



## 2009 Board Of Directors

### Toby Cannon

President

[TCannon@BMI.com](mailto:TCannon@BMI.com)

### Nancy Collins

President – Elect

[Nancy.collins@nfib.org](mailto:Nancy.collins@nfib.org)

### Melissa Montgomery

VP Administration

[Melissa.Montgomery@HealthSpring.com](mailto:Melissa.Montgomery@HealthSpring.com)

### Kiffin McCoy

Co-VP Programs

[kmccoy@storeopeninqsolutions.com](mailto:kmccoy@storeopeninqsolutions.com)

### Candice Marshall

Co-VP Programs

[Candice.Marshall@nissan-usa.com](mailto:Candice.Marshall@nissan-usa.com)

### Jan Wilson

Co – VP Membership

[JWilson@insightpartnersinc.com](mailto:JWilson@insightpartnersinc.com)

### Tanya Davis-Barlar

Co – VP of Membership

[tbarlar@thda.org](mailto:tbarlar@thda.org)

### Angela Ellis

Co – VP Marketing and Communications

[angela.ellis@cat.com](mailto:angela.ellis@cat.com)

### Andrew Duthie

Co – VP Marketing and Communications

[andrew@duthielearning.com](mailto:andrew@duthielearning.com)



## A Note From The President



Dear ASTD Friends,

Wouldn't it be nice to have a crystal ball right about now? To look into its murky depths and see where we will be professionally and personally in a year, one month, one day?...well, as much as we might wish for a way to peek into the future, unfortunately, we mere mortals must rely on contact with the real world. So, let's take a good look at what's all around us and see if we can use what we know of the present to conjure up the future.

To help us examine our current state, the learning expert in March is Brian Lambert, Director of Sales Training Drivers for ASTD (national). His session, **The Impact of Recent Trends in Learning and Development**, promises to bring trends shaping the training field into focus. One trend that has hit home for all of us is that we are being held as accountable for quantifiable business results as business unit leaders. Now more than ever, whether inside an organization or as a consultant, we must acquire real business acumen, not just the language. Brian promises to engage us in positioning learning solutions as a quantifiable answer to business challenges. I'm looking forward to it.

We know that business trends have personal impact as well – no crystal ball needed. For some of us, Plan A's have changed significantly and Plan B's are a necessity. To address this, Past President Rick Moffett would like to know if there is interest in creating a chapter **Special Interest Group (SIG) for Professionals in Transition**. If you are interested, have suggestions or questions, would like to help shape and/or coordinate this group, contact him at [rickmoffett@bellsouth.net](mailto:rickmoffett@bellsouth.net).

One trend I hope you've noticed is that your chapter is working to increase the value of your membership. Your responses to last year's survey are guiding the direction we are taking in 2009. You told us **professional development** was important, and we've put together a year of programs for you to learn from the best resources available to **increase your effectiveness**. Each month's meeting gives you time to **network** and **stay connected** with learning professionals for knowledge, career and business opportunities – and don't forget cyberspace – have you checked out the ASTDTN group on Linked In? Many of you felt it was important to **volunteer and contribute**, for personal fulfillment, to learn new skills, or just get a self-esteem boost from helping others. Our partnerships with Hands On Nashville and Nashville Public Television offer a variety of ways to contribute and give back to the community. Last but not least, as a means to **develop leadership skills to develop your career**, serving on committees or the chapter's board can't be beat. Contact [info@astd.com](mailto:info@astd.com) to let us know your interests.

At the end of the day, we may not be able to see the future clearly, but we can the present. Let's make both the best they can be.

Best regards,  
Toby

**Carolyn Rowe**

Co - VP Community  
Relations

[carolyn\\_rowe@aigag.com](mailto:carolyn_rowe@aigag.com)

**Elmo Shade**

Co - VP Community  
Relations

[elmoshade@gmail.com](mailto:elmoshade@gmail.com)

**Erin Evans**

VP of Finance

[Erin.Evans@affinigroup.com](mailto:Erin.Evans@affinigroup.com)

**Rick Moffett**

Past President

[rmoffett@mtsu.edu](mailto:rmoffett@mtsu.edu)

---

**Directors**

**Cecelia Worcester**

Programs

[Cecelia.Worcester@HealthSpring.com](mailto:Cecelia.Worcester@HealthSpring.com)

**Matthew Daniel**

Technology

[matthew.j.daniel@gmail.com](mailto:matthew.j.daniel@gmail.com)

**2009 Board  
of Directors**

## BREAKFAST WITH BRIAN LAMBART



The Middle Tennessee Chapter of ASTD is bringing you, Breakfast with Brian Lambert, this month's chapter meeting speaker. On March 20th, from 8:30-10:00 a.m, Brian will share information on the new Sales Training Competency Model from ASTD. He will also discuss current trends related to sales training. Space is very limited. If you are interested in attending, please email Kiffin at [kmccoy@storeopeningsolutions.com](mailto:kmccoy@storeopeningsolutions.com)

[Brian's Bio](#)

## MARCH MEETING:

Thursday, March 19, 2009, 4:00 - 6:00 pm

The Impact of Recent Trends in Learning and Development

Speaker (click on view summary, presenter tab to see bio): Brian Lambert  
Director, ASTD Sales Training Drivers

From linking learning to performance to engaging senior leadership, trainers are being asked to quantify the business impact of their learning solutions and interventions like never before. These challenges are compounded by leadership development needs, employee engagement challenges, the generational-shift and the ever-widening skills gap found in many occupations across multiple industries. While talent management has increased in importance, many trainers fail to realize the basic importance of business acumen and how it can help position learning solutions as an answer.

In this lively and interactive session, you will have the experience of tackling the multiple international challenges leveraging a case study where these challenges are alive and well. Rumor has it, if you can crack the code with this case study, you might just be on the road to the seat at table you have been looking for!

In this session, you will learn:

- The top 10 "top of mind" issues for CEOs in 2008
- The top 5 trends shaping the training field
- The most important skill areas Learning and Development professionals
- How the international challenges and trends apply to a specific case study
- How overcoming these challenges can help you gain momentum in other parts of the organization.

Who should attend:

- All trainers
- Workplace Learning and Performance Professionals
- Performance consultants and coaches
- Learning managers and executives

**WHERE** Musicians Hall of Fame  
Cedar Room  
301 6th Avenue South  
Nashville, TN 37203  
USA

## PREVIEW OF OUR EXCITING, UPCOMING PROGRAMS!!

### **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.



## *Diversify Your Personal Toolkit*

**By Angela Ellis**

Each of us has baggage! Now, I don't mean the type of baggage you may be thinking of. I'm referring to the bags full of goodies we carry around with us in the form of knowledge, experience, skills and abilities. This is also called your TOOLKIT. Even though we all like to think we have a great set of 'tools' in our toolkit, in some cases we may need to increase the content to make ourselves more marketable. If you are amongst the 8% of the American workforce who is unemployed right now<sup>1</sup>, increasing your marketability is of particular importance for you. If you're not in that group of 8%, here's why this should still matter to you.

In today's economic climate and workforce instability, the more useful tools you have in your toolkit the better you will fare. The organization with which you are employed may need a developer, but not a consultant. They may need a facilitator, but not a ROI analyst. They may need an OD expert, but not an executive coach. In any case, if you have some experience or abilities in all or most of these areas, you are in a good position to assist in any related projects and roles. Likewise, you are more likely to a valuable asset to the organization, therefore and more likely to keep your job. **How do you diversify that toolkit of yours?** Training is one way to do it. If you don't have experience in Organization Development, take a course, attend a few webinars, or read some literature on the subject. You won't be an instant expert, but you will be able to talk intelligently on the subject, sound knowledgeable, and impress prospective or current employers as someone one who can contribute in a given field. You might also want to obtain additional certifications or even an advanced degree in a particular subject area. This can certainly increase your credibility. Employers are likely to be impressed with the time and effort you have invested in increasing your competency.

Additionally, if you have only worked in a training environment, you may need to consider other areas of Human Resources – talent management, career services, recruiting, compensation, policy management and so on. Again, this gives you the greatest visibility and marketability, qualifies you for more job openings, and prepares you to take on a diverse set of projects and opportunities.

<sup>1</sup> US Department of Labor, Bureau of Labor Statistic Report, March 2009

You are invited to attend the **Tennessee Coach Alliance (TCA)**  
March meeting on Friday, March 13th at 11:30.

Anne Murray and the programs committee are working on some wonderful activities for the Coaches this year.

Gene Jennings, membership chairperson, will continue to provide context for "serious fun".  
The Next TCA@Play is scheduled for April 9th, 2009.

Read on for more information about the upcoming events !!

**TCA@Play**  
**Providing Context for Serious Fun !**

TCA@Play is a great opportunity to mix with the members of the coaching community in a relaxed and casual environment.

The next TCA@Play is Thursday, April 9th at 6:30.

The location will be announced soon.

More Opportunities to Play !!

June 12, 2009 - 6:30pm

August 13, 2009 - 6:30pm

October 8th, 2009 - 6:30pm

[Click here for more information about upcoming TCA events.](#)

**March Meeting**

***How Should I Market Myself?***  
*featuring*  
***Misty Williams***

Friday, March 13th, 2009  
11:30 - 1pm

***University Club of Nashville***  
***2402 Garland Ave.***  
***Nashville, TN 37212***

[Click here to pre-register for this event on-line](#)

Cost:  
\$20 for members  
\$30 for Guests  
Lunch buffet is included

TENNESSEE COACH ALLIANCE MEETING

---

**March Chapter Meeting Sponsor**



**KIDBILLY MUSIC, LLC**

---

ASTD 2009 International Conference & Exposition  
Washington, DC  
May 31-June 3, 2009



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](mailto:JWilson@insightpartnersinc.com) , or  
Tanya Davis-Barlar, Co – VP of Membership at [tbarlar@thda.org](mailto:tbarlar@thda.org)

# Reaching Success Through Setting Goals

By Ciecie Cool

## Step 1 - Assess Yourself

It is important to create personal definition of why you desire to attain a goal. This goal must inculcate your personal value system and be meaningful to you and how you perceive yourself and want to be seen by others.

## Step 2 - Make Them Specific

It is important when setting goals that they be specific and measurable. For example, to have a goal stating, "I want to get in shape this year", is not an adequate enough goal. Better it would be to state the goal as, "I want to be thirty pounds smaller within nine months and exercising thirty minutes five days a week. Being balanced is an important asset when establishing specific measurable goals. A need to be flexible is part of the equation as well. When outlined measurements are not coming to fruition they may need to be revamped.

## Step 3 - Make Them Challenging

Another need for success through goals is that they be challenging. It is very exciting to [work toward](#) a goal and see the objective within reach. Taking a look at the starting point and the progress made will spur one on the path to continue with enthusiasm. If not, then a revisit of the objective and reason for wanting to accomplish the goal may need to be reevaluated.

## Step 4 - Build a Support System

Have a reliable support system can do much to keep goals alive. Be selective about whom you choose to share your goals. This hand-picked, small group will be there to give needed support when times get rough.