
Message from the President

Start Smart ... Finish Strong!

Greetings,

I hope each of you had a happy and safe Labor Day! We have some very exciting events taking place over the next few months. This month our very special guest at our luncheon will be Jerry Collins, CEO of MLGW. In October we will hold our joint breakfast with SHRM, our guest will be Jon Veazy. In November we will have a panel sharing their best training practices. Of course, make sure you bring your own to share. In 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.



Even though the chapter has made major strides this year, there is still a lot of work to be done. Someone once said “The only place Success comes before Work is in the dictionary.” In order for us to continue to have a successful chapter, we need the help of all of you. 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
- Committee volunteer

I look forward to seeing each of you at the next luncheon. The next luncheon will be held at the Holiday Inn at University of Memphis.

Start Smart . . . Finish Strong!

Debra Bennett
ASTD Memphis
Chapter President

Quote for the Month

Law of Two Feet (Open Space Principle)

“If at any time you find yourself in any situation where you are neither learning nor contributing – use your two feet and move to some place more to you liking.”

Harrison Owen

Upcoming Events

September 13th – Teaching Tales

Date: Tuesday September 13, 2011

Presenter: Jerry Collins
President & Chief Executive Officer
Memphis Light, Gas & Water Division

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

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



September 16th Tour of the FedEx World Hub

Date: Friday September 16, 2011

Company: Tour of the FedEx World Hub

Location: Carrabba's Italian Restaurant
5110 Poplar Avenue, Memphis TN

Time: 9:00 p.m.



Tour of the FedEx World Hub

Enjoy a private tour of the Memphis World Hub during the busiest time of day - at night! This event is limited to 40 participants, so be sure to register early.

The Memphis World Hub is the oldest and largest facility in the FedEx Express network. The World Hub is strategically located near the heart of the continental United States, providing overnight service to the entire nation and serving 95% of the global economy on a 24 to 48 hour basis. FedEx Express has made the Memphis International Airport one of the busiest cargo airports in the world. The World Hub connects customers to more than 220 countries and territories on six continents.

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 August 2011.

RENEWAL

NEW

Christina Tempel
Sr. Manager, OD & Talent Management
Thomas & Betts

Freddie Lucas
Information Technology Specialist
Veterans Administration Hospital

Patrice Robinson
Supervisor Employee Development
Memphis Light, Gas & Water

Charmelia Butler
Adjunct Instructor
Devry/Bethel

Dorris Conner

Tony Reid
Sr. Sales Education Specialist
FedEx

Cecilia Paulsen

**Thank you
for being an
ASTD member!**

Meet one of our Active Members

Darrell Uselton

Darrell Uselton is the Corporate Training Manager for Barnhart Crane and Rigging, Inc., the fourth largest crane and rigging company in the United States, serving in this role since March of 2009. Primarily responsible for creating and managing training programs for over 1000 employees in Barnhart's 23 U.S. branches, Darrell develops curriculum for technical hands-on training as well as safety, sales, and sales management classes, and facilitates numerous Field Leadership Conferences.



A former business consultant, Darrell was president and CEO of LEAD Training Systems, a Memphis-based leadership training and consulting business. At LEAD, he developed and facilitated professional management and employee training programs to support the needs of managers and employees in industries. These programs were designed for the purpose of empowering individuals to improve overall performance, workplace environment and management effectiveness. Additionally, Darrell conducted personal development seminars in topics such as conflict resolution, team-building, communication, business ethics, change management, and train-the-trainer for numerous Mid-South organizations.

He was also with the University of Memphis Center for Research in Educational Policy; Social Sciences Chair for Mid-South Community College, and was an adjunct professor for the University of Memphis, Strayer University and Southwest TN Community College.

Darrell has also written numerous technical publications, articles and books including *Your Plan for Personal Success*, (2008); *From The Ground Up: A Personal Journey in Reinventing Yourself*, co-author (2010), and was recently published in the ASTD endorsed book of training activities titled, *The Book of Road Tested Activities*, Elaine Biech, editor (2011).

Darrell received his Bachelor and Master degrees from the University of Memphis and is a graduate of the Phi Theta Kappa International Leadership Faculty Certification program. He is also a Certified Leadership Instructor for the International Business Training Association (IBTA), and has earned the DiSC© Trainer Certification.

As an active member of the Memphis business community for 30 years, he has been a member of ASTD since 2006. He is also a member of the Society for Human Resource Management (SHRM) and served as president of the Sales and Marketing Society of the Mid-South (SMS) from 2006-2009. Darrell also served on the steering committee for the Small Business Council of the Memphis Chamber of Commerce, Memphis City Schools Learning Council Advisory Board, Family Literacy Advisory Board, and founding advisory board member of The University of Memphis Institute for Leadership Education (MILE).

Good Books/Readings for Learning Professionals!

Laws of Learning: 14 Important Principles Every Trainer Should Know

Author: Thiagi (aka Sivasailam Thiagarajan, Ph. D.)

Adults Only

These laws are particularly relevant to adult learners.

Law of previous experience: New learning should be linked to (and build upon) the experiences of the learner.

Law of relevance: Effective learning is relevant to the learner's life and work.

Law of self-direction: Most adults are self-directed learners.

Law of expectations: Learners' reaction to a training session is shaped by their expectations related to the content area, training format, fellow participants, and the trainer.

Law of self image: Adult learners have definite notions about what type of learners they are. These notions interfere with or enhance their learning.

Law of multiple criteria: Adult learners use a variety of standards to judge their learning experiences and accomplishments.

Law of alignment: Adult learners require the training objectives, content, activities, and assessment techniques to be aligned to each other.

General Public

These laws apply to all human beings, from infancy to old age.

Law of active learning: Active responding produces more effective learning than passive listening or reading.

Law of practice and feedback: Learners cannot master skills without repeated practice and relevant feedback.

Law of individual differences: Different people learn in different ways.

Law of learning domains: Different types of learning require different types of strategies.

Law of response level: Learners master skills and knowledge at the level at which they are required to respond during the learning process.

All Creatures Great and Small

These laws apply to all animals, include white mice, pigeons, dolphins, and people.

Law of reinforcement: Participants learn to repeat behaviors that are rewarded.

Law of emotional learning: Events that are accompanied by intense emotions result in long-lasting learning.

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URL: <http://www.thiagi.com/laws-of-learning.html>

Revised: June 27, 2003

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! – August’s Luncheon Summary

**How Does Learning and Development Earn a Seat at the Table:
Building Credibility with Your Executives**

Presenter: Denis Reber, Managing Director of learning and Development, FedEx

Review written by Laura White

Denis Reber, Managing Director of Learning and Development at Federal Express spoke at the ASTD luncheon in July. He delivered an interesting and informative talk titled “How Does Learning and Development Earn a Seat at the Table; Building Credibility with Your Executives”.

Federal Express is a global company based in Memphis with 290,000 employees world wide. Mr. Reber began his career with Fed Ex as a package handler and entered into the corporate training department as an Illustrator. He then worked as a leadership facilitator. From there he went into Organizational Development and is now the manager of Learning and Development.

Mr. Reber presented two case studies and asked for audience feedback on how they would handle the assignment. The first case study addressed employee engagement and customer service. Fed Ex, as Mr. Reber explained, holds the P-S-P model as a core philosophy. People-Service-Profit (PSP) puts people first. When Fed Ex values the employee, the employee will provide excellent customer service and profits will follow. To improve employee engagement Mr. Reber developed an ELI (Engaged Loyalty Index) to address issues and implement needed changes.

The top issues were a need for increased training with international packages, route issues were too tight and dispatchers did not fully understand the routes. Employees wanted improved communication from senior management, more communication from HR about career paths and more mentoring.

The second case study was on Leadership Development. Mr. Reber identified the goal as developing a strategy that will address the developmental needs of employees at any point in their career. The new approach is called “Hero’s Adventure”. The initial stage, The Call to Adventure is when an employee moves into a leadership role. It is followed by four stages, the departure, challenges, transformation and return. Each new stage is a path of growth. The progression of Leadership begins with leading self, then other employees, then other managers and finally departments. This approach helps leaders maintain focus and energy. Leaders are encouraged to take on more challenges, and develop solutions. The learning tools utilized are on-line classroom, strategic individual coaching, social media and experiential learning.

Participants were encouraged to make comments and ask questions.