



*American Society for Training
and Development
Middle Tennessee Chapter*

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Dear ASTD Friends:

Marketing and sales skills are critical to getting your product to the organizational clients you target. Most external consultants and trainers learn this fact early on if they are to survive in the marketplace. However, it has been my experience that way too many *internal* trainers think that these skills do not pertain to them.

Marketing, more than any aspect of the corporate decision-making process is often misunderstood. Marketing and sales skills are necessary to extend training and establish its value within your organization, while competing with internal budget limitations and other issues. As trainer, you must identify your internal target market and develop a sales process that will attract client, so you can get on to the business of skill development.

Years ago I learned this lesson first hand when I was a leader of a Management and Organizational Development Department. After building a Corporate University with mandated attendance, our department was suddenly given the mandate to be an internal cost center with volunteer attendance. Ask me how quickly we all had to become strategic about marketing and sales!! Years later – as an external consultant – I was glad to have had this experience.

My wish for all of you is that you take something home from this month's program...something you can use right away to build your client base whether you are an internal contributor or an external business person. Let me know what you learned!

Pat White

ASTD-MT Chapter President

June Membership Meeting
June 15, 2006
4:00–6:00 p.m. **

Right Management
5409 Maryland Way
Ste 220
Brentwood, TN
(Corner of Maryland Way and
Granny White Pike)

**** New Member Orientation 3:00**

New Member Orientation
June 15, 2006
Prior to Membership Meeting 3:00 p.m.

All persons who joined ASTD Middle Tennessee Chapter from June 2005 through the present are invited to attend the new member orientation that will take place before the networking portion of the June membership meeting.

May Meeting Highlights!
Members and guests turned out for a joint meeting with STC
for food, fund and a fabulous program!
Many thanks to HCA and Roger De Silvestro!



(From L) Stacie Baker & Judy Isenhour of STC



(From L) Roger DiSilvestro (speaker) & Rick Moffett



(From L) Amy Oldham & Stacie Baker of STC.



(From L) Jim Bellar & Jim York of ASTD



(From L) University of Tennessee Center for Industrial Services with Bill Stetar and Bob Dowd.

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.)

June 15, 2006	September 21, 2006
July 20, 2006	October 21, 2006
August 17, 2006	November 16, 2006

Golden Torch Awards
 December 2006 (date to be determined)

Updated Reservation Policy

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.astdtn.org.

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

What is CPLP?

by Lee Ann Smith

The ASTD Certification Institute bestowed the credential of Certified Professional in Learning and Performance (CPLP) on its pilot participants in March of this year. President-Elect, Lee Ann Smith was among those participating in the pilot and honored at a luncheon during the recent International Conference and Expo in Dallas. The Institute will launch this program in July with the first sitting for the written exam. The offering of a certification elevates the profession in that it signifies a recognized profession. It provides a standard of practice for the profession and lends credibility to the professional. A recent article in T & D magazine indicates that 33 percent of professional organizations administer certification programs. Most people are familiar with Certified Public Accountant (CPA). SHRM offers the Professional

in Human Resources (PHR) and SPHR. These are widely recognized in the respective industries and individuals with these designations are sought after by employers. This will be the future of the CPLP.

The CPLP certification process is comprised of three parts: you must have at least three years of industry related experience and/or education; a written exam covering the nine areas of expertise based on the middle tier of the ASTD Competency Model; and a work product in one of three areas, Designing Learning, Delivering Training, or Measuring and Evaluating Training. Go to the ASTD website at astd.org and find CPLP Certification under 'Education' for more information. Please let the board know if you plan to pursue certification. We would like to help form study groups, share resources, or just encourage you in the process.

ASTD International Conference and Expo: THINK BIG! May 7 -10, 2006

by Lee Ann Smith

In the state known for its bigness, 8,000 training and development professionals gathered at the Dallas convention center for five days of workshops, seminars, keynote speakers, lunches, networking, and of course the exposition all centered on organizational learning. This being my first time to attend ICE, as it is known, I was overwhelmed and disappointed I wasn't able to do everything I wanted to do. However, what I did do was ENORMOUSLY worthwhile. One thread that ran throughout was Talent Management. Talent Management is crucial for the future in organizations. If done right it will prevent, or at least lessen the impact of, the great skills and knowledge gaps caused by the baby boomers reaching retirement age. TM involves cooperation and collaboration between senior management of the functional areas, traditional HR, and training and development. Recruitment and retention are words of the past. Human capital management/talent management is the emphasis for workplace learning professionals.

Educational sessions I attended included topics on workplace satisfaction, leadership development, training evaluation, and organizational transformation. Other sessions involved case studies on corporate universities and change management. Invariably, the next place I needed to be (in five minutes) was at the other end of the convention center. Man, is everything BIG in Texas. My husband asked if I had gained weight while I was gone. I told him there was no way I could have with all that walking. However, no space was wasted. There was something for everyone from novice trainer to the most experienced executive. I was very impressed, not only with the convention, but also with the attendees. They came from all over the world. I could tell that the organizers had listened to past attendees in some of the ways they provided for the needs of those attending. Offerings included: networking rooms for specific groups, career fair, several computer connection stations, lunch on the expo floor, a well organized conference guidebook, and free shuttles to hotels every 30 minutes just to name a few. The highlight was the Western Celebration at a nearby ranch. WOW! Personally, I don't want to miss another ASTD ICE. I hope you will join me next year in Atlanta, June 3 - 6, 2007.

Your Success Depends on How Well You Can Sell

Date:	Thursday, June 15, 2006
Time:	4:00 - 6:00 p.m. 4:00-4:30 Registration and Networking 4:30-5:45 Welcome, Introduction, and Presentation 5:45-6:00 Wrap-up/Meeting Evaluation
Program:	Your Success Depends on How Well You Can Sell It - Join the Middle Tennessee ASTD chapter for a presentation on how to sell and its importance regardless of your job. In 40 minutes, learn the five steps to selling success and the five fatal selling mistakes, in this fun and upbeat learning session. Sponsor: truleaderu, a division of the spectrum group
Presenter:	Susan DePue Susan DePue is the President and CEO of On Target Marketing Coach, a Nashville-based business coaching practice. Her pioneering group coaching process has transformed the lives of thousands of business owners here—and nationwide. Her books, including the recent <i>Aim.Fire.Grow.</i> , are a roadmap for entrepreneurs who want more focus, more prospects, more business and more time to enjoy life. Her workshops have won her fans throughout the nation. Her latest offering, the popular <i>Aim.Fire.Grow. Method for Sales Achievement</i> seminar, has motivated professionals in all walks of life to greater success. A coach, author, workshop leader, keynote speaker, and a community activist, Susan DePue has built a thriving enterprise around helping business leaders crack the code of success. Her lively keynote speeches have entertained inspired and educated groups nationwide.
Location:	Right Management 5409 Maryland Way, Ste 220 Brentwood, TN 37027 (Corner of Maryland Way and Granny White Pike) For specific directions, visit mapquest.com .
Cost:	Members: Free! Guests/Visitors: \$20 Student Guests: \$5
Notes:	Please register for this month's event. Be sure to stop by the registration table for your name tag.