



March 2008

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.

For March 19 – Note Meeting Time Change– 4 to 6 p.m.:

Gerry Peterson to Explain How Character Determines Success

There's something new on the horizon for our March Chapter Meeting: a social network event linked with a dynamic presentation on how character helps achieve success.

For the first time, we're trying out a late afternoon time slot – same place at the Hilton Garden Inn – but moving the time slot to 4 p.m., ending at 6.

We've responded to your recent survey regarding a strong request for networking time; you've got it! Rather than a sit-down meal, there will be lots of time to mingle as we'll have hors d'oeuvres and a floating cash bar. Our normal coffee, tea, and water will also be available.

Our speaker is **Gerry Peterson**, founder and program director for Character Pitch, an organization dedicated to promoting and encouraging good character. During his talk – *“Character Determines Success”* – he'll lay a foundation for gaining a better understanding of character... what it is, how it is developed, and how we can grow in personal character.

Attendees will identify personal character strengths and weaknesses, see the impact of poor character around us, and learn how to develop and encourage character growth. *(Continued on page 2.)*

Date: Wednesday, March 19, 2008

Time: 4 p.m. (registration/networking) to 6 p.m.

Location: Hilton Garden Inn, Summerlin Road and College Parkway

Program Cost: \$20 for members; \$25 for guests

Menu: A large selection of hors d'oeuvres with cash bar

(Members who make reservations but who do not cancel by the deadline – noon, Monday, March 17 – will be billed. **Remember:** Reservations are highly encouraged; we cannot guarantee seating without an advance reservation.)

To sign up, register online at www.astdswfl.org. Or send an e-mail to David Jaffe at djaffe101@comcast.com. David can also be reached at 239/432-9950. (Reservation deadline is noon, Monday, March 17.)

Meet Your Speaker



Gerry Peterson

In addition to his role as head of Character Pitch, **Gerry** is the father of 11 children who serve as a personal hands-on character classroom and long-term case study for character development.

Gerry holds a BA degree in education.

Character Pitch is a division of Capstone Character Pitch, Fort Myers.

HOW TO REACH US

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**David Jaffe, VP for
Membership Development**

President's Message

You ask . . . We respond!

Our Meetings are Right On Track With What You, Our Members, Have Requested



Geri McArdle

Our year has started with a bang!

In January we learned about change management that provided attendees with tools they can use immediately.

Last month, our members were totally engaged during the *Train with Shane* concept that focused all participants on the importance of image, and how to “brand” their products and practice.

This month, you’ll hear Gerry Peterson talk about success through character. And for the first time, we’re going to “meet and greet” during a new networking format – from 4 to 6 p.m. Gerry’s presentation is designed to focus on you, the professional, and your professional image. Remember – you only have one opportunity to make a first impression!

Come check us out. See you at our March meeting on the 19th!

Geri McArdle, Chapter President

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CHARACTER / SUCCESS (from p. 1)

We’ll be looking at business, relationships, and life through the lenses of good character. We’ll understand the important role that character plays in determining success in life. And we’ll develop a personal and corporate character focus through emphasizing, requiring, and recognizing good character.

Be prepared to come away with:

1. The encouragement that challenges can be resolved and that people can change.
2. A foundation for better understanding and encouraging one another.
3. Resources to assist in elevating good character and learning about specific character qualities.