International ASTD Conference and Exposition (ICE) Wrap-Up

Chapter Past Presidents, Bob Lucas (also current President-Elect), Todd Whisenant and Barry Altland recently returned from the ASTD International Conference and Exposition in Chicago, Illinois (USA). They shuffled their way through days of networking and educational opportunities to gather ideas and make contacts that will ultimately help strengthen our chapter.

Through three and one-half whirlwind days and another three days of certificate programs and pre-conference workshops, over 8500 learning and performance professionals from around the globe jostled their way through a series of learning events, activities, and trade expositions. During these fast-paced days and nights, the “best of the best” in the training industry came together to share best practices with those eager to learn and expand their own repertoire of workplace knowledge and skills. During General Sessions, attendees heard about the importance of using social media to transform the organization and enhance leadership. They also explored new models of employee motivation. In the educational sessions Author Chats and networking activities, convention goers had an opportunity to gather and share valuable new ideas and information that they could immediately apply in their own workplace environments to enhance learning outcomes while demonstrating more powerful Return on Investment (ROI).

Throughout all the activity, old friends gathered to reconnect and others formed new friendships and alliances. Leaders from ASTD chapters all over the world also gathered to share best practices and build relationships that help foster stronger local entities while supporting the efforts of National ASTD.

(Continued on page 2)
To give you an idea of the scope of this event, consider the following statistics:

- Total Attendance: 8,500
- Total International Attendance: 1,800
- Attendees from 70+ countries
- Top 5 International Countries in Attendance:
  - Korea: 390
  - Canada: 202
  - Kuwait: 122
  - Japan: 103
  - Denmark: 92
- 350 Sessions (235 education sessions plus over 100 exhibitor sessions, author chats, etc.)
- Speakers from 30 countries
- 340 exhibitors

While ICE 2010 is now a fond memory for thousands; it is just the starting point for our chapter. From May 22-25, 2011, the Central Florida Chapter will once again host this mammoth event. We are already actively planning our role and creating a website connection so that over 400 volunteers from chapters all over the world can participate to help make our event the most memorable experience ever for next year’s attendees.

If you would like to be a part of this important event, check back on our website (www.cfc-astd.org) in August and register as a volunteer. For every day you volunteer, you will get one free day of attendance. If you volunteer for three days, you can save the $1,300 registration fee and still take advantage of many of the advantages that the conference has to offer.

Chapter Tidbits

⇒ In the interest of Going Green, we are publishing this newsletter primarily in an electronic format. At our monthly meetings, we will have printed copies of the cover page only with the table of contents and will encourage our members and guests to go to the website to view the full newsletter.

⇒ Reminder for our members – at each monthly meeting, we will have a table available for chapter members to display marketing material, promote upcoming events, etc. There is no charge to members for this visibility.

⇒ If you have dietary restrictions, there is a place on the registration form to let us know when you sign up for chapter meetings.

⇒ In September, we will be offering a half-day Professional Development event with multiple speakers and tracks. Look for details soon!
A huge “THANKS” to those that helped out for the 1st quarterly volunteer project. We are proud to say that we had 12 volunteers to assist with cooking/serving/cleaning at the Women’s Residential Counseling Center on Sat., May 15th from 3pm-5:00pm. It was a huge success. The women and children at the center were very surprised to see so many of us serving and interacting with them during their dinner hour. It was a humbling experience to see and hear the types of “life stories” these women had been through. They are grateful that there is a place like WRCC to go to but anxious to return to their “normal” lives.

Prior to their dinner hour, our team had time to get to know each other. Surprisingly enough, many volunteers had volunteered their spouses, children and friends to assist us. Some of us had background in the food industry and some of us just like food! Some of us are job seeking, some of us were new members, and others wish they could attend more programs but can’t due to time conflicts.

The Coalition is now the largest provider of homeless services in Central Florida. Their goal is to return their residents to self-sufficiency through counseling, job training, and educational programs. While their clients work to reestablish productive lives, Coalition provides transitional housing and daycare for their children until they are ready to move back into the community.

“If you have a suggestions of charities that you would like to see featured, please contact Crystal Melton at President@CFC-ASTD.org.
In January, our chapter wanted to kick off the year with a look at the strategic side of training and development through the session *Integrating T&D and HR with Organizational Strategy*. Tom Horvath of Horvath and Associates, speaker, facilitator and teacher shared some of his secrets of aligning and communicating with senior management from his days in executive leadership.

Tom first introduced us to the concept of the long bow strategy. “Long bow” comes from the 1415 Battle of Agincourt (it was later memorialized by William Shakespeare as “The Battle of Saint Crispin”) where the outnumbered English army defeated the French army. Historians credit this improbably victory to the use of the long bow. This new weapon had a farther reach than the traditional cross bow used by the French allowing the English army to position themselves out of the range of flying arrows, giving them the opportunity to strategically attack the French and gain the upper hand.

In business, doing what everyone else is doing may seem like the “proven” approach in uncertain times, but in the end all you have proven is that you – and by default your company – is no different than the next. Discovering and using your unique long bow strategy differentiates you from the masses. Your long bow strategy is the one or two things that you do so distinctively that you become indispensable, irreplaceable and instrumental in the success – and future - of your company.

Tom then provided some guidelines for communicating with senior executives in order to be an influential partner whether you are an internal or an external consultant. First observe what is going on, reflect on the situation and then communicate within the context of the following questions:

- What business are we really in?
- How does our organization make money?
- What don’t they know that I should tell them?
- How important is it to our future?

Being able to influence senior leaders is essential to the success of any training professional.

(Continued on page 5)
February

In February, Dr. Bob Prescott, SPHR of The Crummer School at Rollins College addressed several important competencies for professionals seeking alignment with corporate strategy in the session Training and Development Actions for Results.

Dr. Bob Prescott identified three main skill areas needed for working strategically in training and development: Persuasion and influence, internal consulting skills and agility. Dr. Bob provided a research orientation to the topic by discussing the 40 years of social research on motives and influence. He discussed several of the laws of influence such as reciprocity, commitment and consistency and social truth as well as the tactics we could use such as empowerment, interpersonal awareness, and common vision.

Internal consulting was another important topic discussed. Dr. Bob provided an overview of the role of the consultant. He discussed the roles of the consultant from being the subject matter expert to an “extra pair of hands”. He provided examples of what consultants do, samples of consulting processes and the lifecycle of a typical opportunity. The session closed with a short discussion on the necessity in today’s marketplace for leaders to be agile and flexible.

Dr. Bob made the information come alive through many real life examples and stories that helped us understand how to apply it to our work. We learned a lot that night!

March

Our March session focused on an important issue facing all of us in the training and development field: Generational Diversity. Cynthia Krosky, CSP, LCSW, President of Achieving Corporate Excellence, provided an entertaining session on how to create a learning environment for organizations that often have four generations participating in training.

Cindy provided a thorough review of the four generations

- Mature Generation (1933-1945)
- Baby Boomers (1946-1964)
- Generation “X” (1965-1976)
- Generation “Y” also known as the “Millennial” (1977-1994)
Cyndi discussed the social and political influences that helped to shape each of the generational groups. With good humor and short anecdotes, she shared the collective values, likes and dislikes, and learning preferences of each group. We left the session with the tools and resources for improving effective employee relations across generations.

April

April’s session was Razzle Dazzle Design: Discover the Show Biz Secrets of Learnertainment®. This lively program was facilitated by Lenn Millbower, President, Off Beat Training, LLC. Lenn is a creative and dynamic instructional designer and facilitator formerly with Disney as well as an accomplished arranger-composer skilled in the psychological applications of music and an entertainer with vast performance experience as a comedian, magician, and musician.

He shared ideas with us about how to revitalize boring programs with entertainment-based techniques that maintain attention, foster retention and increase business results. In this program, we explored the relationship between learning and entertainment-based instructional techniques and how to apply them to the Design and Development phases of instruction. He modeled the concepts by integrating these techniques and music into his presentation — it was a lively and fun session as indicated by the picture!

May

In May, we had the pleasure of having Sindy Cassidy, the EVP of the Florida/Caribbean with Right Management speak on “The Essentials of Coaching within Organizations”. She shared her passion for coaching and helped attendees understand more about what coaching really entails. She explained the workplace trends that have changed the use of coaching from traditionally being used only as a problem fixer to a much more vast usage in Leadership Development, Succession Planning, and individual performance/planning, all of which are imbedded in an organization’s Talent Management Process.

Diving into the State of the Coaching Industry’s vast growth and some of the issues associated with that gave participants things to think about such as credentialing, return on investment, and the standardization of engagements.
Sindy also covered some of the business challenges that coaching covers and how it can benefit organizations in the performance, alignment, succession, and retention of their employees. To fully get the most out of coaching, organizations need to align their Leader Competencies, Organization’s Capabilities and Business outcomes. Through this the business impact of coaching will be much greater.

While formal assessments are used to measure ROI, the top way to measure coaching is progress reports to management (Leader Development: Linking Coach to Business Results, RM 2009). A copy of the presentation is posted on our website at www.cfc-astd.org <http://www.cfc-astd.org> under the Member’s only section.
In recent years there have been many books and articles published to help people empower others. Alternatively, some sources take the approach that for you to give the impression that you have “empowered” someone else may send a negative message that the person is perceived to have been powerless in his or her own right to begin with.

The reality is that you have the ability to create personal power within yourself and to share that power with others. Much of this capacity comes from your personal attitude about yourself. It also comes from your ability to access resources and strategies that can provide tools that you need to be successful.

Basically, self-empowerment comes from having a can do attitude about yourself, your abilities, and your opportunities. “Nay sayers” or those who continually think of reasons why something will not succeed often fail in the workplace. Taking an approach of, “That will never work here,” “We tried that before and it did not work,” or “That cannot be done,” will certainly lead you and ultimately your organization to failure when dealing with others.

To help prevent or overcome a negative viewpoint, try the following strategies:

**Work to build trust.**

Trust is the basis for all relationships. Without it, you have no relationship. To get trust, you must also give trust and show others that you have faith in their abilities and intentions. Once you do this, you will likely find that they open up and share more freely their ideas, issues, questions, concerns, and resources with you. Only when you get to this level of mutual sharing can you effectively provide quality customer service. Many people will display trust simply by the fact that they come to you and your organization for assistance. However, if you or the system fails them, the trust will be destroyed and may never be regained at least not to its previous level.

**Create information-sharing networks.**

Work with co-workers, supervisors, vendors and customers to establish a conduit through which information is freely and regularly passed. For example, if you find an article or bit of information from which someone else can benefit, forward it along with a little note telling them that you thought the information might be of value. Even if they cannot use it, you have sent a message of concern for their needs. They will likely remember this gesture and return in kind in the future.
Set personal goals.

Even though your organization likely has goals, and your supervisor or team leader may work with you to set performance goals, set some personal goals for improvement.

Such goals might include:

- Taking an evening class at a local educational facility;
- Attending a workshop to enhance your knowledge or skills;
- Reading a book or listening to an audiotape on a work related topic;
- Joining a professional group to learn more about your profession and get actively involved to expand your knowledge and skills in the area of leadership.

Whatever you do, be active in your personal growth and knowledge expansion. To do otherwise dooms you to the path of the dinosaur (you may go away or become extinct) and your professional growth may be thwarted beyond repair.

Work to build positive self-esteem.

Self-esteem is the way you view yourself and your capabilities. A lot of your self-perception comes from the values and beliefs learned as a child from a variety of sources. As a result, much of the way in which you interact with customers and others directly reflects whether you care for yourself or not.

In these tough economic times, it is easy to find things that are not working or not meeting your expectations. The key to enhancing your self-image is to focus on positive elements in life and avoid negative ones. This includes avoiding people who tend to be negative or who focus on the negative aspects of many situations.

There are many self-help books in bookstores and libraries and online (e.g. www.selfgrowth.com or www.ezinearticles.com) to assist you in recognizing your level of self-esteem and to provide strategies for improvement. Search out people and resources (e.g. the CFC-ASTD Mentoring program) that can help you and then get started on your path toward self-empowerment.
We all have them - fears, negative thoughts and negative self-talk. We let these negative blocks hold us back from doing the things we really want to do. When we let these negative blocks “win”, we hold ourselves back from doing new things, having new experiences, and living the life we love. Eventually, by doing so, we can experience frustration which can lead to anger, stress and depression. We can start to have physical symptoms, like stomach pains, muscle tension or headaches. Our relationships can be affected, as we become more angry and unhappy. But, this doesn’t have to be the case. We are not doomed to live this frustrating and unhappy life.

Here are some ways to overcome these negative blocks:

1. **Banish the Blocks**

You have to want to get rid of these negative patterns of thinking and behaving and be willing to commit to taking the steps you need in order to relearn new thought processes.

2. **Write It Down**

State your intentions but write them down. This is the most effective way to make it real, state a commitment, and for your brain to store it and categorize it as important. You know what to do, you just have to get out of the way and let it ‘tell’ you how.

3. **Visualize**

The power of mental imagery is large - just ask Michael Phelps or any other athlete; creating a picture in the mind keeps it in front and shows your brain the goal you want, which can lead to achievement of the goal.

4. **Affirm**

You have to want to get rid of these negative patterns of thinking and behaving and be willing to commit to taking the steps you need in order to relearn new thought processes.
The Chapter Connection

5. Practice, Practice, Practice

Practice, Practice, Practice - you must keep repeating the steps listed daily. In order to banish negative blocks, which have been with you for years, you must consistently perform these steps to create new neural pathways and positive thoughts in your brain, which will then become automatic responses as opposed to negative.

No one said becoming more positive would be easy but, doing the steps listed will help you to have a more positive outlook, be happier, and lead you to have the life you want.

Dr. Barbara Seifert, LCSW, CPC, is the President/Owner of Committed to Your Success Coaching & Consulting, which offers individual and organizational performance solutions. Services are aimed at increasing personal and professional development and enhancing organizational wellness through coaching, training and EAP services. Focus areas include career planning, generational diversity, and workplace wellness. Barbara is a certified coach, a licensed psychotherapist and an adjunct professor. She has been featured on Channel 6 in Orlando, abc7 in Los Angeles and the Wall Street Journal. To learn more, visit www.cyscoaching.com.

2010 CFC-ASTD President-Elect, Bob Lucas Awarded Prestigious Award

Bob Lucas, Managing Partner of Global Performance Strategies and President-elect of CFC-ASTD this year, has added another accolade to his list of professional accomplishments.


The book focuses on the most effective way to design, develop, and deliver training and learning events by applying what brain researchers know about how adults best gain, process, retain, and use information.

www.globalperformancestrategies.com
The Secrets of Building Trust in the Workplace
Three Strategies That Really Work!

Scottish author George Macdonald said that “it is better to be trusted than loved.” That may not be entirely applicable in private life, but it certainly is a sound axiom to live by at work. Experts agree that trust is one of the most important ingredients to a productive, synergistic and communicative workplace. Much has been said about building relationships with co-workers, bosses and customers, but while that is an important element to success, the need to forge trusting relationships is the real key.

What are some warning signs that you may have a trust issue in your workplace?

**Warning Signs**
- A very active “grapevine,” or “rumor mill”
- High turnover rate
- “Turf wars”
- Defensiveness, even hostility between groups or towards management
- Low initiative, morale

The good news is that this is a workplace condition that can be remedied. Here are 3 secrets to forging real trust in the workplace that are certain to yield results:

**Exhibit Uncompromising Integrity**

We live in an increasingly cynical society. There seems to be a ubiquitous mistrust of anything that has a human element to it. From business to politics, athletics and entertainment, people just don’t seem to trust one another anymore. And why should they? We see an increasing number of incidents of lying, cheating, covering up throughout all aspects of our society. Some recent examples include the Enron debacle, the Elliot Spitzer scandal and the Major League Baseball steroids accusations. Sadly, this trend appears to be having a “trickle down” effect on our youth. A recent study showed that 71% of high school students have cheated on a test in the last 12 months. Needless to say, if you are a person of uncompromising integrity you will stand out.

Here are some of the keys to uncompromising integrity:
- Being completely honest and ethical
- Exhibiting complete disclosure in communications
- Keeping confidences
- Giving credit to others
- Being open and transparent
- Treating all people with fairness
- Communicating clearly and truthfully

**Build Effective Relationships**

These days we have at our finger tips myriad technological communication devices, including instant messaging, e-mail, cell phones, video-conferencing, teleconferencing, etc. The truth is that while these tools may speed up communication, cause the proliferation thereof and make it more accessible, they do not in and of themselves improve communication.
The fact is there will never be an adequate replacement for good old fashioned face-to-face relationship building. Author Ralph Peters said "The great paradox of the 21st century is that, in this age of powerful technology, the biggest problems we face internationally are problems of the human soul." These “problems of the soul,” that exist in the workplace are best managed through effective relationship building. And that cannot be done solely through electronic communication.

Here are some tips:

- Learn to be a great listener.
- Watch your non-verbal signals.
- Don’t throw anyone “under the bus” (especially your boss).
- Be open to ideas.
- Share ideas for solutions to problems.
- Understand the political realities that exist at work.
- Use common sense, being friendly, helpful and positive goes a long way.

Deliver Results

After all is said in done, the best way to build trust with your co-workers, boss and customers is to consistently deliver results. This is particularly true for new hires, or those who are new to a team. There is a big difference between having the hope that someone can deliver results, and trusting that they will. In other words, you don’t really trust until you have seen results. In these times of budget cuts and layoffs, delivering high levels of productivity and being able to measure that impact is critical.

Here are a few suggestions:

- Clearly understand your role and objectives.
- Make sure you’re aligned with your boss’s goals.
- Ensure that you have the tools necessary to succeed.
- Seek ways to innovate.
- Add value – do something extra.
- Continue to upgrade your skills.
- Be as flexible and adaptable as possible.

There is no ironclad formula for building trust. Each individual situation is different, and may require a different strategy. But if you apply these three strategies you will be well on your way to forging trusting relationships in the workplace.

Article submitted by Greg Forte, Innova Creative Training Solutions - gforte1@cfl.rr.com
A Special Message to Our Members

Regularly, we get great questions from our members, questions every member probably wonders about. I wanted to take a minute and share the information with everyone, because as a member it is always your right to know. Equally it’s my pleasure to share the information with you as your elected V.P of Marketing for 2010.

How Are Program Dues Spent?

Looking at the below monthly programs budget projections, you can see for yourself that as a board we never project any profit from our members. In fact we generally project a loss to occur from our member registrations. In an effort to break even on each event, we try to tightly balance the loss created by discounted member pricing with equal profit margins from the non-member/ guests pricing. Here’s a typical break down for monthly programs.

<table>
<thead>
<tr>
<th>Projected Cost Per Person</th>
<th>Min. Cost per Person</th>
<th>Max. Cost per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue/Dinner</td>
<td>$25.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>AV cost of $150 to $300.00</td>
<td>$4.29</td>
<td>$8.57</td>
</tr>
<tr>
<td>$25.00 Gift Card for Speaker</td>
<td>$0.71</td>
<td>$0.71</td>
</tr>
<tr>
<td><strong>Total Cost Range:</strong></td>
<td><strong>$30.00</strong></td>
<td><strong>$34.28</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Projected Profit / Loss Per Member Status</th>
<th>Rate</th>
<th>High Margin</th>
<th>Low Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$30.00</td>
<td>$0.00</td>
<td>-$4.28</td>
</tr>
<tr>
<td>Student</td>
<td>$25.00</td>
<td>-$5.00</td>
<td>-$9.28</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$40.00</td>
<td>$10.00</td>
<td>$5.72</td>
</tr>
</tbody>
</table>

How Are Member Dues Spent?

While program registration fees often cover the overhead of monthly programs, the money you pay annually for membership is what keeps this organization going. Like any other “company” we have recurring hard costs that must be paid in order to conduct business. These include administrative support and expenses, website domain and maintenance, liability insurance, etc. Member dues are the chapter’s primary source of operational revenue that allows us to manage the organization and provide a variety of other member benefits.

Top Five Reasons Members Join / Renewing Memberships with CFC-ASTD?

1. To support their professional development.
2. To stay on the leading edge of the Workplace Learning and Performance profession.
3. To build their professional network.
4. To attend chapter programs that deliver valuable content at the member rate.
5. To give back to the profession.
A Special Message to Our Members

What Is The Difference Between ASTD and CFC-ASTD?

ASTD is an international organization; CFC-ASTD is the local chapter affiliated with the international organization. An individual can choose to be a member of either or both, and both organizations have separate annual dues. Membership in either organization has its benefits, and maintaining current membership in both is highly encouraged. If you must choose, we offer this one mantra: Think globally, act locally.

How Can I Get More Involved?

Opportunities to get actively involved and even take on a leadership role in the chapter are numerous. Talk to any Executive Board member or Chair at any program, or contact them via e-mail to discover your place. Your unique skills and talents can contribute to our chapter success.

- Mentor / Protégé Program.
- Assume board and committee chair positions
- Serve as committee members and assist with short-term projects. Whether you have a couple hours or are interested in a longer commitment, we need you.
- Help out at monthly programs or professional development events.
- Write articles to share their expertise and knowledge in the quarterly newsletter.
- Assist with the December celebration event/meeting.
- Help with the 2011 International Conference and Exposition. We will need over 300 volunteers to help plan and facilitate the volunteer activities.
- Donate resources (e.g., equipment and facilities for meetings, printing, or silent auction)
- Volunteer or donate to our quarterly community outreach programs, such as Coalition for the Homeless

To find out more about membership benefits and the fun and important volunteer activities, mark your calendars to attend the July monthly meeting, “The ‘Is’ Have It,” where you will gain new insight into the volunteer opportunities that are available.

Who To Contact?

Todd Whisenant, Past-President (pastpresident@cfcastd.org)
Lori Erlacher, VP of Member Services (Membership@cfcastd.org)
Daniel Pendleton, VP of Marketing (Marketing@cfcastd.org)
Martin Tier, VP of Finance (Finance@cfcastd.org)
Charlotte McDonald / Milana Thielen, co-VPs of Professional Development (Professionaldev@cfcastd.org)
Diane Caruso / Jennifer Cain, co-VPs of Programs (Programs@cfcastd.org)
Carole Borne, VP of Communication (Communciation@cfcastd.org)
Bob Lucas, President-Elect (PresidentElect@cfcastd.org)
Founded in 1979, chartered in 1982, and currently celebrating its 27th year, the Central Florida Chapter of the American Society of Training and Development (CFC-ASTD) has grown to be the largest and most influential organization serving learning professionals in Central Florida. CFC-ASTD is supported and is highly recognized by ASTD Headquarters. Since the inception of ASTD’s Chapter Operating Guidelines (CORE) for measuring a chapter’s success and alignment, CFC-ASTD is proud to have achieved 100% CORE each year. Service on national, regional and local committees reflects the professional commitment of the members of CFC-ASTD. Members are frequent presenters at regional and national conferences. CFC-ASTD is the leader in providing workplace learning and performance programming to the Central Florida community!

"One of the things that may get in the way of people being lifelong learners is that they’re not in touch with their passion. If you’re passionate about what it is you do, then you’re going to be looking for everything you can to get better at it."

**Current Officers 2010**

- **President** Crysta Melton
- **President-Elect** Bob Lucas
- **Past-President** Todd Whisenant
- **VP of Communication** Carole Borne
- **VP of Finance** Martin Tier
- **VP of Marketing** Daniel Pendleton
- **VP of Membership** Lori Erlacher
- **co-VP of Professional Development** Charlotte McDonald
- **co-VP of Professional Development** Milana Thielen
- **co-VP of Programs** Jennifer Cain
- **co-VP of Programs** Diane Caruso
- **Knowledge Manager** Gina Strano
- **Web Master** Wendy Dye
- **ASTD National Advisor** Michael Sabbag
- **ASTD Sr. Chapter Coach** Geoff Woliner
- **Newsletter Editor** Kendra Minor (newsletter@cfc-

You may reach any of the above members by using the email address format of firstname@cfc-astd.org