



**Volume 26, Issue 5  
May 2006**

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**May 11, 2006 – TnT – Evaluations –  
Begin With The End In Mind**

**Registration:** 5:00 – 5:30 pm  
**Program:** 5:30 – 7:30 pm  
**Where:** American Family Ins., Applied Learning Center, 6425 American Parkway, Madison  
**Cost:** Members \$15; Guests \$25; Students \$10  
*Add \$5 for same day registration*

In today's "Bottom Line" world, where results are measured by numbers, charts and graphs, it can be challenging to provide the quantifiable results that your boss is looking for. There are many ways to evaluate training. The key is providing the measurements that your boss wants and needs. Do you have a boss who:

- Is a numbers cruncher?
- Wants you to decide what the outcome should be?
- Seem to change their minds about what results they wanted after the training is delivered?

We've all been in these situations. Join us to learn how to develop an effective evaluation methodology that will provide your boss with quantitative results.

**In this session, participants will learn evaluation basics:**

- Kirkpatrick's 4 levels of evaluation
- Key components of the evaluation process
- The design of various evaluations & use of evaluation tools
- Identify key players and who should be involved
- Gaining agreement before you move forward

Continued on page 2

**Chapter Mission:**

*To provide learning and networking opportunities for professionals dedicated to improving individual and organizational performance*

**Wednesday, May 17<sup>th</sup>, 2006**

**Balanced Scorecard: Lessons Learned from the "Trenches"**

**Registration:** 7:45 – 8:00 am  
**Networking & Breakfast:** 8:00-8:30 am  
**Program:** 8:30 – 11:30 am  
**Where:** Lakeland College  
 3593 Anderson Road, Madison  
**Cost:** Members \$25; Guests \$35; Students \$15  
*Add \$5 for same day registration*

The Balanced Scorecard methodology has become increasingly popular in recent years, with an ever-growing body of books, conferences, and web sites offering advice on the subject. Much of this information is valuable from a theoretical standpoint, but what's often missing is how to effectively apply the Balanced Scorecard best practices to your organization to gain tangible results.

Come learn from someone who has not only been trained in the theory, but who has also been and still is in the "trenches" implementing it. Hear about an organization's journey through the ups and downs of a full scale Balanced Scorecard implementation.

**You will:**

- Review Balanced Scorecard principles, including how they bring value to an organization
- Learn from the successes and mistakes of one organization's Balanced Scorecard implementation
- Ask questions and share information
- Walk away with a better understanding of what it really means to use the Balanced Scorecard

**About the Presenter:** Bill Mueller is the architect and manager of the Balanced Scorecard process at Physicians Plus Insurance Corporation.

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**May 11, 2006 TnT – Needs Assessment – cont**

You will apply what you've learned to a *Real Life* scenario and leave with evaluations that you can use today. Join us and learn how to get your boss to appreciate what you do.

**About The Presenter:** Terry Becker has been at CUNA Mutual Group for 13 years. He has held a variety of positions including: sales representative, team leader of a sales unit, and department trainer for seven years. Terry achieved his Chartered Life Underwriter designation in 2000 and is certified in *The Positive Coach Approach*, coaching techniques. Terry served on the ASTD-SCWC Board of Directors in 2001 as VP of Membership, and in 2005-2006 as VP of Marketing.

**May 17, 2006 – Balanced Scorecard – cont.**

Bill has extensive experience with the design, implementation, and management of Balanced Scorecard best practices. He has implemented a successful Balanced Scorecard system at the corporate level, and is now deploying the system to the department level to achieve full alignment with corporate goals.

Bill is a graduate of the University of Wisconsin-Madison business school, and is currently enrolled in the Master of Business Administration program at the University of Wisconsin-Whitewater; completing a Master's degree in Industrial/Organizational Psychology.

**Upcoming Programs**

**June 8, 2006 – TnT – Needs Assessment – Rescheduled From April**

**Registration:** 5:00 – 5:30 pm  
**Program:** 5:30 – 7:30 pm  
**Where:** American Family – Applied Learning Ctr.  
**Cost:** Members \$15; Guests \$25; Students 10  
*Add \$5 for same day registration*

You see the symptoms. Training is the answer, but what is the underlying problem? How do you identify the root cause of the problem and design an effective training program to get your team back on track?

**In this session you will learn to identify:**

- ✓ The performance issue that is being affected
- ✓ How this issue impacts the organization
- ✓ Why training is the appropriate solution
- ✓ The target audience
- ✓ The content that the training needs to address
- ✓ The receptivity of your audience
- ✓ The skill level and competence of your audience
- ✓ The reasons that training is important from your audiences prospective
- ✓ The amount of time you have available for training
- ✓ The pre and post training reinforcement needed and available for change to occur

Professional Development Series:

**June 21, 2006 – Another Two Track Program**

**Registration:** 7:45 – 8:00 am  
**Announcements / Food / Networking:** 8:00 – 8:30 am  
**Program:** 8:30 – 11:30 am  
**Where:** American Family Building A  
**Cost:** Members \$25; Guests \$35; Students \$15  
*Add \$5 for same day registration*

**Track 1 Consulting With Honor: Leveraging Client Contracting and Analysis**

Take your "flawless consulting" to the next level. This program builds on the concepts of Peter Block's seminal work, we will take you on a journey through key aspects of client contracting and organizational diagnosis.

**Track 2: The Key Factor In Building Performance Excellence**

- Is it outstanding customer service?
- Is it leading edge innovations?
- Is it excellent process management?
- Is it state of the art IT?

Just what is the key in building performance excellence – something that all Baldrige winners share in common? Join us to learn these key factors.

**To register for these programs or for more information, go to [www.astdscwc.org](http://www.astdscwc.org)**

**More Appreciative Inquiry Learning**

**FREE! Appreciative Inquiry Basics**

The UW Office of Human Resource Development (OHRD) is sponsoring a FREE two-session workshop that introduces the Appreciative Inquiry process and the philosophy behind this positive change approach.

**When:** Thurs, May 4 & 11, 9:00 am – 12 Noon  
**Where:** 220 Ingraham Hall  
[To Register Click Here](#) or call OHRD at 262-1016.

## Board Goodbyes



**Suma Elwell**, who has done such an excellent job as the V.P. of Professional Development, is retiring from the board to devote more time to her growing family. When she took over Professional Development, Suma's goal

was to provide top quality programs that makes a profit. (That included finding FREE places to hold all of our meetings!) She built an excellent, hardworking committee that did just that. She also organized and recorded the processes and procedures for the next V.P. of Professional Development, Davina Hamre. Suma will continue to mentor and advise Davina to keep our professional development the best in the country.

**Terry Becker**, V. P. of Marketing, whose hard working committee helped bring almost 100 people, plus **10** vendors to our recent Kirkpatrick event, is also leaving the board.

Demands at Terry's *real job* have taken him out of training and limited the time he has to share with ASTD. Terry has done an excellent job. When Terry found that he had lots of people who were



willing to help with marketing, but that most didn't show up at committee meetings, he got creative. Terry said, "Let's not have meetings." He then coordinated the tasks of the people on his *committee* with emails and phone calls – no meetings. The results speak for themselves.

**Emily Shimpach**, V.P. of Technology, also has a growing family that needs her full attention. Emily has done an outstanding job of keeping our website current and accurate so that it is an excellent resource for members. In addition to that, Emily has been working with national ASTD to develop their website portal for chapters. Our chapter is a primary pilot chapter website, so Emily has been going off of the board slowly. Although she has officially handed her board position to LeAnne Decaigny, she continues to work with and mentor LeAnne and serves on the newly developing Communications Committee.



The creativity, dedication and hard work of Suma, Emily and Terry will be missed. We thank you all for your important contributions to the success and financial stability of our professional learning organization and we wish you the very best. We also thank you for helping to make serving on this board a pleasure – fun even!



May 7 – 10, Dallas TX – Watch For Great Speakers

If you're going to Dallas, be on the lookout for possible speakers for our chapter. Many of the great speakers who present at the national conference are willing to speak to chapters for little or no fee. So, make notes of the best and if you want, ask them if they speak to chapters. Then bring your treasures home to our new VP of Professional Development, Davina Hamre. She is working on next year's programming right now.

## Board Meeting Update, by Lori Becker

April 12, 2006 Board of Directors meeting hi-lights:

- ◆ **Donald Kirkpatrick:** The Board considers the event a success with 97 attendees and a profit. Thank you to everyone who helped plan and execute the event! Thank you to all the vendors that were present and of course the attendees!
- ◆ **New VP-Professional Development Announced:** Suma Elwell has passed the VP-Professional Development baton to Davina Hamre. Thank you, Suma for all that you have done while on the Board! Your efforts have been greatly appreciated. Welcome Davina. We all look forward to working with you.
- ◆ **VP-Marketing Resigns:** Terry Becker announced his resignation. The Board thanked Terry for all of his efforts and wished him much luck in his career.

- ◆ **New Website:** The VP-Technology, LeAnne DeCaigny and the former VP-Technology, Emily Shimpach, have been working with National ASTD on a new website. The Board will continue discussion on moving forward with the new site or not at the May meeting.

If you have questions or feedback, please contact any member of the Board listed on the Contacts page at [www.astdscwc.org](http://www.astdscwc.org). If you'd like a more complete copy of the meeting minutes, please contact Lori Becker at 608-252-6335 or [lbecker@madison.com](mailto:lbecker@madison.com).

We'd love to hear from you!

The next ASTD-SCWC Board of Directors meeting is scheduled for Wednesday, May 3 from 4:30-6:30 at Capital Newspapers on Fish Hatchery Road

**Share What You Know. Help Us All Grow!**

**Tools n' Techniques (TnT)**  
**Seeking Presenters For 2006-2007 Program Year**

We had some response to our call for speakers last month, but we are still looking for presenters to facilitate an upcoming TnT session. No extraordinary expertise or certification is required. The only "must-have" is a passion for your topic and a willingness to share with fellow trainers.

Each year, TnT provides learning sessions covering the training process, from "Adult Learning" to "Evaluation", and everything in between: (We are also open to topics you might want to present that are not specifically listed below).

- Adult Learning Principles
- Assessing Needs & Determining Learning Objectives
- Accelerated Learning

- Program Design
- Presentation/Facilitation
- Distance Education/Alternatives to Classroom Training
- Evaluation

The 8-session program is geared to newer trainers (although many experienced trainers often attend to brush up – they report leaving with something new too!) Sessions are held on the second Thursday night of each month (September through May – excluding December). By the end of the program, learners have gathered a bunch of new tools, tips and tricks that they can implement back on the job.

Consider sharing what you know, and help us all grow! For additional presentation information and to reserve your topic, contact Amy Diedrich, Program Manager, Tools n' Techniques, at (608) 231.7747 or <mailto:amy.diedrich@cunamutual.com>

**Call For Presenters In The Twin Cities**

ASTD-Twin Cities Chapter, in Minneapolis, has issued a Call For Presentations for their Regional Conference, November 16, 2006, at the St. Paul River Centre. They

are looking for 15 one hour and fifteen minute breakout sessions. The Call For Presentations form is available online at [www.astd-tcc.org](http://www.astd-tcc.org).

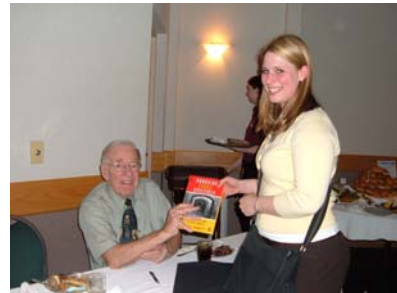
**At The Kirkpatrick Event**



Liz Menzer of Wisconsin Forward Award talks with Kathleen Cummings



Enjoying the vendor fair



Stacy Grunnet of UW Medical Foundation gets her book signed

**Write It Right! This Website Can Help, by Lisa Jensen**

Whether you are writing documentation, training materials or business policies, this website can help. The website, the *Business Writer's Free Library*, [http://www.managementhelp.org/commskls/cmm\\_writ.htm](http://www.managementhelp.org/commskls/cmm_writ.htm) is maintained by Carter McNamara of Authenticity Consulting, LLC.

Categories of information include:

- General resources and advice
- Basic composition skills
- Basic writing skills
- Types of correspondence
- Reference materials
- Library links
- On-line discussion groups.

The information found here applies to both for-profit and non-profit organizations. A fun section, *Cues and Transitions for the Reader*, includes transition words

and other phrases that can help notify your reader of your intentions.

While perusing the website, I found that the links offered practical writing techniques, helpful tips and tricks for specific writing tasks. The two areas of the website that have the most links are *formatting* and *grammar*. The website also offers excellent reference information for each link, which is helpful when citing your sources. I found the *Related Library Links* section especially helpful in providing other links to communications, presentations, and valuing diversity.

Overall, this website is easy to navigate and all of the links take you where they are supposed to. Check out this website for a lot of beneficial tools and information you can use in your training endeavors!

**Kudos To:**

- Suma Elwell, Terry Becker, their teams and *everyone* who helped make our Kirkpatrick program a huge success!
- Everyone who took the time out of your busy schedules to invite others and to attend the Kirkpatrick event, to learn, network and grow together!
- Sally Anders – was recognized by the Inscape Publishing Company, creator of the online DiSC® Personal Profile System – for being one of the top Distributors in the country for the tenth year in a row!
- ***Do you have something we should all celebrate? A promotion? An award? A new job? A new twist? Send your Kudos to: [sally@realsolutions4u.com](mailto:sally@realsolutions4u.com)***

**Editor's Corner – How Important Is the Learning Curve of Top Performers To Your Employer?**

Survey after survey reveals that some 50 percent to 75 percent of employees say they will leave their current companies once the job market starts heating up. Members of your staff may be no exception this spring. How do you identify subordinates who may be vulnerable to becoming “recruiters’ bait,” and, more important, **what can you do now to reinvigorate their loyalty to your company** so they don't leave when temptation calls?

First, remember that it's not so much employee satisfaction that's at issue as much as employee engagement. Keeping subordinates engaged in their work and providing feedback that makes them feel like they make a true difference indirectly helps them build their skill sets. In fact, **the glue that binds someone to any company at any given time is the learning curve. Help them to better themselves while benefiting your company, and they'll be both satisfied and engaged.** No amount of money will be able to entice them away.

By Paul Falcone, March 2006 issue of HR magazine

– *That's how important learning is to your companies!* **Sally Anders**

**ASTD-SCWC Events Calendar**

<u>Date</u>	<u>Topic</u>	<u>Presenter</u>	<u>Time</u>	<u>Location</u>
05/11/06	TnT – Evaluation	Terry Becker	5:30 – 7:30 pm	AmFam
05/17/06	Balanced Score Card: Lessons from the Trenches	Bill Mueller	8:00 – 11:30 am	Lakeland Coll.
06/08/06	TnT – Needs Assessment	Karol Buckingham	5:30 – 7:30 pm	AmFam
06/21/06	Track 1: Consulting with Horror: Leveraging Client Contracting and Analysis	Mary Wacker	8:00 – 11:30 am	AmFam
	Track 2: Key Factors In Building Performance Excellence	Bob Morris	8:00 – 11:30 am	AmFam
07/19/06	Idea Exchange	Stacy Bolger	4:00 – 7:30 pm	TDS
08/2-4/06	Distance Learning Conference	UW	3 days	Monona Ter
09/14/06	TnT – TBA			
09/20/06	Session 1: Using Self-Reflection Exercises to Build Participant Self Awareness	Laura V. Page	3:45 – 6:00 pm	AmFam
	Session 2: Open For Business	Pat Seidel	6:00 – 7:30 pm	AmFam
October	Watch For IWAM Announcement!			
11/14/06	Joint Meeting with SHRM – watch for details			

### INSPIRE Advertising

All display advertising must be camera-ready and full payment should accompany copy. The editor will accept advertising for training programs, conferences, products, services and facilities on a first-come, first-serve basis as space permits.

#### Rates:

Business Card	\$ 25
Quarter Page	\$ 50
Half Page	\$ 75
Full Page	\$ 120

### Publishing Information

INSPIRE is published on the first of each month. The copy and advertising deadline is the 7<sup>th</sup> of the month preceding publication. Articles should be typed and submitted as a Word document. Letters and other items of interest for the readers are welcome. Please forward materials to: [astdscwc@astdscwc.org](mailto:astdscwc@astdscwc.org).

INSPIRE is published monthly by ASTD-SCWC for the mutual benefit of the chapter members. While every effort is made to ensure the accuracy of the newsletter information, ASTD-SCWC is not liable for any information. Opinions expressed are those of the writer and do not necessarily reflect those of ASTD-SCWC. We edit for clarity, accuracy and/or space.

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### Get Involved! Web Site Coordinator of Jobs and Internships

Search local and national web sites for current training-related job and internship opportunities and e-mail to VP of Technology for posting on Chapter web site. E-mail current links of career resources on the web, along with resource descriptions. Requires about 2 hours per month. If you'd like to help, contact LeAnne DeCaigny, VP of Technology, [leanne.decaigny@uscellular.com](mailto:leanne.decaigny@uscellular.com)

### Welcome New Members!

*The following professionals have joined ASTD-SCWC in the last month – we extend a warm welcome!*

Jeff Bracken Telephone Data Systems	Bridgette Hinton Madison Concourse Hotel	Laura Flanagan Promega
Erin Pinnow Spectrum Brands	Lisa Reiter Marshall Erdman & Associates	Al Guyant Guyant & Associates
Chris Tindall Tindall Consulting, Inc.	Renee Moe United Way of Dane County	Patty Donndelinger Kinex Medical Company
Steve Donahue Research Products Corp.	Rachel Frautschy DeMuth Career Momentum, Inc.	Casey Funseth University of Phoenix
Jessica Hartman Great Wisconsin Credit Union	Nathan Luedke	Dawn Block American Girl

### ASTD-SCWC Chapter Contacts: Board Members

Patti Coan President 310-6030	Sally Anders VP Finance and Newsletter Editor 846-9744	Terry Becker  231-8205
Kathleen Cummings Past President 262-5799	LeAnne Decaigny VP Technology 220-9937	Tamara Hiser VP Membership 664-8362
Davina Hamre VP Professional Development 278-1513	Lori Becker VP Administration 252-6335	Amy Diedrich Tools n' Techniques Program Manager 231-7747

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