

The programming committee is busy planning the September 8th leadership conference. If you are interested in joining in the fun of putting this together, please call or email today!

One-Time Volunteer Opportunities! "Explore the Leadership Jungle" Conference Planning

- o Outstanding opportunity to gain experience and first-hand knowledge of large-scale project management, development and delivery.
- o Develop a strong and varied personal network of community contacts and training professionals in the Omaha area.
- o Personal and professional satisfaction involved in a large-scale achievement which reflects positively on your resume.

These are just some of the benefits awaiting you if you volunteer to become a member of ASTD Nebraska's Task Force being organized for our September 8 "**Explore the Leadership Jungle**" program currently being planned! Within each task force there are going to be many important assignments and planning processes that will pull together to make this conference a huge success. This is an opportunity to use your creativity and have fun watching this conference come together.

Here are just some of the opportunities available for task force members:

- o **Task Force Leader** - There are going to be 6 task forces organized for the "Explore the Leadership Jungle." Facilities, Speakers, Marketing, Vendors, Day of Event, and Registration. We will meet as a group on selected Wednesday afternoons in June, July, and August to coordinate as a group what the individual task forces have organized.
- o **Facilities:** Coordinate all of the facility issues including breakfast, equipment, etc.
- o **Speakers:** Will organize and plan the speakers and schedules
- o **Marketing:** Partner with Marketing and Communication Committees to develop and implement Marketing and Communication plans
- o **Vendors:** Work with marketing to solicit vendors and responsible for the vendor room/display
- o **Day of Event:** Prepares handouts, works in conjunction with Speaker committee to introduce speakers, Door Prizes
- o **Registration:** Helps CAM with the morning registration process and greets all participants

If you are interested in joining the one-time volunteer opportunity, please contact Deb Dice, VP of Professional Development, 633-3879, debdice@fnni.com or Kathy Denker, Director of Programs, 210-7957, kdenker@mail.unomaha.edu

The August ASTD meeting is going to be fun and action packed. This is the month where all of our ASTD executives and committee members get together and show you what the ROI is on your ASTD Nebraska membership. There will be valuable information, fun games, prizes, and LOTS of interaction. Don't miss this opportunity. Mark your calendar for August 4th.

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Thank you to everyone who makes our Chapter Newsletter possible. Without you, the Newsletter wouldn't be possible. Your thoughts and opinions are very valuable in continuing to make our Chapter Newsletter a huge success. Please feel free to contact me, Kristi Moehring at kristimoe-hring@cox.net or 329-4701, with your future contributions for future Newsletter Editions. Let's keep our Newsletter growing strong!

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Kudos!

Congratulations to our student members from the University of Nebraska at Omaha! Rikki Willerton (our new Director of Student Development and Campus Relations), Kathy Denker, and Kari Redenis submitted their panel "Lifvests for learning: Using metaphors to understand communication" along with over 140 other paper and panel submissions to the National Communication Association conference and are to be commended for being included within the 45 submissions accepted.

Their panel submission included Rikki Willerton's "Paint Counter", Kathy Denker's "Shoe Store", and Kari Redenis' "Pinwheel" metaphors. These members will be traveling to Chicago in November to make their presentations. Additionally, Rikki Willerton, with Professor Shreen Bingham from UNO, was accepted to present "Metaphors for understanding: Defining and critiquing speech communication as a discipline" as a contributor towards G.I.F.T.S. (Great Ideas for Teaching Speech).

President's Perspective

Dear Members,

Twice a year your Board of Directors participate in a retreat to develop plans for the future, once in December to set the following year and once in June to check status and make additional plans. On June 16th we met for half a day.

To tell you that I am overwhelmingly impressed with the dedication, talent and leadership abilities of these volunteer leaders would be a gross understatement. In the next few months you will see exactly what I mean.

Here's just a few of the highlights:

- Branding Task Force will be unveiling our new image campaign in the fall.
 - September 8th will be a half day conference focusing on leadership with Pat Crull as our keynote speaker. Pat is the current President of the National ASTD Board and Chief Learning Officer for Toys R US.
 - Also in the fall we will unveil our new and improved web site—you will be impressed!
 - Watch for our membership drive where we will be offering joint Nebraska chapter and National ASTD memberships. There will also be fun and rewards for bringing in new members.
- Our Advanced Trainer's Institute is being developed by an awesome committee of 12 members.

Believe me that's not all! The other thing I want you all to know is that these developments are in direct response to your feedback and input gathered through our survey last year, program evaluations, your direct input to our board members, and through your involvement in committees. **KEEP IT COMING!**

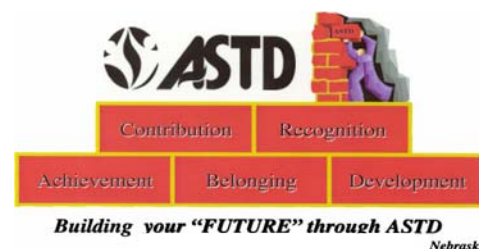
Another focus was on our partnerships. We are always looking for ways to provide more professional development opportunities for you, our membership. We are actively pursuing stronger connections with HRAM, ODN, and other nearby ASTD Chapters.

We are increasing our connections with the universities and with students and have added three new director positions to the board. This is all being driven by three incredible student leaders. Watch for information on how the student members of ASTD are getting involved in our organization and watch for your opportunity to provide them with great learning opportunities.

We continue to grow our relationships with Bellevue (Certificate in Training and Trainer's Institute) and Drake University (Omaha Cohort for Masters in Adult Learning, Performance and Development). Another alliance we recently made was with Morningstar Ventures. Last month Andrea Chilcote presented at our monthly meeting on Perceptual Positions. Andrea's company, Morningstar Ventures, provides growth and learning opportunities for consultants (both internal and external). With the need for trainers to become more focused on their strategic alignment with their organization's direction and goals, consulting skills become that much more important. Watch for information on upcoming seminars.

Whew! It is good to be in Nebraska (and Iowa! J) and a part of this ASTD Chapter!

Have a great month!
Carol



President's Perspective!

Upcoming Professional Development Classes:

Trainer's Institute

Since 1983, the Trainer's Institute has become nationally recognized as an excellent program to help newer trainers and those who wish to further increase their effectiveness. You'll get a solid overview of the trainer's role, and an introduction to the training process (Instructional Systems Design). Participants will acquire valuable tools for accomplishing responsibilities as training professionals. For individuals who are new to the field of training, Trainers Institute provides a challenging opportunity for mastering the basic skills every trainer must have to succeed. Experienced trainers share their tips and techniques that will help you grow in skills, confidence and professionalism. Sessions are interactive and participatory, and structured so you can receive immediate feedback on your progress. The program provides both a sound foundation of basic knowledge and the opportunity to try new skills in a supportive climate.

The weeklong Institute is built around three elements: core topics, participant presentations and elective sessions. The five core components include:

- a.. Adult Learning Principles
- b.. Needs Assessment
- c.. Presentation Design and Development
- d.. Presentation Skills
- e.. Evaluation

Added to that core, participants give three presentations through the week, plus a group presentation to develop stand-up training skills. Elective sessions are presented to round out the training picture including Visual Aids, Training that Sticks and Dealing with Difficult Participants and Situations.

The focus of the Trainer's Institute is passing on professional excellence to those new to the training field. The week is devoted to helping participants learn the basic skills of the training function and developing their ability to create and give presentations.

Date: October 4-8, 2004

Location: Bellevue University's Lozier Center (118th & Miami)

Cost: \$645 for ASTD Members \$695 for non-members (includes a 1 year ASTD membership)

For more details, or to register visit <http://www.bellevue.edu/corporate/astd.asp> or contact Kate Bratetic at bratetic@cox.net

Volunteer Opportunity

What brand do you use for laundry soap or toothpaste? What kind of car do you drive? What cereal do you eat or soft drink do you ask for? Why do you buy any of these?

We are all loyal to a brand because it says something to us. All of us whether we are a company, organization or just ourselves send out a brand to others.

ASTD Nebraska needs to build its brand name. What do we stand for as a training and development organization? The *"Branding" Task Force* is looking for a few good members like you to help with this task!



Read any books lately? How about books on adult education? Don't have a resource library at work? Need some new ideas on training or books to recommend to your classes?

ASTD and the Omaha Public Library have partnered up to increase the number of adult education books and other related topics to add to their supply. Please visit the library website and go to the library to check out your books today!

www.omaha.lib.ne.us

Trainer's Institute, Volunteer Opportunity, & Omaha Public Library!

ASTD Books, Toys & Games SIG Meeting for July 2004



- Date:** Tuesday, July 27, 2004
- Time:** 3:30- 5:00 pm
- Place:** The Bookworm, 8702 Pacific Street in Countryside Village
- Book:** God is my CEO, by Larry Julian
- Presenter:** Bridget Barnes, Program Coordinator for Girls and Boys Towns National Research and Training Center

"*God is my CEO*" uses biblical guidelines mixed with personal stories to assist anyone in a leadership position to develop effective tools for solving workplace problems while keeping his or her eye on more than just the bottom-line.

The author Larry Julian, a long time leadership management consultant, gives answers to real-life situations using an extremely practical approach. The book focuses on 10 principles that assist you in making spiritually lead decisions when faced with tough corporate dilemmas. This guidebook is valuable not only for newcomers in the workplace but veteran executives.

We will use this session to rejuvenate our inner strength, examine our own leadership skills and develop a personal path towards real business success. Not only, will this session give you an opportunity to fortify your depth of character in an often-ruthless corporate world but also provides time to get to know other ASTD members as we share stories from the book and confront controversial issues. This is a must-read for anyone who wants to lead others!

You can purchase a copy at the Bookworm at a 10% discount if you mention the ASTD Book group. An alternative is to go to www.astdnebraska.org and then simply click the link from our homepage to Amazon.com and enter the title of the book in the search field. By doing so, you ensure your chapter receives a "kick-back," thus increasing the benefits to members!

We invite you to attend, to bring a toy or game to share with the group and if you have a good book you would be willing to let others read, bring it for an informal "book swap". For more information about the Books, Toys & Games SIG, contact **Bridget Barnes** at: 498-1289 ba-nesb@girlsandboystown.org or **Judy Morss** at: 636-3823 or jmorss@oppd.com

ASTD Technology SIG Meeting for July 2004



There will be NO Technology SIG in July or August. We will meet again on September 21st.

ASTD HPI SIG Meeting for July 2004

There will be NO HPI SIG in July or August. We will meet again on September 9th.

ASTD Customer Care SIG Meeting for July 2004

The next Customer Care SIG will meet on Wednesday July 21st from 11:30—1:00; topic and location will be announced later. Please look for an email and watch our website for more details.

Perspectives from which things can be viewed or considered that allow people to be placed in experiences the way they experience them

Objectives: Decision making tool – Reframing of understanding

Perceptual Positions	Subjective/Objective	Clarification
Position 1 - Self	<u>Subjective</u> Negative: Controlling, Self-Centered, Narcissistic, My Way or the Highway, Own Biases	What I feel, see, hear, sense, body language (sit, act as you would)
Position 2 - Other	<u>Subjective</u> Negative: No action –Last person spoken to gets empathy	Empathy of what other person feels, sees, hears, senses (behave exactly as if you are)
Position 3 - Camera Eye	<u>Objective</u> Negative: Coldhearted	Leave self out –(step out of the situation and view as third party position) – No feelings—Make it a movie screen, remove biases and judgments
Position 4 - Big Picture I	<u>Objective & Contextual</u> Negative: Coldhearted data, judgmental	Non-personal – Facts only, layer on background Question: “Why might they act this way?”
Position 5 - Big Picture II	<u>Personal & Contextual</u> Negative: Personal experiences & biases & data	Outside looking in – Facts, Personalize it, my life, my career, who I am

- Define problem & what I am sensing
- Imaging individual (non-verbal communication)
- Step over into other’s role to gain their viewpoint
- Go to third party position (take out feelings) – Qualifier: It doesn’t have to be a DRAMA
- Ask “why” they are in this place & review data points objectively
- Hand power back to individual
- Describe “What it feels like?” - “What did you learn?” - “What can I do differently?”

Steps 1 - 2 - 3 - 4 - 5

Debriefing Steps 3 - 2 - 1

Career Opportunities

OPEN POSITIONS

Technical Training Assistant

Cox Communications

Training Specialist

C&A Industries

Director of Program Development

Bellevue University

Consultants/Trainers (for project)

Organizational Performance Consulting (send inquiries to OPCTraining@aol.com)

Training Specialist—NUCLEUS

ConAgra Foods, Inc.

Training Manager

Cox Communications

Technical Trainer Contact Center

Cox Communications

Regional Field Trainer

Old Navy

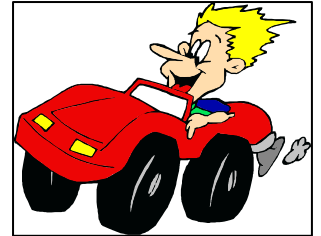


If you questions regarding these job opportunities, please contact **Kris Goslee**, Director of Career Resources at 498-4466 or email kgoslee@homeinstead.com

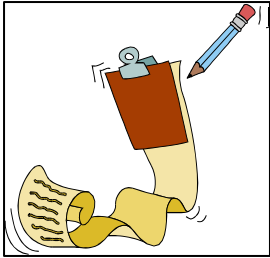
The Successful Resume, Part 1

Think about the last time you bought a car. Did you buy a cherry red convertible from the first place you went, just because it looked and felt good? Did you take it home without ever asking if the car was safe and reliable? Did you even bother to check under the hood? When you go to buy a car, what are the important features you look for? Many people swear by one auto maker, because they feel that manufacturer makes reliable vehicles. Car commercials sell their products by projecting a safe, reliable, and yet exciting image.

That is exactly what you want your resume to do for you. We've all heard the phrase – job hunting is about “selling yourself.” Yet, just like most people, I would find it easier to convince you to buy a car like mine than to hire me. The key to a successful resume is to find out what your target employer really wants, and then sell that package to them. I'm not suggesting you manufacture the truth, only that you dig a little deeper into yourself, and find out what you really have to offer.



Let me give you an example. A recent college graduate felt she had very little work experience to put on her resume. She listed her job duties and education. She had been an assistant manager part time at a small coffee shop. She had worked as a personal trainer at a gym for a while. No big deal, right? Let's read between the lines. What does managing, even part time, entail? Planning, scheduling, reliability, inventory control. In our conversations, I learned that she had increased the shop's merchandise sales by better than 75%. In her four years as a personal trainer, she had developed and instructed some 40 seminars! She wasn't just a workout partner, she was an experienced trainer. But because these things were just part of doing a good job, she didn't even think to list them on her resume.



Whether you are revising your resume, or starting from scratch, the first step to a successful resume is the same. Build two lists. Make one list of all your selling points, no matter how trivial. Then pretend you are your target employer, and list all the attributes you would look for in a potential employee. Those two lists will become the roadmap for your resume.

Even if you think your resume is finished, I encourage you to take a thorough look at it. What did you forget to mention? The resume that presents the whole picture gets the interview. In future articles, we will examine how to present that picture in your resume. Meanwhile, don't forget that your ASTD Nebraska Chapter offers free resume reviews as a membership benefit!

Valerie Noll, Resume Team Leader

ASTD Survey Shows Career Stir for Training Professionals

At ASTD 2004, *T+D* magazine released new data about job movement and growth in the training industry. The career survey, conducted online in March 2004, included 30 questions about salary, current and previous positions, reporting structures, longevity in the field, and predictions for future career movement and job changes.

Analysis from more than 380 training, learning, and performance professionals reveals that 55 percent of respondents indicate the market is rebounding for learning and performance jobs. And, 88 percent of respondents plan to change jobs in the next three years, with 84 percent indicating they will stay in the field. Almost 26 percent of respondents say that they plan to change jobs in the next six months; 21.3 percent plan to change jobs within seven to 12 months; and 41.2 percent plan to change jobs in the next one to three years.

“The survey data reinforces some of the trends we've seen in the last six month—as the economy continues to show signs of improvement, organizations are starting to hire, and training professionals are on the move,” says Pat Galagan, ASTD's vice president of content.

So where are they headed? A strong majority, some 85 percent, say their new positions will be in the training industry. When asked what role/job function within their organizations they aspire to perform, 8.5 percent of respondents say that they want to be a training manager or supervisor; 12 percent want to be a chief learning officer (CLO); and 10 percent want to be department directors.

The survey also looked at salary differences based on gender and education. According to the results, women respondents earn US\$.92 for every US\$1.00 earned by a man. This is far better than the national average in the United States, which is \$.77 on the dollar. Twenty-seven (27) percent of male respondents and 22 percent of female respondents earn \$50,000 to \$60,000. However, 27 percent of male respondents earn more than \$70,000 compared to 19.5 percent of female respondents.

Additional information and data analysis will be published in the July issue of T+D magazine.

Successful Resume Article & Training Article!

What's been in it for me?

Have you ever struck up a conversation with someone in line at the grocery store? Recently, one of those conversations allowed me to truly reflect on what my involvement with ASTD Nebraska has meant. While waiting for my groceries to be rung up, I noticed the gal behind me was wearing Bellevue University logo wear, my new alma mater. We were speaking about our mutual online experiences when she noticed I was wearing an ASTD sweatshirt.

Like many before her, she asked "What's ASTD?" Normally, I simply explain that it stands for the American Society for Training and Development of which I am a member, but that day, it struck me that this organization as well as my involvement should not be so simply stated. The following is a summation of what I felt I had to include in my testimony of what ASTD Nebraska has done for me.

Since joining in June of 2000, my membership, involvement and service to ASTD Nebraska has provided me a wealth of opportunity, enjoyment, and friendship. First, I owe my entrance into the training and development field to the Career Resource committee whose leader put me directly in touch with the recruiter who had recently contacted ASTD with a new opening. Access to this timely information and membership in ASTD Nebraska contributed to my making a great first impression and getting hired. That positive experience led me to get more involved.

First, I was a committee member of Career Resources where I received outstanding mentorship and stewardship under then Vice President, Lisa Hayes. I was provided an opportunity to create, coordinate, and deliver a brand new Resume Critique service. Besides the skills and experience gained from working to put this service together, delivering this service has provided me a great sense of fulfillment as I have helped over forty other members secure new positions and promotions over the years.

Going on to become Director of Career Resources helped me to develop and refine my personal leadership skills, project management expertise, and self-confidence. Working with then Vice President of Professional Development, Amy Sempek Eyre and Director of Trainers Institute and Certificate in Training, Monica Rose, was an honor. Whether it was the art of delegation, creating effective marketing, or writing engaging and informative career related articles, all my experiences with leading that committee paid enormous dividends.

This personal and professional gain continued to expand when I assumed the role of Vice President of Professional Development. Since taking on this position, this functional area has diversified from just including Career Resources and Trainers Institute / Certificate in Training to also include Mentoring and now Student Development and Campus Relations. I have a wonderful opportunity to lead and learn from professionals like Kate Bratetic, Kris Goslee, Valerie Noll, Barbara Shousha, and Rikki Willerton.

My skills, qualifications, and achievements within my resume have expanded significantly with the increased responsibility and scope of my role. I can now demonstrate ongoing effectiveness as a leader, significant professional and personal achievements, and relate anecdotal proof for almost any required job-related competency within the training and development career field.

I am most proud of 2004's achievement for ASTD Nebraska's Professional Development. From a committee of three, we are now a strong group of twenty formal and informal leaders involved in providing ASTD Nebraska members continued career-related expertise, professional development opportunities, personal mentoring relationships, and transitional and career progressing support for students.

On that note, I would like to thank my Directors, Resume and Advanced Trainers Institute Task Force participants and fellow members of ASTD Nebraska for the opportunity to belong to and serve such a worthwhile organization.

Sincerely,
Patricia Harrold