



*American Society for Training  
and Development  
Middle Tennessee Chapter*

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Dear ASTD Friends:

March is the month that we all want to be (at least) a little bit Irish. It is also the month I most love now that I live in TN. You see, in northern climes...March is the worst month. It teases you with a couple of nice days, and then chills you to the bone with its icy winds until you wonder if winter will ever be over.

Here, we generally begin spring right around the first of March. Sure, we can still get a cold day or a sudden *here and gone* snow-storm, but mainly it is the transition to a new season – a time of new growth. All plants lie dormant in the resting phase of winter. Above ground they are withered and dried, but below ground they are still gaining nutrients from the soil, absorbing water from the rain, and working on their strategic plan to come back bigger and better as soon as conditions are right for new growth. Strategic? Plants? Yes, and they do it naturally and consistently ever year.

Our program for the month of March is not to be missed. Deb Tobey, a respected professional in our field, will help us focus on making HRD Strategic – a must if you are to survive through the changing seasons of corporate development. Be there and learn how to keep the weeds out of your strategic garden.

I leave you with an old Irish Prayer (slightly adapted):

Take time to work...it is the price of success  
Take time to meditate...it is the source of power  
Take time to play...it is the secret of perpetual youth  
Take time to read...it is the way to knowledge  
Take time to be friendly...it the road to happiness  
Take time to laugh...it is the music of the soul, and  
Take time to love and be loved.



May we all be a little bit Irish for the rest of this month!

*Pat White*

ASTD-MT Chapter President

March Membership Meeting  
March 16, 2006  
4:00–6:00 p.m.

“Making HRD Strategic:  
Eleven Mistakes Training Professionals  
Make and How to Avoid Them”

Dr. Deborah Tobey, Presenter

Scarritt-Bennett Center, Clyde and Mary  
Hall  
1008 19th Ave. S.  
Nashville, TN

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## February Meeting Highlights!

The February meeting held at Kaza in Cummings Station was a great success! Thanks to our own Lynn Manzelmann for presenting a wonderful program!



(From L) Board member and meeting presenter Lynn Manzelmann with Board member Toby Cannon.



Program VP Rick Moffett (R) greets meeting attendees Hank Hymel and Randy Bauch.



(From L) Coury Hughes and Cha Jones.



### 2006 ASTD Middle Tennessee Chapter Meeting Schedule

ASTD Meetings are held the third Thursday of the month. Pull out your calendar now and set aside the following dates and plan on attending monthly membership meetings! (You will be notified if any of the dates change.)

- |                |                    |
|----------------|--------------------|
| March 16, 2006 | August 17, 2006    |
| April 20, 2006 | September 21, 2006 |
| May 18, 2006   | October 19, 2006   |
| June 15, 2006  | November 16, 2006  |
| July 20, 2006  |                    |

Golden Torch Awards  
December 2006 (date to be determined)

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### Updated Reservation Policy

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Reservations are needed in order to arrange meeting rooms to accommodate attendees.

Please RSVP by close of business the day before each monthly meeting by logging onto [www.astdtm.org](http://www.astdtm.org).

Bringing a guest? Let the ASTD Office know so a name tag can be prepared for your guest(s) prior to the meeting.

### **Membership Meeting Sponsorship Opportunities**

**Know someone who could benefit from an opportunity to showcase his or her business to our membership? Tell them about program sponsorship! In return, program sponsors will be:**

- Mentioned in all notices sent to local news sources
- Mentioned in the program information on the ASTD TN website
- Provided a table to showcase products and/or meet and greet members and guests
- Given 5 minutes at the start of the program to address members and guests

### **Businesses Still Learning the Benefits of Online Education**

Major U.S. firms are just beginning to use online-and technology-based education to impart learning to workers, according to Tim Wentling, a human resource education professor at the University of Illinois at Urbana-Champaign. He served as the lead researcher of an e-learning study of seven Fortune 100 companies in association with the university's National Center for Super computing Applications (NCSA). Wentling and colleagues discovered that only a small percentage of training budgets were being used for e-learning initiatives, and the firms' use of multimedia and communications was minimal. Wentling's next goal is to create a knowledge management system that features a digital repository with an e-learning interface, designed to provide "just-in-time" training; the effort is being funded by \$250,000 from the NCSA. Studies from ASTD reveal that firms that invested \$680 ore in training than the average company boosted their total stockholder return (TSR) by 6 percent the next year. "Knowing a firm's education and training investment improves the power to predict its future TSR by 50 percent," asserts Mark Van Buren, ASTD's director of research. ASTD researchers discovered a similar scenario for gross profit margin, income per employee, and price to book ratios. The National Retail Federation is among firms using e-learning effectively as part of an overall retail training effort, relying on self-paced computer instruction, text instruction, and multimedia as part of a certification program for retail sales associates.

From "About News & Issues" – 2/01/06

## March Membership Meeting

March 16, 2006

### Making HRD Strategic: Eleven Mistakes Training Professionals Make and How to Avoid Them

<b>Date</b>	<b>THURSDAY, MARCH 16, 2006</b>
<b>Time</b>	<b>4:00 - 6:00 p.m.</b> ❖ <b>4:00 – 4:30 Registration and Networking</b> ❖ <b>4:30 – 6:00 Program</b>
<b>Location</b>	<b>Scarritt-Bennett Center, Clyde and Mary Hall,</b> 1008 19th Ave. South, Nashville, between Grand and Edgehill. Maps from every direction may be obtained from <a href="http://www.scarrittbenett.org/about/maps.aspx">http://www.scarrittbenett.org/about/maps.aspx</a>
<b>Program</b>	<p>In our field, we talk often about achieving such outcomes as demonstrating impact on the organization, building credibility with managers and other internal clients, and being performance consultants rather than “just trainers” in the eyes of the organization. Yet, sometimes we can be our own worst enemy in these efforts!</p> <p>Our first mistake happens when we call these outcomes our goals. Our goal is simple: to help our organization succeed. These outcomes are means to achieve that goal. Semantics? Perhaps, but when we think about ourselves and what we want to achieve, we don't think about the business. This presentation focuses on eleven ways in which we tend to do that, and how to avoid these errors.</p> <p>Program attendees will be able to:</p> <ul style="list-style-type: none"> <li>- Proactively manage client conversations so that training needs are discussed within the context of organization needs.</li> <li>- Choose an appropriate role for working with a client on a training project.</li> <li>- Explain the “big picture” regarding how needs assessment issues predict corresponding evaluation issues.</li> <li>- Identify organizational issues that will affect projected training outcomes.</li> <li>- Explain the difference between skill-based training and knowledge/activity-based training.</li> <li>- Choose evaluation tactics appropriate to the situation.</li> </ul>
<b>Presenter</b>	<p>Dr. Deborah Tobey has been in the training field for over 20 years. She has owned a solo HRD consulting practice, <b>Deb Tobey LLC</b>, since 1995. In addition to her other work, one of Deb's specialties lies in working with internal HRD professionals to help them assess needs, design and develop training, evaluate training efforts, and enhance their facilitation skills. Deb has taught consulting skills, needs assessment, instructional design, facilitation skills and evaluation techniques at the graduate level at Vanderbilt University and George Washington University, as well as for the American Management Association.</p> <p>Deb is author of <b><i>Needs Assessment Basics</i></b> (2005) and co-author of <b><i>Facilitation Basics</i></b> (2004), both published by the American Society for Training and Development (ASTD) Press. Her clients are in the private sector, government agencies, universities, and non-profit organizations. More information about available services and a client list are available at <a href="http://www.debtobey.com">www.debtobey.com</a>.</p>
<b>Cost</b>	Members: Free! Guests/Visitors: \$20 Student Guests: \$5
<b>Register</b>	Register for this month's event at <a href="http://www.astdtn.org/">http://www.astdtn.org/</a> .