

# 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.*



## ASTD 2013 International Conference & Exposition

ASTD will welcome more than 9,000 training and development professionals from around the world to the 2013 International Conference & Exposition (ICE) in Dallas, Texas, May 19-22, 2013.

Highlights of the ASTD 2013 conference include:

- Eight content tracks and three industry tracks
- Preconference workshops and certificate programs
- Keynote speakers Sir Ken Robinson, John Seely Brown, and Liz Wiseman
- Sessions with industry thought leaders, including Michael Allen, Ken Blanchard, Jack Phillips, and Bob Pike
- And much, much more.

**ASTD 2013**  
**INTERNATIONAL**  
**CONFERENCE &**  
**EXPOSITION**  
**DALLAS, TX, USA**  
**MAY 19-22, 2013**  
[www.astdconference.org](http://www.astdconference.org)

ASTD NEFL chapter members have two ways to save on registration fees.

**Continued on page 4**

### In this Issue

- Page 1 ASTD 2013 ICE
- Page 2 From the President's Desk  
CPLP Registration Date
- Page 3 Volunteer Spotlight
- Page 4 Call for eSIG Presenters  
Volunteer Opportunities
- Page 5 New Member Orientation  
Volunteer Opportunities



## From the President's Desk



Robert Zinsser  
ASTD NEFL President  
[president@astdnefl.org](mailto:president@astdnefl.org)

Hello and thank you for your involvement with ASTD and the Northeast Florida Chapter. I am Robert Zinsser, the President of our awesome chapter for 2013. After only three short months I am very encouraged with the quality of our board members and the enthusiasm with which they have taken on their responsibilities. We've had some excellent programs that are providing value to chapter members and guests, and planning is well under way for the annual Big Event in October. The chapter is in very good health with new membership and a diverse number of companies that add to the value of membership.

One of my personal goals is to raise the awareness of the chapter and the value of ASTD in the Jacksonville community. If your company or anyone you know is in the business of developing people of any industry, ASTD is the place to be. I am blessed to lead an organization that is providing so many great resources for the Jacksonville business community. I welcome any suggestions on how we can grow that value.



## Invest in Yourself. Get CPLP® Certified!

The deadline to register for the April/May Certified Professional in Learning and Performance (CPLP) Knowledge Exam is **Monday, April 8.**

The CPLP is the predominant credential for the training and development profession. When people think of workplace learning excellence, they think CPLP.

To learn more about the CPLP credential or to register for the upcoming exam, go to [www.astd.org/certification](http://www.astd.org/certification).



## Chapter Volunteer Spotlight

### Mark V. Greeley



As a non-profit organization, ASTD Northeast Florida is primarily managed and supported by dedicated volunteers who share their time and talents in support of our mission.

Earlier this month, Laura Steigelman, Vice President of Member Involvement, asked Webmaster, Mark V. Greeley, about his experience as a volunteer.

*"I felt that rather than sit on the sidelines, it would be better to offer my time and assistance in some manner"*

**LS: Mark, what made you decide to volunteer for ASTD NEFL?**

MG: Great question. Various reasons, really. After my first year with the chapter I made some great friends with terrific and talented people, all who shared my interest in adult learning. I felt that rather than sit on the sidelines, it would be better to offer my time and assistance in some manner. My first volunteer assignment was to run the bookstore at the Big Event. I had a great experience. From there the position on the IT (Web) team came along. I was fortunate to have a good teacher and soon I became the Webmaster.

**LS: What are your volunteer responsibilities?**

MG: I work directly under the VP of Information Technology and, together with the rest of the team, we are responsible for keeping the website up to date as well as making sure all event announcements are sent to our members in a timely manner. It can be very hectic. Fortunately we have a good organizer in our VP.

*"My best advice is to jump in, the water's fine! Don't underestimate the talent you can bring to improve everything we do in the chapter."*

**LS: What is your day job?**

I work for Fanatics, Inc., as the Manager of Learning Development. My role is in a fulfillment center (warehouse environment) and I develop, facilitate and coordinate all of the training and adult education – from orientation to leadership development. It's exciting and rewarding.

**LS: What are the benefits of volunteering? In other words, what's in it for you?**

MG: I think it's really not a question of what's in it for me. It's in my DNA to want to give rather than receive or watch others "do." I'm more of a hands-on personality so being in the action is beneficial for me.

**LS: What would you tell others who are thinking about getting more involved in the chapter?**

My best advice is to jump in, the water's fine! Don't underestimate the talent you can bring to improve everything we do in the chapter. It's a great place to learn, meet some very interesting people, share viewpoints, and feel good about what you accomplish.

**See page 4 for a list of current chapter volunteer opportunities.**

Continued from page 1

ASTD Northeast Florida will qualify for a chapter team if at least five chapter members are attending the conference. Team members can take advantage of discounted rates of \$1,100 for national ASTD members and \$1,400 for nonmembers.

If you are interested in being a part of the chapter team, contact Natasha Porter at [nporter@astd.org](mailto:nporter@astd.org) or 703-683-8154. To learn more or register for the conference, go to [www.astdconference.org](http://www.astdconference.org). If you have already registered for ICE, ASTD will refund the amount of the chapter team discount.

Another way to save is to become one of the 400 volunteers needed to make ICE a huge success in 2013. For every full day you volunteer you will receive a day free, up to three days. For more information or to complete the 2013 ASTD ICE Volunteer Registration go to [www.rsvpbook.com/event.php?481571](http://www.rsvpbook.com/event.php?481571).

## Get Involved Today!

Regardless of your interests or availability, ASTD NEFL has a volunteer opportunity that's right for you! Current openings are:

- CPLP Awareness Committee member
- Sponsorship Committee member
- PR/Social Media Committee member
- Career Management Special Interest Group (CMSIG) Committee member
- Support Committee member
- Chapter Ambassadors
- Member Involvement Committee member

To learn more about chapter volunteer opportunities – including position description, time commitment, and contact information – go to [www.astdnefl.org/GetInvolved](http://www.astdnefl.org/GetInvolved).



## Call for eSIG Presenters

The ASTD NEFL eLearning Special Interest Group (eSIG) committee is planning a *Cool Tools and Techniques Showcase* in August for eLearning, mLearning, and all learning that is enhanced through the use of digital technology.

- Are you an expert (or “master craftsman”) in an eLearning authoring tool?
- Do you have a laudable blended learning program that you're dying to tell others about?
- Do you have a unique application of a LMS or other educational technology program?
- Have you been part of a great case study using technology for training and learning?
- Have you implemented social networking as part of your training programs?
- Are you a vendor of Ed Tech software or programs with an interest in reaching Northeast Florida learning and development professionals?

If you answered yes to any of these questions, or if you have another idea for building our August showcase, contact Jeff Geloneck, VP of eSIG, at [elarning@astdnefl.org](mailto:elarning@astdnefl.org).

***Be seen.***

***Be applauded.***

***Be an inspiration to our local training professionals!***



# New Member Orientation

Are you a new ASTD Northeast Florida chapter member? Do you have questions about the member marketplace, professional development opportunities, or the position referral program? Have you ever wondered what the eSig is? These and other topics will be discussed at our next *New Member Orientation* session.

Don't let the title fool you, though. All chapter members are invited and encouraged to attend regardless of how long ago you joined.

During the session, participants will gain valuable information regarding membership benefits, the "who's who" of our local chapter, and how to navigate an important member resource – our chapter website. This is also a great opportunity to network with other ASTD NEFL members.

Attendance is free. Register at [www.astdnefl.org/ChapterEvents](http://www.astdnefl.org/ChapterEvents). If you have any questions, please contact Laura Steigelman, Vice President of Member Involvement, at [memberinvolve@astdnefl.org](mailto:memberinvolve@astdnefl.org).



**Next New Member Orientation**  
**Wednesday, 3/13**  
**4:30 – 5:30 pm**  
**Webster University**  
**10407 Centurion Parkway North**  
**Suite 210**  
**Jacksonville, FL 32256**

## Grow your opportunities.

Contact UNF Division of Continuing Education to learn how we can help you grow personally and professionally.

### Start learning now. We're currently offering:

- Human Resources Certifications Preparation: PHR/SPHR
- Project Management
- Customized Learning Solutions

**And much, much more.**

**Click here to learn more about what we can do for you.**



Division of Continuing Education