PRESIDENT MESSAGE   Ida Gropper, CPLP

2012 is off to a great start!

It was only three years ago when a volunteer position became open in the chapter for a CPLP Chairperson. The volunteer opening was billed as a way to get involved, have fun, meet great people, and make a difference in the chapter and our profession. I have to admit that, at the time, I didn't even know what CPLP stood for, but I was intrigued and looking for something that would "stretch" me in new areas. Here I am three years later…stepping into the role as our chapter's 38th President. I can now tell you, through practical experience, that a Certified Professional in Learning and Performance is an ASTD certification requiring competency in nine areas of expertise. Volunteer service really does open the door to new growth and development, and yes it does "stretch" us.

Thank you to our 2011 President, Sue Raffensperger, and the 2011 Board of Directors for their contributions to the chapter. Your dedication and commitment to the ongoing success of our chapter is truly valued. Special thanks to our 2011 board members who moved on to other adventures: Karen Sistare – VP of Programs and Christy Sharpe – VP of Information Technology. A list of your 2012 Board of Directors was included in the December edition of Learning Bridges and may be found at www.astdnefl.org. We are committed to helping you develop as a workplace learning professional through speakers, resources and networking events. Feel free to contact us with your questions, concerns, or suggestions. Please welcome the latest addition to the board, Casey Gibson – VP of Public Relations. Casey has been an ASTD member since 2007 and serves as Senior Training and Education Specialist at Medtronic.

I am very excited about the goals the Board has set for 2012. We are committed to making ASTD Northeast Florida a valuable resource for you. Our chapter goals include:

- Maintain 100% CORE compliance in all areas, including increasing national chapter membership to 35%.

- Analyze finance and sponsorship trends, determine gaps, identify opportunities and take appropriate action.

- Ensure all programs offered to chapter members (i.e., Programs, eSIG, CMSIG, and Professional Development) are directly tied to the ASTD Competency Model.

- Ensure programs are coordinated to provide interrelated learning themes based on members' needs and interests that can be directly applied to their work, which should increase overall program attendance by 3% annually.
- Increase chapter visibility in NE Florida by participating in at least one community-based event.
- Provide accurate, clear, and consistent communication that promotes the chapter goals, mission/vision, and brand through the website, email, social media, and face-to-face interactions with members.
- Identify processes for each area, document steps required and maintain documentation in a repository that is accessible to all.

Our chapter is successful because so many members give of their time and expertise. If you are currently a committee member, thank you for your service. If you are still on the fence about getting involved, allow me to reassure you that we are interested in matching your interests with available opportunities. You may volunteer to help for a one-time task or become involved in a project from start to finish; how much time you give is up to you! Please reach out to Laura Steigelman – VP of Member Involvement at memberinvolve@astdnefl.org.

We have planned a great year of learning, fun and networking. I look forward to seeing you at the next chapter event.

Kindest regards,
Ida Gropper, Ed.S., CPLP
2012 President
president@astdnefl.org

MEMBERSHIP AT A GLANCE

Have you ever wondered how many members are in the Northeast Florida Chapter? Here's the scoop…

Our current numbers for March 2012 are at an impressive 344 members. Of the 344 chapter members, 113 are also members of the ASTD National organization. This equates to 32.8% dual membership.

As of January 1, 2012, ASTD National increased the CORE (Chapter Operating Requirements) joint membership requirement from 30% to 35% for all chapters. CORE refers to a set of performance guidelines established by the ASTD National organization designed to help chapters deliver consistent benefits to members. Our chapter has set a goal to get a head start on achieving this year's CORE membership requirements. We ask you to consider becoming an ASTD National member and take advantage of the benefits the

National chapter has to offer. To learn more about national membership please visit the membership link on our website at www.astdnefl.org.

The success of our membership growth is due in part to both the Membership and Member Involvement Committees working together to increase membership and helping to make your chapter experience a positive one. How can you help the chapter grow even more? Tell a board member how we can improve your experience. Continue to share with your colleagues and friends the benefits of being a member.

If you have any questions or comments about local or national membership, contact Jennifer Jamison, Membership VP at membership@astdnefl.org.

MEMBER NEWS

This section of the newsletter has been developed for you, the members. We will accept announcements, appointments, awards, community involvement and much more.

Send anything you would like to share to editor@astdnefl.org.

WHO/WHAT IS CHIP?

As an ASTD-NEFL Chapter member, you've no doubt heard about ChIP, right? Who/What is ChIP?

ChIP is not the latest teenage icon. It is something quite amazing that benefits YOU and ASTD. ChIP stands for Chapter Incentive Program and is a revenue-sharing program offered by ASTD National. It can help the Northeast Florida Chapter offer additional services to members in the way of speakers, resources and networking events.

How? Whenever you make an online purchase from the ASTD Store, register for a conference or workshop, or renew your National membership, include the ChIP Code **CH9036.** This will help the chapter earn additional revenue so that we can provide you with more valuable services.

SAVE THE DATE

Hold the date for the upcoming BIG Event in October!

BIG EVENT
Project Management for Everyone:
Lessons Learned from the Three Little Pigs
University Center at the University of North Florida
Jacksonville, FL
8:00 AM – 12:00 PM, October 4, 2012

UPCOMING EVENTS

There are many exciting events on our calendar. Below are a few for you to note.

Special Spring Workshop
Combined Regular Monthly CM-SIG and eSIG Program
Revitalize Your Training
University Center at the University of North Florida
Jacksonville, FL
8:00 AM – 4:30 PM, April 10, 2012

For more information and to register:
http://www.astdnefl.org/EventsCalendar?eventId=454471&EventViewMode=2&CalendarViewType=1&SelectedDate=4/23/2012
Note: Registration ends April 3, 2012

Articulate Jam Session with Tom Kuhlmann
Hosted by Winn-Dixie
Winn-Dixie HQ, 5050 Edgewood Ct.
Jacksonville, FL
8:30 AM – 11:00 AM, April 11, 2012

For more information and to register:
http://tomkuhlmann.posterous.com/join-me-in-jacksonville-for-a-free-articulate

CPLP Awareness Sessions
Sessions are FREE and open to members and non-members
Webinar
May 16, 2012
August 22, 2012
October 24, 2012

For more information:
http://www.astdnefl.org/CPLPAwarenessSessions

Access the ASTD-NEFL Chapter Events website for the complete calendar.

2012 INTERNATIONAL CONFERENCE & EXPOSITION

ASTD's International Conference and Exposition (ICE) will be held in Denver, CO, May 6-9, 2012. ICE features more than 250 educational sessions from industry leading experts and a world-class EXPO filled with the latest products and services from top suppliers.

WANT TO ATTEND but have a small budget? VOLUNTEER!

As an ASTD member, you get the opportunity to be a volunteer for the conference for a maximum of 2 days. Each day you volunteer, you receive a free one day pass to go to the conference. Volunteering also allows you to attend the rest of the conference for a discounted rate. To register as a volunteer for ICE 2012, go to http://www.rsvpbook.com/event.php?409968.

WANT TO ATTEND and get a discount?
Want to attend the conference and not volunteer? Your chapter membership can save you up to several hundred dollars off your registration. We have at least 5 members registered for ICE and you can register with our chapter as a Chapter Team to get the chapter team discount. If you will be attending ICE, please contact the ASTD NEFL Administrator at admin@astdnefl.org. The administrator will let you know if/when we get enough attendees to register as a Chapter Team.

Those who have already registered as an individual will receive a refund of the price difference by joining the Chapter Team.

For more information on ICE or to register, here is the link:
http://www.astdconference.org/ice12/public/Content.aspx?ID=4663&sortMenu=102000

Please remember to use the ASTD NEFL Chip Code, CH9036, to register for ICE, and when purchasing from the ASTD Book Store, etc. Our Chapter earns cash back whenever it is used.

DEFINING YOUR WORTH AND LEVERAGING YOUR VALUE

Do you know the value you add to your current employer or what you would add to a potential employer? Having a clear plan and successfully implementing it will advance your career. Knowing when and how to ask are key components to getting the salary and benefits you want when negotiating for a promotion or a new job offer.

Mary Feldstein from the NEFL chapter is delivering a workshop at the 2012 ASTD International Conference and Exposition (ICE) in Denver, CO. The session will be held on Monday, May 5, 2012 from 10:15 am – 11:30 am.

You will learn:

- How to determine your value before accepting the next position/opportunity.

- How to promote yourself for a performance review and ask for a raise.

- Key negotiation tips that will increase your financial worth.

For more information on ICE or to register, here is the link:
http://www.astdconference.org/ice12/public/Content.aspx?ID=4663&sortMenu
=102000

Please remember to use the ASTD NEFL Chip Code, CH9036, to register for ICE, when purchasing from the ASTD Book Store, etc. We earn cash back as a chapter whenever it is used.

NEW MEMBER ORIENTATION COMING IN JUNE

Are you a new Northeast Florida ASTD chapter member? Or do you have questions about the member Marketplace, Professional Development Program, or the meaning of e-SIG?

These and other topics will be discussed at our New Member Orientation sessions! Although it is called "new member" orientation, all members are invited and welcome to attend.

The purpose of the session is to provide members with information about their member benefits, the who's who of our local chapter, and how to navigate an important member resource: our chapter website! And of course, networking opportunities with other ASTD NEFL members!

Our next orientation is scheduled on June 5, 2012 at Webster University-Jacksonville Metro from 8:30am to 9:30am.

If you have any questions about our ASTD New Member Orientation, contact our VP of Member Involvement, Laura Steigelman at memberinvolve@astdnefl.org.

VOLUNTEER POSITION

Get Involved! New volunteer opportunities available!

Would you like to get more involved? Give back to your chapter and profession? Meet new people? Learn something new? Or just lend a helping hand?

We have exciting opportunities in many areas which include:

    Membership Committee
    Sponsorship Committee
    Member Involvement
    Chapter Ambassadors

To learn more, go to www.astdnefl.org and click on **Get Involved** on the left hand side. Or, contact our VP of Member Involvement, Laura Steigelman, at memberinvolve@astdnefl.org.

CHAPTER ADMINISTRATOR POSITION AVAILABLE

ASTD-NEFL Administrator Position
Jacksonville, Florida (part-time, hourly, home office)

RESPONSIBILITIES:
The Chapter Administrator is a critical role for the American Society for Training and Development's Northeast Florida Chapter and is a part-time contract employee serving as the first-line of communication between members and the Board of Directors. Responsibilities include but are not limited to: answering questions of members or potential members via phone and email, supporting chapter events through registration and catering, assisting the Board of Directors, maintaining and preserving chapter records, taking minutes at Board meetings, and assisting with chapter finances and membership.

QUALIFICATIONS:
This position requires an enthusiastic, creative, self-motivated person with excellent interpersonal skills, willing to work in an environment requiring strong emphasis on providing superior customer service conforming to ASTD's mission and values. Strong oral and written communication skills, time management and project management skills. Must be proficient with Excel spreadsheets and Microsoft Word documents. Must have Internet access, an email account, and transportation. At least one year of experience providing excellent customer service and bookkeeping or accounting experience preferred. Comfortable using various technology tools a plus. Required to pass both a background and financial check before beginning the position.

Send cover letter, resumé, and three references in email to:
astdneflchapter@gmail.com

TRAINING SERVICES DIRECTORY

Are you familiar with the **Training Services Directory** on the Chapter Website? It is a valuable resource for locating services needed by you or your organization. You can search the listings for vendors, contractors, and other providers associated with training and development.

If you offer services to the public or the business community, it is also a great way for you to reach prospective clients. This is the place for you to promote yourself and/or your business. Listing in the Training Services Directory is free to chapter members. This is another example of the value that you receive as a chapter member.

To be included, log on to the [website](#), view your **Profile**, choose Edit Profile, then describe your business or service and include contact information in the Training Services Directory field. Limit – 1,000 characters for the entire field (see examples [here](#)). Next, notify webmaster@astdnefl.org that your listing is ready for posting.

Note – if your listing has been removed due to a lapse in membership and you have since renewed, simply notify the webmaster to repost it.

If you are not a member and would like to post in the Training Directory, contact webmaster@astdnefl.org. Non-members may post a listing in the Training Services Directory for an annual fee of $70.00.

CPLP UPDATE

By: Darrin Hayes, CPLP Chairperson

The 2012 Certified Professional in Learning and Performance (CPLP®) awareness program for the ASTD Northeast Florida chapter is off to a great start with a CPLP® Lunch and Learn event held March 14th. The event was attended by nearly 20 chapter members, or guests, interested in learning more or sharing about the CPLP® certification.

The event included an overview of the CPLP® program, along with questions, discussion, and networking among attendees. Several attendees expressed interest in participating in one or more study group opportunities.

Also announced at the event are the following opportunities for participating in a Virtual CPLP® Study Group:
- The ASTD Suncoast Chapter in Tampa Bay, FL is offering a CPLP® Virtual Study Group beginning April 16th and lasting 14 weeks. Cost is $129 for members of all ASTD Chapters. For additional information, go to astdsuncoast.org.
- The ASTD South Florida Chapter CPLP® Virtual Study Group starts on March 24th and runs through May 26th. It is open to all national or local chapter members of ASTD. There is no fee to participate. For additional information, go to astdsfl.org/CPLP.

A special thanks to Heather Horner and Cristina Echeverry for helping organize the event and for serving on the CPLP® Committee.

For more information about the CPLP® certification, email CPLPchairperson@astdnefl.org.

OUR SPONSORS

UNF DIVISION OF CONTINUING EDUCATION

UNF's Division of Continuing Education offers a variety of courses to develop and enrich your growing list of talents.

The 27th Annual Administrative Professionals Conference, PHR/SPHR Certification Exam Preparation, Supervisory Series: Leadership and Team Building Tracks, LSAT and GMAT are just a small sample of these offerings.

Check out www.unf.edu/ce or call (904) 620-4200 for more information on any program.

NEWS FROM NATIONAL

2012 Winners of the John Coné Student Scholarships

Winner of the ASTD International Conference registration:
Chaundra Whitehead, Florida International University
Winners of one-year national ASTD memberships are:
Susan D'Angelo, Suffolk University
Eboni DuBose, Boise State University
Melissa Hahn, University of the Pacific
Malar Hirudayaraj, Southern Illinois University Carbondale
Harjanto Tjahjono, Boston University
Lisa Woodley, University of Phoenix

Learning Transfer Conference
The Six Disciplines of Learning Transfer:
Presented by ASTD in Partnership with Fort Hill Company
April 4-5, 2012 in Atlanta, GA
June 19-20, 2012 in Chicago, IL
October 2-3, 2012 in Denver, CO
For more information and to register: For more information and to register:
http://www.astdnefl.org/EventsCalendar?eventId=454471&EventViewMode=2&CalendarViewType=1&SelectedDate=4/23/2012