



**Linking People,
Learning & Performance**

Nebraska

American Society
for
Training and Development

June, 2004

Vol. 25

No. 6

July Program:

Phantastic Phone Trainings, presented by Dave Arch of the Bob Pike Group

Come and learn a dozen tips for keeping your phone trainings interactive from start to finish. Experience a live phone training as you watch the principles applied! Dave Arch, Senior Vice-President of The Bob Pike Group and author of the book *Web-Based Interactive Learning Activities*, will be presenting this informative workshop.



Best-selling author and trainer of trainers, Dave Arch has written such training resources as *Tricks For Trainers, Volumes 1 & 2*, *The Tricks For Trainers Video Library*, *First Impressions/Lasting Impressions*, *Showmanship For Presenters*, and his newest release, *Red Hot Handouts!*

Combining a fifteen year background in personal and family counseling, Dave presents training seminars and keynotes for some 25,000 people each year in both corporate and conference settings.

Come join us for an exciting learning opportunity!

Mark your calendar for:

Wednesday, July 7, 2004 ~ 11:00-1:00

Westside Community Conference Center, 3435 S. 108th Street

Program Details:

11:00-11:30 am:	Registration & Networking
11:30 am:	Lunch
12:00-1:00 pm:	Program
ASTD Member Cost:	\$15.00
Non-ASTD Member Cost:	\$20.00



Registration:

Register on-line at www.astdnebraska.org or by calling ASTD Nebraska's voice mail at (402) 397-0280. **Deadline for registration is Friday, July 2 by noon.** No-shows will be billed.

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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!

Contribution

July Program!

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Upcoming National ASTD Events

May 23-27, 2004

ASTD 2004 International Conference & Expo

June 4, 2004

Deadline to Submit ASTD 2005 Conference
 Speaker Proposals

June 14-15, 2004

Telling Ain't Training Conference

June 16-18, 2004

ASTD Training Certificate Program

June 21-22, 2004

ROI Workshop in New York, New York

For more information on National ASTD, please visit
 their website at www.astd.org

President's Perspective

Dear Members,

Last month we had the privilege of having Maureen Orey, our Area Manager for National ASTD, visit and share with us excerpt of the State of the Industry Report. I consistently find a great deal of value in this program.

What I want to share with you this month is some information about our collaborations with National and the support and benefits they provide our members. First of all... ASTD Nebraska is a chartered chapter of ASTD National and has been for 45 years! However, we are two separate memberships. We have local members that aren't National members and vice versa.

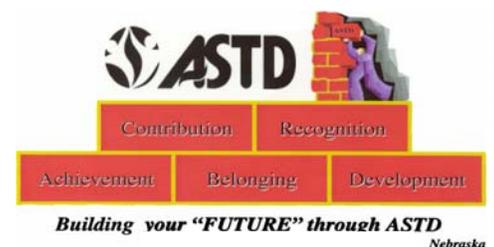
As a chapter we are required to meet the standards set by National know affectionately to us as "CORE". This stands for Chapter Operating Requirements. One of those requirements beginning with the April 2005 submission is that 25% of our chapter members are also National members.

This is a focus area of your 2004 Board. Our strategy is two fold...one is to promote our parent organization and all it offers—this is easy because they offer a lot! Just go to www.astd.org and look around! You will notice that being a member gets you a lot of information, support, knowledge, resources—you will notice that without a membership number and code you can't get to a lot of that.

Our second strategy is to approach National about doing joint memberships so that you only have to write one check and you get two memberships. We learned from you in our survey last year that your company will pay for a professional membership but often just one and it leaves you having to choose. Our plan would change that so you'd be able to have your one professional membership your company supports but actually get two.

Tricia Danielsen, President-Elect, wrote a wonderful proposal to National on our idea and plan for implementation. National has shown a great deal of interest in this plan and fired back some great questions. We do not yet have our go ahead but I wanted you to know how hard your board works to meet your needs—they are truly an impressive bunch!

Your 2004 President,
Carol Horner



President's Perspective!

Leading with Passion

(continuance of April's article)

Contribution by *ASTD Links* March 2004
by Michael Kroth and Patricia Boverie

Have a "Vision that produces passion"

Like all great leaders, Darlene Ryan, the President and CEO of PharmaFab is a meaning-maker. PharmaFab, created in 1994, had sales of \$30,000 in 1995 and grew to around \$20,000,000 in 2002. An INC 500 company with an average 400% annual growth rate, PharmaFab is a contract manufacturer of solid dose and liquid formulations for the branded and generic pharmaceutical industry.

Cranking out hundreds of thousands of pills might not seem much more interesting than shoveling sand, but leading with passion involves helping employees to understand the significance of what they do, no matter how trivial the work may seem.

"I believe it is my job to assign meaning to what we do," Darlene says, "to help people see that what we do is not just to punch tablets from a machine. Rather, what we do is help people get healthy -- we help grandmothers and children and everybody else."

What can you do to help your leader find and share a vision that produces passion?

Put Employees First

It's easy to give lip service about the value of employees. It's another thing altogether, and an indicator of a passionate workplace, when decisions that are made in tough times back up that statement with actions.

A month after Norm Becker took charge of *BlueCross BlueShield of New Mexico* (BCBSNM) he was called to a governor's press conference in Santa Fe, where he found out that his company had just lost the State of New Mexico contract. Twenty-five percent of the business disappeared in one day. He had inherited a once successful company, which now was on the ropes after a decade of serious decline.

Five years later the company had completed a dramatic turnaround. In 2001, the National Committee for Quality Assurance reported that BCBSNM was one of the two NM plans that had improved the most in customer satisfaction ratings, and one of two plans rated higher than the national average. And in February 2002, BCBSNM announced that it would be adding 500 new jobs to operate a new health-care claims center in Albuquerque.

When BCBSNM was on the brink of receivership, a natural decision would have been to cut salaries and benefits. Norm who has gone on to become the President & CEO of the Lovelace Sandia Health System, a significantly larger company, says, "That is so easy to do. Any monkey can do it. They (turnaround specialists) get way too much credit for doing that stuff."

So instead of cutting salaries, BCBS gave 4% increases. Employees realized how much they were needed and also that they had to "...dig a little deeper. And they did, and they still do."

If leaders in your organization want employees who are committed to your organization's success, they have to make decisions that are truly committed to their employees' success. What can you do to work with leaders to put employees first?

Conclusion

If you want to help your organization become a highly productive, fun, meaningful place to work, help leaders at all levels of the organization to find their own passion, create a vision that produces passion, and put employees first.

If you are lucky, you are working with a leader like Norm Becker, who understands how to create a passionate work environment. At one of BCBSNM's all-employee meetings a group stood up in the middle of the audience and showed cards that spelled out "Norm Rocks." Then they flipped them over to show, "BCBSNM Rules." Now, that's a real testimony to passionate leadership.



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

Training Article & Omaha Public Library!

ASTD Books, Toys & Games SIG Meeting for June 2004



Date: Tuesday, June 22, 2004
Time: 3:30-5:00 pm
Place: The Bookworm, 8702 Pacific Street in Countryside Village
Book: [More than 50 Ways to Build Team Consensus](#) By R. Bruce Williams
Reviewer: Lynette Campbell, Organizational Development Specialist, Carlson Hospitality Worldwide Reservation Center

Teamwork: no leadership area is more prized, valued or celebrated as an important key to organizational success. Yet, no leadership area is more misunderstood or neglected. Leaders are not educated on methods to achieve team buy-in, which impacts results and performance. Leaders frequently ask teams to make difficult decisions with no groundwork laid, no preparation or proactive thought put into creating a collaborative process. [More than 50 Ways to Build Consensus](#) is written to educate leaders and facilitators about ways to help teams achieve high level collaboration and participation.

This book is clear and practical. The author has divided the content into several areas: Purposeful Vision, Participative Processes, Individual Commitment and Collaborative Teams. Each area is further subdivided into "Simple Things to Do," Things that Take Effort," and "For the Committed." A wealth of ideas and activities to bring teams together are clearly explained in a step by step process.

Although true consensus is a long, careful process, in this session, we will explain, discuss and simulate methods of accessing group wisdom, including Cooperative Writing Workshop, Card Storming, Sticker Dots and Three-to-One Scenarios. As an added bonus, we'll talk about methods not in the book, including "Six Talking Sticks" a parallel thinking and listening tool. Please come prepared with stories and, if you have them, copies of materials to share on methods you've successfully used to bring teams together.

For more information about the Books, Toys & Games SIG, contact Carol Brown at: brown548@cox.net or Judy Morss at: 636-3823 or jmorss@oppd.com

ASTD Technology SIG Meeting for June 2004



Date: Tuesday, June 15, 2004
Time: 3:30-5:00 pm
Place: Omni Hotels Reservation Center -- 11819 Miami Street, third floor. They share a building with CSG Systems. Directions: Take 120th to Miami (north of Blondo). They are located in the first building on the right, across from Culvers and the Country Inn & Suites. There is plenty of parking available.
Topic: Continuation of April's Roundtable Discussion of e-Learning Design and Appearance Standards; facilitated by Mike McCarron of CSG Systems
Hosted by: Janet Skogerboe and Elizabeth Ambrose of Omni Hotels

Many of our members are either developing e-Learning courses or planning to develop e-Learning courses in the future.

Join us for a continuation of our April round table discussion of our experiences in developing standards for the design and appearance of e-Learning courses. If you have experience with developing these standards, please come to share with other trainers. If you haven't, come to learn from the experiences of others. This will be an informal peer-to-peer discussion of these e-Learning standards.

We invite any ASTD members interested in learning more about this topic to join us. For more information about the Technology SIG, contact Judy Morss at 636-3823 or jmorss@oppd.com

Note we will NOT be meeting in July or August

ASTD Customer Care SIG Meeting for June 2004

- o The group will meet the 3rd Wednesday of each month. Our next meeting will be June 16th.
- o We will continue with the brown bag lunch 11:30-1PM.
- o The focus of the SIG will be customer care and retention
- o Future meeting topics will include
 - o Best practices of sales and service programs
 - o Capitalizing on change
 - o Managing diversity
 - o Developing a sales program for service professionals
 - o Balancing quality, efficiency and courtesy within a customer care environment
 - o Rapport and relationship building.

Future speakers are currently being arranged and meeting places are currently being organized. Watch for further details. If you have questions, contact Ralph Kellogg, Commercial Federal at 554-5707 or Dan Leavitt, First Data at 777-3925

ASTD HPI SIG Meeting for June 2004

Date: Thursday, June 10, 2004

Time: 3:30-5:00 PM

Place: Commercial Federal Bank Headquarters 13220 California Street (132nd & Dodge). The meeting is in the 2nd floor conference room. Enter through the entrance with the revolving door, and take the elevator to the 2nd floor. The conference room is directly across from the elevator.

Topic: Round table to discuss the topics of most concern to participants and what topics we should plan for the fall

Host: David Birks

No meeting scheduled for July and August

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!

Congratulations...

I am *ECSTATIC* to announce the appointment of **Leslie Rill** and **Marlina Howe** as *Co-Directors of Student Involvement*!!

These women are ready to dive right in, as soon as I let give them the "go," they will be off and running!! Both approached me as quickly as they could following our Monthly Meeting!! It was GREAT!! With a twinkle in their eyes, excitement in their voices, and an obvious **passion** for everything this position has to offer and can evolve into, I think we have a perfect fit! **They are an AMAZING team!** AND, if their prior experience working together wasn't a "best seller" already, then knowing they already have all sorts of connections within not only UNO, but also other institutions within the Metro area is! One couldn't ask for more qualified candidates!!

Please help me warmly welcome **Leslie** and **Marlina** to the leadership team, and onto the Membership Committee!!

June SIG's continued, Volunteer Opportunity, & New Members!

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.



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

Volunteer Opportunities!

- Outstanding opportunity to gain experience and first-hand knowledge of large scale project management, development and delivery
 - Develop a strong and varied personal network of community contacts and training professionals in the Omaha area
- 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 founding member of ASTD Nebraska's Advanced Trainers Institute Task Force! We have multiple positions for ASTD Nebraska Members to help develop and implement our next tier of professional development!

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

- Task Force Leader – partner with VP of Professional Development to recruit, delegate and lead task force members in the design, development and implementation of Advanced Trainers Institute.
 - Educational Institution Partnership – Lead or partner in partnership development and negotiation of contract with Bellevue University
 - Course logistics – Lead or partner in determining course delivery method, location options, and scheduling
 - Course costs – Lead or partner in determining course expenses and balance with revenue expectations and projections
 - Proposal Submissions – Lead or partner in identifying best methodologies for generating interest and submission of proposals by training professionals interested in presenting the curriculum – implement solicitation plan
 - Proposal Review and Presenter Selection – Lead or partner in reviewing proposals, curriculum content, and presenter skills for selection of course presenters
 - Course Pilot – Participate in mini-pilot sessions of the curriculum to provide feedback and editing suggestions
- Marketing and Communication – Partner with Marketing and Communication Committees to develop Marketing and Communication plans – implement marketing and communication plan

If you are interested, please contact Patricia Harrold, VP of Professional Development, 402-850-0870, patricia.harrold@offutt.af.mil

Career Opportunities & Volunteer Opportunity!