
Message from the President

Start Smart ... Finish Strong!

Dear ASTD Memphis Members,

Congratulations goes out to the members of ASTD Memphis for achieving 100 % CORE and Chapter Membership STAR for the third year in a row. This recognition means the chapter met all 18 elements of CORE and achieved 35-50 percent joint membership in 2010. Without you, none of this would be possible.

The ASTD 2011 International Conference & Exposition was May 22- 25 in Orlando, FL. A big thank you goes out to ASTD for another successful ICE in Orlando! Besides the great people I met and the sessions I attended, being able to represent a great chapter such as Memphis was more rewarding. I received a few nuggets from all the sessions I attended.



According to Michael Wilkinson's *Secrets of Facilitation*, "Good training tells people what to do better, training tells people how and great training tells why". Michael further broaden my knowledge on the secret to the 3 parts of a great question: Begin with an image, extend the image to the answers, and ask the direct question. This was a high-energy presentation. This guy had to borrow a second wind from some place.

Karen Hough's *How to Engage, Influence, and Wow Your Audience* also provided great energy and information. Karen noted, "People that have more networks are more resilient. Expand your network so you are strong in every way". In addition, for a great presentation nail your opening and closing, and you can improvise in the middle.

So many topics and many good presenters. The biggest take-away from the conference was if a session had Secret, Social Media, Pike, Kilpatrick, Blanchard, or Disney in the name, be the first one there or you won't get in.

Until next time . . . **Start Smart . . . Finish Strong!**

Debra Bennett
ASTD Memphis
Chapter President

Upcoming Events

CPLP Study Group



Group Leader: Leonard Cochran

Dates: April 11th – September 26th
(2nd and 4th Mondays)

Time: 5:15 p.m. – 6:30 p.m.

There are 13 sessions to prepare ASTD members studying for the CPLP exam. The CPLP Study Group will be a facilitator lead presentation and discussion designed to prepare the participant for the CPLP exam. Due to security at the training facility, participants must preregister for this event. There is a onetime cost to attend all of the study sessions. If you have already registered and paid in the past, there is no need to reregister.

Contact Steven Aronson at 628-3707 for details.



Five ASTD members gather around a study table at the last CPLP study event. (From left to right: Stephen Cooper, Tim Flesner, Beth Schmitkey, Leonard Cochran, and Steven Aronson)

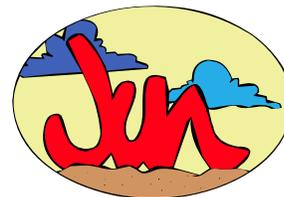
June 14th - The Art of Storyboarding

Date: Tuesday June 14, 2011

Presenter: Kevin Thorn, AutoZone

Location: Holiday Inn Select Hotel
5795 Poplar Avenue
Memphis, Tennessee 38119

Time: 11:30 a.m. - 1:00 p.m.



Applying storyboarding to e-Learning always seems to cause a debate about the best approaches and methods, because each person's workflow is different. There is no real standard & and there shouldn't be. Storyboarding is, and should remain, flexible and fluid depending on the project. The problem is how to use and implement the tools, templates, and methods to get the best results out of your storyboarding efforts. This session will discuss storyboarding from a more visual and artistic approach, and demonstrate various tools including MS Word, MS PowerPoint, and custom Storyboarding applications used in the film and animation industries.

Upcoming Events

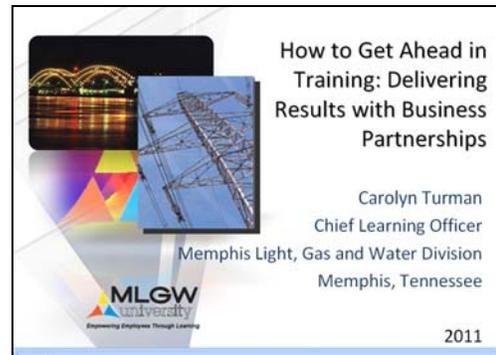
July 12th - How to Get Ahead in Training - Delivering Results with Business Partnerships

Date: Tuesday July 12, 2011

Presenter: Carolyn Turman, Chief learning Officer
Memphis Light, Gas & Water Division

Location: Holiday Inn Select Hotel
5795 Poplar Avenue
Memphis, Tennessee 38119

Time: 11:30 a.m. - 1:00 p.m.



Business leaders in every industry are challenged to keep pace with the growing demands of running a successful business. The rapid changes taking place in technology, coupled with the impacts of increased competition, challenge even the best of strategists. Accelerating emphasis on recruiting and retaining top talent is seen in most every organization. Therefore, now more than ever, Training and Development has the opportunity to “carve out” a new role as a true business partner with internal clients/customers.

In this session you will learn how to:

- Proactively approach business units and develop strong partnerships
- Link business strategy to the instructional design process
- Evaluate initiatives to demonstrate the added value of training & development to business results
- Aid business partner in adapting to the changing needs of the business
- Develop a strategy for one of your business partners

Quote for the Month

*“Live one day at a time, my friend;
Soon the present will be the past –
Forget those things that bother you,
and make the good things last ...*

*Live one day at a time, my friend,
and happy you will be;*

*Relax, rejoice, and just let go,
and set your spirit free!”*

Hope C. Oberhelman



Welcome New and Renewal Members

On behalf of the chapter, we want to express our thanks to the people who either joined or renewed their membership during May 2011.

NEW

Sonya Walton
*Manager Human Resources
Dr Benjamin L Hooks Job Corps Center*

RENEWAL

Deloris Clayborne
*Employment Specialist
Urban Strategies Memphis HOPE*

Donald Fisher
*Executive Director
Mid-South Quality Prod. Ctr.*

Jana Markowitz
*Principal
The Collective Mind*

Stacy Clayton
*Instructional Designer
Methodist Le Bonheur*

Stephen Shields
*Attorney
Jackson, Shields, Yeiser, & Holt*

Tim Flesner
*Training and Development Manager
ASAP Staffing Services*

Thank you
for being an
ASTD Member!

Meet one of our Active Members

Joan McGrory, Ph.D.



Joan McGrory is an Assistant Professor in the Business degree program at Southwest Tennessee Community College and teaches Business Statistics and Leadership classes. Joan McGrory started her career with Southwest in the Corporate Training and Workforce Development department as a trainer and worked her way up to Director of the Computer Resource Center. Throughout her tenure with the college, Dr. McGrory has served as faculty in the Information Technology program and also served a term in the Distance Education and Instructional Technology department.

Joan McGrory Web-assisted, hybrid, and online classes. She was recently published in the ASTD endorsed book of training activities titled *The Book of Road-Tested Activities* by Elaine Biech for her article on YouTube as a tool to facilitate learning. For many years, she has used YouTube videos to successfully engage and motivate students and to demonstrate concepts.

Joan McGrory is also a co-chair on a college taskforce focused on assessing student understanding of learning outcomes. As co-chair, she has been instrumental in integrating technology for data collection and reporting.

Joan McGrory is a faculty advisor for the Phi Theta Kappa honor society and recently earned instructor certification in the Phi Theta Kappa Leadership curriculum. She proposed and gained approval to add a 3 credit hour course to the Southwest curriculum based on this curriculum. Southwest is offering and Dr. Joan McGrory is teaching MGMT1010: Interdisciplinary Leadership for the first time this Summer 2011 semester.

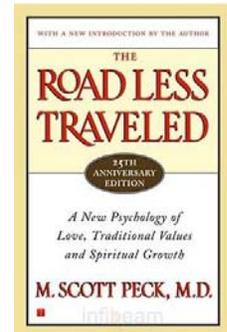
Good Books/Readings for Learning Professionals!

The Road Less Traveled

Author: W. Scott Peck, M.D.

Book Review by: Carlotta Burnette

The Road Less Traveled was published in 1978 by W. Scott Peck, M.D. and is considered to be his best-known work. This book has been a national best seller for years; it brilliantly integrates traditional psychological and spiritual insights. The Road Less Traveled is considered to have started or at least jump-started the wave of self-improvement books and programs. This is not your usual self help book it is a serious attempt to get people to take action that actually will help them.



The book starts with "**Life is difficult.**" What make's life difficult is, the pain and the process of confronting and solving problems. Is life difficult? Do we make it more difficult by not addressing our own deficiencies and working to correct them? Yet it is in this whole process of confronting and solving problems that life has meaning. Problems are the cutting edge that distinguishes between success and failure. Problems create our courage and our wisdom. It is only because of problems that we grow mentally and spiritually.

In the first section, the author writes about discipline and how it is required to solve life's problems. Without discipline nothing can be solved. With only some discipline some problems can be solved. With total discipline most if not all problems can be solved. The elements of discipline are the ability to **delay gratification**, accepting **responsibility** for oneself and one's actions, and a dedication to **truth** and balancing.

- *Delay gratification*
- *Accept responsibility*
- *Dedicate to truth*

In the second section, Peck considers the nature of **love**, which he considers the driving force behind spiritual growth. This section mainly addresses a number of misconceptions about love: that true love is not "falling in love". That type of love is **cathexis**, it is a feeling. Instead "true" love is about the extending of one's ego boundaries to include another, and about the spiritual nurturing of another, in short, love is effort. "Love is as love does." It is about giving the other person what they need to grow. It is about truly knowing and understanding them.

The final section describes **Grace**, the powerful force originating outside human consciousness that nurtures spiritual growth. To do so Peck describes the miracles of **health**, the **unconscious**, and **serendipity**—phenomena.

Peck concludes that "the **miracles** described indicate that our growth as human beings is being assisted by a force other than our conscious will".

I highly recommend this book to everyone who is willing to take a serious look at self improvement.

If you would like to share with our ASTD Chapter members a good book summary and/or an article, please send us an email to newsletter@astdmemphis.org. Your knowledge and expertise are greatly appreciated.

You Should Have Been There! – May’s Luncheon Summary

The E-Learning Network
Presenter: Dr. Trey Martindale
University of Memphis

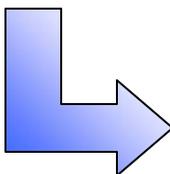
Review written by Dr. Joan McGrory

At Tuesday’s luncheon, Dr. Trey Martindale described the rapid adoption of online learning for training and instruction in every industry including banking, manufacturing and supply, package delivery, and even medical. To address this need, Martindale described his entrepreneurial approach to instructional design through the Instructional Design and Technology (IDT) at the University of Memphis: (<http://memphis.edu/icl/idt>). The IDT is a research and development center at the University of Memphis staffed by graduate students and employees of the University of Memphis with expertise in e-learning, instructional design, and educational technology. Guided by expert instructors, these graduate students take-on real-world online learning projects and use tools ranging from captivate and articulate to video cameras and green screens.

The IDT bids on projects at a low price because the faculty and employees who run the center do not accept payment. Instead, the projects enhance the student learning experience and build the student’s resume of real-world projects. Examples of tasks performed by students as part of IDT projects include analysis of learners, tasks, and learning environments, evaluation of instruction, technology integration in instruction, e-learning and web-based instruction, stand-up training events, print-based instructional materials, multimedia and animation for instruction.

The IDT program at the University of Memphis enables students to earn an instructional design certificate, a master’s degree, or a doctoral degree in the field. Dr. Martindale indicated that the program has nearly a 100% job placement rate for students who complete the program and desire jobs in the field.

Dr. Martindale also leads a free monthly brown-bag lunch called the E-Learning Network. Meetings are held in the University of Memphis College of Education, Ball Hall, Room 320, on the University of Memphis Campus. Meetings are from 11:45 A.M. to 1:00 P.M. and schedules are published at: <http://eln.teachable.org/>



Memphis E-Learning Network Learning and training professionals in the Memphis area.

About

- **What:** E-Learning Network
- **When:** Monthly meetings on the third or fourth Thursday of the month.
- **Where:** Ball Hall 320, University of Memphis. Occasional meetings on-site with businesses and organizations.
- **Map:** <http://bit.ly/9xzqNJ>
- **Format:** Meetings are usually lunches and a presentation, beginning at 11:45 A.M. and concluding no later than 1:00 P.M..
- **Coordinator:** Dr. Trey Martindale directs the The E-Learning Network
- **Who’s Invited?:** You are welcome to attend any E-Learning Network meeting, and to bring guests. Usual attendance is about 20 to 25. Feel free to bring your lunch.
- **Who Attends?:** E-learning professionals, instructional designers, trainers, human resource professionals, managers, multimedia developers, students, etc.
- **What Organizations?:** University of Memphis, FedEx, AT&T, St. Jude’s, ALSAC, AutoZone, International Paper, Regions Bank, Methodist Hospital, University of Tennessee, Veterans Administration, Youth Villages, and many other organizations.

Summary

The E-Learning Network is a monthly forum for professionals to learn about and share e-learning technologies and strategies. Archives and files from past meetings and announcements of upcoming events can be found on this site.