Vis-A-Vis" overhead markers (fat and thin)
- Dry erase markers
- Transparent cellophane tape, such as "Scotch"
- Markers
- Reward stickers
- Pre-cut block letters for bulletin boards
- All types of teachers' and students' boards
- Broadway musical videos (new or used)
- Music posters
- Patriotic items
- Clip boards
- *Black ink pens* - favorite is the Pilot Dr. Grip Gel
- Pencils with "neat designs" for rewards
- Cap and pink pearl erasers

Any other supplies will be great!

Leadership Committee Hosts Spaghetti Dinner to Encourage Active Committee Membership

A First-Hand Look at a "Ports of Call" Event Through the Eyes of a New Chapter Member

By Pavita Oberoi

Cheryl Hanson, Chapter President, hosted a Leadership Dinner and "information journey" at her house on July 2. The red, white, and blue dress code triggered the festive mood that the 4th normally "sparks." And the complimentary spaghetti dinner, which was featured in the invitation, triggered an appetite for good discussion as well.



Passports created by Leadership Committee member Janet Earls, were stamped at each "Port of Call."

The intent of the leadership dinner was to familiarize new and potential members with the various volunteer opportunities that exist within the chapter. Then, under the tender loving care (TLC) of ardent volunteers, Chapter activities would be enhanced; at the same time, volunteers would gain valuable experiences working with each other.

Following the delicious dinner, provided by Chapter leaders and other members, leadership candidates were taken on a journey. Candidates were given a passport to learn about volunteer opportunities. At each "port of call" (manned by current members of individual committees), they acquired the knowledge necessary to make the appropriate volunteering and leadership commitments. Those that could not manage to acquire all the information they needed (in the short span of time given at every port) – felt gratified walking away with at least a stamp on their passport! **(Continued on next page)**

Ryan Combs, Director at Large, enjoys spaghetti at the Leadership Dinner.



Duane Rice, Vice President of Public Relations, and Newsletter Editor, Vivian Seely-Troiano, explain the roles of Public Relations and Communications.



Keith Grossman (Center), President-Elect and Chair of the Leadership Committee, along with Committee Members Janet Earls and Sherry Kessel (left) welcome our Chapter's newest member: Pavita Oberoi of Gartner (right).



Future Leaders – From left, Noreen McAuley, Karen Jaye, Hope Perez, and Margaret Pace listen as Board Members provide insight on the board meeting process.

Eileen Wickeri, Vice President of Membership, shares with potential leaders the multiple roles of the Membership Committee.



The Ports of Call were positioned strategically all over Cheryl's house. From the lanai, to her study, to the one in her bathroom, the intrigue of the journey beckoned the travelers to check it all out. The immediacy of results that followed suit upheld the promise of newly recruited volunteers who committed themselves to contribute to such efforts. One such recruit who walked out sweetened by this whole experience was *me!*

The sweet experience was a result of the passion, enthusiasm, and commitment that the Leadership Committee and the various members exuded, as well as the wonderful desserts that contributed to the sweet finale.

Did you know . . .

When you buy a book from ASTD National, using our Chapter Source Code, ASTD donates a share of the sale to our Chapter?

The same is true if you join ASTD National, or attend a conference.

When you call 1-800-NAT-ASTD or buy something on www.astd.org, just use our Chapter Source Code: CH9206.

Or, if you have a National ASTD order form, just write our Chapter Source Code on it.



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