



Volume 28, Issue 3

March 1, 2007

## March Luncheon

**Program Topic:** Innovative eLearning Solutions

We are reminded that while American corporations now offer 30% of their training via technology, less than 30% of the participants ever complete the intended learning. We can do better!

Join us on Wednesday, March 7, for our monthly luncheon program at the Westside Center led by Thomas Westbrook and Lee Johnson from Drake University. Their session will explore our ability to design and offer instructor-led, well organized and highly-interactive eLearning that participants will complete and that will positively impact their performance.

Come see how eLearning can truly become the next best thing to being there! Register today!

**Date:** March 7, 2007

**Time:** 11:00AM-1:00PM

**Location:** Westside Community Center - 3534 S. 108th (108th & Grover)

**Luncheon cost:** Member \$15 / Non member \$20 (No shows will be billed.)

**Registration deadline:** March 2, 2007

## Afternoon Workshop

Join us after the luncheon program at ESU #3 located at 6949 South 110th Street, La Vista, NE 68128. You'll be able to experience first-hand eLearning courses that are being offered at companies today with phenomenal success rates! Then try out an existing on-line eLearning authoring tool. If you are seeking to improve your eLearning offerings, this session is for you!

**Date:** March 7, 2007

**Time:** 1:30PM-4:30PM

**Location:** ESU #3 - 6949 South 110th Street, La Vista, NE

**Workshop cost:** Member \$60/Non member \$60 (No shows will be billed)

**Registration deadline:** March 2, 2007

Register online: [www.astdnebraska.org](http://www.astdnebraska.org) (Members please remember to log in before registering!)

Register by email: [contactus@astdnebraska.org](mailto:contactus@astdnebraska.org) or by phone: 850-6710

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## Did You Know?

As a trainer, you have access to many valuable, training, leadership, management and e-learning resources.

The websites listed below are available to trainers and offer advice on training, leadership and more!

Custom Guide - Print on demand courseware and quick reference guides. [website](#)

Fast Company - Online version of magazine for new generation business leaders. [website](#)



## President's Perspective



Where do you find your best resources? As we all get started on a project or want to validate a new idea, we find a resource that we can trust. Who is yours?

I know over the years in training these resources haven't always been just people, books or software packages. It has been ASTD and the community of learning it helps support. Many of us as members have been highly involved in not only the local Nebraska scene, but also searched out for answers through ASTD National.

Rather than being an expert on where to find resources, I would invite you to share them with me. Send me an email within the month of March and in turn, I will share it with you...our ASTD members.

*Angela L. Galloway*

ASTD Nebraska 2007 President

*"Leading the way in workplace learning and performance"*

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## Board Member Bio

Ever wondered what your ASTD Nebraska board members look like? Where they work? What are their chapter goals? How about something that would make you say "I did not know that about them."

Throughout 2007 ASTD Nebraska newsletter will introduce you to your board members. You'll be surprised what you learn about them!



Board member name: Valerie Noll

Board position: Director of Certification

Contact email address: [directorcertification@astdnebraska.org](mailto:directorcertification@astdnebraska.org)

Years with ASTD Nebraska: Four years

2007 Goal for ASTD Nebraska: I would like us to help employers better understand how ASTD Nebraska benefits their business through their employee members. Organizations gain from their employees' professional education, renewed energy, and the mentorship this chapter provides.

Surprising tidbit: I have collected dragons since I was a child, and dreamed of flying. They inspired me because they looked like they shouldn't be able to fly, but they could. All of my dragons have wings. Many of my family discouraged me from joining the U.S. Air Force. They were sure I didn't have the personality or traits necessary to succeed in the military, but I thrived, and flew as a qualified navigator for 5 years.

## Facing the Future: 5 Questions

*ELLEN BALAGUER, managing director of Accenture Learning, talks to T+D about the future of the profession.*

**T+D:** What factors will promote new investment or greater organizational commitment for training and workforce development in the near future?

**EB:** There are several key factors that are driving, and will continue to drive, investment and commitment. We view the key factors as: the development of high performance workforces, employees with the skills necessary to support globalization, and preparation for the aging workforce. As companies across the globe strive to achieve high levels of employee performance, the role of learning is critical to the creation of a high performance culture. The signs of superior performance are clear. High-performance businesses consistently deliver strong returns to shareholders, achieve consistent and solid revenue growth, maintain a high return over the cost of capital, and are rewarded with valuations that indicate strong growth expectations. The high-performance organization has a leadership culture that unleashes the business's energies and capabilities, is skilled in not just developing strategies but executing them, and that skillfully manages the balance between the tasks of today and the challenges of tomorrow. In turn, employees are aligned with the goals of the organization, and they are highly competent with the right skills, at the right time. Globalization continues to make a major impact on global enterprises. As trading partners across the globe continue to cross borders, it is critical for employees to be skilled in global supply chain management, international trade regulations, cross-cultural communications, and global best practices. These skills are no longer the exclusive domain of large multi-national corporations. The Internet has enabled even the smallest of companies to leverage cross border competencies. Hardly a week passes without reference to the number of persons that will be eligible to retire over the next five to 10 years. This is an issue that impacts multiple industry segments and governments across the globe. The loss of legacy knowledge is further compounded by the continued rate of change within companies, and the expectation of productivity growth. Today's employee has a wide range of responsibilities that draw upon a variety of competencies. Competencies must be continually refreshed as new products and services are brought to the market. In addition, today's employees are highly reliant on the mentoring and leadership of more seasoned employees. Having the ability to have access to legacy knowledge is an important step.

**T+D:** What new metrics will be employed to demonstrate the impact of learning on individual or organizational performance?

**EB:** The metrics for learning will take on a greater alignment with the metrics of the business. For some time now, the learning community has concerned itself with metrics, such as the number of hours delivered, cost per hour delivered, number of student days, and the student satisfaction rating of a course. These metrics are valuable from a production tracking perspective, but they may have little to do with the actual business impact of a training intervention. For example, if you're conducting a sales training course, in addition to knowing who went to the course, how much time they spent at the course, and what they thought of the course, wouldn't you want to complete the course evaluation cycle by understanding what the course did to improve sales and customer satisfaction?

**T+D:** What will be the leading hot-button topic for the profession this year? In five years?

**EB:** The hot buttons today are aligning learning with the business, achieving a measurable return and business results, and leveraging technology to drive a significantly improved learning experience. All working in concert to increase skill levels much faster than we do it today. These hot buttons have actually been the focus of learning departments for several years. However, the post dot com bust years and world events have had a significant impact on the strategic focus of learning departments. Stressed corporate profits and slow growth rates forced learning into a cost-containment, or in some companies, a cost-reduction, mode. Learning departments embraced e-learning as a cost-management play. We're all very familiar with the concern that e-learning failed to live up to the expectation that it would quickly become the preferred method of learning delivery.

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## 5 Questions

*(Continued from page 4)*

The measurement of learning impact seems to continue to elude learning professionals. The deployment of the Kirkpatrick model has evolved into a model that focuses on measuring ROI. Yet, we still see most organizations operating at an assessment level 2 or 3. What's missing? We still have work to do on assessment process engineering and the implementation of enabling technologies that create solid linkage between learning systems and enterprise systems. Five years from now we will be firmly in the midst of dealing with the changing workforce. The learning profession will continue to play an instrumental role in the development and retention of employees. In the future, there will be shortfall of qualified labor to fill open positions. There has been research published to suggest that companies will have to leverage workers that today might be classified as unskilled labor to fill this forecasted labor gap. This will place a greater responsibility to educate new hires in basic job skills. Because this skilling must occur at the very time companies are experiencing labor shortages, the learning department will be expected to significantly reduce time to competency. Rapid learning development methods will become critical to the process of learning, and the ability to integrate, or embed, learning in the employee's workflow will no longer be something that is nice to have; it will have to become the gold standard for the delivery of learning.

**T+D:** What one skill should learning professionals add to their repertoires in the near future to assure their relevance to their organizations?

**EB:** The learning professional of today needs to understand how technology can leverage learning and how to apply learning technology to drive business impact. In other words, a solid blend of technology and business skills to complement their foundation as learning professionals is required. Given we continue to see significant influence of technology as a learning enabler, learning professionals should ensure they work to develop their working knowledge of information technology. In concert with their development of technology skills, learning professionals should ensure they develop strong relationships with IT departments. The development of business skills will provide the learning professional the ability to better understand how to apply the right learning technology at the right time. The emphasis on linking learning with business results requires today's learning professionals to speak the business language of their company. Developing financial and business skills, such as capital investment analysis and business case development, will enable learning professionals to do a better job of quantifying the positive business impacts of learning.

**T+D:** What will it take to achieve true on demand, personalized learning on a broad scale?

**EB:** The architecture of learning management systems and knowledge management systems will continue to evolve, and move closer to merging. The applications will mature to help me get to the learning I need, when I need it. The application integration of learning and knowledge systems will allow the learner to operate in a learning environment that guides them to the appropriate coursework- it's conceivable that a kind of software agent will assist with the analysis of the learners needs and then map on-demand, personalized learning to the employee. On-demand learning will be also enabled through the continued reduction in bandwidth cost. This will be true for both hard wired and wireless networks. Lower bandwidth costs will allow for greater connectivity between the learner and the source of the learning content. More bandwidth for lower cost will facilitate the distribution of richer content, including high quality video. The ability to deliver learning with integrated video will vastly enhance e-learning as we know it today.

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## 5 Questions

(Continued from page 5)

**T+D:** What emerging trend will explode as a key element of workplace learning and development in the next five years?

**EB:** Two trends will likely explode: embedded workflow learning and mobile learning. The two are actually closely related. As the access to learning for employees in a ubiquitous fashion continues to evolve, the reality of embedded workflow learning becomes more likely. Successful embedded learning is dependant not just on learning pull, but also learning push. Learning chunked up into smaller components of learning - that is smaller than a traditional course - called learning nuggets will be delivered to the learner in concert with a just-in-time learning approach. Learning will be embedded in the employee's work process and will look less like a discreet learning event. M-learning, delivered through a variety of channels - laptops, MP3 players, mobile phones - will become a key element for the success of embedded workflow learning. Mobile learning will provide learner access to content anytime, anywhere. Learning nuggets will be pushed via m-learning distribution channels just-in-time to the learner, triggered by an event, or a transaction, in the learner's business process

**T+D:** In what new areas might employees be trained during the next five years?

**EB:** Training will focus on those competencies that have the most significant impact on driving business results. As has traditionally been the case, employees will be trained in the skills that address specific functional competency requirements. Moving beyond functional skills, we've heard from various leaders there is an increasing interest in equipping employees with skills sets that better support the broader set of responsibilities required of workers in a knowledge-based economy. Critical thinking skills, creative problem solving skills, and the skills required to establish and grow social networks will be more and more important to an employee's success.

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## Upcoming Monthly Meetings - Save the Dates!



**April 4** - Mari Peck will be joining us to present "Becoming the Training Organization Your Company Can't Live Without." Her mission is to help others understand how they can secure the future of their training department. The concept revolves around acting like a business owner. Key areas of discussion will include product definition, customer service, needs assessments, and measurement and marketing.

**May 2** - Janet Hill from Apple will be joining us to discuss the use of podcasts in training and development. Our members will be able to get the latest updates on this new technological advancement!



## Chapter Involvement Opportunities

### **Volunteer Position: Interview Team Member**

#### Description of Job & Responsibilities:

This opportunity is for a team launching this fall. We are seeking people with experience conducting interviews to help us get started.

- Conduct mock interviews and give feedback to help our members polish their interview skills
- Generate ideas for more Career Resources Products and Services
- Occasional special projects such as write a newsletter article or create an interview aid handout

Time commitment: 1-2 hours training  
Monthly time: 1-4 hours monthly  
Length of commitment: 1 year

Contact Alysia Clary at 498-2446; [aclary@integriguard.org](mailto:aclary@integriguard.org)

### **Volunteer Position: Programming Committee Member**

#### Description of Job & Responsibilities:

- Assist in choosing topics for monthly meetings
- Secure speakers/presenters for those meetings
- Assist in planning and executing meetings

Time commitment: 2 hours training  
Monthly time: Meets the 3rd Thursday of the month at 4pm  
Length of commitment 1 year

Contact Amy Trenolone, Dir. of Programming at [amy.trenolone@acheiveglobal.com](mailto:amy.trenolone@acheiveglobal.com)

### **Volunteer Position: Director of Marketing**

#### Description of Job & Responsibilities:

- Create/layout marketing pieces, as needed to be used in mailers or flyers/brochures
- Assist committee efforts in promoting ASTD NE in the area
- Must have strong communication skills, including writing and editing
- Ability to plan, make decisions and work with deadlines

Time commitment: 0 training  
Monthly time: 5-6 hours per month  
Length of commitment 2 years

Contact Janet Skogerboe, VP Marketing at [janet.skogerboe@mutualofomaha.com](mailto:janet.skogerboe@mutualofomaha.com)

## Chapter Volunteer Opportunities

### Volunteer Position: Director of SIGs

#### Description of Job & Responsibilities:

- Coordinate planning of quarterly SIG meetings
- Canvass membership to identify possible topics
- Create relationships with potential presenters
- Secure date, time and place for SIGs
- Market events to achieve optimum attendance
- Recruit and provide direction to SIG Committee members

Time commitment: 0 hours training  
 Monthly time: 10 hours monthly  
 Length of commitment 1 year

Contact Name: Aileen Sigler, VP of Programming at 351-6419 or [aileen.sigler@mutualofomaha.com](mailto:aileen.sigler@mutualofomaha.com)

### Volunteer Position: Resume Team Member

#### Description of Job & Responsibilities:

- Review member resumes and provide feedback to team leader who will then compile it
- Occasional special projects such as write a newsletter article or create an interview aid handout

Time commitment: 1-2 hours training  
 Monthly time: 2-4 hours monthly  
 Length of commitment: 1 year

Contact Valerie Reed, Director of Career Resources at 498-2443, 871-7889 or [DirectorCareerResources@astdnebraska.org](mailto:DirectorCareerResources@astdnebraska.org)

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## Job Postings/Career Resources Assistance

We post new positions on the website frequently. The following items are just a few of the latest opportunities!

To see all of the postings and to find out more about these positions, login to [www.astdnebraska.org](http://www.astdnebraska.org), go to the **Career Center**, and click **Job Postings** in the left navigation bar.

- Regional Training Manager, Bank of the West
- Learning & Performance Consultant, PayPal, Inc
- Learning & Performance Specialist, PayPal, Inc
- Training Specialist / E-learning Developer Information and Learning Management, CSG Systems, Inc.
- Talent Management Consultant, Omnium Worldwide, Inc.
- Learning Facilitator/Trainer, Omnium Worldwide, Inc.

To find out more about our Job Posting service, please contact **Valerie Reed** at [DirectorCareerResources@astdnebraska.org](mailto:DirectorCareerResources@astdnebraska.org).



March 2007

Thank you to everyone who makes our Chapter Newsletter possible. Without you, this publication would not exist.

Your thoughts and opinions are very valuable in continuing to make it a huge success.

I welcome all members input and article submissions/suggestions.

Please feel free to contact me, Elizabeth Ambrose, at 402-952-6531 or via email at [eambrose@omnihotels.com](mailto:eambrose@omnihotels.com), with your contributions and suggestions for future newsletter editions.



## ASTD Lincoln ~ March Meeting

Join ASTD-Lincoln on March 13, 2007, for **ASTD/LHRMA Duad on Generations**.

Complete program information can be found online at [www.astdlincoln.org](http://www.astdlincoln.org)

Cost: \$16.00 members / \$32 non-members  
Location: Embassy Suites, 1040 P Street, Lincoln NE  
Time: 11:30 AM to 1:00 PM

To register online, visit our website [www.astdlincoln.org](http://www.astdlincoln.org) or register by phone at 402-434-7557

**Registration deadline** is March 9, 2007

## New/Renewing Members

ASTD Nebraska extends a warm welcome to new members and says thanks to those renewing their membership.

### Renewing Members

Todd Skokan  
Kristi Rutledge  
Janet Skogerboe  
Linda Beiriger  
Angie Stave  
Shawn Mahrenholz  
Cheryl Goodman  
Leticia Barajas  
Tania Lewandowski

### New Members

Ann Ronk  
Christopher Leick  
Jenny Dau  
Jon Stanton  
Kelsey Beytien  
Melanie Chin

## CIT Schedule

### March 15-16, 2007

Curriculum Design & Development

Registration deadline: March 9, 2007

### May 17-18, 2007

Evaluating Training Programs-the 4 Levels

Registration deadline: May 11, 2007

### April 12-13, 2007

Advance Presentation Skills

Registration deadline: April 6, 2007

### June 14-15, 2007

Mastering the Role of Group Facilitator

Registration deadline: June 8, 2007

Session costs: \$275 members/\$300 non-members

\*\*All classes are held 8:00am-5:00pm at the Bellevue University Lozier Building located at 117th & Blondo.