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## A Note From The President



Dear ASTD friends,  
The past month has certainly lived up to our goal to provide you opportunities to Learn, Connect, and Grow.  
What we learned in Mike Song's May 21 presentation, *The Hamster Revolution*, was inspirational to those of us with Information Overload Syndrome – he proved you can tame the savage beasts of email, meetings and filing. If you receive an email with a subject line that begins with Action Required: you know the sender learned how to get off the hamster track; talk with them about what they learned. Our **June 18** meeting is sure to be another winner with Ruth Miller addressing *Career Vision: Strategically Linking Career Development, Hi-Potential Nomination, & Succession Planning at all Levels of the Organization*. The meeting will be held at the Nissan North America Headquarters in Franklin.  
Members in our OD SIG (Special Interest Group) connect every other month to network and share experiences and expertise from their communities of practice. Last month's lively discussions covered change transition and Gen Y's emergence as workplace leaders. With over 60 registered members, you can be sure to hear a range of thought on any topic. Connect with them on **August 3**, when Nancy McMorrow will facilitate the topic, *Community: A Foundation for Learning & Development*. Want to know more? Email [nancymcmorrow@gmail.com](mailto:nancymcmorrow@gmail.com).  
To paraphrase a certain farmer, growth often comes just after you need it. But every now and then you're lucky enough to be prepared to take advantage of it.  
One of the hardest things I ever had to do was prepare a personal "elevator pitch" when I was job hunting. You know the one, the 30-second statement in which you identify who you are and what you do in terms that command interest and communicate what you want your listener to remember about you and your business – succinctly. There's nothing easy to being succinct, memorable and targeted.  
I was reminded of this experience as I anticipated the chapter service project on Sunday, June 7<sup>th</sup> when ASTD volunteers and I would man the phones at Nashville Public Television (NPT) to take call in phone pledges. BTW: We'd like to thank xxxx xxxx for taking part of their sunny Sunday to volunteer for this worthy cause.  
ASTD has volunteered at NPT for 3+ years. Because of this, I knew there is a point in the program when the chapter president is briefly interviewed on camera. Knowing my two minutes of fame would soon be upon me, I like all of you, knew to overcome my on-camera anxiety (read: numbing fear), I'd need a couple of memorized statements about what we do as a chapter. After writing a number of far too carefully crafted and painful paragraphs, I thought about what would hold this information – our chapter's mission statement. It provided the key to who we are, just like a good mission statement should. Thus, I was able to say with confidence, "...we are a community of learning professionals whose expertise helps create a world that works better." With a memorized opening and keeping my eyes on my host, my two minutes thankfully flew by.  
But what stayed with me was the idea that no matter our role, having a concise statement about what we do should be a required part of our professional portfolio. Whether internal, external, consultant, or job seeker – an elevator pitch about who you are and what you do is a crucial marketing and sales tool. Think of it as keywords for your listener to remember you in future context. I found [5 tips for creating a concise and strong sales message](#) to be a **great** refresher about how to write a meaningful personal statement.  
In the coming months I hope you'll take advantage of the opportunities to Learn, Connect and Grow in our programs, volunteer events and chapter service activities. See you on June 18<sup>th</sup>.  
Best regards,  
Toby

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**2009 Board  
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## 5 tips for creating a concise and strong sales message

**Source:** *Elevator pitch - 5 tips for creating a concise and strong sales message*; Steve Strauss, Microsoft Small Business Center;  
<http://www.microsoft.com/smallbusiness/resources/marketing/advertising-branding/5-tips-for-creating-an-elevator-pitch.aspx#>

*An elevator pitch is a brief statement about who you are, what your business is, and why it is special. The idea is this: If you were in an elevator with a potential business investor and you had only 30 seconds or an elevator ride to make a memorable impression, what is it that you could say to make an impact?*

*We are all asked, from time to time, what exactly it is that we do. Sometimes it's at a cocktail party or a business meeting. Having a sharp, intriguing statement ready makes the difference between being remembered and being forgotten.*

### **1. Figure out what is unique about what you do**

*The whole idea behind a great elevator pitch is to intrigue someone. It's an ice-breaker and a marketing pitch — all rolled into one. Your elevator pitch must have a hook. "I own a flower shop downtown" doesn't hold a candle to "I'm a specialty florist who deals in rare, South American tropical flowers that bloom in the winter."*

### **2. Make it exciting**

*A superior elevator pitch increases your heart rate. It speaks to who you really are and what excites you about your business. It has integrity. What is it about your business that really motivates you? Incorporate that.*

### **3. Keep it simple**

*A good elevator pitch doesn't try to be all things to all people. Rather, it conveys a clear idea in a short amount of time. It might be a few sentences, but no more than a paragraph or so. Keep it under 30 seconds.*

### **4. Write it down**

*Use the guidelines above and take a stab at it. Write down your pitch, say it out loud, re-write it, and then re-write it again. Remember what I always tell my daughters: "Writing is re-writing!"*

### **5. Practice, and then practice some more**

*The first few times you try out your elevator pitch may be a bit uncomfortable, but it gets easier. After a while, it will become second nature to you, and when it does, you will be glad you practiced. You never know what will come from having a great, natural, elevator pitch, but you can bet that you've just increased your chances that it will be good.*



Each year the Mid-TN ASTD chapter recognizes success in our profession by nominating members or organizations for our **Golden Torch Awards**. These Awards are the symbol of excellence for our Chapter.

#### **Categories For Nomination:**

✔ **Achieving Results.** Results achieved through the use of practices, interventions, and tools from the entire scope of workplace learning and performance.

*Example: Whirlpool's creation of a new-hire orientation process that decreased turnover almost in half.*

✔ **Chapter Service.** Adding to the chapter's ability to achieve its vision and realize its mission by responding with exceptional resources to member and customer needs and expectations.

*Example: Implementation of Middle TN ASTD's Strategic Planning Committee.*

✔ **Community Service.** Utilizing training/performance tools and abilities to selflessly improve our community.

*Example: Pro-bono design and facilitation of volunteer orientation and strategic planning retreats for the Juvenile Diabetes Research Foundation.*

✔ **Innovation in Practice.** Original theory, model, process or unique application of such that holds major implications for practitioners of workplace learning and performance.

*Examples: Kirkpatrick's 4 levels of evaluation, ADDIE model.*

✔ **Technology.** Providing a technology-based service or product to allow an organization to better serve its customers.

*Example: Implementation of an Intranet delivered 360-degree survey instrument.*

Please take a moment to reflect on your past year.

- How has your organization implemented new ideas or technology?
- What learning services have you or someone you know provided the community?
- What programs have exceeded expectation in your organization or one you know of?

Your nominations for this year's Golden Torch winners are most important. This is the time to honor the contribution that has been made to our chapter, to our profession, to you.

#### **The Process Is Simple**

Complete the Golden Torch Nomination form by going to our website at [www.astdtn.org](http://www.astdtn.org) Click on the Members Only section and then Click on Awards. The form can be downloaded, completed and emailed.

Return to [info@astd.org](mailto:info@astd.org) by **October 1, 2009**.

Golden Torch recipients will be recognized and given awards at the annual December meeting.

# CONNECT

## Career Vision: Strategically Linking Career Development, Hi-Potential Nomination, & Succession Planning at all Levels of the Organization

**Speaker: Ruth Miller**

In 2006, Nissan moved its North American region headquarters from Los Angeles to Nashville. This move resulted in three major challenges: significantly reduced succession depth, little development of top talent, and a lack of consistency and discipline with key HR processes. In 2007, this team was given the monumental task of consolidating the following processes:

1. Objective Setting / Alignment / Cascading
2. Performance Management
3. Career Development & Action Planning
4. High Potential Identification & Management
5. Assessment & Feedback
6. Succession Planning
7. Strategic Staffing & Talent Reviews
8. Compensation
9. Analytics & Reporting

Utilizing Nissan's Integrated Talent Management Technology, the Talent Management team found a way to combine three of these processes into a useful format for the organization:

- Career Development and Career Development Planning
- High Potential Identification (HPP)
- Succession Planning

Given the similar content and the sequential timing of these events, it was plausible to combine them into a single process called Career Vision. In addition to streamlining HR efforts and creating a more efficient and effective method of performing Career Development, High Potential Identification, and Succession Planning, the goal of the Career Vision process was to improve the quality and quantity of conversations around employee performance, potential & career goals.

### **WHEN**

Thursday, June 18, 2009 4:00 PM - 6:00 PM

### **WHERE**

Nissan Corporate Offices  
Franklin, TN

Chapter Meeting – Thursday, June 18th

## *SUMMER – A TIME FOR RENEWAL* by Angela Ellis

This is the perfect time of year to re-charge one's batteries and take stock of one's own personal development. It's a time to reflect on the past, plan for the future, and most importantly... take a vacation. The definition of vacation is not "conducting your work from the beach." That is just relocated work. In this high tech age, it can be a significant challenge to completely detach and disconnect from the workplace. However, it's important to do so. Here's why. The Workplace Health Organization reports that workers who take a 20-minute break for lunch are 40% more productive after the break than those who work through lunch. The mind and body need time for renewal.

Early on in his career, Chrysler President, Lee Iacocca, would not take a vacation because he believed the company could not run in his absence. Over time, he discovered that the company could not run *with* him *unless* he took some time away. This realization also challenged him to create a company the run smoothly and consistently with or without him. That is the key to building a truly successful company and a legacy. He changed his vacation practice and in the process empowered his staff and motivated them by demonstrating trust.

Taking time away is a perfect opportunity to try something new and open new perspectives. A vacation could give a manager insight into what it's like to be new to a team. Reading a book can unlock and reveal new ideas. Being a customer can help one notice what good customer service really is. Spending time with a teenager provides a chance to learn about new technology, communication styles, and perspectives.

When leaders bring new insights back to the office, they are better able to find ways to renew, motivate and empower their organizations. Whether taking a vacation, staycation, or daycation, what a great gift for a leader to give herself and her organization.

## ASTD-Middle TN Chapter Volunteer Opportunities

This year, ASTD-MT has partnered with Hands On Nashville (HON) to create diverse volunteer opportunities for chapter members. If you visit the Chapter home page, <http://www.astdtn.org> you will see the HON logo and link to access many opportunities. The Community Service Committee is asking that you take your interest one step further by registering as a volunteer on the HON site. It's pretty simple:

- Click "Volunteer" on the left side of the home page
- Click in "Log-in to Member Center"
- Complete the personal volunteer information about yourself and your interests, skills, time availability, etc
- Use the site to log-in your events even if they are being sponsored outside HON
- Check out the "hot projects" link and calendar of monthly volunteer events
- Click "sign-up" for the monthly e-newsletter

***Make friends for life. Make a difference in a life. Make volunteering part of your life.***

For additional information regarding Community Service volunteer opportunities, please contact:

Elmo Shade at [elmoshade@gmail.com](mailto:elmoshade@gmail.com) Carolyn Rowe at [carolyn.rowe@aglife.com](mailto:carolyn.rowe@aglife.com)

Malinda Hersh at [Malinda@hon.org](mailto:Malinda@hon.org)

# LEARN



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**Member: \$404 (reg. \$449)**

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### **Save 10% Now Through 6/6**

Save 10% on ASTD Online Store purchases during ASTD's 2009 International Conference & Exposition (now through June 6th). Use discount code **ICE2009** upon checkout.

### [ORDER](#)

Save more than \$110 on complete test preparation—  
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### TOP FIVE MOST POPULAR DIGITAL RESOURCES

[ASTD's Best of Coaching: A Digital Presentation](#)

[Infoline Managing the Learning Function Collection](#)

[ASTD 2008 State of the Industry Report](#)  
(free for members)

[Infoline Train the Trainer Collection](#)

[ASTD Handbook](#)

## WHAT MOTIVATES

Many people point to money as a primary motivator in the workplace, but studies by the American Society for Training and Development (ASTD) and the American Management Association (AMA) reveal that financial incentives tend to provide only short-term motivational surges. The following are results from the 2000 survey:

People and work environment	66%
Good relationship with management	33%
Challenging and exciting job	33%
Flexibility	24%
Salary	19%
Autonomy and creative freedom	16%
Training and learning opportunities	13%
Stock options	9%



EDUCATION IS WHAT REMAINS AFTER ONE HAS FORGOTTEN  
EVERYTHING HE LEARNED IN SCHOOL.  
- ALBERT EINSTEIN (1879-1955)

## GROW

**The North Alabama Chapter of ASTD** is once again holding a one day training event. The event this year is a *Design and Delivery Boot Camp* to be held on August 25 in Huntsville, Alabama at the Research Park Holiday Inn.

This year's event was designed to provide our members and others interested training and development learning opportunities to be more effective in the performance of their duties. We determined the topics and format based on surveys of our membership.

Based on these requests we are looking for training professionals interested in being presenters at the Boot Camp. If you are interested in being a presenter, please use the attached link to complete a proposal form by **June 15**.

We appreciate the opportunity to work with you and your chapter. We also welcome any of your members to attend as participants.

If you have any questions or if I can be of any assistance, please feel free to contact me.

[http://sz0064.ev.mail.comcast.net/service/home/~RFP\\_DandD\\_Boot\\_Camp\\_05JuneV2.doc?auth=co&loc=en\\_US&id=28900&part=2](http://sz0064.ev.mail.comcast.net/service/home/~RFP_DandD_Boot_Camp_05JuneV2.doc?auth=co&loc=en_US&id=28900&part=2)

*"Be Transformed by the Renewing of your Mind."  
--Apostle Paul*



## **Members of the Middle Tennessee Chapter of ASTD Support Nashville Public Television**

On Sunday, June 7, 2009, nine ASTD volunteers gathered at the Nashville Public Television studios to show our support by taking pledge calls for NPT's June Pledge campaign. Our fearless (and telegenic) leader, Toby Cannon was interviewed on-air by singer-songwriter Les Kerr providing our chapter with valuable publicity. Member Carrie Drumheller made the afternoon a family affair by bringing her sister Sarah, brother Andrew and niece Lindsey to help take pledges.

In addition to raising over \$4100 in pledges, the afternoon was full of laughter and fun as we enjoyed fellowship in between the programming breaks. Cheeseburger Charley's generously provided a tasty meal to everyone and all volunteers were given family passes to Cheekwood, as thanks for a job well done.

Many thanks to Erin Evans, Carrie Drumheller, Andrew Drumheller, Sarah Drumheller, Lindsey Sextro, Rick Moffett, Toby Cannon and Nancy Collins for supporting such a worthy cause.

## **GROW** while you **CONNECT**.

The Middle Tennessee Chapter of ASTD seeks a volunteer photographer.

The photographer takes photos at chapter meetings and capturing chapter activities through pictures. The photographer should possess a digital camera and know how to download and email photos, which will be used for the chapter website, newsletters, and news releases.

This is an opportunity to get involved, get to know other members, and serve your chapter.

To learn more or volunteer for this role, please contact, Angela Ellis at [angela@enhancenashville.com](mailto:angela@enhancenashville.com) or Andrew Duthie at <mailto:andrew@duthielearning.com>

## **SIGNificant Chapter Events**

The Organization Development Special Interest Group(OD SIG) met for its bi-monthly meeting on June 1<sup>st</sup> at Lee Hecht-Harrison in Brentwood, hosted by Mark Marshall. Attending were Pat White, Deb Tobey, Jane Smith-Stage, Glenda McCall Blank, Lee Ann Smith, Mark Marshall, Linda Hughes, Lee Ann Mann, Carl Anderson and Elmo Shade.

The group shared an interactive discussion on “burning issues” in the OD sphere, particularly around Succession Planning and Career Transition Management in our current economic downturn. Several useful resources were shared such as [Blue Ocean Strategy](#), [Rainmaking](#), and [Managing at the Speed of Change](#).

The next meeting is scheduled for August 3<sup>rd</sup>, at Corrections Corporation of America from 5:30-7:00pm. Nancy McMorrow will present.

The OD-SIG plan to present at the SHRM State Conference which is September 30 through October 2 at Opryland Hotel. They seek volunteers to staff the booth at this event.

Please contact Elmo at 615-507-9515 or [elmoshade@gmail.com](mailto:elmoshade@gmail.com) if you want to participate with the OD SIG or the ASTD conference.