

# Learning Bridges

Newsletter for ASTD Northeast Florida

*Mission: ASTD Northeast Florida chapter is a resource organization committed to providing learning and performance solutions to chapter members, training professionals, and the community.*



## 2013 Board of Directors - Call for Nominations

In preparation for the election of next year's officers, the nominating committee will communicate the nomination process to members via email and website. A chapter member may nominate him/herself or someone else; however, anyone wishing to nominate someone else for a board position must discuss it with the individual before submitting his or her name. Nominations can be submitted via email to [nominations@astdnefl.org](mailto:nominations@astdnefl.org). Please visit the chapter website for open positions and timelines, soon to be posted..

The nominating committee is led by President Elect, Robert Zinsser, and includes Sue Raffensperger, the Past President, and Darrin Hayes, a chapter member in good standing, as outlined in our chapter by-laws. The Nominations Committee will vet all nominations by conducting one or more telephone interviews with each nominee and narrowing the slate of candidates to the one, most qualified individual for each position. The final slate of officers will be sent to chapter members by email and posted on our website. The live election of the final slate will take place no later than October prior to the start of the monthly program.

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ASTD Northeast Florida is an ASTD Chapter of Excellence, recognized as a regional association for workplace learning and performance professionals. In 2011, the chapter achieved 100 percent Chapter Operating Requirements!



## From the President's Desk

June 20<sup>th</sup> was the first official day of summer, and it's hard to believe the year is half over! Your board and committee members have been actively involved in a number of initiatives aligned with our chapter goals for 2012, as discussed in the last newsletter.

*One of this year's goals is to provide programs that are tied to the ASTD competency model and based on members' needs and interests. Thus far, this year's programs have had high attendance and positive comments. Here is a brief synopsis of a few programs offered in the second quarter*



Ida Gropper, Ed.S., CPLP



### April Special Spring Workshop with Tom Kuhlmann Event

Congratulations to Lynne Orr-Holley, VP of eSIG; Tom Speer, VP of Programs; and Marilyn Feldstein, VP of CM-SIG for developing and organizing this program that yielded 121 attendees and added value to our members. Tom Kuhlmann confirmed his reputation as a rapid e-learning guru as he shared many e-learning design tricks and tools for using PowerPoint. A very special thank-you to the committee members that helped to make this event a success.

### June Reflections on ICE – From Sessions to Success

If you were not able to attend ASTD's International Conference Expo this year, I hope you were able to participate in the June eSIG where members shared snippets from ICE sessions through round-table discussions. Among the topics discussed were: Digital Learning, Traditional eLearning, Virtual Learning, and Mobile Learning. Wish you could review materials and recordings from this year's national conference? You can through the national conferences website. Thank you to Jeff Geloneck for organizing this successful event.

### Mentoring Program

We will be kicking off the third year of the Mentoring Program this summer. The program has been very successful and benefits protégés and mentors alike. I have participated as a mentor and walked away with a lifelong friend. The program runs 14 weeks. Mentor-protégé pairs commit to 12 hours of interaction time. We are in need of mentors this year. If you are interested, please contact Allison Turner, Mentor Chairperson, at [mentorprogram@astdnefl](mailto:mentorprogram@astdnefl). For additional information, visit the ASTD-NEFL website at <http://www.astdnefl.org>.

Thank you for your continued membership in the Northeast chapter of ASTD and for showing your support through your attendance at so many of the programs offered. Personally, it is both gratifying and heartwarming to participate in a chapter with an active membership. As active chapter members, we demonstrate a multi-tiered commitment to our chapter, our community, and our chosen field. Kudos to you!

Ida Gropper, Ed.S., CPLP  
President  
ASTD-Northeast Florida



## Meet Your Future Clients at Our October Big Event

Sponsorships are available starting as low as \$50 for door prize sponsors and \$200 for table sponsors for our annual Big Event on October 4, 2012, 8:00am – 12:00pm at the University of North Florida. We are expecting a strong turnout with our compelling topic, *Project Management for Everyone: Lessons Learned from the Three Little Pigs*, presented by internationally sought after speaker Lou Russell ([www.russellmartin.com](http://www.russellmartin.com)).

In addition, this year we have included strategic partnerships with our local SHRM and PMI chapters. Sponsorship will provide many opportunities to talk with professionals who can buy your products and services, as we sponsor an activity that incentivizes participants to visit each sponsor's table.

We expect to sell out sponsor tables early this year, so please contact **Jennifer Connell** (904-252-7935), **Tami Beaty** (904-635-7492), or **Kim Stephens** (904-623-8813) to reserve yours today!



Division of Continuing Education

Fall classes now open for registration. Visit [www.unf.edu/ce](http://www.unf.edu/ce) for details.

## To Be or Not to Be...A Corporate Member

If you've ever considered the benefits of corporate membership, but were unsure if you or your organization qualifies, read on.

ASTD-Northeast Florida's corporate membership provides companies and organizations with an opportunity to invest in the professional development of five or more employees at a significant discounted rate. To qualify for corporate membership, all employees must be from the same company or organization. Each group member receives all the benefits of standard membership.

Corporate memberships can be paid in one of two ways. First, the organization can pay or reimburse the membership fees, in which case the company owns all memberships, which are transferable to any employee selected for participation.

Second, memberships can be self-paid by the employee, in which case membership belongs solely to the employee and is not transferable.

### Corporate Membership Levels

Group of 5.....	\$60/person
Group of 6-10.....	\$55/person
Group of 11-15.....	\$50/person
Group of 16+.....	\$45/person

ASTD-Northeast Florida looks forward to working with companies and organizations in the area to promote workplace learning and performance. If you are interested in learning more about corporate memberships, please contact **Jennifer Jamison, V.P. of Membership**, at [membership@astdnefl.org](mailto:membership@astdnefl.org).

## Tech Talk

FAQs

Professional Development

Mentoring Program

Get Involved

Email

Password

☐ Remember me

Login

[Forgot password](#)

**Q:** I want to register online for the next chapter event. Should I login to the ASTD NEFL website to do so?

**A:** Yes, there are **two** reasons to always login to ASTD's Northeast Florida's web site (<http://astdnefl.org>). First, logging in before you register for an event will ensure you are seeing the appropriate registration options and best prices for the events. Second, logging in before you browse the web site will ensure you see more details and information, especially if you are a member.

The login area is on the left side of the web page. To login in to the web site, use your email address (where you receive chapter announcements) as your ID and then type your password. If you do not remember your password, click the "Forgot Password" link to create a password.

If you are not on our mailing list, go to <http://astdnefl.org/RegistrationForm> to

register as a free guest or as a chapter member.



**Alison Cruess**  
V.P. Information Technology,  
ASTD-Northeast Florida

## Upcoming Events

### July eSIG (eLearning Special Interest Group) Event

"Traditional" eLearning Design – The Case of the ADDIE Model's Murder  
Tuesday, 7/10/12  
7:45 am – 9:15am  
The Blood Alliance  
7595 Centurion Parkway, Jacksonville, FL 32256

### July Monthly Chapter Event

Performance Partnership – Proactive and Reactive Performance Consulting  
Thursday, 7/19/12  
11:15 am – 1:15 pm  
Maggiano's at Town Center

To learn more or register for an event, go to  
[www.astdnefl.org/ChapterEvents](http://www.astdnefl.org/ChapterEvents)





## Career Center at ASTD 2012 International Conference and Expo

More than 9,000 people from more than 80 countries attended the ASTD 2012 International Conference & Expo (ICE) in Denver, CO from May 5-9. Six coaches conducted 52 coaching sessions in the Career Center while seven career development presentations were going on.

I was honored to coach 10 ASTD professionals. We discussed various topics, including how to get motivated, whether to get certified, go back to school, apply for promotions, start a business or leave an organization, writing résumés and how to work with difficult bosses. I also had the wonderful opportunity to deliver my “Defining Your Worth and Leveraging Your Value” presentation to 65 participants. Attending the conference provides you with a wealth of knowledge – connecting with peers is an added bonus.

ASTD 2013 International Conference and Expo will be in Dallas, TX, May 19-22, 2013. Register online today and get the 2012 rates! Go to [www.astdconference.org](http://www.astdconference.org). When you go, be sure to check out the Career Center. You'll get more than your money's worth.

*Marilyn Feldstein, M.P.A., JCTC, MBTI, PHR  
ASTD Career Coach and Professional Speaker  
V.P., Career Management SIG, ASTD-Northeast Florida*



Do you know about the ASTD Career Center? Go to [www.astd.org](http://www.astd.org) (*Communities of Practice: Career Development*) where you can schedule a session with a career coach, search national job postings, and calculate salaries.

## CPLP® Updates



ASTD-Northeast Florida is pleased to congratulate **Stephanie Dale** on her recent completion of the CPLP® Certification. The CPLP® credential is a testament to her knowledge of – and commitment to – workplace learning and development and her leadership within the profession.

Since last fall, the following individuals have also completed the certification:

- Heather Horner
- Greg Metzger
- Philip Zoller

We are proud to have these professionals represented in our chapter.

# New Member Orientation

Are you a new member of ASTD-Northeast Florida? Or, do you have questions about the Member Marketplace, Professional Development Programs or the Position Referral Program? Have you ever wondered what a *SIG* is? These and other topics are discussed at our quarterly New Member Orientation.

Whether you are a new member, an existing member, or just considering membership, the New Member Orientation is right for you.

The purpose of the session is to provide information about member benefits, the "Who's Who" of our local chapter, and how to navigate important resource – the chapter website. Network with other ASTD-Northeast Florida members and learn all that membership has to offer.

Watch the website for registration information. If you have questions, please contact Laura Steigelman, V.P. Member Involvement, [memberinvolve@astdnefl.org](mailto:memberinvolve@astdnefl.org).



**Next New Member Orientation**  
**Wednesday, September 12, 2012**  
**8:30 am - 9:30 am**  
**Webster University**  
**Jacksonville Metro**

## Get Involved!

Would you like to get more involved or learn something new? Give back to your chapter and profession? Meet new people and lend a helping hand? Whatever your goal, we have an exciting opportunity for you. Check out these chapter volunteer openings.

### Finance Committee

Back up the V.P. of Finance, assisting with various responsibilities including QuickBooks entries, managing chapter check book, running monthly financial reports, helping to develop annual budgets, advising board members, and communicating with the accountant.

### Member Involvement Committee

Work with the team responsible for engaging ASTD-Northeast Florida members who would like to be more involved in the local chapter. Help match people with projects or committee openings and plan the annual

### Chapter Ambassadors

Greet guests, lead networking activities and answer questions at monthly meetings and special events.

Contact Laura Steigelman, V.P., Member Involvement at [memberinvolve@astdnefl.org](mailto:memberinvolve@astdnefl.org) for more information.

