

Message from the President

Greetings!

Summer is gone and fall is in the air! It's time to reflect on your accomplishments this year and look forward to 2013. This month we will hold our joint meeting with SHRM on Tuesday, October 16, 2012 at 11:30 a.m. at the Holiday Inn – University of Memphis. Our guest speaker will be Bridget DiCello. 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 and look forward to a fun night. More information is coming about the December Auction and Holiday event. Please make sure to visit our website www.astdmemphis.org to register for our programs.



My reign as your chapter president will be coming to an end soon. Even though the chapter has made major strides this year, there is still a lot of work to be done. In order for us to continue to have a successful chapter, we need the help of all of you. At the November luncheon, we will hold formal elections for “Elected” board positions. If you are interested in serving on the ASTD Memphis Board of Directors in 2013, our open positions are:

- President-Elect
- VP of Finance
- VP of Communications

Contact a Board Member to learn more about any position. Please be sure to forward this e-Newsletter to your peers whom you believe could really benefit from joining our ASTD Memphis chapter. If you're already part of the membership, please continue to maximize its benefits.

Tip of the Month

Last month I began to share some of my favorite training tips. This month's tip is by Workshops by Thiagi.

Tips to encourage a silent participant to participate:

- Ask the participant to write concerns, comments, suggestions on an index card
- Frequently use the silent participant's name
- Direct questions to the silent participant related to his or her area of expertise and interest
- Ask the silent participant to react to someone else's statement
- Before the meeting or during a break talk to the silent participant. Emphasize the importance of his or her participation and work out a strategy to increase the level of participation.

Take It to the Next Level!

Debra M Bennett
ASTD Memphis
Chapter President

Upcoming Events

October 16th –HOW, Not IF, To Navigate Difficult Conversations

Date: Tuesday, October 16, 2012

Presenter: Bridget DiCello

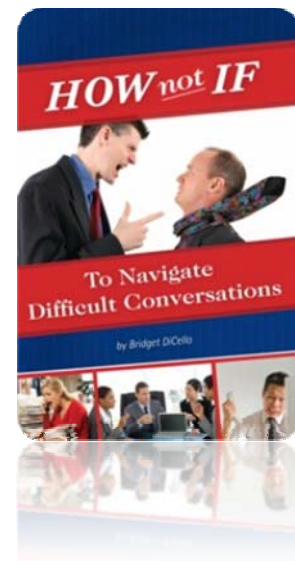
Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

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



Join SHRM and ASTD in the Shelby Ballroom at Holiday Inn University as Bridget DiCello presents: HOW, Not IF, To Navigate Difficult Conversations. Tackling the tough conversations with determination and effectiveness.

Bridget is the author of *How, Not If, To Navigate Difficult Conversations*, and *Opportunity Space: Purposeful Interactions, Energizing People, Producing Powerful Business Results*. For nearly a decade, Bridget has been working with executive teams and professionals using her powerful concept of Opportunity Space to transform their teams and their businesses. Bridget brings 15 plus years of experience - from running Nursing Homes and Retirement Communities to coaching executive teams in small businesses, mid-size companies, Fortune 100 and Inc. 500 firms. Born and raised in snowy Buffalo, NY. Bridget currently resides in Memphis, TN. Her credentials include an MBA from the University at Buffalo, a BS from Alfred University, a Certified Training Professional designation received from the University of Mississippi.

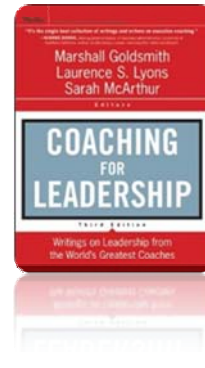
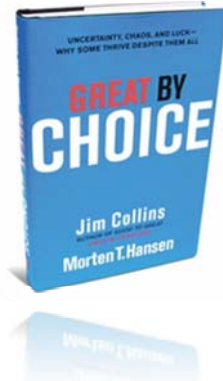


Upcoming Events

Master Mind Group

Tuesday, October 30, 5:30 - 7:00 p.m.

Choose one or both of the following two books:



Where: Amerigo's Restaurant, 1239 Ridgeway Rd., Memphis, TN

When: Tuesday, October 30, 5:30 -7:00 p.m.

Register at www.astdmemphis.org by Monday, October 29(No charge for this event. Participants simply pay for their own food and beverages.)

Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them by James Collins (2011)

Collins explores why some companies thrive in times of uncertainty and chaos and others don't. The book reports on nine years of research and looks at not just performance, but also the unstable environments in which the successful companies were able to thrive. The findings include surprising results, such as, the successful leaders were not more risk taking, and innovation was not the "trump card," that people might expect.

Coaching for Leadership The Practice of Leadership Coaching from the World's Greatest Coaches Marshall Goldsmith and Lawrence S. Lyons (Eds.)

This book has chapters organized under three sections: Foundations of Coaching, Building Blocks, and Leading Change. Each chapter is written by experts in leadership, such as Brian Tracy, James M. Kouzes and Barry Z. Posner, and Beverly Kaye.

If you have any questions, please contact Sheila Bentley at 901-210-7053 or bentleysc@aol.com.

Bring a guest and earn BUCKS!!!! See you there!

Upcoming Events

Employee Learning Week Event

December 7, 2012 8:00 a.m. to 5:00 p.m.



Training is more important now than ever before. The growing skills gap and the increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce. Employee Learning Week is the perfect opportunity for your organization to get involved and highlight their commitment to learning and development.

ASTD Memphis is hosting this day long event to promote training and highlighting its link to organization results. Please consider joining us.

Keynote Speakers

Trish Uhl – State of the Workplace Learning Profession

Richard Sites – Instructional Design Process

Dick Handshaw – Performance Consulting

Lou Russell – Project Charter in 45 Minutes or Less

Location: FedEx World Technology Center, Collierville, TN.
FedEx Parkway (Bailey Station & Winchester Blvd.)

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Learn more and register today by going to ASTD Memphis [Events page](#).

Early Bird Registration

ASTD Member: \$65

Early Bird Registration ends October 5th.

Non-Member: \$80



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 2012.

NEW

Brandi Sisnett
FedEx

Deborah Adams
International Paper

Megan Capehart-Rubenstein

Tiffany Futch
Instructional Designer
American Home Shield

Richard Finnie
Training Development Specialist
MLGW

RENEWAL

Beth Schnitkey
Instructional Designer
Service Master

Edward Schwartz
President
Mic's Place Inc.

Lisa Baker
Development Specialist
Methodist LeBonheur Healthcare

Tiereny Tunstall
HR. Administrator
Brother Industries

2012 Auction & December Social

The auction committee is accepting donations for the December social, and we hope to receive yours. Please contact Tiereny Tunstall, Event Coordinator, at HTiereny.Tunstall@brother.com or Steve Johnson, Auction Committee Member at Hprofrecruit@bellsouth.net to arrange pick up for your donation. Remember, you receive Auction Bucks for the retail value of your donation to use the night of the auction.

Thank you for your support!

Your Help is Needed!



Meet one of our Active Members

Bill Burtch, SPHR, PCC

President and Founder, Harmony Coaching & Consulting
1650 Faxon Avenue—Memphis—TN—38112
bburtch@harmonycc.net 901-272-7390



Bill Burtch is a Senior Professional in Human Resources (SPHR) and Professional Certified Coach (PCC). He is the President and Founder of Harmony Coaching & Consulting a full service management consultancy focusing in the areas of Executive/Team Coaching, Professional Development Training and Human Resource Consulting. With over 25 years of Human Resources and Training experience, Bill has partnered with organizations such as Hilton Hotels, Marriott, FedEx, First Horizon, Regions, Brother Industries U.S., Storage USA, Health Choice, Methodist LeBonheur Healthcare and others to impact the profitability of their business through masterful leadership and human resource management.

In his coaching practice, Bill has logged over 3000 hours of coaching with individuals from Executive Vice Presidents and Small Business Owners to First Line Supervisors and everything in between as well as working with departmental, cross functional and senior management teams to develop managerial and leadership competencies and team proficiency. One client said this about working with Bill, “The power of Bill's coaching is in the results - greater productivity, a more cohesive team and achieving more of my goals at a faster pace. What's more, looking in the mirror at your leadership habits isn't always fun or easy, but Bill makes the coaching process enjoyable.”

Prior to forming HARMONY, Bill was the Senior Director of Human Resources for Hilton Hotels Corporation/Promus Hotels Corporation. Bill holds degrees and certifications from Bowling Green State University, Coach U, the Society for Human Resource Management, the International Coach Federation and Targeted Training International. His education and work experience have given him extensive expertise in the areas of leadership and management development, team effectiveness, customer service, mergers and acquisitions, and call center management.

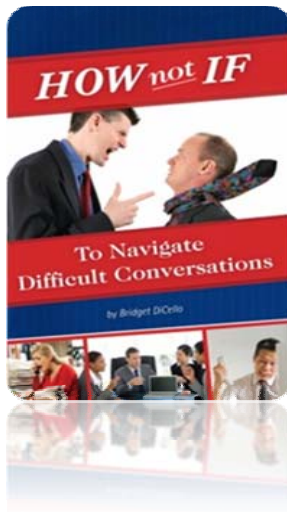
A long time resident of Memphis, TN, he is active in the community serving on the Boards of Friends For Life, and The Memphis Coaches Network and is a past board member of the Memphis Chapter of the Society for Human Resource Management and the Samaritan Counseling Centers. During his spare time Bill indulges in community theater, singing and playing the piano, exercising and water sports.

Good Readings for Learning Professionals!

How, not If, to Navigate Difficult Conversations
By Bridget DiCello

How, not If, to Navigate Difficult Conversations by Bridget DiCello, is a resource book for busy professionals who understand the need for successful conversations, and realize that it is a question of ‘how’ to address those situations, not ‘if’ they should be tackled or ignored.

As a collection of articles on a multitude of topics surrounding difficult conversations, the book offers insights into many situations where conversations become difficult with employees, colleagues and others important to a professional’s success. Each article is designed to be read in about a minute, to offer insights into the situations being faced in the workplace, and is structured as a working tool with an opportunity to commit to written action items at the end of each article.



With topics such as becoming a more effective leader, motivating and inspiring others, communicating your expectations, and holding others accountable, this book is not only excellent for those in leadership roles, but for every person who wants to achieve greatness in themselves and others, and has hit roadblocks in their conversations. Bridget believes that ‘real conversations’ often do not occur, tensions continue unabated, conflict goes unresolved, performance issues go unaddressed, stress levels remain high and individual greatness is not achieved anywhere near the level of each person’s potential. People are often not willing to listen, are not clear on their objectives or expectations, would rather talk and repeat their point than ask curious questions, and are comfortable doing the same things even if the results are not what they hoped for, rather than extend beyond comfort zones to do something differently.

How, not If, to Navigate Difficult Conversations is an effective tool for individuals who believe in discovering their personal potential and that of others with whom they work and interact, and are willing to tackle the tough conversations, while acknowledging the need and opportunity for professional growth.

*Bridget DiCello invites you to attend a breakfast reception, presentation and book signing on Wednesday, October 24th at 7:30am at The Crescent Club, 6075 Poplar Avenue, 9th Floor. If you are interested in attending, please RSVP to bridget@bridgetdicello.com or (901) 628-3207. Both *How, not If, to Navigate Difficult Conversations*, and her first book, *Opportunity Space*, are available for purchase through www.bridgetdicello.com or www.amazon.com.*

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.