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A Note From The President



Dear ASTD Friends,

As we move towards Spring, gardening articles have started to catch my eye and I am admiring the vast array of flowers, herbs and plants that could surely be mine by summer. Now, if I just didn't have this darn brown thumb... let's just say as a gardener, I'm a better educator. My passion is people and helping them develop to their potential. I know you share this passion and because you are an ASTD chapter member, I also believe you share a desire to grow your expertise and your own potential.

So, let me share my own "gardening" tip – *volunteer*. You'll never know what you can learn from volunteering until you've tried it.

In this month's newsletter, you will find a link that will provide you the opportunity to volunteer in a way that is meaningful to you. The chapter is partnering with Hands On Nashville to identify volunteer opportunities in training and education to serve our community. This is a new endeavor for Hands On Nashville and by responding to the survey, you will help them link with agencies and individuals who could benefit from your expertise. Please take a moment to click on the link and complete the survey.

At January's program, Marty Nord of Nord Consultants spoke at length about the personal and professional benefits of volunteering. She has an extensive record of volunteering in our ASTD chapter and other organizations and was this year's recipient of the Golden Torch Service Award. There's no one better to learn from about the benefits and rewards of volunteering.

At the top of Marty's list of rewards were the relationships she has created that have sustained her growth professionally and personally. As she noted, to reap the benefits, it takes work and making time to volunteer a priority among other priorities. Not an easy task, but here are some of her tips that will help:

- Identify what you are passionate about – this makes it easier for you to focus on what you will most enjoy doing
- "Shop" the organization for a good match – talk to committee members about what they do
- When offered a volunteer role, engage in a discussion about the scope and time required – and know how much time you realistically will want to/can commit
- Clarify opportunities and put time limitations on your commitment - if you over-commit yourself you'll lose the spirit that led you to offer your time and expertise
- If the role/task/job doesn't fit your interests, say no to it. Ask if there are other opportunities that might better fit your interests and time parameters

I urge you to consider volunteering with our Chapter and in our community. You'll grow and our community will be better for it. That's my kind of gardening.

Think Spring!

Toby

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**2009 Board
of Directors**

LET'S GET INVOLVED... HANDS ON!!

The Middle Tennessee Chapter of ASTD is partnering with Hands On Nashville (HON) to provide volunteer opportunity to you and support that greatly needed by organization all over Nashville. Please complete this [SURVEY](#) so we can gather more information on how you can get involved... Hands On!

If you have trouble with the above link, please copy and paste this url address into your web browser.

<http://www.zoomerang.com/Survey/survey-intro.zgi?p=WEB228LF4Q7UAW>

YOU ASKED AND WE ARE DELIVERING!

- In 2008 we conducted a survey to find out what you want from your chapter. One of your most frequent remarks was providing more nationally-known speakers and programs.
- We are delivering on that request!
- Throughout 2009, you will be exposed to nationally known authors, speakers, and learning experts.
- We look forward to sharing these exciting programs with you as we strive to make the world work better.

MT ASTD Presented Golden Torch Awards In December.

Broadcast Music, Inc. (BMI), Bob Duthie of Duthie Learning, and Marty Nord of Nord Consultants recently received Golden Torch Awards from the Middle Tennessee Chapter of the American Society for Training and Development (MT ASTD) at an awards breakfast at Maggiano's Little Italy in Nashville. The annual awards recognize outstanding professional achievements in workplace learning.

Broadcast Music, Inc. (BMI) received top honors in the "**Achieving Results**" category, which recognizes business results achieved through the use of workplace learning practices, interventions and tools. As the world's largest music copyright organization, representing 375,000 songwriters and music publishers, BMI initiated a strategy more than a decade ago to improve communications with business customers who license BMI music. One facet of this strategy has been to provide employee professional training. The current 18-month program to better train their licensing executives and their customer relations team grew from the synergy between the Training & Development team, the Business Development team and BMI's Coaching staff. Impact studies show that over 70% of the company's licensing executives agreed the program's curriculum applied to their work, with over 60% agreeing the customized workshops positively influenced their customer interactions.

Marty Nord, of Nord Consultants and Past President of the Middle Tennessee Chapter of ASTD, won top honors in the "**Community Service**" category, which recognizes MT ASTD members who use their training tools and abilities to improve the community. More than twenty years ago, Ms. Nord began her dedication to helping others by developing training programs for Nashville's Young Leaders Council. Since then she has delivered the course *Communicating in Meetings* to two classes of 35 Young Leaders each year. Her volunteer resume includes a four-year stint on the Board of Directors of CABLE where she chaired the Civic Outreach program, led the first SuperSeries leadership development program, and is now serving her third year on the Executive Committee as VP of Development.

Bob Duthie, founder and Chairman of Duthie Learning, Inc., was honored in the "**Chapter Service**" category, which recognizes individuals who enhance the chapter's ability to achieve its mission. Duthie won for his more than a decade of service to MTASTD. Since 2001, Bob Duthie has served on the board of directors, hosted board retreats, and reduced board member travel expenses by implementing a teleconferencing program. His innovations have enabled MT ASTD to harness the latest technology to execute its mission.

FEBRUARY MEETING

(Meeting was held Thursday, Feb 19, 2009, 4 - 6 pm)

Driving ROI - A Summarized venture into Measuring, Listening, and Storytelling

ROI is always about return-on-investment...right?

Who determines the return? What classifies as the investment? The labor? The time? The material? The technology? The creative thoughts? All of them together?

Even if we answer all of these questions, we still have to determine whether we are going to calculate the arithmetic or logarithmic return...Right?

Traditional return-on-investment calculations are as numerous as the training programs they represent. Before we venture down the path of choosing the "right-fit" formula, we must consider our audience. Ask yourself, what is driving their ROI.

We need to understand where we fit within the ROI path. We need to understand our role and be prepared to deliver against expectations other than our own. We may even be the bridge between the Operations and Training or the Executives and the Operations. Either way, by understanding what drives R.O.I., we are better able to communicate and positively impact the organization...After all, this is what we all desire, a bigger impact for the organization...Right?

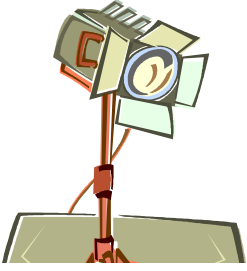
Throughout this venture, we will explore some unique ways in which executives, training teams, operators, and marketing teams align their efforts around what they define as excellence in action. Many may disagree with the terms. Many more may have other representations for what each letter represents. All dialogue helps understand the direction each individual takes when establishing his or her own ROI.

We will need to understand the mindset and goals of the Executive; address the needs of the Operations if you are an Executive or part of the Training Team; and create mechanisms and build an integrated listening post for our brand, our product, and our organization.

WHERE

Brookdale Senior Living Corporate Office
111 Westwood Place, S. Suite 200
Brentwood, TN

SPOTLIGHT MEMBER OF MONTH



1. Name – Gary Minor
2. Hometown – Franklin, TN
3. Family status (married, kids, grand kids, etc.) – Married to Susan Minor of Piggott, AR, for 15 years. One son, Matthew, who is quite a singer and actor. You may have seen him in Martina McBride's video "Anyway".
4. Current Position & Company – Executive Director of 21st Century Leadership Institute
5. Years in training field– 14
6. How long have you been a member of ASTD? - Including my membership in the Memphis chapter, maybe 10
7. What do you value most about your membership? Building relationships and learning who knows what/who. I have been lucky enough to have several members as past/current clients
8. Interests and/or Hobbies – American history, college and pro football, politics
9. What would be your ultimate dream job? Not too different from what I have now; working with a variety of organizations building leadership skills in workshop settings as well as through coaching, without the economic roller coaster we are experiencing today.
10. What is your favorite thing in life and why? A full order of ribs from the *Rendezvous* restaurant in Memphis; the ribs are wonderful and they always come with a table full of great friends and conversation.
11. What is the best advice you can give to a new trainer? Listen to those that have been there before. While you are listening, watch not only what they do but also, how they do it. "How" often matters more than "what".
12. Other Comments – Thanks for the opportunity! I look forward to speaking with any member interested in finding ways to improve the level of leadership in their organization.

A PREVIEW OF OUR EXCITING, UPCOMING PROGRAMS!!

March 19th

Brian Lambert

Director, Sales Training Drivers
ASTD (National)

Hear about the trends being seen nationally in the area of workplace learning.

April 16th

Stephen Cadley

Managing Partner

Cadley Consulting Group, LLC

Wondering how you can use wikis, blogs, social networking, and other technology to enhance your training endeavors? Then this speaker is for you.

May 21st

Mike Song

Lead Author

"Hamster Revolution"

Is email taking over your life? Is your team spinning its wheels on email? Mike will talk about how to manage your email so that it doesn't manage you.

Worrying About Your Future? See the ASTD Economic Survival Guide

ASTD National has been monitoring the effects of the economy on the WLP profession over the past several months and they are taking action. Their action plan for learning professionals will help you be as effective and efficient as possible when facing slimmer resources.

National will continue to provide you with the latest research on the effect of the crisis on our profession and a recommended course of action based on feedback from the learning community. A new monthly column in *T+D* magazine—Economy Watch—will monitor the economic crisis and offer insights into how learning professionals can help their companies thrive and survive during this turbulent economy. To help weather today's economic crisis, see [ASTD's Economic Survival Guide](#).

If you are not a national member, we highly encourage you to do so. The rich resources membership provides more than outweigh the nominal cost – and getting plugged in to your local and national resources is so important in these uncertain economic times.

February Chapter Meeting Sponsor



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Washington, DC
May 31-June 3, 2009

[Register Online](#)

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Position your organization for continued success. Attend this industry leading conference and gather latest trends and best practices on a wide-range of relevant **content to help you succeed in any situation.**

This premier event for workplace learning and performance professionals welcomes attendees from more than 70 countries. The conference features 200+ educational sessions from industry leading experts, and a world-class EXPO filled with the latest products and services available from top suppliers.

**Why Become a Member?
Why Remain a Member?**

Warning: If you are attending ASTD meetings as a guest, these figures may startle you. One meeting cost \$20 for a guest. However, annual membership dues are only \$75! If you attend meetings only once a quarter, membership is the better bargain. Costs for most business organizations are increasing.

However, your ASTD chapter still maintains its low annual fee.
To join or renew TODAY, Contact Jan Wilson, Co – VP of Membership at

JWilson@insightpartnersinc.com , or
Tanya Davis-Barlar, Co – VP of Membership at tbarlar@thda.org

It's Time To Train!

By John Miller

The man who brought me into the training industry in 1986, a terrific guy named Jim Strutton, always told me, "John, most organizations spend more money landscaping their grounds each year than developing their people!" Well, probably not *always* accurate, but given our current economic plight it sure could be. Yet the reality is this:

Now is the time to invest in people.

An immutable truth:

When tough times come, the training dollar is the *last one budgeted and the first one cut*. Training is seen as "discretionary," even as some management teams chant PEOPLE ARE OUR GREATEST ASSET!

Cutting training now would be as ludicrous as:

- Allowing a teenager to get his license and begin driving his little sister to dance practice without ensuring, through responsible parental instruction, that he knows exactly how to do the job. Teaching a teen to drive safely *is not optional*. Right, parents?
- Allowing the passengers on the plane that became a boat on the Hudson River to be served by pilots and flight attendants who didn't have the skills to handle the crisis. Thankfully, their training wasn't "discretionary."
- The Millers frantically knocking on the door of our neighbor Bruce—a lieutenant in the local fire department—at 2am because our house is on fire, and having him respond with, "*Sorry, but our classroom training budgets have suffered deep cuts, so my team just isn't ready for fieldwork. Good luck!*"

Yes, I know, a bit absurd, but don't doubt it for a minute: The economic situation we're in right now is a lot like a house on fire. For some organizations, it *is* an emergency.

And that is why we must train.

We need team members who are sharp, able, and ready to solve problems. Efficiency and effectiveness are paramount, while paying customers are rarer than ever. This is not a time for waste, nor the moment to lose buyers while believing there are a dozen more waiting in the wings to take their place. *Because there are not.*

Too often organizations try to get through tough times with nothing more than empty words like these:

"Do more with less!"

"Be a team!"

"Adapt to change!"

"Get out there and sell!"

"You can do it; we believe in you!"

Or possibly you've simply been told to work harder. Sorry, but lectures, motivational speeches, and platitudes are not enough. People need *skills*. The good news is, some organizations seem to be on top of this incredible need for skill development. We've already seen a change in 2009. As I digress just a bit, this may sound like a commercial. So, my apologies in advance ...

At QBQ, Inc., we do two things, both around **personal accountability**: Live QBQ! presentations (speaking) and provide a training program our clients facilitate in-house.

Our *speaking* revenue is dependent on client-held *events*. Currently, events are scarce. When the economy suffers, layoffs abound, and profits dim, this makes sense. Events stick out like sore thumbs and send the wrong message. It's pretty conflicting to take a sales force to the Bahamas while home office positions are being cut.

But on the *training* side, we see growth. And that's good, because training sends the *right* messages to people.

Training builds trust, loyalty, and confidence—not to mention competence. It assuages fear and worry. In fact, one client firm went a step further. They took a class of 16 people through *QBQ!* training even though seven of the people had just been laid off and would be seeking employment elsewhere! Now that's a merciful company and one that I could work for. It's also an organization that will be ready to compete when the economy turns. And make no mistake; all recessions go away. All sour economies rebound. So the only question is, *will your people be prepared?* They will be if you agree with the title of this message:

It's time to train!