



**Volume 26, Issue 9  
September 2006**

**Thank You** for helping ASTD-SCWC earn extra revenue by using our **chapter code 5089** at the national web site, <http://www.astd.org/> to:

- Order from the [ASTD Online Store](#)
- Join/Renew [ASTD National membership](#)
- Register for a national event. [www.astd.org](http://www.astd.org)

Our chapter code, 5089, can be used online, over the phone with a Customer Care representative, or even when mailing or faxing in your registration form.

**In This Issue:**

President's Message	1
FREE Networking	1
New Member Orientation	1
September TnT	1
Sept. Prof. Dev.!	2-3
Appreciative Inquiry Op3	
Train-the-Trainer	4
The Ownership Spirit	5
TnT Needs You!	6
Kudos!	7
We Are Chapter of Month!	
Dawn Mahoney Goes Nat'!	
Chi ASTD Program	7
Twin Cities ASTD Conf	7
Events Calendar	7
Volunteer Op!	8
New Members	8
Chapter Contact Information	8



**[View September President's Message!](#)**

**Chapter Mission:**

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

**FREE Member Networking Event & New Member Orientation  
September 14, 2006**

Join us to meet and network with new and veteran ASTD-SCWC members, as well as learn more about how to maximize the benefits of belonging to your local ASTD chapter. Meet the members of our chapter board and discuss our vision and goals for the future! **Hors d'oeuvres and beverages will be provided!**

**Who Should Attend?**

ASTD members looking to connect with other Workplace Learning Professionals peers and those interested in learning more about your benefits of belonging to ASTD. This event is FREE and open to all current and new members.

**Who Will You Meet?**

ASTD-SCWC Board Members will be there to share insight about their roles in our organization. Also, peer Workplace Learning Professionals and fellow members will be available to tap for resources and find out more about the local learning and development community.

**Bring your business cards and connect with other professionals in the area!**

**When:** Thursday, September 14, 2006 4:15-5:15 PM  
**Where:** TDS Telecom, 25 Junction Rd., Madison

Stay after the event and join us for the 2006-2007 Tools n' Techniques kick-off program

**TnT – Effective Program Development for The Adult Learner**

**When:** September 14, 2006  
**Registration:** 5:00 – 5:30 pm  
**Program:** 5:30 – 7:30 pm  
**Where:** TDS, 525 Junction Road, Madison  
**Cost:** Members \$15; Guests \$25; Students \$10  
*Add \$5 for same day registration*

**Workshop Description:**

This workshop will help participants identify the key components of adult learning and develop effective learning programs that meet the needs of their learners.

We'll investigate the following key questions:

- What are the unique characteristics of adult learners?
- How can we build learning programs that inspire, challenge and motivate?
- How can we ensure that our participants are learning?
- How can we help learners retain information?

*Continues on next page*

**TnT Workshop Description** continued:

During the course, we'll also talk about:

- Job aides to improve retention and use of information
- Capturing the attention of your learners and encouraging active participation
- Effective instructional strategies to respond to various learning styles
- Creating supportive learning communities

The course will identify important theories on adult learning and focus on how we can put these theories into action in our programs. Each participant will design a learning program plan by the end of the session.

**About The Presenter:**

Jeff Burkhart has worked in the field of adult education for several years, working as a staff development specialist and program coordinator for adult basic education and workforce learning programs. His areas of interest include improving communication in the workplace, technology education, effective program design, coaching and motivation.

Jeff has a master's degree in Continuing and Vocational Education from University of Wisconsin-Madison, and currently coordinates a training program designed for direct caregivers on preventing abuse and neglect.

**ASTD-SCWC 2006 Professional Development Series – Wednesday, September 20<sup>th</sup>**

<b>Announcements/Networking:</b>	4:00 - 4:30 pm
<b>Registration:</b>	3:45 - 4:00 pm
<b>Programs:</b>	Session 1: 4:30-6:00 – Session 2: 6:10-7:30 pm
<b>Where:</b>	American Family Insurance
<b>Cost:</b>	Members \$25; Guests \$35; Students \$15 - Add \$5 for same day registration

ASTD-SCWC is offering **two consecutive** 90-minute sessions. Come and experience two remarkable sessions presented by two dynamic speakers.

**Session 1: Using Self-Reflection Exercises to Build Participant Self Awareness (4:30 – 6:00 pm)**

Educators have long recognized the importance of reflection as a method for learning. Going back to Aristotle and Confucius, students have been encouraged to think deeply for extended periods in order to promote deeper insights and to help motivate change. As we zoom through our days in the blur of the 21st century, it seems like reflection is being lost to a "bias for action," decisiveness and efficiency. These cultural trends are mirrored in our training programs which are increasingly fast-paced, active, video/computer based, and dare we say it, noisy. Good stuff, but maybe a little too much of a good thing? When is the last time we had participants sitting quietly with the goal of just noticing their own thinking or even their feelings? Or journaling in the moment instead of as an assignment? We'll explore a wide range of possible reflection exercises, with an emphasis on self-awareness rather than on clear thinking for problem solving. Our dilemma, of course, is that many people have lost their ability to do self-reflection, or never learned these skills, so we must nurture reflection carefully. We'll look at how to create a learning environment that is conducive to reflection, and ways to do reflection interactively so that participants can develop awareness through communication.

**Who will benefit most from this program:**

Individuals who are planning and/or delivering training and development programs in the areas of leadership, strategic planning, communications, team building and other general interpersonal skills areas.

*Continues on next page*

**Session 2: Open For Business (6:10- 7:30 pm)**

Does this scenario describe you? You have been in the work place a long time and are at a point in your career where you feel you have something unique to offer. You no longer want to call someone else "boss." You are ready to fly solo. You have been dreaming about starting your own business/consultancy but have more questions than answers. You need to attend this presentation.

**Who will benefit from this program?**

If you are considering flying solo but are overwhelmed by knowing where to spend your time, money, and resources, you will benefit from this session. Learn from someone who just did it and go home with a realistic perspective on what it takes to *Open For Business*.

Anyone that ever started a business from scratch learns the most valuable lessons and works the hardest during the first year. That's when funds are limited, the hours are long, and most of the buying decisions are made.

**Pat Seidel will share her ideas and lessons learned about:**

- Realistic start up costs
- Realistic time frames to be able to offer services
- Costs
- Free downloads to save money
- Necessary software programs
- Domain names and web pages
- Where to spend your time the first 3 – 6 months

*Continues on next page*

**You will:**

- Receive and share examples of self-awareness exercises that can be used in most management/team skills programs.
- Be encouraged to incorporate reflection exercises in programming.
- Learn a framework for thinking about a wide range of self-reflection approaches to help continue learning.

**About the Presenter:**

Laura V. Page has been facilitating interpersonal communications skills programs for over 15 years as an independent management consultant. Her focus has increasingly been on conflict resolution, leadership development, team building, and customer service training. As head of business counseling for UW-Madison's Small Business Development Center, her work focused on new venture planning and entrepreneurship. Her work with Arthur Young (now Ernst & Young), in Chicago, was general human resources and hiring of mid level managers. Laura works with a wide range of clients; profit, non-profit and public agencies, and frequently coaches individual managers as they transition to more difficult leadership positions. Her educational background includes a Master's in Management Development from UW-Madison, and a Master's in Advertising/Marketing, a Certificate in Administration, and a Bachelor's in Philosophy from Northwestern University. Laura is a volunteer board advisor for businesses in UW's School of Business LEAP program, a founding member of Wisconsin Women Entrepreneurs (now part of NAWBO), and a long-time member and service award recipient of ASTD South Central.

**About the Presenter:**

For most of her 25 years of professional experience, Pat has focused on customer service and training. Six of those years, Pat presented hundreds of workshops on written communications training, while working for another small consulting firm.

In 2005, Pat became an independent consultant serving her own clients in written and verbal communication skills training.

In college she studied public speaking and English. She has completed advanced training in adult education from the Boulder Center for Accelerated Learning, Boulder, Colorado and also from The Center for Accelerated Learning, Lake Geneva, Wisconsin. She also holds other training certificates in sales training.

Pat Served on the boards of The American Society of Training and Development, Madison, Wisconsin and Habitat For Humanity, Dane County, Wisconsin. She is a former mentor and coach for The Fresh Start Program in Madison, Wisconsin.



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

**Appreciative Inquiry FREE Learning Opportunity**

The Appreciative Inquiry In Practice learning community is now available for registration on the ORHD web site. Here is the direct link:  
[http://www.ohrd.wisc.edu/reg/catalog\\_course\\_detail.asp?course\\_key=13571](http://www.ohrd.wisc.edu/reg/catalog_course_detail.asp?course_key=13571)

Applicable for beginners AND those with experience in Appreciative Inquiry (AI). We will come together as a learning community to learn (more) about AI, design and conduct a real process around the users of the current Union South facility, and facilitate a public "summit" to "dream" about a new Union South building on Tuesday evening, October 3rd.

Tara Cordes and Jay Elkeberry will facilitate this learning community. Please note that this opportunity will require a commitment beyond the one-day

training/design meeting on August 31st BUT should reward all participants with first hand experience in AI and a much greater understanding of the process and power of AI.

You can register via the above link or by calling the Office of Human Resource Development directly at 608.263.1016 (**Those outside the UW are welcome to register, and unless you have a UW Net ID, will need to call OHRD to complete your registration.**)

Please feel free to share this opportunity with others who might be interested.

Questions? Register, then email your questions to: Jay Ekleberry, Mini Courses Director, at: [jpeklebe@wisc.edu](mailto:jpeklebe@wisc.edu)

## Train the Trainer: Increasing Training Effectiveness, with Deb Laurel

### A Comprehensive 4-Day Workshop for Both Novice and Seasoned Training Professionals

#### Would you like to:

- Make sure training is the answer- and if it is, ensure it meets workplace learning and performance needs?
- Reduce training time while producing better results?
- Learn to attract and keep participant interest, even in mandatory, highly technical, or refresher classes?
- Improve employee performance and motivate people to action?
- Design and present learning programs that can make a difference to your organization's bottom line?
- *Do all of this right here in Madison with an internationally known trainer, in a small class where you get lots of individual attention?*

#### This Practical, Skill-Building Workshop Will Enable You To: You

- Assess workplace learning and performance training needs
- Identify 3 decisions you continually need to make before, during, and after the training to make sure learning happens
- Incorporate adult learning principles and the building blocks of learning as you select content and training methods
- Generate participant enthusiasm and motivation to learn and apply course content
- Strengthen your stand-up presentation skills and group facilitation skills

As an added value, you will receive a videotape of your class presentation, including comments from your peers and the instructor, as well as written feedback from the instructor and your peers.

#### Additional Post-Training Support, Including:

- Constructive critique and feedback regarding a full course outline that you design
- An additional 30 days to obtain coaching and mentoring from Laurel and Associates, Ltd., in response to any questions or concerns you may have regarding your training design, presentation, and evaluation

#### About The Presenter:

Deborah Laurel, of Laurel and Associates, Ltd., studied with Dr. Madeline Hunter, of UCLA, to become proficient in the Mastery Teaching Model. She has provided train-the-trainer seminars and certification programs internationally for over ten years. She was the 2005 President of ASTD-SCWC and is published in the *Pfeiffer Annuals*. She has facilitated the three-day Training Certificate Program nationally for ASTD national since 2004. If you would like to discuss this course with Deb, you can contact her at: 255-2010, or email: [contact@laurelandassociates.com](mailto:contact@laurelandassociates.com). Her website is: [www.laurelandassociates.com](http://www.laurelandassociates.com)

#### When

Thursday, October 5-6, 2006 ; & October 30-31, 2006,  
8:30 AM – 4:00 PM

#### Where

Madison Gas & Electric  
133 South Blair Street  
Madison, Wisconsin 53701

#### Fees:

**Members** – \$1297.00

**Discounted Price \$1147.00**, If Registered By  
Thursday, September 21, 2006

**Guest/Non-Member** – \$1397.00

**Discounted Price \$1297.00**, If Registered By  
Thursday, September 21, 2006

*"I think Deb did an outstanding job. I had taken Bob Pike's Training Boot Camp before this class and I learned so much more here. She is an excellent facilitator and I learned a ton"*

Edward J Valle, Manager of Training, Con-Way Freight Western

*"I was so impressed with Deb that when I was putting together an advanced Train the Trainer for an Open Society program in Croatia, I asked Deb to do the program. The students learned not only solid pedagogy but curriculum design. She was invited to return to the JJ Strossmeyer University in Osijek to teach in their MBA in Entrepreneurship and train the faculty there."*

Joan Gillman, Director, Special Industry Programs,  
School of Business, UW-Madison

*"After doing the 'training as usual' for several years I realized after the first 20 minutes .., that Deb Laurel was the right person to help us coordinate all the technical resources we had and put them into a curriculum that would provide a real learning experience. Having done over eight sessions now with the curriculum she helped us develop... Deb Laurel's expertise and experience in training delivered a true learning experience... Even seasoned trades people commented to me that they learned more in eight hours than they have from twenty years of field experience. ..."* Joseph P. Nagan, Home Building Technology Services, Kaukauna, Wisconsin

## Facilitating Organizational Change: The Ownership Spirit, Dennis Deaton

Come join your Wisconsin ASTD peers in a *spirited* discussion on **The Ownership Spirit®** at the *haunted* Ramada Inn downtown Fond du Lac.

*The Ownership Spirit®* material has been designed to alter your thinking about thinking itself. It will awaken you to the power unleashed when you assumed full responsibility for your attitudes and actions. You'll leave the session with skills you can use to identify ineffective mental habits that thwart your own growth and progress. Learn to recognize victim thinking and convert it to constructive "owner" thinking and leave equipped with the principles needed to deal successfully with adversity, change, and challenge.



### Learning objectives:

- Participants will alter their destiny by altering their thoughts
- Recognize personal "blind spots" and re-script ineffective mental habits
- Use specific tools to build mental toughness
- Develop skills in dealing with "cynics" and "victims"
- Demonstrate composure and confidence in the face of adversity and setbacks
- Foster a team culture of ownership and accountability in the workplace
- Take full ownership of their lives on and off the job

### Past participants had this to say:

- *Mentally tougher*
- *Know how to make things happen*
- *More resourceful, resilient, creative, and unstoppable when things get tough.*
- *Professional, funny, realistic, intelligent.*
- *I'll never think about thinking the same way again.*
- *The most exhilarating, positive, and relevant course I've ever attended.*

**When:** Wednesday, October 5, 2006

9:00 am	Registration <i>and</i> networking
9:30-12:00	Workshop
12:00-1:00 pm	Lunch
1:00-3:30 pm	Workshop
3:30 pm	Book signing, networking, and cash bar

**Where:** Ramada Plaza Hotel - Fond du Lac, WI, 1 North Main Street (920) 923-3000

**Cost:** **Only \$50.** This low price includes lunch. (Note: **\$60 at the door**)  
See [www.astdscwc.org](http://www.astdscwc.org) website for registration detail.

### About The Presenter:

Dennis Deaton is the Founder and President of Quma Learning Systems, and chief designer of Quma's most sought-after seminars, including *Visioneering®* and *The Ownership Spirit®*.

Among the clients for whom Dennis has done extensive classroom training are: Boeing, Dupont, Honeywell, Motorola, ON Semiconductor, Qwest, State Farm, Texas Instruments, University of Phoenix, and Universal Technical Institute.

Dennis is a popular speaker at conferences, meetings, and conventions, and the author of three books: *The Book on Mind Management*, *Money: An Owner's Manual*, and *The Ownership Spirit Handbook*.

He received his bachelor's degree from the University of Utah and his doctorate, *cum laude*, from Washington University in St. Louis.

Dennis has been described as "*A man with something to say, and the gift to say it.*"

**TnT needs YOU!**

Check your calendars and consider presenting for the upcoming 2006-2007 Tools n' Techniques program. Our schedule – TnT is always on the 2<sup>nd</sup> Thursday of each month (skipping December because of the busy holiday time & April because of the Featured Event):

<u>Date</u>	<u>Topic</u>	<u>Speaker</u>
September 14, 2006	Program Development for the Adult Learner	Jeff Burkhart
October 12, 2006	Designing Learning – Program Design	
November 9, 2006	Delivering Training - Presentation Skills	
January 11, 2007	Delivering Training – Facilitation Skills	
February 8, 2007	Delivering Training - E-Learning	
March 8, 2007	Measuring & Evaluating	
May 10, 2007	Modeling Appreciative Inquiry	

We are looking for presenters to facilitate a TnT session. No extraordinary expertise or certification is required. The only “must-have” is a passion for your topic and a willingness to share your experiences with fellow trainers.

TnT is designed to provide a high level overview of the various aspects of the training process. We start with “Adult Learning” and work through all the steps until we end with “Evaluation”. By the end of the program, attendees have gathered a whole bunch of new tips, tricks and tools that they can implement immediately back on the job.

**For additional information and to reserve your topic**, contact Amy Diedrich, TnT Program Manager at (608) 231.7747 or [amy.diedrich@cunamutual.com](mailto:amy.diedrich@cunamutual.com)



Find the right talent.  
Cultivate high-potential employees.  
Drive performance improvement.

Earn certification as a Talent Consultant plus CE hours as you arm yourself with the strategies and tools needed to reach these goals.

Coming to Arlington Heights!

September 21:

Use of Personality Assessments in the Coaching of High Potentials and Executives

September 22:

Personality Testing for e-Recruitment, Selection, and Placement

Special Summer Price (Save \$300): \$395 per person, per course.

Call or visit our website for additional information, including detailed agendas.

custserv@IPAT.com  
800.225.4728  
www.IPAT.com



**Kudos! To The Chapter Of The Month! SCWC!**

Congratulations to the South Central Wisconsin chapter on being selected by the ASTD SOS Committee as the ASTD Chapter of the Month for October 2006. This is an honor that is well deserved by your chapter and much coveted by other chapters! You'll be hearing more about this in next month's *INSPIRE*.

Dawn Mahoney, of FIS/Certegy Card Services, was selected to serve on the Leadership Development Team for national ASTD. She is honored to have been selected and looks forward to adding this experience to her proverbial tool kit. Dawn is a past-president of ASTD-SCWC. Congratulations, Dawn!

*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)

**Chicagoland Chapter ASTD, Presents: The Human Side of Technology**

CCASTD learning technologies event –  
Lou Russell will deliver the closing keynote on  
Project Management For Trainers  
October 18th & 19th, 2006

Sponsored by Roosevelt University  
525 South State Street  
Chicago, IL 60605  
[Click here to visit the Annual Event page on CCASTD Web site](#)

**Designing the Future: Business Savvy, Influence and Skills for the Learning & Performance Professional**

Which Will Include 18 Breakout Sessions and will be held at the RiverCentre in St. Paul, Minnesota, **November 15 & 16, 2007**. For more information go to: [www.astd-tcc.org](http://www.astd-tcc.org)



**ASTD-SCWC Events Calendar**

<b>Date</b>	<b>Topic</b>	<b>Presenter</b>	<b>Time</b>	<b>Location</b>
09/14/06	<u>FREE Member Networking Event &amp; New Member Orientation</u>		4:15 – 5:15 pm	TDS
09/14/06	TnT – Designing Learning for the Adult Learner	Jeff Burkhart	5:30 – 7:30 pm	TDS
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
Oct. 5-6 & 30-31	Train The Trainer	Deborah Laurel	8:30 – 4:00 pm	MG&E
10/05/06	IWAM = Inter Wisconsin ASTD Meeting Facilitating Organizational Change: The Ownership Experience	Dennis Deaton	9 am – 3:30 pm	Fond du Lac
10/12/06	TnT – Program Design			
11/09/06	TnT – Presentation Skills			
11/14/06	Joint Event with SHRM – <b>Workshop:</b> Developing Strong People Skills in Managers & Supervisors			Crowne Plaza
	<b>Keynote:</b> How to Avoid Taking Things Personally	Harry Webne-Behrman Stephen Pearson	9-11:30 am 12:30-1:30 pm	
01/11/06	TnT – Facilitation Skills			
02/08/07	TnT – E-Learning			
03/08/07	TnT – Measuring & Evaluation			
05/10/07	TnT – Modeling Appreciative Inquiry			

**Volunteer Opportunity: Newsletter Layout HELP!**

**Description:** We need someone with some experience laying out a newsletter and maybe even posting it to the website. All information will be sent you – no editorial duties!  
**Time required:** I do it in 6 hours a month and I have no idea what I'm doing! I suspect that if someone knew what they were doing that it might take **less than an hour per month.**  
**Contact:** VP-Marketing, Lisa Jensen, [lisa.jensen@deancare.com](mailto:lisa.jensen@deancare.com)

**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.

Editor, Sally Anders  
846-9744  
[sally@realsolutions4u.com](mailto:sally@realsolutions4u.com)

**Welcome New Member!**

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

**Leah Elsen, Spacesaver Corporation**  
**Connie Ihrke, Rock County**  
**Gretchen Schultz-Thuot, Wausau Benefits**  
**Kelly Shepard, US Cellular**  
**Kevin Walleser, Spacesaver Corporation**

**ASTD-SCWC Chapter Contacts: Board Members**

Patti Coan  
President  
310-6030

Sally Anders  
VP Finance and  
Newsletter Editor  
846-9744

Lisa Jensen  
VP Marketing  
827-4178

Kathleen Cummings  
Past President  
262-5799

Lori Becker  
VP Administration  
252-6335

Tamara Hiser  
VP Membership  
664-8362

Davina Hamre  
VP Professional  
Development  
278-1513

Amy Diedrich  
Tools n' Techniques  
Program Manager  
231-7747

**ASTD-SCWC**

1 E. Main Street, #305; Madison, WI 53703  
608-212-2783 (ASTD) Fax: 262-569-1540  
[astdscwc@astdscwc.org](mailto:astdscwc@astdscwc.org) Web Site: [www.astdscwc.org](http://www.astdscwc.org)  
Chapter Administrator: Jami Hartwick