



SW Florida Chapter
February 2004

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.

Our February 18 Luncheon Meeting Theme:

“Presentation Techniques” Offers the Latest in Program Openers; Also Share *Your* Successes

Why does a trainer need a rubber chicken?

Have you ever attended a training session where the trainer incorporated fun activities and even toys into the class? Did you think, "I could never do that!" "It's not my style, I'm not creative!" or "My subject is very technical and we don't have time!"

Our February Luncheon presentation – **“Training Techniques”** – offers you the perfect opportunity to learn and share best practices of program openers. Our speaker is **Eileen Wickeri**, Training Manager for the Florida Department of Children and Families. *(See biography on Page 3.)*

Learn how to energize your classes with simple openers and icebreakers. Check out Eileen's Trainer Toolkit and see what items you could use. Share your success stories of program openers. Tell how you improved your interaction with participants. Reveal how you put them at ease. Eileen will then tie it all together, and as a united team, we can all **“Pass It On”** (our theme for 2004).

[This article continues on Page 3 and provides information on: (1) 2004 Trainer Certification program that begins with this February presentation, and (2) why the change of meeting topics.]

Mark your calendars and sign up now – for this fun and learning event.

Date: Wednesday, February 18, 2004

Time: 11:30 a.m. (networking); luncheon/presentation, noon to 1:15 p.m.

Location: Hilton Garden Inn, Summerlin Road and College Parkway, Ft. Myers

Program Cost: \$20

Menu: *Grilled Chicken Caesar Salad (included in the program cost).*

(Members who make reservations but who do not cancel by the deadline – Noon Monday, February 16 – will be billed. Remember: Reservations are highly encouraged; we can't guarantee a place at the meeting without them.)

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 Monday – February 16.)

INSIDE

Page 2

President's Message

Page 3

Meet Your February Speaker

*Membership Renewal Time
Training Tracks Staff*

Page 4

*Board Buzz (News from
Your Board of Directors)*

Page 5

Meet Three New Chapter Members

Page 6

Recap of January Meeting

Page 7

*Next Month's Meeting
International College Ad*

Page 8

*International Training
Kudos Korner*

Page 9

*Board of Directors Listing
Barry University Ad*

HOW TO REACH US

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President's Message

Equating Challenges of Mount Everest to ASTD Chapter Leadership



Keith Grossman

Straddling the top of the world, one foot in China and the other in Nepal, I cleared the ice from my oxygen mask, hunched a shoulder against the wind, and stared absently down at the vastness of Tibet. I understood on some dim, detached level that the sweep of earth beneath my feet was a spectacular sight. I'd been fantasizing about this moment, and the release of emotion that would accompany it, for many months. But now that I was finally here, actually standing on the summit of Mount Everest, I just couldn't summon the energy to care.

It was early in the afternoon of May 10, 1996. I hadn't slept in 57 hours. The only food I'd been able to force down over the preceding three days was a bowl of ramen soup and a handful of peanut M&Ms. Weeks of violent coughing had left me with two separated ribs that made ordinary breathing an excruciating trial. At 29,028 feet up in the troposphere, so little oxygen was reaching my brain that my mental capacity was that of a slow child. Under the circumstances, I was incapable of feeling much of anything except cold and tired.

– **Jon Krakauer, "Into Thin Air"**

Straddling the top of the world. Standing at the summit of Mt. Everest. An amazing achievement. An achievement filled with challenges, setbacks, and of course, danger.

"Into Thin Air" is a first-hand account of the 1996 tragedy on Mt. Everest. Eight people lost their

lives, including two experienced climbers guiding two teams of relatively inexperienced climbers to the summit.

A storm approached suddenly, catching the climbers off guard and leaving many of them exposed to the fatal cold, wind, and ice. The climbers are challenged to make smart decisions and to work together facing a force they can't control.

"Into Thin Air" is a story about leadership, teamwork, and commitment. The story dramatically shows that if any of these qualities are lacking, the results can be fatal.

Although the challenges of ASTD are not a matter of life-or-death, the same qualities are required for success.

Before taking on a challenge like climbing Mt. Everest, climbers need to assess their current situation. Not only do they need to determine their strengths and weaknesses; they need to consider whether they have the desire to climb to the top. Does reaching the summit appeal to them? Reaching the summit is a goal that requires courage, training, and a significant amount of time and money. Those people who don't have a strong desire to climb Mt. Everest won't make it.

Our members, as well as potential members, need to recognize a strong appeal in being involved in ASTD. Strong appeal typically results in strong desire. Other interests and other projects are snatching their time and their money. We have to show them the appeal of ASTD. We have to show them what we have to offer.

ASTD . . . Pass It Along.

Keith Grossman

Chapter President

keith@attorneygrossman.com

February Meeting Details (Cont'd from page 1)

This session is the first of three sessions for our **2004 Trainer Certification Program, Track 1, Trainers' Strategies**. [For more information about the Certification Program, refer to our January 2004 issue of *Training Tracks*, page 5. You can access the newsletter on our Web Page, located at: www.astdswfl.org]

[**Note:** The presentation on *Career Development*, originally scheduled for this month, has been postponed until next month because of a last-minute speaker conflict. In its place we're running our *Presentation Techniques* program, originally scheduled for March.]

If you have a copy of the 2003 ASTD Training Track Tips booklet, bring it with you so you can add some new tips and activities.

IT'S MEMBERSHIP RENEWAL TIME!

They say "Time flies when you're having fun" and this year has certainly been FUN!

To ensure you remain a member in good standing, it's now time to renew your chapter membership for 2004.

You need to make your renewal by February 29 to be included in our updated membership directory. The annual dues remain at only \$40. As an added incentive – if you renew by the deadline – you'll receive 20 bonus Visi-bucks!

For some reason, if you have not received your renewal invoice via e-mail from Eileen Wickeri, please contact her at:

Eileen_Wickeri@dcf.state.fl.us

Meet Your February speaker:

Eileen Wickeri

Eileen Wickeri, Vice President of Membership Development, is the creator of our Chapter's *Visi-Bucks* program and auction – so successful during our December monthly meeting.



Eileen Wickeri

Her prime goal, with the outstanding support of her committee, is to attract and hold new members.

And our latest results show she's doing a bang-up job. We're very honored to have her on our Board of Directors for the second year running.

Born and raised in New England, Eileen has been a Florida resident since 1970. Eleven years later she joined the staff of the Florida Department of Children and Families, rising to the position of Training Manager for District Eight.

Her responsibilities involve supervision of the Economic Self-Sufficiency and Staff Development.

Eileen is a certified trainer and application specialist in Process Management, Quality Improvement and Control (QIC), and is certified in Essential Trainer Skills. She has been a long-time member of ASTD and has presented workshops at conferences throughout the country.

Our vice president has two married daughters, three spoiled cats, and enjoys movies, traveling, and decorating.

You can reach Eileen at 239/338-1370 or via e-mail at:

Eileen_Wickeri@dcf.state.fl.us

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Board Buzz

A New monthly Column on News
from our Board of Directors by
Chapter Secretary Daralene Jones

[From January 9 Board Meeting]

Chapter President **Keith Grossman** plans to organize our “monthly meeting pre-meal time” into alternating times of **networking and technology**.



Daralene Jones

(I almost needed CPR at this announcement because I am still trying to understand that you shut the computer off by clicking on "START.")

Keith came through though, when he suggested we might use PowerPoint to present brief announcements during pre-meeting activities. This way we could shorten our introductions (using text and photos of members and guests) and oral announcements such as committee recruitment.

Speaking about new members, the Membership Committee, under **Eileen Wickeri's** capable hands, is doing a super job of developing a packet for new members. The committee will track new potential members from the time they attend their first meeting through joining. Kudos for this ambitious undertaking, while still keeping membership rolls current.

Eileen's report at the board meeting on January 9 resulted in the Board passing a motion that students, with proof of program enrollment, will be granted a \$10 discount off existing membership fees.

Edwin Amerman, Chapter Vice President of Information Services, told us about something that he has that NO other board member has . . . the records of members . . . and it's on his old personal computer and not backed up. So, if you are asked to fill in some information forms in the near future, fear not. It is not Homeland Security checking on you; it is we who are just updating our files. In the meantime, please be kind to Edwin.

Janet Earls, Vice President, Public Relations, is looking for members to serve on the PR Committee. If interested, please call her at 239/945-3137 or send an e-mail to janet@sitkins.com.

Truthfully, Janet is pleasing to see, even if you are not interested in serving on the PR Committee.

[From February 6 Board Meeting]

Chapter President **Keith Grossman** reported that our Chapter has met the National ASTD Core Requirements for 2003. YAY TEAM! Very shortly you can view the full report on our web site.

Jim Jacoby obtained our first four-color, half-page ad for our *Training Tracks* Newsletter from International College. The ad will run for three months at a cost of \$50 per month. I can think of many things for which I'd pay \$150 to see in print.

If you run into **Eileen Wickeri** in the near future, pat her on the back or hug her – don't shake her hand! Her fingers are raw from counting Visi-Bucks! As a solution, she has some new denominations – \$20's and \$50's. Let's keep her going and force her into making a \$10,000 bill.

On a more serious note, her committee introduced a New Member Orientation packet. Nice Job! Makes me wish I could join again.

Linda Brooks, President-Elect, will be bringing P-I-E (Partners in Education) to our Chapter. She promised me a lot more on this at the next meeting. Joy, joy, joy! I love pie!

Our Chapter now has a Sunshine Chair: *me!* My duties, which I will gladly perform, is to send a card to anyone who needs a spot of sunshine in their day. If you know of anyone who needs this – contact Daralene at 239/433-9696.

Jim Jacoby, Vice President, Communications, is also looking for members to assist with publication of *Training Tracks*. If you're interested in trying your hand at writing, please call Jim at 239/390-1522 or send an e-mail to JacobyJ@aol.com.

Well, the scheduled *Training Tracks* deadline time is fast approaching, so I'll buzz off till next month.

Daralene Jones
Chapter Secretary

Meet Three New Chapter Members

David Jaffe, whose specialization is speech and hearing, currently teaches at Edison College in Fort Myers.

With 30-plus years of experience in Communication Arts and Sciences, he holds a B.S. degree in Speech Therapy from Boston University, and an M.A. degree in Speech Pathology from Hofstra University.



David Jaffe

During his career (which is still ongoing), he has achieved numerous awards and training certifications. Among them: Permanent Certification as a Teacher of the Speech and Hearing – Handicapped, State of New York; licensed Speech Pathologist, State of New York; certified facilitator for Steven Covey's Seven Habits Program.

David joined our ASTD Chapter for professional stimulation, education, and learning. He'd like to make a contribution to training and development in Southwest Florida. He expects the best of all things as a result of his membership, and plans to participate in committee work. He enjoys sharing and learning from other professionals.



Jim Roach

Jim Roach, owner of T.S.I. Strategies, LLC, is a training technology consultant who works with major corporations and international military organizations to implement new learning technologies.

His primary focus: providing instructional design and training support for EPSS (Electronic Performance Support Systems). He is currently developing new training products for distribution of high-quality presentations at low bandwidth and file size.

During his career (which is still ongoing), he spent 14 years with General Motors as a Senior Project Engineer. Later he was associated with several technology companies, and last year founded his company – T.S.I. Strategies, LLC, of Cape Coral.

Jim has received many awards and has been a featured speaker at numerous conferences. He even appeared on *ABC World News Tonight*, doing a segment on technology.

He holds an EET Degree from Midlands Technical College, is a certified Commercial Auxiliary Nuclear Reactor Operator, and has completed 20-plus technical courses from General Motors University.

He joined our Chapter to start a new chapter in his career in the training field. He would like to apply and share the lessons learned – with the frontline, everyday learning community.

His personal expectation: *involvement*. He plans to write articles on some of the latest learning technologies that work (and those that don't). He wants to share knowledge with other chapter members and play an active part in a committee.



Ofelia Tallon

Ofelia Tallon, until recently, was a Technical and Soft Skills Trainer at the Sony Customer Information Services Center.

She had spent five and one-half years with the firm, and was caught in their recent "down-sizing" consolidation.

While at Sony, she received certification and earned a Green Belt in the Six Sigma quality improvement program. Earlier, she spent 20 years in various customer service positions for Mexicana Airlines.

Ofelia holds a Bachelor of Professional Studies degree from Barry University, where she is now pursuing a Masters' Degree in Human Resource Development.

She joined our Chapter to stay current with industry trends. She wants to share her experiences while learning from fellow chapter members, and looks forward to participating in the sessions and activities of ASTD. She plans to be an active, contributing member.

*Recap of January Meeting***“Rocks with Lips: How to Motivate Unmotivated Employees”***By Pavita Oberoi, Co-Editor*

There were a few things different about our January ASTD meeting:

1. It was going to be a dinner affair.
2. I was going to be able to attend, for my work-related travels had prohibited me from attending the past few meetings, and
3. The title of the evening program really caught my attention.

Intrigued by what I had read about the up-coming presentation, I needed to know more about our speaker, and, exactly what connection did “rocks” have with “lips.”

I found out that evening.

Allison Blankenship

certainly exuded energy that could move things – even Gibraltar – the rock that is, as she walked us through (in her Dorothy red shoes), the ways to:

- Identify and value individual differences,
- Set goals for behavior, and
- Change and reward positive behavior.

She pointed out that often the wrong behaviors at a work place get rewarded, de-motivating those employees who generally have the right behaviors.

Recognition and rewards – key ingredients in motivating people to perform or not to perform – are imperative to cloning right behaviors.

Our speaker enamored the group further through the course of the evening, with her acting talents and her insights. Using many variations of tying a scarf – her prop through most of the presentation – Allison concentrated heavily on motivators and de-motivators.

*Allison Blankenship**One of her many faces*

It all begins with **awareness**. The key is to first identify and profile individuals in certain categories so that the appropriate words can be used as tools to trigger the right, motivated behavior.



Allison injected the group with a great exercise and gained their participation as she demonstrated ways to profile someone. It all evolved from first realizing **SELF**. Through her precise instructions, the audience split themselves into four categories.

The categories depend on how participants respond to her questions that looked for certain common traits within personalities.

I felt wonderful being in the category of **Sociable** leaders, type A personalities . . . until Allison in her award winning performance exaggeratedly acted out distinctions of the “**S**” profile.

Amidst the laughter a lot of things hit home. I was glad to see the change in her scarf “Personality” type. It was fun to watch the reactions of fellow observers as they related and reacted to the general characteristics that Allison pulled out for each of the personality types.



The evening progressed with the myriad of personal and professional stories that Allison weaved through her presentation. It was these stories that captivated the attention of the audience. We moved from **SELF** to the **four D’s of de-motivation**.

She talked about how to recognize and empathize with employees who are caught up in being **Disengaged, Disoriented, Disenchanted, or in Dis-identification**. She shared ways to help them change in a safe environment by taking small action steps. *(Continued on next page)*

Motivating *(Continued from previous page)*



Finally the competitive creativity of the group was evoked as Allison threw in a little bit of competition. She challenged us to see which team could come up with the most ideas for rewarding employees.

The lists grew long, the cheering louder. Allison had paved her way onto the yellow, “rocky” brick road with her powerful communication skills . . . into the appreciative applause of the ASTD members.

In other words . . . she rocked !

(Photography by Jim Jacoby)

Next Month's Dinner Meeting Topic: Career Development

Our March Topic – Career Development – will show you how to create strategies for knowing where you are going and how you are going to get there.

Bringing this important topic to us will be **Jeri Trevisani**, Vice President and Manager, Human Resources, GE Client Business Services.

Mark your calendars now for the evening of March 17, to be held at the Hilton Inn in South Fort Myers.

For more information, contact Dr. Geri McArdle of Barry University, at 239/278-1799 ext. 14, or send her an e-mail to:

gmcardle@mail.barry.edu



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A Trainer's Journal:

International Training

By Libby Anderson

I recently had the opportunity to conduct my first international training workshop. While I have conducted hundreds of workshops in the past, this experience was like no other.

My assignment involved traveling to Trinidad in the West Indies to present a four-day workshop on Human Resource skills. My client: a division of the United Nations.

Calling upon the rule all trainers follow, I conducted extensive research regarding my participants. What my research didn't yield was how sophisticated and already knowledgeable about the topic my audience would be!

While the language in Trinidad is English, it isn't necessarily *American*. All of my communications with the client were conducted via e-mail but I found that we had a different understanding of verbiage. For example, when I was asked for my manuals, a sense of panic set in until I realized they meant handouts. They were also concerned when I didn't send it in a PowerPoint format until I explained my philosophy that participants will learn these skills by *doing* not by *seeing*. Activities as part of the training experience were not always customary with them. They were pleasantly surprised.

Another trainer technique is to reinforce participation through the use of prizes and props. I had found during my pre-workshop research that they enjoy chocolate in Trinidad. So, I loaded up on 100 Grand bars for use as prizes. What my research didn't yield was information

Libby (front row, left) with Class in Trinidad



KUDOS KORNER . . .

TRAINING TRACKS again turns the spotlight on Chapter members who went the "extra mile."

- **Noreen McAuley** and **Eileen Wickeri** for conducting our Chapter Membership Orientation program on February 6.
- **Joanne Hartke** (Lunch Program Chair) and **Eileen Wickeri** (initial March speaker who agreed to switch from March to February) for working out details to swap the February and March Meeting Presentations.
- **Pavita Oberoi** for hosting the Membership Retreat at Gartner Group on February 6, and arranging for the lunch.
- **Keith Grossman** and **Linda Brooks** for initiating project to redesign our Chapter logo (to be introduced next month).
- **Richard Evans** for his initiative to redesign and upgrade our chapter website.
- **Linda Brooks** and **Helen Hunter** for launching our new P-I-E (Partners-in-Education) project, with Dunbar High School.

about the amazing manners of people from the West Indies. They wouldn't eat the chocolate in front of the rest of the group, but rather chose to take it home!

Speaking of manners, trainers often face a difficult participant who is either negative or uninvolved. This group was a trainer's dream. They paid attention, asked great questions, and spoke positively. Their agreeable attitudes almost made it difficult because when I would ask them if they would like to break, or move on to another topic, they would defer to me.

I had some uncertainty about the facility itself. Another pleasant surprise was when I arrived at the UN building and found it to be warmly decorated with a training room that was ideal.

My first international training experience was fulfilling, interesting, and fun. (I also appreciated that they paid me immediately following the event.) They liked me too! Soon I'll be going back to conduct additional training on Strategic HR, Organizational Excellence, and Customer Service.

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| 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 Jim Jacoby, Editor, Phone 239/390-1522. E-mail: JacobyJ@aol.com. (For color, add 50%.)

March Newsletter Deadline

Deadline for submitting articles for the March issue of *Training Tracks* is noon Friday, February 27.

If you would like to advertise your business or post an employment or contract opportunity, please send your information to Jim Jacoby: JacobyJ@aol.com, or call him at 239/390-1522.

Job postings will be listed here in *Training Tracks* and announced at all Chapter Meetings.

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