

Message from the President

Start Smart ... Finish Strong!

Greetings,



Fall is in the air and summer is gone! It's time to reflect on your accomplishments this year and look forward to 2012. From the results of the September survey, our luncheon was a success. Let's keep the momentum going. This month we will hold our joint breakfast with SHRM. Our guest speaker will be Jon Veazey. November our guest speaker will be Kevin Moore. December we will end the year with our Holiday Social, our special guest will be YOU. Make sure you have done everything you can to earn bucks to spend at the auction. Don't forget to join our Master Minds group at Amerigo's on October 20 for the book review "Change Anything". Go to our site

www.astdmemphis.org to register for these events.

If you are interested in serving on the ASTD Memphis Board of Directors in 2012, our open positions are:

- President-Elect
- VP of Finance
- VP of Programs
- Webmaster
- Committee Volunteer

Contact a board member to learn more about any position. We will hold formal elections at our November meeting. Please be sure to forward this eNewsletter to your peers whom you believe could really benefit from joining the chapter. If you're already part of the membership, please continue to maximize its benefits.

I look forward to seeing each of you at the next luncheon. The next event will be held at the Holiday Inn at University of Memphis at 7:00 a.m.

Start Smart . . . Finish Strong!

Debra Bennett
ASTD Memphis
Chapter President

Upcoming Events

October 11th – ASTD/SHRM Joint Breakfast

Date: Tuesday, October 11, 2011

Presenter: Jon Veazey, Partner
Leadership Coaching & Consulting

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 7:00 a.m. - 9:00 a.m.



Over the last 15 years Executive Coaching has exploded in terms of growth. With the increased acceptance of Coaching as a proven development practice, the role in Internal Coach has evolved in many organizations. In addition to being a cost-effective way of providing employee development, Internal Coaching can also be a useful tool in driving organizational change. Usually members of the HR, Training and Development, or OD Departments, Internal Coaches have the same competency requirements as External Coaches; however, they have several additional factors to consider.

October 20th - Master Mind Group – “Change Anything”

Date: Thursday, October 20, 2011

Location: Amerigo's Café
1239 Ridgeway Road, Memphis TN

Time: 5:00 p.m.

Book: Change Anything (2011) by Patterson, Grenny,
Maxfield, McMillan, & Switzler



We will meet on Thursday, October 20, from 5:00 - 7:00 p.m., at Amerigo's at 1239 Ridgeway Road. Join us for dinner, drinks, hors' d'oeuvres, coffee, dessert, or whatever you would like to order and a lively discussion. (Separate checks will be provided.) Networking and munching will start at 5:00, and we will start the book discussion at 5:30.

Register on the ASTD-Memphis website. There is no cost to register (just pay your own tab!), but we do need a count for the restaurant. Please register by Wednesday, October 19, by 5:00 p.m. If you have any questions, contact Sheila Bentley at bentleysc@aol.com or at 901-210-7053.

Upcoming Events

November 8th – The Death of the Single Learning Event ... It's About Time!

Date: Tuesday, November 8, 2011

Presenter: Dr. Kevin C. Moore
Tier 1 Performance Solutions

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

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



December - Winter Wonderland Auction

This is our traditional social gathering where we hold our Bucks Auction. Lots of fun for everyone and no one goes home empty-handed. You help make this event a success year after year by contributing one or more items on which your fellow ASTD members can bid. This is an excellent way to help show case your interests personally and professionally as well as products or services on behalf of your company, vendors, clients, etc. Please consider making a donation to this year's auction by bringing your items to our ASTD monthly meeting. Any board member or auction committee member will be happy to take your donation.



Please contact Tiereny Tunstall our Auction Committee chair regarding questions or donations @ 901-379-1670.

As always, we've made it easy for you to register and pay using PayPal. Just visit www.astdmemphis.org and click on the desired hyperlink in the Upcoming Events column.

Our chapter is charged for all meals based on reservations received. We will bill members who make a non-Paypal reservation and do not attend the meeting. To avoid this necessary billing, please cancel your reservation by emailing logistics@astdmemphis.org at least 24 hours before the event.



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 September 2011.

NEW

Emily McKelroy
Manager Training

Ilenia Buggy
Director of Learning and Organizational Development
Mimeo.com

James Cox
Sr. Business Training Specialist
CBRE

Katrina Marcy
Sales Project Manager
Right Management

Marsha Wetherspoon
Student

Tinieka Triplett
Student

Thank you
for being an
ASTD member!

Meet one of our Active Members

Beth Schnitkey

Business

As a graduate of Capital University in Columbus, Ohio, Beth started out on the production line at Deluxe Check Printers where she developed her first training manual and realized her love for helping others learn. Taking a position as Marketing Exec with The Hartford Steam Boiler Company, she was accountable for 1,800 Ohio insurance agents and provided Equipment Breakdown training to 39 National and Regional Property Insurance Companies for the next nine years.



When the family moved to Chattanooga, Beth accepted a position at the UNUM contact center as Senior Trainer where she “ADDIE-M”ed (and facilitated) a new Core Curriculum for call center rep’s on *Blackboard*. She moved into UNUM’s Underwriting Department as a Training Consultant and Knowledge Management Project Leader where she developed WBT for change management projects and administered the LMS until 2007.

As a Certified facilitator for Communico LTD’s Magic[®] of Customer Service, Beth is delighted to watch customer satisfaction and loyalty percentages increase after a customer service department implements the 33 points of Magic[®].

In 2000 Beth became a member of ASTD in Chattanooga and renewed her Memphis membership when she joined the Disaster Restoration training team at ServiceMaster in January as an Instructional Designer.

Personal

Beth, the daughter of a Lutheran pastor, grew up in Galena, Illinois before attending Capital University in Columbus, Ohio, where she met her husband, Alan, 36 years ago. Their daughter, Alaina, met her fiancé, Tyler, at Capital U. and recently moved to Memphis when his company, Siemens, relocated their facility to Olive Branch.

Beth became a college football fan in 2009 when her nephew (Dan France – starting OT #59) received a football scholarship to Michigan State. In her spare time Beth takes care of her neighbors’ dogs and dabbles with oils on canvas.

Good Readings for Learning Professionals!

General Philosophy

Author: Dr. David W. Cox, Coordinator - Community College Teaching Program,
Arkansas State University



Here is a list of principles I have developed over the years that guide my approach to teaching and learning:

1. **Learning is more important than teaching.** Learning goes on inside of people. I teach as though someone is listening. I believe that "sometimes less is more," and I guard against the tendency to become carried away with "covering material." We may unintentionally block a natural learning process when we "teach."
2. **We learn more from teaching than we do from learning.** Preparing a lecture is a wonderful learning experience--for the teacher.
3. **It takes guts not to teach.** By that I mean I work very hard to invite students to take responsibility for their own learning. Too often classroom dynamics pit the responsible teacher ("I know what is best for you") against the helpless student ("Go on, I dare you to teach me"). Students don't have to think if they can keep the teacher telling them what to do. Sometimes silence on the part of the teacher can be a powerful incentive for student involvement.

Why do I say it takes guts not to teach? Because not "teaching" is threatening. Students will resist (initially) being responsible for their own learning. The pressure is on to simply "teach." Administrators become uneasy because they are paying you to "teach." Colleagues may take potshots because you are deviating from the established paradigm. Last but not least, the paradigm shift from teaching to learning also makes you uncomfortable. You are giving up the spotlight, sharing power and control, and becoming a real person. When we play the role of "teacher," I sometimes wonder whose needs are being met.

4. **Students learn what's important by how time is spent in the classroom.** Do we concentrate on facts or principles and concepts? What would education look like if we couldn't give grades?
5. **Learning is the personal discovery of meaning!**
6. **Climate + Information or Experience + Meaning = Learning.** Teaching is facilitating this process. Too often we try to give students our meanings. William Perry has said, "It's the meanings they make of our meanings that matter."
7. **We learn what we care about and we remember what we understand.** If there is no emotion, no feeling, to learning, then I'm afraid very little of any consequence has occurred.
8. **Apathy is a result of a curriculum without meaning.** Apathy occurs because personal meaning is absent.
9. **Too often we give students answers to problems they don't have yet.** We learn best when there is a need to know and when we believe we have a chance of success.
10. **How do we motivate students? We don't. They are already motivated!** Too many educators use grades and tests to "motivate." When we do that, neither we nor the curriculum has to change. We can't make students learn. We can only invite and try to involve. In the end, it's all self-directed learning.

Good Readings for Learning Professionals!

In the preparation of educational leaders, I ask students to visit and revisit the following questions throughout the program experience:

- What am I learning about my self?
- How am I conceptualizing how a leader behaves?
- How can I use my self to behave more effectively as a leader?
- How do organizations work and not work?
- How do organizations change?
- How can I use leadership behavior to bring about positive change in the organization in which I work?

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.

Quote for the Month

*“Education makes people easy to lead, but difficult to drive;
easy to govern, but impossible to enslave.”*

Henry Peter Broughan

You Should Have Been There! – September's Luncheon Summary

Teaching Tales

Presenter: Jerry Collins, President & CEO, Memphis Light, Gas & Water Division



Review written by Steven Johnson

September luncheon speaker Jerry Collins, CEO of MLGW did a masterful job of educating, informing and entertaining those in attendance. Jerry started by entertaining his audience with a brief overview of his grade school teachers and the many challenges they faced with him in the classroom. Even the study of ornithology where Jerry had to identify birds by their legs in one class proved to be an entertaining experience.

It was the study of engineering at Memphis State that ultimately led to his career at MLGW. Jerry oversees a 1.8 billion dollar budget with 1 billion going to TVA for electricity. MLGW is the only public utility in the country with a triple A bond rating. The water division is also AAA rated while the gas division has no debt. Total employment is 2600 employees, which is the lowest it has been in 10 years.

Jerry is very proud of MLGW taking a leading edge in social media with the use of blogs, Facebook, Twitter and an iPhone app. He is equally proud in the apprenticeship program with 23 different programs and 14 programs currently engaged.

The cornerstone of his presentation was his discussion of the smart meter for residential and commercial use. It will cut costs, lower energy use, improve security, result in fewer and shorter outages, eliminate estimated bills along with other cost cutting features. This system allows customers to schedule usage around peak times for greater efficiency and reduced cost.

Other cost saving initiatives include energy audits performed by MLGW employees that save customers money and improve their quality of life. Weatherizing homes in such areas as added insulation and improved seals around pull down stairs cut energy costs. The use of a programmable thermostat is an energy saver taking advantage of times when customers are away and scheduling energy usage when home.

Jerry is also proud of the role MLGW plays in attracting business and industry to Memphis because of their dependable energy grid. A dependable energy grid is something not found in many places around the world. A lively Q & A session followed Jerry's remarks and many questions were about the smart meter concept and the apprenticeship program. Jerry proved to be an enthusiastic supporter of MLGW as well an entertaining and informative speaker. The large turnout was a testament to Jerry and MLGW's importance to our community.