



TRAINING TRACKS

May 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 May 20 – Note Meeting Change to Tuesday

Jim Jarrard to Present “Improving Performance Within the Success Triangle”

Do you ever feel your training efforts just drown in the Bermuda Triangle? Do you stand helplessly by watching the swirling waters? Wonder if anyone ever uses the skills they learn in training?

Then join us on May 20 to hear **Jim Jarrard**, Principal with Sandler Training, give us new insights into training leadership. During this highly interactive session, he’ll explain how the role and dynamics of the “Success Triangle” – Attitude, Behavior, and Technique – can enable or limit employee performance.

By attending this session, you’ll: (1) understand the three key areas that impact performance, (2) learn to identify the elements within each of these areas and how they interrelate, and (3) learn how to identify how managers and trainers can impact performance by training and coaching within this “Success Triangle.”

Jim will explain where to start and what to do with a set of hands-on tools to influence the outcome of our training.

Plan now to join us in this leadership program for both training and Human Resources professionals.

Date: Tuesday, May 20, 2008 (Note change to a Tuesday)

Time: 11:30 a.m. (registration/networking) to 1:15 p.m.

Location: Hilton Garden Inn, Summerlin Road and College Parkway

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

Menu: Tri Salad or Stuffed Tomato with Chicken Salad (be sure to indicate your choice when registering)

(Members who make reservations but who do not cancel by the deadline – noon, Friday, May 16 – 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, May 16.)

Meet Your Speaker



Jim Jarrard is Principal with Sandler Training and President and Founder of Salesworks LLC.

He has more than 15 years’ experience in sales management and training, and has worked for five different companies in states and Washington, DC.

He has trained hundreds of sales personnel and is certified to teach three major sales training courses. (p. 4)

HOW TO REACH US

Mail: PO Box 07223
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Web: www.astdswfl.org

Phone: 239/432-9950

**David Jaffe, VP for
Membership Development**

President's Message

*Let's Get Involved In
a Chapter Activity:*

*You Have Many
Opportunities to
Learn, Share,
and Have Fun!*



Geri McArdle

There are many ways you can learn, share, and have fun as a member of our SWFL ASTD chapter.

First, by attending as many meetings as possible, you'll receive one or more certificates in our Training Tracks Program (see article on pages 2 and 4 of April 2008 newsletter, posted on our website).

Second, by becoming a Chapter Ambassador to help bring in new members (see article on page 6 of the same newsletter).

Third, by joining one of our five new Special Interest Groups that are just getting started (see page 3 of this newsletter). They provide a wonderful opportunity to network and improve your knowledge of our training profession.

Fourth, consider becoming part of our leadership by attending one or more board meetings to learn how we guide the chapter. Each year there are generally openings for new board members and members at large.

And **fifth**, by joining one or more of our chapter committees, such as membership, web site, communications, finance, and community outreach. Check out the names on our board list (last page) for more information.

We encourage everyone to take an active part in our chapter whenever and wherever possible. Until next time . . .

Geri McArdle, Ph.D., Chapter President

239/278-3401

trainingdoctor@earthlink.net

*If You Have Three or More Years'
Teaching Experience . . .*

**Sign Up Now While There's
Still Room for Our
First Master Training Class
Scheduled for July 19**

Session I: Action-Oriented Training

Topic: *Inferences: Presentation
Success or Failure*

When: July 19, 2008 (Saturday)

Time: 9 a.m. to noon

Where: 6310 Techster Blvd., Ft. Myers, FL
33966 (American Red Cross)

Cost: \$40 donation to SWFL ASTD Chapter

The first ten minutes of your training program is the most critical. You usually don't get a second chance to make a "first impression" on your audience. Presenting training is like theatre.

Think about it this way, a theatrical play has four parts: beginning, plot, characters, and ending. A training program also has four parts: introduction (learner engagement), information, practice, and feedback.

During this three-hour presentation, you will learn how to design active and dynamic training to get results and create opportunities for behavior change. Change in people's behavior does pay off with improved job performance.

The new active learning strategies that you will develop enables you to design training that calls for learners to become more involved in the learning process, and seize opportunities to learn things that can be directly transferred back to the job.

Seminar instructor is **Geri McArdle**, Ph.D., current SWFL ASTD president and Director of Service Delivery for the American Red Cross in Lee County.

To register for the seminar, call her at 239/278-3401, or send an e-mail to trainingdoctor@earthlink.net. To participate, you must have at least three years of training experience, plus be a chapter member.

For your contribution, you will also receive a copy of Geri's new book: *Design & Delivery*, 2nd edition, ASTD Press, Alexandria, Virginia 2007.

Help Grow Our Chapter . . .

Join Our Ambassador Program

*By David Jaffe
VP Membership Development*

With the launching of our chapter's major initiative to retain and build our membership, we ask you to join us in meeting our **specific objective to reach 100 members by year-end.**

How? By helping us implement our new ***Ambassador Program***. Its theme:

Each One . . . Reach One.

Through the program (see poster on right), members introduce a new candidate to our chapter at a meeting or other function.

As a mentor, our member follows through by encouraging the candidate to join the chapter. And after he or she joins, the member/mentor continues to watch over the new member to assist and answer questions.

[For assistance, mentors should call David or another board member.]

The ***Ambassador Program*** is designed not only to increase our membership; it is also a valuable leadership opportunity for the current member.

Another source of potential members are 47 National ASTD members residing in our area but not affiliated with our chapter. Thus another goal of this initiative is to persuade these non-local members to join our chapter. David is arranging for these names to be distributed for one-on-one follow-through.

It's a win-win relationship for all concerned.

So, Chapter Members, are you up for the challenge? Please make the commitment to assist our chapter to remain a strong professional organization. For more information, please call David at 239/432-9950.

SWFL Chapter Launches Special Interest Groups (SIG)

SWFL ASTD has launched a major Special Interest Group (SIG) program for five areas of interest.

The intent of this program is to provide networking opportunities with a group of people who share common business interests. These groups, in turn, will allow individuals to meet and learn from other ASTD members.

Under the leadership of Director-at-Large Lorna Kibbey, the Chapter has established the following groups and their assigned facilitators:

1. Corporate – Jody Pugh
2. Independents – Lorna Kibbey
3. CPLP (Certified Professional for Learning and Performance (CPLP) – Sherry Kessel
4. Best Practices – Mike Fischer
5. Collier County – Libby Anderson

We are now looking for interested participants. Each group will decide its best method of communication, such as e-mail, telephone, or face-to-face meetings.

If you are interested in participating in a SIG, please send a message to

LKibbey@LKibbey.com

She will give you the needed information.

2008

Goal



Ambassador Program

100

Members

Each One . . .

Reach One!

Growing Membership Together

2008 CHAPTER PROGRAM LINEUP

May 20 – Luncheon

“Leadership for Success: Improving Performance Within the “Success Triangle” –
Jim Jarrard

June 18 – Dinner

“Economic Indicators for Meaningful Training” –
Speaker TBA

July 2008 – No Meeting

August 20 – Luncheon

(With HR Collier) *“Using Humor to Strengthen Your Presentations”* – Doug McGregor
Naples Country Club, Naples

September 17 – Luncheon

TBA

October 15 – Luncheon

“POW” – Psychology of Winning with People
David Jaffe

Nov. 16 – Networking 4-6 p.m.

“Coaching and Mentoring” –
Louise Senneff

December 17 – Dinner

Member Celebration/Annual Auction

Meetings are held at the Hilton Garden Inn, Summerlin Road at College Parkway, Fort Myers, unless otherwise noted.

Jim Jarrard . . . (Continued from page 1)

Jim is also a retired Army officer with over 20 years' experience in leadership and training.

He holds a BS in Accounting and Business Management and an MS from the University of Southern California in Organizational Systems Management.

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