

Trouble viewing this email? [Click here.](#)



## ASTD Eastern PA Newsletter

Fall 2009

[www.easternpa.astd.org](http://www.easternpa.astd.org)

### in this issue

- :: President's Message
- :: Fall Chapter Meeting
- :: Attainig CPLP - A Member's Story
- :: Hitting a Home Run
- :: Annual Survey Complete

Dear Rick,

Welcome to your Fall 2009 edition of the ASTD Eastern PA newsletter! We hope you are ready for the change in season, and take some time to check out what's going on in our chapter. We have some interesting programs coming up for you. We hope you mark your calendars and attend, and look forward to you joining us!

As always, if you have any feedback or comments on the newsletter, please feel free to contact me at [astdepa.communications@gmail.com](mailto:astdepa.communications@gmail.com).

Have a great fall --  
ANDY

Andy Cook  
VP Communications  
and Newsletter Editor  
ASTD Eastern PA



### President's Message

By Karen Long, CPLP  
President, ASTD Eastern PA

Dear Chapter Members,

Welcome to Fall! This time of year always makes me look forward to a new learning project! Personally, I'm gearing up to get started on my thesis for my graduate program at Bloomsburg University. Based on our 2009 Member Survey results, it's obvious that continuing education is high on our chapter members' priority lists as well. Please take a moment to send me a quick e-mail (astdepa.president@gmail.com) to let me know what your continuing education plans are for the rest of this year. We'd love to include some member profiles in the next newsletter!

A great opportunity to continue your education and keep up with the latest technology trends will occur later this month. Heather Gee, M.S.I.T., from Bloomsburg University's Institute for Interactive Technologies, will be facilitating a discussion on how to effectively make use of social media such as Twitter, LinkedIn, and SecondLife. This will be our Fall Program which is on Friday September 25, 2009. For more information, [CLICK HERE](#).

As we continue through the remainder of the year, the chapter Board will be focused on creating action items from this year's member survey and preparing for our annual Celebration of Learning in conjunction with Employee Learning Week in December. Additionally, Board Elections will be held in the next few weeks. Please take a view minutes to learn about the leadership candidates and cast your votes.

Best regards,

*Karen*

## **FALL CHAPTER MEETING**

### **Social Networking and Collaboration Tools: Fad or Forever?**

**Learn how sites like Twitter, LinkedIn, & Second Life are changing how we train!**

Social networking and collaboration tools rapidly continue to grow both in popularity and abilities. This presentation will introduce you to a variety of the tools available, such as Twitter, LinkedIn, and Second Life, to enhance your professional connections, business outreach, and client experiences.

#### **Presenter Bio:**

Heather Gee, M.S.I.T., is an Instructional Designer and Developer with a strong focus on serious games, virtual worlds, and social applications. Heather works at Bloomsburg University's nationally recognized Institute for Interactive Technologies as well as an independent consultant servicing the healthcare, financial, and communication industries.



For more information and to register, [click here:](#)

## Welcome New and Returning Members!

You are the reason why we're here!

- **Richard Cipoletti, RCC Associates**
- **Sylvia LaFair, Creative Energy Options Inc**
- **Donalee Frary**
- **Catherine Young**
- **Michael Stanojev**
- **Greg Cederlof**
- **Anne Morisseau, Bristol-Myers Squibb**
- **Tara McLoone**
- **Katherine Jendral**
- **Lynn Krage**
- **Sherri Leggett, Fisher Clinical Services**
- **Carol Sitroon, Monroe Career & Technical Institute**
- **Kristopher Wint, Haines & Kibblehouse Inc.**
- **Jennifer Edwards, Motorola**
- **Mary Frances Mika, B Braun Medical**
- **Stephen Feltner, KePRO**
- **James McNiff, Kutztown University**
- **Joe Sachdev, Shared Expectations**

## Have You Visited Our Website Lately?

by Rachel Kubel  
VP of IT, ASTD Eastern PA

If you haven't, point your mouse to [www.easternpa.astd.org](http://www.easternpa.astd.org)!

Take a look and see what your chapter website has to offer! Some of the highlights include:

- Upcoming events - plan ahead to take advantage of the many events and opportunities coming up in the chapter.
- Membership Directory - locate other training professionals in the area.
- Chapter Leadership Information - see who is in charge of your chapter and who to contact.
- Consultants Directory - brings training consultants to those in need of training professionals.
- Job postings - post or view local training jobs to reach a wide range of training professionals in the area.
- Additional content such as podcasts and blogs.

The chapter website exists to serve our chapter members. If there is something you would like to see, please contact Rachel Kubel, VP of IT, at [astdepa.admin@gmail.com](mailto:astdepa.admin@gmail.com).

## Attaining CPLP - A Member's Story

By Angela Merkle, CPLP  
ASTD Eastern PA Member



I do believe that the knowledge test was one of the hardest tests I've ever taken! During the work product preparation phase, I was challenged to meet the program guidelines as outlined by ASTD. As I began evaluating what I've done and how I design and deliver programs today, I was reassured that good practices are not only outlined by ASTD, but that I was unknowingly following them. Coincidentally, one of our company mottos is 'good design is good business' and that is what I discovered I was doing for my programs. The certification has reinforced that I knew/know what I am doing as a training professional.

Editor's Note: Angela is the Product Trainer for Knoll, Inc. She has been a member of ASTD since 2003, and became a Certified Professional in Learning and Performance, the training industry's leading certification, in May 2009.

***We congratulate Angela on this great achievement!***

## **Hitting a Home Run**

***By Sylvia LaFair, Creative Energy Options  
ASTD Eastern PA Member***



With the Little League World Series just having come to completion, my mind is still on baseball. Over the past 10 days, I have been so impressed with the energy, passion, belief, dedication, and drive of the Little Leaguers from around the world, their coaches and all the volunteers that made this event a success. We have a lot to learn from everyone involved in this experience.

Creative Energy Options had its own triple hit during this time. At our corporate facility, The Country Place Retreat and Conference Center, we hosted York College - CUNY (City University of New York), who participated in the student leadership program, LeaderShape, Inc. using our facility and our Team Challenge Course. The students were challenged and engaged in this outdoor experience. Facilitators put them through the elements of the course to increase collaboration, problem-solving, decision-making, and trust.

During their visit, they had the pleasure of enjoying delicious, delightful meals in our recently renovated "Blue Heron" Pavilion. Enjoying their meals in the beautiful outdoors, overlooking the ponds and rolling woodlands was a real highlight for them.

Lastly, they each received a copy of my new book entitled "Don't Bring It to Work." This was made possible by a generous donation of one our satisfied clients. The students and faculty were most appreciative to add this new book to their fall reading list.

So, we see this as a triple hit: Team Challenge Course, "Blue Heron" Pavilion, and being recipients of "Don't Bring It to Work."

Now for the home run --- drumroll, please --- I had the honor of being quoted in the New York Times on August 30, 2009 by Eileen Zimmerman, who writes the column, "Career Couch."

***Congratulations, Sylvia! We're glad our members are receiving such great attention!***

### **Member Success Story!**

Dick Cipoletti, President of RCC Associates and ASTD Eastern PA member, has agreed to be a contributing author to Prime 15.

Prime 15 describes itself as 'Vitamins for the Mind' and is a personal development subscription service. Prime 15 members have access to online articles, tips and information on a wider variety of topics, from leadership to parenting to health. Cipoletti will be contributing in the areas of Careers, Time Management and Leadership. He also added that RCC Associates and Prime 15 are also considering offering webinars and webcasts to members.

### **Chapter Member Survey Complete**

**Thank you to our members who took time to answer our annual member survey in August. We are required under Chapter Operating Requirements ("CORE") to do this.**

**The winner of the random drawing for an ASTD tote bag was chapter member Dean Goettsch.**



**Congratulations, Dean!**

### **Moravian College to offer only Master's in H.R. Management in the Region**

The Moravian College Comenius Center will offer a new Master of Science in Human Resource Management degree beginning this fall. This degree is the only one in the region, as the nearest programs are 60+ miles away, out of reach for many potential students.

"It's important that we step up and offer this at the master's level," said William Kleintop, associate dean of the Comenius Center (and member of ASTD Eastern PA). "Companies depend on their HR manager to recruit and retain talented people, stay current with HR technology, and manage culture and change, including keeping the company in compliance with ever-changing laws and mandates. The Lehigh Valley needs a larger pool of human resource professionals with strategic and current knowledge in the field."

The human resource field has been expanding, according to Gary Dologite, president of the Lehigh Valley Chapter of the Society for Human Resource Management. "Historically, companies found it practical to establish a dedicated human resources department when their employee workforce grew close to 100 (of which there are more than 500 in the Lehigh Valley)," says Dologite. He also said he appreciates having a quality graduate-level program from a local, well-respected institution.

#### **SAVE THE DATE!**

**ASTD Eastern PA announces the  
December 2009 Program date**

***December 10th, 2009***

**We'll be having some fun  
activities, and also have a review  
of the 2009 year, and a**

#### **Pocono Geographical Interest Group (we call 'em GIGs!)**

By Jim Saylor, co-chair of Pocono GIG

We invite any Eastern PA member or potential member to participate in the Pocono GIG. The group's focus is providing services geared to the specific

## celebration of Employee Learning Week.

More to come in the future!

### Do you know our ChIP code?

## It's 2073

If you are buying anything through ASTD, please remember to use our Chapter Incentive Program Code: 2073.

This program gives our chapter credit for purchases, which results in money we use to help with our costs for programs for you, our member.

### Job Listings

Job postings are FREE for members, open to the public, and will run for 90 days. To see current job listings, [please go to our chapter website.](#)

### Hope you enjoyed the newsletter!

Don't forget to let us know how we're doing! This newsletter represents YOU, our members. Newsletters are published on a quarterly basis, in mid-March, mid-June, mid-September, and mid-December. Submissions deadlines are the last day of the preceding month.

needs of the of workplace learning and performance (WLP) professionals in the Pocono area.

The meetings revolve around a specific theme each month. The theme is facilitated by an expert on the topic with participation by all attendees. In addition at every meeting, there is time allotted to any specific concerns of a particular member.

Check out our chapter website for meeting dates, times, and locations.

### Are You A Consultant?

Are you listed in our Consultant's Directory. The Directory is open to the public and is searchable by category. You can place a listing in up to five categories of your choice for just \$50.00 per year! [To find out more, CLICK HERE.](#)



### Mailing List Preferences

To view and update which of our chapter email lists you are on, please click on **"Update Profile/Email Address"** below.

[www.easternpa.astd.org](http://www.easternpa.astd.org)

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to [trainer\\_guy@yahoo.com](mailto:trainer_guy@yahoo.com) by [astdepa.mail@gmail.com](mailto:astdepa.mail@gmail.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ASTD Eastern PA | 1874 Catasauqua Road | #382 | Allentown | PA | 18109