



Association for  
Talent Development



*The  
FlipChart*  
October 2014

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## *Welcome to the Association for Talent Development!*

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Did you hear the news? Our chapter is excited to announce that ASTD is changing its name to the Association for Talent Development (ATD). Tony Bingham, President and CEO, and the Board of Directors made this exciting announcement back in May during the ASTD 2014 International Conference & Exposition in Washington, DC.

Tony talked about how our profession has grown over the 70 years that the association has been serving the field. What hasn't changed in that time is the purpose of our work: developing people – their knowledge, skills, and abilities.

ASTD is changing to the **Association for Talent Development** to demonstrate how the impact, breadth, and influence of our profession stretches beyond training.

We will be transitioning over the next year. Many assets have already been created for us by the national team, including our new logo. While our name may be changing, the chapter's board of directors want to assure you the local programming, networking, and services you have come to value and enjoy through the chapter will not change, nor will the chapter's mission and vision. Like national ATD, training and development will remain at the core of our chapter, and we pledge that our service and commitment to you is stronger than ever.

We will continue to keep you abreast of our change, and look forward to you joining us on this journey; together, we are creating a world that works better!

For more information and to review ATD's new name and announcement materials, please visit [www.astdnews.org](http://www.astdnews.org).



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## October Treats

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This October our chapter has a special treat! We are having not one, but two opportunities to gather and meet for lunch with other learning professionals. For the past several years ASTD and SHRM have joined together for our annual combined meeting in October. This year is no different. Not only will be joining SHRM, but we will continue to have our normally scheduled lunch, so mark your calendars for both October 14 and 21.

Our regularly schooled lunch meeting will be held on October 14 as Dalia Tejada speaks about Sensitivity Training in the Workplace. Dalia will be addressing the how our country continues to become more diverse and the importance of understanding one another. We will be meeting in our usual location at Bethel University.



Our annual joint SHRM/ASTD lunch will be held the following Tuesday on October 21. Our joint meeting this year will take place at the Fogelman Conference Center on the U. of M. Campus. Special Guest Michael Cody who will speak about “What would Dr. King think of Memphis Now?” Details for both lunches are on our chapter website. Be sure and make your reservations today.

Our November lunch will be the chapter election. We will set the 2015 board into place at that time, and they will officially begin their roles in January. If you are interested in serving the chapter and the learning community at large, be sure and let me know before the spots fill up.

As we enter the last quarter of the year, remember to work smart and finish strong!

*Leonard Cochran*

ASTD Memphis President - 2014

[President@astdmemphis.org](mailto:President@astdmemphis.org)



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## Upcoming ASTD Memphis Events

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### October 14th – Sensitivity Training in the Workplace

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**Date:** Tuesday, October 14, 2014

**Presenter:** Dalia Tejada Turner,  
PhD candidate at Arkansas State  
University

**Location:** Bethel University  
5885 Ridgeway Circle #100  
Memphis, TN

**Time:** 11:30 a.m. – 1:00 p.m.

**Register here:** <http://bit.ly/1rlMZQ8>

This presentation focuses on the United States as still a melting pot, with educational systems (especially) and another businesses becoming more and more diverse. We will address the importance of understanding each other's differences which make each of us unique and interesting, helping to build empathy for each other.

Dalia Tejada is a doctoral student in the program of Education and Leadership at Arkansas State University (ASU). She received an MBA and a Specialist degree in Community College Teaching at ASU. She also has a background in Agribusiness engineering. In addition, she currently works as a doctoral graduate assistant at Online Distance Education Department at Arkansas State University. She is the President of the Graduate Student Council and Chancellor Ambassador at Arkansas State University. She has worked in training at different companies in North West Arkansas for seven years. She was a member of the ASTD Northwest Arkansas Chapter.

Read more about the presentation and speaker [here](#).

### October 21st – Our Job Isn't Over - Join w/ SHRM

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**Date:** Tuesday, October 21, 2014

**Presenter:** Michael Cody, Special Guest

**Location:** Fogelman Conference Center  
U of M Campus  
330 Innovation Dr., #305  
Memphis, TN 38152

**Time:** 11:30 a.m. – 1:00 p.m.

**Register here:** <http://bit.ly/1rqeEid>

Each year ASTD Memphis and the Memphis SHRM group meet in October together. We will be meeting at the Fogelman Conference Center. Click the link at the bottom of the event description to register on the SHRM site. Be sure and use the ASTD rate code (ASTD2014)!

“Our Job Isn’t Over” – What Would Dr. King think of Memphis now? As HR professionals, are we being conscious of the following:

- There are laws in place; however, is there respect and conversation taking place to move us forward?
- Recognizing history and valuing the impact that each of us can make in our daily interaction with employees, co-workers, boards that we participate in, etc.
- If the fear isn’t race, is it shifting to class and economics

Join us as we explore how HR professionals can make change happen in an ever-changing world! Read more about the presentation and speaker [here](#).



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## Upcoming ASTD Memphis Events

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### November 11th – I Don't Have Enough of It...

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**Date:** Tuesday, November 11, 2014

**Presenter:** Ed Colvin, Director of Facilitation Services, Orgwide Services

**Location:** Bethel University  
5885 Ridgeway Circle #100  
Memphis, TN

**Time:** 11:30 a.m. – 1:00 p.m.

**Register here:** <http://bit.ly/1uRLT17>

Are you like many of us who feel that there just aren't enough hours in the day to get all of the things done you need to get accomplished? Do you ever feel stressed or get anxiety when you think all of the things you have to get done in your day... your week? Do you know the difference between clock time and real time? This presentation will focus on these things and more. Relax help is on the way!

After an impressive management career, Ed Colvin was assigned to the Operations Management Training Organization. There, he was responsible for facilitating five-day management training courses in Memphis and Indianapolis, as well as consulting with managers, professionals and hourly employees. Ed was also responsible for conducting the corporation's two-day Effective Presentation Skills workshop and the four-day Instructional Skills workshop. Outside of FedEx Express, Ed served as a consultant to the Memphis Race Relations and Diversity Institute. There, he facilitated two-day Managing Diversity workshops for corporate executives and not-for-profit managers in and around the Memphis area.

Read more about the speaker and presentation [here](#).

#### 2014 Theme & Goal: Work Smarter

##### Mission

To provide *knowledge, leadership and professional development* for our members to meet workplace learning and performance challenges.

##### Vision

To be *the* professional association recognized as *the ultimate resource, advisory group and network* in the Mid-South for workplace learning and human performance improvement.



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### *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 2014.

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#### **NEW**

Nicco Bray

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#### **RENEWAL**

Beth Schnitkey  
Richard Finnie

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## **Calling all Presenters!**

ASTD Memphis is seeking presenters for luncheons throughout 2014. If you or someone you know can share expertise in one of the following fields, please contact our VP of Programs at [programs@astdmemphis.org](mailto:programs@astdmemphis.org).

- Knowledge Management
- Coaching
- Integrated Talent Management
- Managing Learning Programs
- Evaluating Learning Impact
- Learning Technologies
- Training Delivery
- Instructional Design
- Performance Improvement
- Change Management



*Member Spotlight: Meet One of Our ASTD Memphis Members!*

## Jennifer Carpenter

Jennifer is currently the Manager of Training and Development at Asentinel. She has been with Asentinel for 6 years, joining to start the Touchfree Managed Services department that received and converted all paper invoices into an electronic format for auditing, storage and payment. Two years later, she assumed management responsibility for the newly created Business Process Outsourcing service and grew that from 1 client to manage over \$140M in telecom spend.



As of January 2014, Jennifer has moved from the Operations side of the house to start the Training and Development Plan for the company. To date, she has created an onboarding plan for all new employees and partners and continuing education on-line classes for all employees and clients of Asentinel.

She has been in the telecom expense field for over 15 years. Prior to coming to Asentinel, Jennifer worked as a customer using the Asentinel application and managing the telecom expenses in the residential services, banking and healthcare industries.

Jennifer earned a Bachelor of Arts Degree in Psychology from the University of Memphis, Memphis, TN. She has received a Silver Certification, Fixed & Mobile Management Professional with AOTMP (Authority on Telecom Management Practices).

She became a member of ATD at the beginning of 2014 to learn more about the facilitation of learning and development for Asentinel. Growing up in Memphis, she has made a life in Lakeland with her husband and 2 dogs. She enjoys reading and all outdoor activities that keeps her busy on the weekends.



If you're interested in a position, please contact a current Board member or email [president@astdmemphis.org](mailto:president@astdmemphis.org).

## 2015 Board Elections

Elections for the 2015 ASTD (ATD) Board will be held at our **November luncheon**.

*Positions include:*

- President
- President-Elect\*
- VP of Finance\*
- VP of Communications\*
- VP of Membership
- VP of Marketing
- Newsletter Chair
- VP of Programs
- Professional Development Chair
- Logistics Chair
- Member Recognition Chair
- Webmaster
- Student Relations Chair

*\*elected position*



*September Luncheon - You Should've Been There!*

## Keys to Success with Ann Turner, PhD

Ann Turner emphasized the importance of community, of work, and of family in order to succeed in life.

**Keys:**

1. Role models and mentors
  2. Continue to learn
  3. Take risks, such as public speaking. Learn to deal with rejection and failure.
  4. Take family time
  5. Work efficiently
  6. Look forward to going to work:
    - If you look forward to going to work 80% of the time, that's good. You are probably in the right spot.
    - 60% --time to make changes in the job
    - 40%--explore other opportunities
    - 20%--serious trouble
  7. Take time to play
  8. Do community service
  9. Be true to yourself
  10. Keep a sense of humor. Be around people who are optimistic, humorous, and enjoy laughing.
- Evaluate what is important to you, what you do well, and what you enjoy.
  - Write down your interests without considering the barriers, such as education, experience, skills, etc.
  - Consider what new skills you would need to develop.
  - Create a plan of action for developing these skills.
  - Network, network and network.

### Keys To Success

Memphis ASTD Chapter  
September 9, 2014

Ann Turner PhD, FASAE, CAE  
Executive Director



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