



ASTD Baton Rouge Chapter

November/December 2008 ezine

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Message from your President: Remembering Sammie



Melissa Argrave

Mr. Samuel A. "Sammie" McKenzie passed away at age 87. Although he had been unable to join us for the last four – five years, many of us remember him fondly. He served the ASTD Baton Rouge Chapter for so many years as an active member, board member, and volunteer, even in advanced age.

I will remember his kindness, his wisdom, his smile, and the tender care he always showed Ms. Laverne when she would join him at meetings and social occasions. He loved to come to membership meetings, and I remember a number of times his smiling face at the registration tables for meetings and special events, or just eating dinner together at holiday socials. He especially enjoyed being part of the ASTD 60th Celebration, and we enjoyed him being there.

A retired supervisor with Gulf States Utilities and a resident and native of Baton Rouge, he died Tuesday, October 28, 2008. He was a U. S. Army Air Force veteran of World War II, serving from 1942-1946. He is survived by his wife of 64 years, **Laverne B. McKenzie**; and son and daughter-in-law **Donald and Jayme McKenzie** of Springfield. He was a member of United Commercial Travelers, International Management Council, Toastmasters International, GSU Sideliners, and Cajun Clickers.



Sammie and Laverne
McKenzie

Upon news of his passing, longtime ASTDBR members **Khanh Bui** and **Richard Flicker** shared their memories. Khanh says, "I am sorry to hear that Sam has passed away. For the period of time I was with ASTD, which spans many years, he always was a great guy. He always had a smile and a 'how are you' to say to me and everyone he met.



Sammie and Holly
Greet Members

Our industry, as well as our community, has lost one of its best." Richard adds, "Sammie McKenzie was what Jewish people refer to as a real "mensch." A mensch is perhaps the highest compliment one might pay to another person. It denotes someone of integrity and honor, a person to be admired and emulated for his noble character. It is not a title gained by fortune, fame, or birthright, nor is it bestowed lightly. Rather, it is earned by the nature of a person's character and deeds.... ASTD Baton Rouge certainly has had many of them among its membership, but few people in this world are as deserving of the title as Sammie McKenzie. Those who knew Sammie sensed that he was more than a good person -- he was a gentleman, a friend to all he met, and above all, a real "mensch!" Sammie will be missed, but he will not be forgotten.

We hope the McKenzie family will take comfort in the knowledge of how many lives he has touched. Sammie was a friend to everyone, and Sammie treated everyone as a friend.

Thank you for your service,
Melissa B. Argrave

ASTD Needs Your Help!

You can help ASTD with an exciting and ground-breaking study by participating in a survey to validate ASTD's latest competency study, the Sales Competency Model.

Specifically, ASTD is looking for knowledgeable and experienced sales trainers and sales managers to take the validation survey. This is not restricted to ASTD members but may be forwarded to sales trainers and sales managers in your network. The deadline for completion is December 1, 2008.

Use the chapter code CH7121 on the first screen where it asks for your "survey code."

Thanks in advance for helping ASTD with this ground-breaking and exciting study! Click [here](#) to link to the survey.

October's Program Recap



Ajay Pangarkar

Building Business Acumen for Trainers: Skills to Empower the Learning Function

We are extremely grateful for Ajay Pangarkar, Senior Learning Strategist with Central Knowledge! In October he facilitated a great webinar for our members about Building Business Acumen. Not only did Ajay provide some excellent information to entice us to learn more about this subject, but he also gave away copies of his books! Kimberly Kochurka and Elise Cazes won copies of Building Business Acumen and Caroline Newman won a copy of The Trainer's Portable Mentor. Way to go ladies! Finally, we'd like to send a HUGE thank you to Blue Cross Blue Shield of Louisiana for hosting this webinar as well as S'lena Browning and Kimberly Kochurka. We could not have made this possible without you!

December Holiday Networking Event "Live Laugh and Learn"

Join us for our annual Holiday
Networking Event

Christee Gabour Atwood
presents
"But UN-seriously Folks"

December 11, 2008
6:00 – 9:00 pm

DeAngelo's Pizzeria
in Bluebonnet Village

Member Investment ... \$25

"Live Laugh & Learn" is the subtitle of this session that illustrates the effective uses of humor ... including communication, stress relief, creativity, training, assertiveness, publicity, and even weight control. (Yes, laughter burns calories!) Please see the website for a complete description of this event.



March Professional Development Event

Save the Date: *Wednesday, March 11, 2009*



ASTDBR is bringing
Jim "Mr. Energy"
Smith, Jr.
To Baton Rouge!

On Wednesday, March 11, 2009, ASTDBR is bringing Jim "Mr. Energy" Smith, Jr. to Baton Rouge.

More details will be available in 2009 but we are **very** excited and are sure this event will not disappoint!

Sponsorships are available for this event. To find out how you and your company can benefit from exposure to a large and dynamic local audience, please contact Kent Blumberg at 225.761.4175 or via email at kent@kentblumberg.com. Founder, President and CEO, Jim Smith, Jr. realized his dream of starting JIMPACT after spending nearly 16, as he likes to say, "character building" years, in corporate America. Those experiences never left him and he vowed to create an organization that helped people realize and exceed their potential— essentially to bring out their best! Why/ Over the years Jim noticed that many of his coworkers were 1. Underperforming, 2. Unhappy about their jobs, 3. Feeling excluded and underutilized 4. Afraid to take risks and 5. Going through the motions of the job rather than growing through the job. With that in mind, Jim started JIMPACT, an organization that focuses on leadership, professional and personal development.

Please go to the registration site for more information at www.seejiminbatonrouge.eventbrite.com.

GBRSHRM Hosts All Day Seminar in February, 2009



***HR Leadership That
Transforms
Organizations and
Delivers Profits***

**Presenter: Loretta
Love Huff
When: February 27,
2009
Where: WBR**

GBRSHRM is sponsoring an all day leadership workshop in February, 2009. Loretta Love Huff will present items to: build leadership capability to powerfully connect with, influence and inspire others to action; Learn the 7 Keys to being a transformational leader; utilize a 4-step process to clarify personal values and vision, assess yourself and your performance, identify areas of change, and structure accountability mechanisms to enhance success.

Loretta Love Huff works with leaders, business owners, and teams on performance improvement, communication, leadership development and conflict resolution. Loretta has also written *6 Keys to Dissolving Disputes: When "Off with their Heads!" Won't Work*. Her vision is that people use their unique gifts to manifest their high-test destiny and that organizations honor those gifts in pursuit of their business goals.

SSC Consultants Named Recipient of Torch Award

SSA Consultants, LLC has been named the recipient of the 2008 Douglas Manship, Sr. Torch Award for Ethics in Business. The Better Business Bureau for South Central Louisiana presents the award annually on behalf of a panel of independent Torch Award judges to applicants that have demonstrated a superior commitment to exceptional standards that benefit their consumers, employees, suppliers, shareholders and surrounding communities.

SSA Consultants will move on to the International Torch Awards on behalf of the Better Business Bureau throughout the United States, Canada, Mexico and the Caribbean.

SIG: CPLP Study Group



Are you interested in obtaining CPLP certification? Would you like help from others who've recently completed the journey?

ASTD BR member, Mike Frederick, has offered to lead a group to provide assistance to potential CPLP candidates on a one-on-one basis or through a SIG sponsored by the ASTDBR chapter.

www.cplp.astd.org

If you are interested contact Mike directly at michael.frederick@farmers.com

SIG: Adult Literacy Advocates (ALA): Annual Scrabble Challenge



Thursday, Nov. 6 at the Catholic Life Center, ALA will Feature 3 Rounds of “Just for Fun” Team Scrabble games. Food will be donated by Carrabba’s Italian Grill. There will also be cash wine bar, silent auction and 50/50 cash split raffle. Tickets are \$35 per player (\$25 for college students with valid school ID). Doors will open at 6:00pm - games begin at 7:00 PM.

To order event or raffle tickets, call 225.383.1090 or visit www.adultliteracyadvocates.org

Adult Literacy Advocates (ALA) could use our help – specifically in redesigning their training modules. The purpose of this SIG is to bring together interested members and coordinate our volunteer efforts on behalf of ALA.

If you are interested, please contact Kent Blumberg at 225.761.4175, or via email at kent@kentblumberg.com.

ASTD Book SIG: Make a New Year's Resolution

...to become a Life Long Learner

Think you don't have time to read? If you're like me, you probably prefer to read fiction in your spare time, not leadership and management books.

A couple of years ago, a group of ASTD members (including me) and a few non-members started meeting on a semi-regular basis to discuss non-fiction books that we selected to read. Knowing that others were reading the same book and expecting me to be able to discuss what I had read gave me the discipline to read books that I would never have read on my own. Since that time, I have read a lot of really great non-fiction books and, even better, been able to incorporate what I learned into my professional and personal life.

I'd like to share something with you from one of the books that I read recently, [Monday Morning Leadership](#) by David Cottrell.

"Look around this library—there are more than a thousand books in here. More than half of those books are about management and leadership. Executives call me to help them solve business problems. I've never 'made up' a solution. None of their problems are unique. The value I offer is the wisdom of all the people who have written these books.

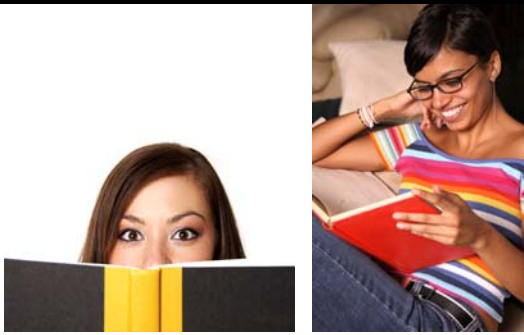
"You learn more by reading more. I'm living proof that the more you learn, the more you earn.

"Did you know most people don't read one non-fiction book in a year? Not one. You'd think books must be scarce or expensive. But there is an abundance of books at every public library, waiting for people to simply walk in and check them out—at not charge—free!

"Now let's suppose you decided to read one book a month on management or leadership. Most books are between 12 and 20 chapters, so you'd be reading about half a chapter a day, which would take you about 10 minutes. During the next year, you'd have read 12 books. Do you think you'd know more about management and leadership if you read 12 books a year on the subject?"

If you are interested in: improving your personal knowledge, finding new resources to incorporate into your professional and personal life, and increasing your earning potential ("**the more you learn, the more you earn**"), please email me cmiller@lla.la.gov before December 19 for more information.

We will start 2008 by reading **The Leadership Challenge by Kouzes & Posner**. Time, date and place of meeting to be determined by participants (previously we have met once a month at 11:30 a.m. on Fridays at Neighbors Federal Credit Union on Perkins Rd.



SIG: Non-profit, Community & International Training

We would like to gauge members' interest in a proposed **Special Interest Group (SIG) for Non-profit, Community and International Training**. This SIG would target Chapter members who are interested in improving their training skills for non-profit groups, community organizations or international stakeholders. The SIG could meet on a regular basis to expand members' knowledge in this area and/or to enjoy networking with colleagues. The format is open to discussion, but would likely include a speaker, a case study, or a discussion topic.

Interested Chapter members are welcome to contact Jonathan Hubchen (578-7067, jhubchen@agcenter.lsu.edu). Jonathan will arrange for an organizational meeting and we will develop a program.

We look forward to hearing from you!

SIG: Social Networking

Interested chapter members are welcome to contact **Doug Bordelon**, Vice President of Hospitality (Doug1@lsu.edu) for more information.

Available Training Positions

Members, looking for a new position? Employers, looking to hire experienced workplace learning professionals? Utilize our membership-only job bank at this link: <http://chapters.astd.org/SiteDirectory/BatonRouge/Pages/About/JobPostings.aspx>
Best of luck in your search. Thanks for utilizing the ASTDBR network.

Mark Your Calendars!

Mon – Fri
Dec 8-12, 2008



Employee Learning Week

<http://employeelearningweek.org/>

Thursday,
Dec 11, 2008
6:00– 8:00 pm

DeAngelo's
Pizzeria
Bluebonnet Village

Annual Holiday Networking Event

But Unseriously Folks!
Christee Gabour Atwood

ASTD Websites



To learn more about local chapter membership visit:

[ASTD Baton Rouge Chapter](#)

at <http://www.br.astd.org>

To learn more about the **POWERFUL** benefits
of **National + Chapter Membership**

Click [here](#) !

A vertical flyer with a blue and green background. The top half is split vertically. The left side is blue and the right side is green. The text "National & Chapter Memberships" is written across the top. Below that, "Bring you the Power of TWO!" is written. The bottom half is a solid blue band with white text and a white silhouette of a person with arms raised. The ASTD logo is in the bottom right corner.

National & Chapter Memberships

Bring you the Power of TWO!

<p>ASTD National Membership www.astd.org/membership</p> <ul style="list-style-type: none">• Access to exclusive research online• Network with over 40,000 members• News from T+D, e-newsletters, webcasts, and more• Member discounts on the ASTD Store	<p>ASTD Chapter Membership www.astd.org/chapter</p> <ul style="list-style-type: none">• Programs targeted to your community• Network with local professionals• Discover career opportunities• Join local special interest groups (SIGs)
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The Power of Two

ASTD National membership provides the tools you need for success. **ASTD Chapter** Membership applies those tools to your organization and community.

Together you have the Power of 2!

