
Message from the President

Help Shape Your World – Get Involved!

I would like to begin by thanking Debra Bennett on behalf of ASTD Memphis for her support and leadership over the past two years. I look forward to picking up where Debra left off and serving each of you as your 2013 President.

This year's ASTD chapter theme is, "Create a World that Works Better." Your Chapter Board members are fast on the track to making smart decisions for our Chapter. The Board met in January to put together the budget, 2013 goals, national requirements, and an operational plan. This information will be communicated to each member and posted on the website in the coming weeks.

For 2013, our Board is working to make sure your experience with ASTD Memphis exceeds your expectations. We are going to put forth vast efforts to support the local community by participating in initiatives that aid those in need and who can benefit from the talents and generosity of our members. Additionally, we are looking for new ways to add value to your membership by providing opportunities for you to get involved and to have access to products, services, and resources that will enhance your personal and professional experiences.

Your Board and committee members have already stepped forward and taken on responsibility for many projects, but we need the help of every member. I challenge each of you to get actively involved in the Chapter. I understand we all are short on time and have other commitments. However, I believe we all make time for what is important to us. If your career and future career plans fit into the equation, I encourage you to volunteer with the Chapter.

We look forward to seeing many of you at our Chapter meetings. Please join us on March 12, 2013 at the Holiday Inn – University of Memphis from 11:30 A.M. until 1:00 P.M. for our monthly professional development event. Sonja Mustiful will present - "Coaching Tomorrow's Leaders for Today's Business Landscape." Go to <http://www.astdmemphis.org> to read more about this event and to register.

I would love to hear your ideas and interest. Please feel free to contact me at president@astdmemphis.org or 901-224-6495.

I challenge each of you to create a world that works better.

Sincerely,

Steven Aronson
Chapter President



Upcoming ASTD Memphis Events

March 12th – Coaching Tomorrow’s Leaders for Today’s Business Landscape

Date: Tuesday, March 12, 2013

Presenter: Sonja Mustiful, President,
Essence of Coaching, LLC

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

Time: 11:30 a.m. – 1:00 p.m.

Sonja Mustiful is a certified executive coach and leadership development consultant to individuals, teams and organizations. Sonja has over 15 years experience partnering with organizations in the area of leadership development, organizational effectiveness and team-building. Sonja holds a Master's Degree in Human Resources from Central Michigan University. She draws on her additional study and practice of Executive Coaching to assist leaders in realizing their full potential by proactively seeking out their blind spots and moving the team and business to the optimal level.

April 9th – Instructional Design Resources You Can Use Now

Date: Tuesday, April 9, 2013

Presenter: Trey Martindale, Associate Professor,
Director, IDT Studio, University of Memphis

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

Time: 11:30 a.m. – 1:00 p.m.

LOOKING FOR A WAY TO EARN ASTD BUCKS? CONTRIBUTE TO THE NEWSLETTER!
If you would like to share a good book summary and/or an article with our ASTD Chapter members, please send us an email to newsletter@astdmemphis.org. Your knowledge and expertise are greatly appreciated!



Thank You 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 January 2013.

NEW

Jacqueline Dutsch
Manager, Learning Programs
Hilton Worldwide

Mary McCraw
Manager, IDT Studio
University of Memphis

Margaret Oldham
Director of Innovation and Opportunity
Beck Ag, Inc.

Allen Savage
Campus Manager (Night)
Anthem Career College

RENEWAL

Shelia Bentley
President
Bentley Consulting

Dr. Joan McGrory
Southwest Tennessee Community College

Terry Mercer
Director, Learning Delivery
First Data



Meet TWO of our ASTD Memphis Chapter Members!

Andreah Churchill

Andreah Churchill is the Training and Development Director for MAA, a leading performer in the apartment real estate industry with an award-winning portfolio of multifamily housing that stretches across the Sunbelt region of the United States. Andreah oversees a team of talented WLP professionals, including three corporate trainers, an instructional designer and a learning technology and internal communications manager. This team supports the training and development initiatives for more than 1,400 MAA associates.

Andreah began her career as a WLP professional in 2003 when she was asked by the training director if she would like to move to the Training department and oversee the company's first eLearning initiative. She responded by saying "I don't know anything about eLearning, but it sounds fascinating!" During her 8 years as the Director of Education Systems, Andreah implemented MAA's first (and second) LMS and developed the company's first library of eLearning courses. She re-imagined the company's online policy and procedure system and worked to create efficiencies through the use of technology to impact all aspects of MAA's learning and performance initiatives. Andreah's role became more supervisory over time as the company brought in more trainers and instructional designers. Andreah worked with each team member to train them in the instructional technology and to ensure consistency and standards among learning objects.



At the beginning of 2012, Andreah was promoted to the role of Training and Development Director for MAA, and has been working with her team to redesign the company's existing training programs to promote and enhance learning transfer with the goal of demonstrating the effectiveness and true value of the company's training initiatives.

A lifelong learner, Andreah trained herself on many different types of technologies including graphic design, database design, web design, and web development. Over the past few years, she has become passionate about the topics of project management and personal productivity. She is an advocate of the Getting Things Done (GTD) methodology and loves to share her experiences with others.

Perhaps Andreah's favorite aspect of her job is her role as chairperson for her company's annual leadership conference. Over the past 10 years, Andreah has produced several nationally-

Meet TWO of our ASTD Memphis Chapter Members!

recognized videos for the annual conference, having won three Bronze and one Silver Telly Awards.

Andrea has a Master of Business Administration degree in Finance with an Emphasis in Real Estate from the University of Memphis and a Bachelor of Business Administration in Marketing Management, also from the University of Memphis. She has been certified by the David Allen Company as a "Getting Things Done Essentials" Certified Trainer and is currently studying for the CPLP knowledge exam.

Taylor Tagg

Taylor Tagg has x-ray vision for helping people breakthrough mental barriers and resolve internal conflicts. He delivers high value inner game strategies designed to boost employee morale and build motivation from the inside out. Taylor currently serves the Industrial Readiness Training program (IRT) at Southwest Tennessee Community College as a Senior Workforce Development Instructor.



He assists local industry in teaching essential soft skills such as Effective Communication, Teamwork, and Emotional Intelligence and hard skills such as Machine Basics to prepare new employees to meet and exceed the high expectations of the business environment. As a result, companies such as Electrolux, Mitsubishi, Kruger, Solae, and Unilever are able to hire and retain more well-rounded employees for the long term.

Taylor holds a BA in Business from Rhodes College and a MBA in Finance from Christian Brothers University. He is also a Certified Leadership Instructor through the Napoleon Hill Foundation and the Midwest Institute for Forgiveness Training. Taylor spent 20 years making a leadership and financial impact at Fortune 500 companies AutoZone, ServiceMaster, and FedEx. During the last five years, Taylor traveled the country presenting business topics such as Finance and Accounting, Effective Management Leadership, Team Building, and Emotional Intelligence for SkillPath Seminars.



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Taylor is heralded as a speaker committed to greatly improving the mental, emotional, and spiritual health of those he serves. Taylor is a man of faith who incorporates kindness, lovingness, and forgiveness into his everyday life and teaches the pathways to higher consciousness.

Taylor uses his training background and professional business experience to compliment his thirty-year journey of claiming victory over significant adversity and defeat. Taylor gently helps individuals and businesses in painful transition delve into the healing work of forgiveness to turn stressful mental burdens into fresh, new beginnings. His amazing story and forgiveness process is detailed in his second book titled The Path to a Peaceful Heart: Tearing Down the Walls of Childhood Trauma and Finding Freedom, Understanding, and Purpose (found on Amazon).

Taylor's first book, Enrich Your Sunrise, (also found on Amazon) is a 40-day personal development program designed to bring complete fulfillment and vibrancy to one's life through a positive mental attitude. To find out more about Taylor and his Emotional Wellness work, please visit TheEvolvingHeart.com.

Good Readings for Learning Professionals!

Free Tools for eLearning Development

Check out these free eLearning resources!

Special thanks to Crystal Crutcher for submitting this information.

(Source: <http://elearningindustry.com>)

- 23 Microsoft Free Teaching Tools for Educators
<http://elearningindustry.com/23-microsoft-free-teaching-tools-for-educators-education>
- List of 18 Free Tools to Create Infographics for your Learners
<http://elearningindustry.com/list-of-free-tools-to-create-infographics-for-your-learners>
- 15 Social Learning Tools Every Online Educator Should Know About
<http://elearningindustry.com/social-learning-tools-every-online-educator-should-know-about>
- List of 17 Free Screen Capturing Tools
<http://elearningindustry.com/list-of-free-screen-capturing-tools>
- 15 Free Podcast Tools
<http://elearningindustry.com/free-podcast-tools>
- Ultimate List of 34 Free Music for eLearning Development
<http://elearningindustry.com/ultimate-list-free-music-elearning-online-education>
- 27 Free Survey Polls Quizzes Tools for eLearning
<http://elearningindustry.com/free-survey-polls-quizzes-tools-for-elearning>
- List of 32 Free Photo and Image Editing Tools
<http://elearningindustry.com/list-of-free-photo-and-image-editing-tools>
- 15 Free Testing and Quizzing Tools for Online Education
<http://elearningindustry.com/free-testing-tools-for-online-education>
- 19 Free Text To Speech tools for Educators
<http://elearningindustry.com/19-free-text-to-speech-tools-educators-tts-teachers>

HAVE YOU RECENTLY COMPLETED YOUR CPLP? IF SO, WE WANT TO HEAR FROM YOU!
Send an email to newsletter@astdmemphis.org for the opportunity to be featured in an upcoming article!

You Should Have Been There! – January Luncheon

Relating Training Interventions in Aviation to Your World

by Rachel Cuccias, CTI

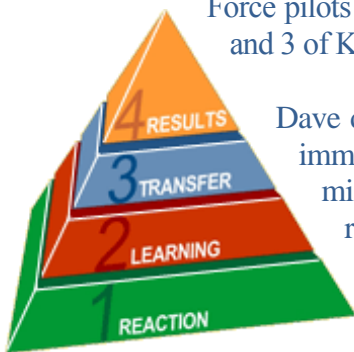
Dave Kaiser is Vice President and Chief Learning Officer for Crew Training International (CTI). Dave holds a Master's Degree specializing in Aviation Education Technology and Aviation Safety Systems/Human Factors from Embry Riddle Aeronautical University. He also possesses a Bachelor of Science Degree in Applied Physics from Montclair State University. Dave is a retired US Navy Commander with over 23 years of aviation experience as both a Commercial and Navy Aviator. He has extensive experience in aviation training to include Instructional System Design, Adult Learning, Advanced Learning Technologies, Generational Learning and Blended Learning.



In his presentation, Dave discussed the top human factor deficiencies that can affect everyone from pilots to business professionals. These deficiencies are:

- Channelized Attention
- Task Mis-prioritization
- Selecting an Inappropriate Course of Action
- Poor Crew Coordination

To overcome these human factor errors, specifically in the military, Dave and his team conducted a three-year research study specifically focusing on Air Force students. Over this three-year period, they tracked over 540 Air Force pilots and sensor operators using Kirkpatrick's levels of learning. The team measured levels 1, 2, and 3 of Kirkpatrick's learning theory.



Dave described the four training interventions. The study began with Enhanced Academics. This immersed the employees into interactive multi-media to vicariously experience an actual aircraft mishap. Second, the students were given web-based interactive case histories that gave them real-life scenarios to help them understand the implications of each of the human factor deficiencies. The third step in the study was a Game-Based Multi-Task Trainer and the final step was a Serious Gaming Team Trainer. The serious gaming platform forced the students into a high-stress and competitive environment where they had to successfully apply the skills they learned in the Enhanced Academic portion of the course.

RESULTS:

- Level 1 saw the highest of all level of interventions achieved
- Level 2 was achieved and significant learning was found in all skills
- Level 3 did not see a significant difference, but there were positive trends. There were reductions in negative behaviors.

Internship Opportunity



Instructional Design Intern Opportunity

- *Education:* Working towards a Bachelor's degree in Instructional Design. Master's degree preferred.
- *Computer skills:* Basic computer skills and MS Office 2010. Adobe Captivate and Articulate Storyline preferred.
- *Responsibilities:* Enhancements to internal compliance courses; testing of courseware projects
- *Expected Experience to be Gained:* Development of eLearning in compliance training programs
- *Compensation and Academic Credit:* This is a paid position. Students should pursue academic credit within their major or as an elective.
- *To apply:* Send resume to Kenitra Jones (kjones@cti-crm.com)

Crew Training International
9198 Crestwyn Hills Drive
Memphis, TN 38125
800.752.8538 | www.cti-crm.com

DISCLAIMER: There is no guarantee of a permanent position after the completion of this internship.

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Send an email to newsletter@astdmemphis.org for the opportunity to be featured in an upcoming spotlight!