



**2007
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A Note From The President



Dear ASTD Friends,

What's your specialty? A restaurant may post theirs on a blackboard at their entrance. Your business card may reflect yours. As I looked over the business cards I have in my file I found coaches, consultants, training managers/directors, training coordinators, instructional designers, project managers, and various others. However, I suspect folks with similar titles may actually specialize in very different areas. Possibly, if you are like many WLPs you are "jack of all trades, master of none". The 2004 ASTD Competency Study¹ identified four unique roles within our profession. They are: Learning Strategist, Business Partner, Project Manager, and Professional Specialist. Supporting these roles in the competency model are nine professional areas of expertise. These are defined as "specific technical and professional skills and knowledge required for success in WLP specialty areas". These go above and beyond basic competencies required to perform your job. The nine areas are:

- Career Planning and Talent Management
- Coaching
- Delivering Training
- Designing Learning
- Facilitating Organization Change
- Improving Human Performance
- Managing Organizational Knowledge
- Managing the Learning Function
- Measuring and Evaluating

No wonder it's hard to be specific about your specialty. Quite often WLPs are expected to be multi-talented, especially in one person training departments. However, you long for more depth. Maybe you have

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**2007
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Continued**

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specialized, but you would like to branch out, more breadth. As you consider providing development opportunities for others don't overlook your own development. ASTD is your professional development organization. This month's program will give you an opportunity to discuss your specialty area with like minded folks or explore an area you are interested in with others more knowledgeable. What are the issues, challenges, and resources available? Come prepared to share and learn. In addition, those serious about demonstrating their expertise in the nine knowledge areas might want to investigate the new ASTD certification for Certified Professional in Learning and Performance (CPLP). A study group from our chapter is in the process of forming. These are exciting times for our profession; more options, more recognition, and more opportunity.

All the best,

Lee Ann Smith

¹Bernthal, P. R., Colteryahn, K., Davis, P., Naughton, J., Rothwell, W. J., Wellins, R. (2004). *ASTD Competency Study Mapping the Future*. Baltimore, MD: ASTD Press

Don't Miss March's Program!

When

Thursday, March 15th 4:00pm – 6:00pm

Where

Belmont University
1900 Belmont Boulevard
Jack C. Massey Bldg – faces Wedgewood Ave.
Massey Boardroom
Nashville, TN 37228

**ROUND TABLE DISCUSSIONS: SHARING IDEAS, CHALLENGES,
SOLUTIONS**

By popular request - Roundtable discussions on current issues affecting our profession. Topics of the day:

- Baby Boomers - Will their retirement be a boom or bust for the next generation of workers?
- Getting a seat at the table - Becoming an operational partner within your company.
- What is the best advice about your career you ever got and what did you do with it?
- Best cold calling tips for and from Consultants
- Share your wealth of local, national and regional training resources. Who does what? Who does it well?

News Item

On March 16th a new Career Center will be launched for members & employers. This will replace our current job posting page. Read more on page 5!

**Job Postings
Are Now
Available
Online!**

<http://www.astdtn.org/resources>

**This month's
featured Job
Postings**

**E-learning
Production
Manager ,
Duthie Associates
hr@duthielearning.com**

**Skills/Technical
Training Manager
Keystone
Automotive
Industries
www.keystone-auto.com**

**Training and
Development
Specialist,
Oak Ridge
Associated
Universities
<http://www.orau.org/jobs/>**

WHAT ARE YOU WAITING FOR???

2007 ASTD International Conference and Expo

June 3 – June 6

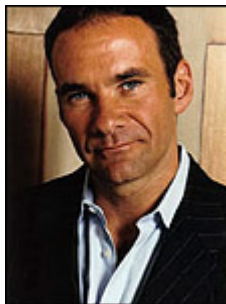
Atlanta, GA

Registration Fee Discount!!!

If we have five or more members from our chapter interested in attending the ASTD International Conference & Exposition, we can qualify for registration fee discounts. Chapter teams benefit through reduced pricing and priceless onsite debriefs and discussions focused on systemic implementation of lessons learned when back at the office. Contact Lee Ann Smith at Lee.Ann.Smith@state.tn.us for more information today.



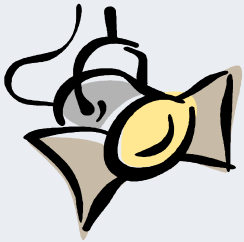
Jim Collins
June 4, 2007
8:00 – 9:15am



Keith Ferrazzi
June 5, 2007
8:00 – 9:15am



Tom Rath
June 6, 2007
3:15 – 4:30pm



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SPOTLIGHT ON 2007 ASTD MEMBER



Christopher (Chris) Westfall is an active ASTD member. He is currently serving as Co-VP of the Marketing and Communications Committee. Chris is from Murfreesboro, TN and has been married to his wife, Charisse, for over 13 years. For more information about our March ASTD Spotlight Member see below:

1. **Pets** - Golden Retriever- Tara
2. **Current Position** - Sales Trainer/Training Coordinator at The Tennessean
3. **Years in training field** – involved in sales training for 25 years
4. **How long have you been a member of ASTD** - 1 year
5. **What do you value most about your membership** - networking
6. **Interests and/or Hobbies** – Arborist, specializing in Oak trees
7. **What would be your ultimate dream job** – Recruit, Hire, and Train a Dynamic Sales Force
8. **What is your favorite thing in life and why** – Chocolate cake: needs no explanation
9. **What is the best advice you can give to a new trainer** – Listen closely
10. **Favorite Quote** - “Leave the world a better place then when you found it. Do something good for posterity”.



NEW CAREER CENTER

On March 16th your chapter is launching a totally new Career Center for use by members and employers with a host of new benefits for all. This new Career Center will replace the current job posting page.

For Job Seekers

As an ASTD chapter member you can post your resume and make it available to any employer with access to the JobTargetNetwork of hundreds of career centers all over the country. Confidentiality is assured; before an employer can see your contact information you will be notified and must grant permission for that employer to contact you. You can specify the criteria for a job you are looking for and when a job is posted that matches your criteria you will receive an email notification and can then get the details.

For Employers

Employers can open an account and provide a profile of their company including a logo. Whenever they have an opening they can enter a description of the job on the site and the profile will be automatically added. Job openings will also be listed in our monthly newsletter. Employers can add filters so that only qualified candidates applications reach the employer contact. The fee for listing is \$150 for employers with no ASTD Middle Tennessee Chapter members and \$50 for companies that have one or more members. There is no charge for listing an intern position. There is a charge of \$25 for access to an anonymous resume.

For the Chapter

JobTarget takes care of all the administration of the Career Center and collecting payments freeing up committee members' time to concentrate on building our Association and providing other services to members. Best of all JobTarget donates 80% of the listing fees for listings made on our website to the Chapter keeping our financials strong and membership costs low.

Remember on March 15th take a look at our new Career Center.

This is your
chapter – the

Middle Tennessee Chapter

Our Chapter Number is **CH4072**. Please use this number when ordering from the ASTD website – the chapter receives a small percentage of your purchase price.

To access the members only section of the website use the following user name and password:

User name –
member

Password –
astdyes.

February Meeting

Leveraging Technology for Effective Learning Solutions



Joe Fournier



Thank you to our Survey Sponsor: Inquisite Web Survey System



Thank You to Our Past Program Sponsors



Center for Organizational and Human Resource Effectiveness

Duthie Associates, Inc.



Interactive Presentation
Systems that Persuade and Train

