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## President's Message



As 2006 comes to a close, I want to thank you for the opportunity to serve as president of the Baton Rouge Chapter of ASTD this year. This has truly been a great experience and has benefited me both personally and professionally. I hope that you will consider "stepping up to the plate" when you are asked to volunteer for ASTD or any other organization to which you belong. The rewards of volunteering are great – professional development, leadership and organizational skills, networking opportunities, great friendships, etc.

The 2006 Board of Directors for the Baton Rouge chapter has worked together all year to bring you programs that addressed your training and development needs - many thanks to Sandy Michelet, Jennifer Ledet, Doug Bordelon, Melissa Argrave, Pammi Bains, Kim Seeger, Charnell Westerman and Dwuena Wyre for making this a great experience. The 2007 Board is already working on plans to make next year even better under Sandy's leadership.

Chapter accomplishments during 2006 include providing 11 monthly programs and a half-day professional development workshop; developing a reciprocal membership agreement with the New Orleans chapter; increasing participation by LSU students; and launching a new website (yeah, Charnell!). Ten chapter members attended the International Conference & Exposition in Dallas and four board members attended the Annual Leadership Conference in Alexandria.

To close out the year and celebrate our successes during 2006, please join us at for our **December Networking Event** at 6 p.m. on Thursday, December 7, at Boutin's Restaurant (8322 Bluebonnet Blvd.). Share the holidays and this opportunity by bringing a guest. This event costs \$25.00 per person and includes great Cajun food, music and fun. Tickets will be sold (\$1 each or \$5 for six tickets) for terrific door prizes including a gift certificate for the March 2007 Bob Pike workshop!

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## BR Chapter Holiday Networking Event - Dec 7

***Be our guest and bring a guest !***

... to ASTDBR's Annual Networking Night.

Come meet other workplace learning & performance professionals. Find out what we've accomplished in 2006 and what we are planning for the new year.



**[RSVP via email to Pammi Bains](#)**

**Deadline is December 4th!**

In addition to a fabulous "Cajun Music & Dining Experience" and valuable professional networking, we will be drawings for some great prizes. Tickets are \$1 each ... or \$5 for 6 chances to win! Prizes include a gift certificate towards the March 2007 Bob Pike workshop. (*Seats are valued at over \$200*)

**Together - let's celebrate our successes and pass a good time !**

**[December Event](#)**

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## ASTD Employee Learning Week

***Workforce Development is  
Everyone's Business***

**[www.employeelearningweek.org](http://www.employeelearningweek.org)**

**December 4 – 8, 2006**



Ever feel like your co-workers underestimate the power of training and the critical role workforce development plays in the achievement of business goals? We know the feeling! We would like to let you know about a public awareness campaign designed by ASTD to demonstrate that "*Workforce Development is Everyone's Business.*"

You know that employee learning is critical, that the success of organizations depends on the skills and capabilities of their employees. **Employee Learning Week** provides you an opportunity to open dialogue on the trends in workplace learning and performance and on how training impacts the growth of the person as well as the organization.

- As 28% of all formal learning is now delivered via technology, perhaps Employee Learning Week will be the opportunity for you to unveil your first e-learning program!
- As managerial/supervisory training are among the top learning content areas and are expected to grow, perhaps you will unveil the first of a

recurring CEO question and answer forum to disseminate business-critical information to employees.

- As providing learning and training opportunities to employees is one way to increase retention and overall satisfaction, perhaps you may utilize Employee Learning Week to unveil your training plans for 2007, or to host a sign-up day event for professional organizations which your employees may want to join. What a great New Year's resolution for your employees to find a forum in which to hone their professional skills all year long in their industries – much as YOU find a network, forum, and skill-builder in YOUR professional organizations -- ASTD and ASTD-BR!

**ASTDBR would like to promote your organization's plans for Employee Learning Week to the local business community and government officials. Please report your organizations success stories to us at [astdbr@eatel.net](mailto:astdbr@eatel.net) for publication in our ezine newsletter.** With your help, we'll spread the word beyond your workplaces to help others realize that "*Workforce Development is Everyone's Business*".

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## ASTDBR is bringing Bob Pike to Baton Rouge



**March 2007** - The pioneer and innovator of Creative Training Techniques, Bob Pike has helped organizations make a difference in how they design and deliver training and performance solutions that are measurable. You won't want to miss this nationally recognized trainer and speaker.

**Register now by completing this form: [Bob Pike Registration Form](#)**

To learn more about Bob Pike, visit his site at [www.bobpikegroup.com](http://www.bobpikegroup.com)

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## CHIPS credit for ASTDBR



The Chapter Incentive Program (CHIPS) is a revenue-sharing program through which chapters can **earn additional revenue**.

**Use ASTDBR's source code - CH7121** - whenever you purchase **any** ASTD programs, products, and services, and our local chapter benefits financially.



For example, ASTDBR receives \$50 CHIPS credit for each Learning System sold through the ASTD Store **when purchasers enter the chapter code**. The [ASTD Learning System](#) is the complete, self-directed learning resource for individuals preparing for the knowledge-based exam section of the CPLP™.

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## Financial Report for ASTDBR

As of Month Ending 10-31-06

YTD Income	\$10,527.54
YTD Expenses	\$10,220.60
Total Chapter Assets	\$ 8,866.53

Figures indicate unaudited balances on October 31, 2006. If you have questions about ASTD-BR Finances, please contact our Treasurer, Doug Bordelon at [eborde1@lsu.edu](mailto:eborde1@lsu.edu).

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## New Chapter Members

ASTDBR welcomes the following new members !!!

**Tanya Freeman** ..... University of Phoenix

**Jason Kennedy** ..... Capital One

**Wayne Reed** ..... Oceaneering International

**Sharon Salzer** ..... LSU AgCenter

**Stephen Simon** ..... Simon & Associates

**Pat Wilkerson** ..... Jafra Cosmetics International

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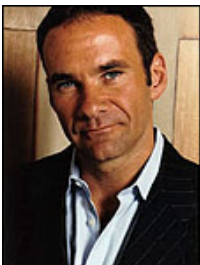
## ASTD 2007 International Conference & Exposition

**June 3-6, 2007**

[ASTD 2007](#) (click link to National ASTD for more info)

And remember to use our ASTDBR CHIPS code to register: **CH7121**

**Latest News:** ASTD Confirms Two General Session Speakers



**Keith Ferrazzi** - CEO, Ferrazzi Greenlight

Ferrazzi has been hailed by Inc. as one of the world's most "connected" individuals. He has been named a "Global Leader for Tomorrow" by the World Economic Forum in Davos and one of the top "40 Under 40" business leaders by Crain's Business.



**Tom Rath** - #1 New York Times Best-Selling Author, Global Practice Leader- The Gallup Organization

What do the world's best leaders do differently? And what do followers of these leaders want? Rath will present new research findings on leadership from The Gallup Organization. Learn from Rath how to use this research as you develop tomorrow's leaders.