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A Note From The President



Dear Friends,

I've held many roles and led many endeavors, but this is my first at the head of a volunteer group. So, at six months into the role of chapter leadership, I thought it might be appropriate to share the joys and challenges of leading a group of volunteer board leaders.

In the spirit of learning from the best, I bring you the latest in leadership models. After all, who better to teach leadership than the indomitable captains of the Starship Enterprise?

12 Leadership Lessons From the Bridge of the Starship Enterprise

By [Kit Eaton](#) Source: www.fastcompany.com

Be a Leader

"The man on top walks a lonely street; the 'chain' of command is often a noose." -Capt. James Tiberius Kirk

"One of the advantages of being Captain is being able to ask for advice without necessarily having to take it." -Kirk

Taunt Your Rival

"Khan. Khan, you've got Genesis. But you don't have me! You're going to kill me Khan, you're going to have to come down here. You're going to have to come down here." -Kirk

Allow Subordinates to Speak Freely

"If I may be so bold, it was a mistake for you to accept promotion. Commanding a starship is your first, best, destiny. Anything else is a waste of material." -Spock, to Kirk

Delegate

"As captain of this ship, I'm the one who's responsible for everyone aboard. There aren't many people I'd willingly turn that responsibility over to. You're one of 'em." -Capt. Jonathan Archer to Phlox, the ship's physician

Plan Ahead

"We must anticipate, and not make the same mistake once." -Capt. Jean-Luc Picard

Set Realistic Goals

"Not one hundred percent efficient, of course...but nothing ever is." -Kirk

"Genius doesn't work on an assembly line basis. You can't simply say, 'Today I will be brilliant.'" -Kirk

Meetings

"A meeting is an event where minutes are taken and hours wasted." -Kirk

Intuition

"Intuition, however illogical, is recognized as a command prerogative." -Kirk

Creativity

"Without freedom of choice there is no creativity" -Kirk

"Things are only impossible until they're not." -Picard

While I may not agree with all these notions, I found I have come across some of the same lessons as Kirk, et al. And I've learned a great deal from watching others; so, with due respect to all captains who have gone before me, here are some thoughts on leadership I have learned from them and at the helm this year.

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**2009 Board
of Directors**

Lesson 1: **Be Your Own Best Leader**

A Starship crew will face unimagined scenarios and probably conflict and Kirk's autocratic style reflects his crew's need to have someone to turn to for a final answer during a crisis. A command style may not fit you, but don't be afraid to adapt your presence to be a bit more commanding – at times it's just what the crew needs to get back on course. (See Lesson 5 for the other side of this.)

Lesson 2: **Delegate and Foster Creativity**

Micromanagement often stems from control and/or fear of failure issues; don't be afraid to allow others to use their talents in ways you would never think of doing. Balance your need to know what's going on (and sometimes how its being done) with a belief in your crew's expertise, creativity, and commitment and allow individuals to use their genius. On the other hand, take responsibility for leadership and its activities. Your crew has delegated this to you.

Lesson 3: **Make meetings meaningful.**

Delegation should result in meetings that focus on communicating results and asking for help meeting challenges. This means communication between meetings to keep the smaller issues moving forward, leaving the larger issues for meetings. Remember, though, that larger issues necessarily generate discussion. The delicate balance between allowing all to be heard and being productive is hard to achieve, but it's the leader's role to keep the meeting focused on getting things done and discussions pertinent. I believe the phrase "herding cats" has been used to describe this role and we all know it's not easy. What I've learned is to enlist help from others to assist in keeping meetings on track and focused. Willingly turn it over to someone you trust; all will benefit.

Lesson 4: **Facilitate Realistic Goals**

Keeping the big picture (in this case, our chapter's mission) in mind is often hard to do with so many good ideas championed by so many good people. There are many challenges out there for your crew, not the least of which is the time necessary to invest in creating and implementing worthwhile endeavors. Focus on making the right ideas possible at the right time. Facilitating decisions about which efforts will bring the most value and enhance the mission benefits everyone by making best use of the time they have to volunteer.

Lesson 5: **Build Your Leadership Intuition**

From Jack Welch to Mahatma Gandhi and Martin Luther King to Tony Soprano, there are as many leadership styles as there are leaders. We know every group has its own chemistry and takes time to gel (need we say "Tuckman"?). Kirk's angst over his decisions makes for good drama; the rest of us don't need to go that far, but reflection is called for to make adjustments to the group. Take some time to assess your own style, get feedback on how it's working with this particular group, revise as needed, and then accept yourself for who you are and lead confidently.

Lesson 6: **Enjoy the Ride**

Most of all, the friendships, camaraderie and learning from each other make for a great journey.

As someone told me at last year's leadership conference, "take time to breathe, look around and appreciate all those who are helping to make it a great year." That was my mission this month to share my appreciation of what I've learned with you. I'm looking forward to the next six months. You should too. There are some great things coming. And, if someone calls you and wants to know if you would like to serve on next year's Board of Directors – think about it. There's a lot "out there" to discover in you.

Until next time, may you live long and prosper.

Toby

Maximizing Market Intelligence

Courtesy of SearchPooch.com

If you are managing a business of any size, large or small, you need to understand both your customers and your competitors – and for this you need market intelligence. You have to decide where to grow your business, where you may need to cut back when times are tough, or where to change your emphasis according to trends and fashions.

The questions for which you need to find answers begin with ‘*who*’, ‘*where*’, and ‘*why*’. Who purchases your product? Better yet, who uses it and who decides to purchase it (*these may be two different people*). Who buys the product from your competitor?

You need to know where your product is used and what benefits customers seek from it. Where do they look for information about it? Online? In newspapers and magazines? Word of mouth? Is the product likely to be bought on impulse, or will most people research it carefully before spending money on your product? Then it is necessary to know how much people are prepared to pay for your product, especially in comparison with your competitor’s product. The answers to all these questions are important as you manage the marketing side of your business.

How to find the answers depends on the types of questions you need to ask.

You can find out facts using questions that only need “*yes*” or “*no*” as an answer; for example, “*Does your household own more than one car?*” This sort of question tells you about consumption, but not much more. Some facts rely on memory, for example, “*Have you heard of chicken-flavored ice cream?*” The answers here will tell you about product knowledge. Opinions give you an idea of the motives people have for buying things. A question like, “*Why do you think red apples taste better than green apples?*” can help you understand more about [customer](#) preference. Attitudes are hardest of all to [work](#) out – but they are the most valuable to determine, since they help us understand why people buy products.

Surveys of your customers, established and potential, provide the most valuable data. There are many sorts of survey: three important methods are interviews, telephone surveys and online surveys.

Interviews should be kept brief and to the point – people are busy. This method depends on sampling a small number of people who represent the total group you want to research. You can ask some structured questions at point of sale, or employ market research companies, which are adept at this type of survey.

Telephone surveys may be met with a reluctance to respond and you may get a biased sample coming from only those people who are willing to take part in the survey. They can be costly and time-consuming.

Online surveys suffer from the fact that people can express their opinions anonymously. This can lead to a lot of ‘*noise*’ in the results, but if you provide an incentive (*some sort of prize*) and allow participation only by people who have been through some sort of screening process, greater accuracy can be obtained. Again, keep it simple.

Market intelligence won’t predict the future, but it will help you find out where you stand and what your best strategy should be for the present.

**Volunteer Opportunity - Nashville Public Television
June Pledge Drive - Sunday, June 7, 2008, from 12 Noon -
4 PM**

ASTD-Middle TN Chapter is once again partnering with Nashville Public Television on by participating in their June Pledge Campaign on Sunday, June 7, 2008, from 12 Noon - 4 PM.

We need a minimum of 14 volunteers (more are certainly welcome) to answer the telephone lines (while on camera) as pledges are called in by NPT supporters. This volunteer opportunity is open to ASTD members and family members over the age of eighteen.

This event is truly a lot of fun. We take calls during programming breaks and have time for fellowship when programming resumes. In the past we have even been allowed to operate the cameras.

There will be a short training session from 12 Noon to 12:30 PM so it is important to arrive around 11:50 AM at the station:

Nashville Public Television

161 Rains Ave

Nashville, TN 37206

615-259-9325

Thank You for supporting "Television Worth Watching"

If you are interested in volunteering, please email Carolyn Rowe at carolyn_rowe@aigag.com on or before Monday, June 1, 2008.

Thanks in advance for your commitment in supporting this worthwhile event.

MAY MEETING SPONSOR – UT Center for Industrial Services



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 Carolyn Rowe at carolyn.rowe@aglife.com

Malinda Hersh at Malinda@hon.org

SUMMER MEETINGS PREVIEW

JUNE

Speaker : Ruth Miller of Nissan North America
Topic : Performance Management



JULY

Networking meeting
More details to come.

All who teach are obliged to think about how they teach, as well as the content of what they teach. The stakes are too high for us to tolerate anything less.

-Lee S. Shulman, President

The Carnegie Foundation for the Advancement of Teaching



Jim Bellar who is employed at Vanderbilt University won a door prize at the April meeting for correctly guessing the number of members in our local chapter as of April 1 – 181! Way to go Jim!!

The April's speaker slides are available on the web

- Visit this site: <http://www.cadleyconsulting.com/?p=172>
- Look for the ASTD group

All men -- whether they go by the name of Americans or Russians or Chinese or British or Malaysians or Indians or Africans -- have obligations to one another that transcend their obligations to their sovereign societies.

-Norman Cousins, author, editor, journalist and professor (1915-1990)

Hamster Revolution

Speaker: Mike Song (click on view summary, presenter tab to see his bio)

1. OBJECTIVES

The goal of the Hamster Revolution Keynote Speech is to improve productivity and quality of life for ASTD participants by achieving the following objectives:

- Cut email time by 20%
- Improve email quality by 35%
- Introduce time-saving Outlook/Lotus Notes tech tips
- Help participants share best practices with two or more colleagues

2. DELIVERABLES

Mike Song, co-author of The Hamster Revolution and CEO of CKS, will deliver a dynamic, behavior-changing email efficiency and etiquette keynote speech for ASTD. This interactive and entertaining experience will convey practical strategies that have helped thousands of professional world-wide to reduce email overload, improve their image and get more done.

KEYNOTE MATERIALS

The Hamster Revolution® Book: All participants may receive a copy of The Hamster Revolution: How to Manage Your Email Before It Manages You, (Berrett-Koehler Publishing, \$19.95). This Amazon.com best-seller is filled with email best practices and behavior-changing insights. Written by Mike Song and Tim Burrell, The Hamster Revolution features a foreword by the legendary Ken Blanchard (One Minute Manager®) and a case study from Capital One.

3. BENEFITS OF SEMINAR

- Time Saved: Participants experience an average time-savings of four hours per week as a result of reduced email and information management processing time. This equates to 15 days per year.
- Increased Effectiveness: The seminars are packed with insights and simple best practices that help participants to better manage the flow of information through their lives.
- Practical: 95% of participants agree that the Info-Excellence Seminars provide useful insights and best practices that can be used on the job.
- Improved Work/Life Balance: Stress is reduced when email is clear, and information is easy to file, find and leverage.

WHEN

Thursday, May 21, 2009 4:00 PM - 6:00 PM
Central Time Zone

WHERE

Comdata
5301 Maryland Way
Brentwood, TN 37027

Volunteerism – Opening Your Heart Can Open Doors

By Angela Ellis

In one way or another, we as a nation are starting to focus on receiving. Receiving a stimulus package. Receiving a job offer. Getting our 401K funds back. Receiving an economic recovery. Receiving a break in the stock market. Companies are waiting to receive their bailouts. I could go on and on. Though these times are lean for most of us, we can still greatly benefit from giving.

Our mission at ASTD is to make the world work better. While there are lots of ways to do that, I can hardly think of a better way than helping others. Whether you're helping someone make a fresh start, get back on their feet or get a hardy meal, our world works better when we work better together. When we give, share, and collaborate, everyone wins. As we give, the recipients become or remain more productive members of society, which is good for all of us. Every person who is productive contributes to the economy and the success of the nation. They are able to become contributors, and they are better able to buy, sell, and give back. The giving process is cyclical. I, for one, like the sound of that.

Each of us is able to give time, talents, earnings, and/or knowledge. Even if you don't have a lot of time, you might have something else to give. If you're not in a position to make a monetary donation, you can probably give another type of tangible or intangible gift.

Also, as you give, you will build contacts, develop a network, discover new knowledge and maybe even learn new skills. This could lead to any number of short- and long-term opportunities. And, of course, there is the 'feel good' reward for the giver. Helping others is empowering and rewarding. It is difficult to focus on one's own issues and struggles faced with someone who is truly needy. As the old adage goes "I complained about having no shoes until I met a man who had no feet."

In the coming months you will see volunteer opportunities highlighted in our newsletter. You are encouraged to get involved. One of the things I want most for in my life is to have enough to give. I wish the same thing for you.