



## ASTD NEBRASKA - March Newsletter

**March  
2012**

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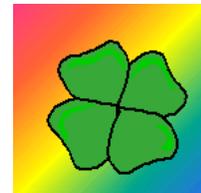
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**Dear Member,**

It's great to be back this month fulfilling my duties as Director of Communications! I would like to thank Shelly Whittaker for stepping in last month and compiling the February newsletter. I am excited to announce that I have joined C&A Industries as Sr. Project Manager for Training and Development.



For those of you that are new members to ASTD Nebraska, I would like to share some food for thought in regards to the advantages of being an ASTD member and the networking opportunities this organization can provide. I used to think that the saying "It's not always **what** you know, but **who** you know" was for the boastful job seeker that might be challenged with solid skill sets. Well, I now beg to differ.

I found myself seeking new employment in mid-January. The first place I started networking was through my contacts here at ASTD Nebraska. The response and support I received was overwhelming. There were opportunities for resume building, career counseling, and mock interviews, to name a few.

But more importantly, PEOPLE. Individuals just like me with a passion for professional learning. In November of 2010, I became a graduate of ASTD Nebraska's Trainer's Institute. I had the fortune of meeting some highly experienced and connected individuals. It was through those contacts and networking that assisted me in a quick and speedy job search. I realize that sometimes timing is everything. But I also know that had I not valued the relationships I made through ASTD, I

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very well may still be sending out resumes instead of preparing curriculum for adult learners in a great organization!

Please read the article from Krishna Clay on mock interviews and resume advice. ASTD Nebraska Career Resources are free to all members. Visit [www.astdnebraska.org](http://www.astdnebraska.org) for more advice on career help!

Sincerely,  
Jill Idelman  
[directorcommunications@astdnebraska.org](mailto:directorcommunications@astdnebraska.org)

## March Program: How Do You Ruin Everything by Being You?

**Submitted by: Jill Banaszak**

Most individuals are less likely to speak up and talk about what really matters because of what they believe the impact may be to them, especially during turbulent times. To complicate matters even more, we are all uniquely different in our own ways.

Even though we don't intend to offend others, the way we think, communicate, and behave is often offensive to others. Our individual differences show up in a display of different interaction styles that are often misinterpreted. Understanding the differences in individual styles allows us to communicate and connect in a way that enhances mutual understanding and respect.

In this session, you will:

- Gain insight into yours and others' interaction style and communication preferences.
- Understand the difference in the interaction styles of others - how they think and communicate.
- "Match" the styles of others to create connection.
- Learn to communicate with others more effectively in a way that increases understanding, respect, and results.
- Strengthen professional working relationships and engagement.
- Improve ability to connect with others.
- Enhance ability to resolve conflict.

Our facilitator, John R. Stoker, is the Founder and President of Light Storm Consulting, Inc. and DialogueWORKS, LC. In these roles John has worked extensively with a number of companies, helping to increase capacity to enhance effectiveness and improve results.

John has experience in designing strategic change and creating and implementing training curriculum in support of company-wide improvement initiatives. Prior to founding his own companies, he worked for VitalSmarts, where he focused on numerous change initiatives helping organizations change their company culture to enhance quality and continuous improvement. He also designed, authored, and facilitated numerous training courses.

John has also been a practicing criminal defense attorney. He received B.A. degrees in English and French, an M.A. in Organizational Behavior, and a law degree from Brigham Young University.



John has dedicated over 20 years to improving the business results of leaders as a facilitator and coach, focused on the development of interpersonal skills leaders must have in order to lead. He is experienced in the fields of leadership, change management, dialogue, critical thinking, conflict resolution, and emotional intelligence. He has worked with clients both nationally and internationally; his list of clients includes Cox Communications, Comcast Cable, Banner Health, Wheaton Franciscan Medical Group, HCA Healthcare, Lockheed Martin, Turner Broadcasting, U.S. Tobacco, Eastman-Kodak, Regeneron Pharmaceuticals, AT&T, OG&E, Alcon Labs, AutoTrader.com, Manheim Auto Sales, Maxum Petroleum, Cigna Health Plan, and Nebraska Furniture Mart.

John is the author of the forthcoming book, *Overcoming Fake Talk: Principles for Talking About What Matters Most*.

### **Event Details**

Program & Workshop: Participants may register for the entire event, program only, or workshop only.

**Date: Wednesday, March 14, 2012**

Time: 7:30 - 8:00 a.m.: Breakfast & Networking

8:00 - 9:00 a.m.: Program

9:00 - 11:00 a.m.: Workshop

### **Registration Information**

**Program & Workshop:**

Member Early Bird registration - by Thursday, March 8: \$60  
Member Regular registration - by Tuesday, March 13: \$65  
Member Late registration - Wednesday, March 14: \$75  
Non-member - \$85

**Program Only:**

Member Early Bird registration - by Thursday, March 8: \$20  
Member Regular registration - by Tuesday, March 13: \$25  
Member Late registration - Wednesday, March 14: \$35  
Non-member - \$35

**Workshop Only:**

Member - \$40  
Non-member - \$50

[Register Now!](#)

## Follow-up on February's Program: Mobile eLearning

**Submitted by: Melissa Turner**

ASTD Nebraska's February event focused on developing mobile eLearning content and included a demonstration of how to publish a Captivate file to the iPad.

If you'd like to review step-by-step instructions detailing this process, you can view a video tutorial [here](#).

As a follow-up, speaker Dustin Tauer recently posted a new Captivate-to-iPad video tutorial. This new tutorial provides an alternative method for publishing content from Captivate to the iPad by taking the HTML5 output from a Captivate file and converting it to an offline website. The benefit? You don't have to pay for the Apple Developer license because it's not actually an iPad app. It's an HTML page that downloads all of the necessary assets so it can function without an Internet connection. To quote Dustin, the method is "still a little bit of a hack, but shows we're getting closer to it being 'easy.'"

If you're interested in alternative methods for publishing mobile content, check out the video for how to create [Offline iPad Web Content with Adobe Captivate](#). As interest in mobile eLearning continues to grow, it is exciting to think about the possibilities not only with future releases of Adobe Captivate, but also other eLearning development tools as well.

## The Julie Durmaskin Professional Education Scholarship

**Submitted by: Cynthia Way**

The ASTD Nebraska Julie Durmaskin Professional Education Scholarship is back for 2012!

Gain monetary assistance to enhance your professional development by applying for the scholarship today! Scholarships are awarded quarterly, and the quarter is coming up fast.

Some examples of how you might use the scholarship are: Trainer's Institute, our chapter's premiere educational program; school tuition towards a related training and development degree; ASTD conferences; ASTD National certification fees; upon completion, reimbursement to assist with fees from the CPLP.

Click on: <http://www.astdnebraska.org/scholarship> to see how others have used their scholarship and to apply now!

## CPLP...Catching on Fast!

**Submitted by: Erick Dragsten**

Did you know that over 1,200 workplace learning and performance professionals currently have their Certified Professional in Learning and Performance (CPLP) credential? The CPLP is catching on fast as one of the best ways to demonstrate your expertise. This may be the right opportunity for you.

To learn more about the CPLP, please visit ASTD's Certification Home webpage at [www.astd.org/content/ASTDcertification](http://www.astd.org/content/ASTDcertification). (Most of the content is available to both members and non-members.)

The following is a small sample of what you will find:

- The names of 100+ companies that post jobs as CPLP preferred
- Testimonials from CPLP recipients
- ASTD's webcast about the value of the CPLP
- The CPLP Readiness Assessment to help you determine if the CPLP is right for you

Also, contact Erick Dragsten, Director of Certification ([directorofcertification@astdnebraska.org](mailto:directorofcertification@astdnebraska.org)), if you are interested in pursuing your CPLP in 2012 and would like to participate in the next study group beginning on March 8.

# The Power of Association

**Submitted by: Ralph Wojcinski**

My adventures in the world of education, training, and development began 32 years ago, by chance. I wanted to avoid an Air Force assignment to England, where we were to re-open a base that was closed after World War II. I applied for a special duty assignment as a Technical Trainer, even though I didn't have the rank or years of experience required for the position. Surprise, surprise-I was selected! Now to overcome stage fright. With the help of experienced facilitators, I did well enough to become a Master Technical Trainer, and my career in learning went full speed ahead!

The moral of my story is: *Take a chance!*

As a longtime member of ASTD Nebraska, I've made some associations with people that are mutually beneficial. Facebook and LinkedIn are examples of excellent personal networking tools to associate with others. Unlike these two, your association with ASTD Nebraska allows you to network with people in the world in which you work.

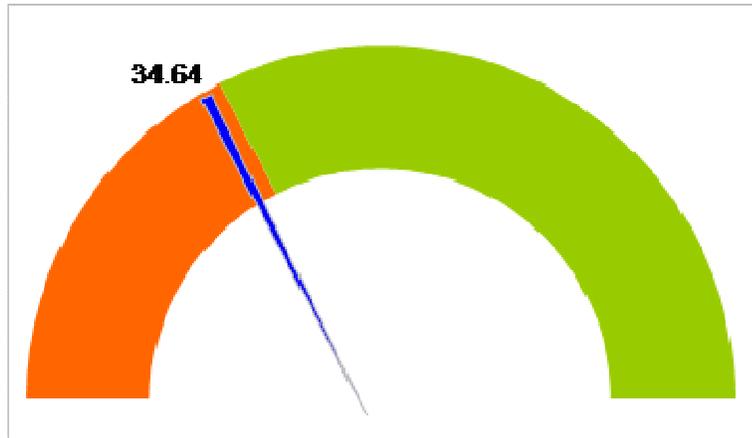
Our Board of Directors receives frequent requests to put our members in touch with other training and development (T&D) professionals, to answer a wide variety of T&D questions, to provide mentoring, to discuss tools and techniques, and much more.

*Take a chance*-ask others in our Chapter for help and advice. You'll be surprised how receptive our members are!

## ***Numbers At-A-Glance:***

Our Chapter has 280 members this month. Ninety-seven of us are also ASTD National members, equating to 34.64% joint membership, just short of the 35% required by the National organization for local Chapters in 2012.

## **February 2012 Joint (Local and National) Membership (Percent)**



***Did you Know?*** Omaha Mayor Mike Fahey officially declared November 10, 2005 as "ASTD Nebraska Chapter Day."

Thanks to all of you who looked into the benefits of National membership and took the step to add to your professional network! Each one of our Chapter's Board members are also National members. Please contact any of us if you have any questions about National membership.

If you have any questions or comments about local or national membership, contact Ralph Wojcinski, Director of Membership at [402-250-6764](tel:402-250-6764) or [directormembership@astdnebraska.org](mailto:directormembership@astdnebraska.org) .

## Avoid Common Interview Errors

**Submitted by: Krishna Clay**

According to a recent CareerBuilder survey, the following are the errors job seekers make most often:

- Answering cell phone or texting: 77%
- Appearing disinterested: 75%
- Dressing inappropriately: 72%
- Appearing arrogant: 72%
- Talking negatively about current or previous employers: 67%
- Chewing gum: 63%

Interviews are the critical step between having a strong resume and landing a job. Avoid these common errors and polish your interviewing skills by completing a mock interview with one of our Interview Team members.

A mock interview is an individual session with an ASTD Nebraska

Interview Team member to help you prepare and strategize for future job interviews. Interviewing questions will be presented, and you will be asked to respond, as in a real interview. You will be given constructive feedback regarding your interviewing style and how you responded to the questions.

The mock interview focuses on how well you know yourself and your past experiences, how well you know the Learning and Performance industry, and how well you can articulate your knowledge and what is on your resume. You get the most out of your mock interview if you treat it as you would an actual job interview.

As part of the mock interview service, we can customize practice questions based on the job description of a specific job for which you are interviewing.

Request a mock interview by contacting the Director of Career Resources at [directorcareerresources@astdnebraska.org](mailto:directorcareerresources@astdnebraska.org).

## **WEBCAST: Building Learning Relationships and Driving Results for Your Organization**

**Submitted by: Michael Merritt**

Results are delivered by the people in your organization. Learning and talent management are the driving forces behind gaining positive results by supporting the organization's human capital resources. Your success, and your department's success, hinges on the development of a network of people resources, management of those relationships, and the creation of value toward a mutually beneficial partnership.

This webcast will be beneficial for all learning, talent management, and business leaders who want to benefit from successful businessrelationships. Topics will include:

- Meaningful ways to effectively network within your organization, as well as with external partners.
- How to build relationships that are mutually beneficial to you and your colleagues.
- Tips on growing, retaining, and leveraging existing relationships once they are built.

One of our own and Past ASTD Nebraska President and Board Member, Tricia Daniels, will present this webinar on Thursday, March 22 at 1:00pm.

## **REGISTER NOW!**

Currently Tricia Danielsen is the associate director of client relations for Bellevue University's Human Capital Lab. She creates relationships with key executives to develop and execute programs and projects that impact human capital of organizations.

Previously, Danielsen was the corporate university leader for ACI Worldwide, where she championed the design, construction, and launch of its corporate university in 2008. Prior to ACI, she also built and launched other corporate universities and spent several years in marketing, training, and project management leadership roles.

## **WIN a Seat (\$1,000+ Value) at the National Coaching Certificate Program!**

### **Submitted by: Christine Hitchcock**

You have seen the ads and information for the Coaching Certificate Program being held in Lincoln on June 26-27, and you have to admit it looks interesting and like a great development opportunity.

To attend as a National ASTD member, you can expect to pay \$1,095. If you are not a National ASTD member, the price increases to \$1,395. (Your ASTD Nebraska membership does not entitle you to "member pricing" for National programs/events.) What if you could attend for FREE?

To earn your chance or chances, all you have to do is volunteer 1 hour of your time to help your ASTD Nebraska Chapter. For EACH hour you volunteer, your name is entered in the drawing for the Coaching Certificate Program. There is no cap on the number of hours you can volunteer. The opportunities are varied, so you will find something that is of interest to you. Just follow one of these links to start increasing your chances to win.

### **Volunteer: One-time task with a short time commitment**

- [Write an article for the newsletter](#)
- [Be a greeter at a monthly Professional Development and Networking Event](#)
- [Help with registration at a monthly Professional Development and Networking Event](#)
- [Introduce the speaker at a monthly Professional Development](#)

[and Networking Event](#)

- [Design a marketing piece](#)
- [Make CPLP flashcards for members to use as a self-study tool](#)

#### **Ad Hoc Volunteer: One-time task with a longer time commitment**

- [Review a resume and provide feedback](#)
- [Help with a mock interview](#)
- [Be a speaker at a monthly Professional Development and Networking Event](#)
- [Host a Book Club](#)

#### **Recurring opportunities and committee work**

- [Join the Membership Drive Task Force](#)
- [Become an ASTD Nebraska Concierge](#)
- [Join the Website Team](#)
- [Join the Marketing Team](#)
- [Coordinate a SIG \(Special Interest Group\)](#)
- [Become an ASTD Nebraska Mentor](#)

## **SAVE THE DATE! ASTD Nebraska Book Club Coming Soon!**

**Submitted by: Teresa Matteson**

The ASTD Nebraska Book Club has been a member favorite in the past. In fact, several members have requested to get the club up and going for another run.

Join other learning professionals and book club fanatics as author Rita Rock will lead this discussion on her own book, ***Rule of Thumb: A Guide to Marketing Yourself for Success***. The book club will meet at the Omaha Public Library Milton R. Abrahams Branch at 5111 N. 90th Street, Omaha, Nebraska on Tuesday, March 27, 2012 from 5:30-7:00pm.

Here is a brief overview of the 61-page book to be discussed in this first book club gathering of 2012:

In today's competitive business environment, good manners, proper speech patterns, a dynamic appearance, professional communication, and networking skills can make the difference between getting ahead and being left behind. It takes seven seconds to capture your prospect's or audience's attention. In those first few moments, people

are making judgements about your self-image, outlook on life, moral character, economic and educational levels, trustworthiness, social position, and future success. Use the book *Rule of Thumb* to build a successful, personal brand, now.

For more about author Rita Rock visit her website:

[www.transformationacademy.com](http://www.transformationacademy.com)

The book can be purchased on Amazon or available through WriteLife Publishing, <http://www.writelife.com/ruleofthumbseries/purchase.asp>

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