



## South Central Wisconsin Chapter

To provide learning and networking opportunities  
for Workplace Learning & Performance  
professionals.

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### I.N.S.P.I.R.E

Read the **March 2007** ASTD SCWC newsletter below:

- [April 18, Annual Event: Leadership Workout](#)
- [March 8 TnT: Using ISD and the ADDIE Model to Implement Your Effectiveness Measures](#)
- [May 10 TnT: Interactive Strategies for Learning](#)
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### Leadership Workout April 18 - Professional Development

Join us for our annual event!  
This year the Workout Plan is as follows:

- **Associate Engagement**
- **Take the Mystery and Misery Out of Succession Planning**
- **Understanding E-body Language: Building Trust Online**

Register by 3/31 for early-bird rates! [More Details...](#)

<b>Date</b>	April 18, 2007
<b>Time</b>	Registration: 8:00-8:30 am Program: 8:30-4:00 pm Lunch included
<b>Facilitators</b>	Kimo Kippen Robert Whipple

### Using ISD and the ADDIE Model to Implement Your Effectiveness Measures March 8 Tools n' Techniques

<b>Date</b>	March 8, 2007
<b>Time</b>	Registration: 5:00-5:30 pm Program: 5:30-7:30 pm
<b>Facilitator</b>	Donald Stuckert

Evaluation of training programs is often an elusive concept, but is also a key business practice in learning and performance. Madison's own Donald Kirkpatrick (widely considered the father of training evaluation) states that the reason for evaluating training is to determine the effectiveness of a training program. Evaluation methods help determine whether training achieves its objectives. Programs that are structured and designed properly have objectives or elements that specify what the training must accomplish and in what time period these accomplishments must be realized.

- A systematic method of evaluating your training programs provides valuable information for clients, training management, and senior corporate management. During this interactive learning session you will:
  - Discuss various evaluation methodologies
  - Use Instructional Systems Design to create a systematic evaluation process
  - Write measurable learning objectives

- Develop and validate performance measurements
- Create a Level 1 evaluation

[More details & registration...](#)

## March 21 Program - To Be Announced

### Save the date!

Please check our website for further updates.

## Interactive Strategies for Learning May 10 Tools n' Techniques

<b>Date</b>	May 10, 2007
<b>Time</b>	Registration: 5:00-5:30 pm Program: 5:30-7:30 pm
<b>Facilitator</b>	Deborah Spring Laurel

The equation is very simple: the more senses engaged in the learning process, the greater likelihood that new learning will be retained. According to Edgar Dale's Cone of Experience and Learning, we tend to remember: 10% of what we read, 20% of what we hear, 30% of what we see, 50% of what we hear and see, 70% of what we say, and 90% of what we both say and do. That is why it is so important to actively involve participants in learning activities that require them to verbally interact and to physically apply their new learning.

In this highly interactive workshop, you will identify, experience, and plan how to use interactive learning strategies so that you can make learning happen in your training programs. [More Details...](#)

## Welcome New Members

The following professionals have joined ASTD-SCWC in the last month:

- Scott Bishop, Franklin Covey
- Julie Bornick, Telephone & Data Systems, Inc.
- Lois Haag, Fidelity national Card Services
- Michael Kern, American Family Insurance
- Anthony Klubertan, Summit Credit Union
- Marianne Mikelson, First Weber Group
- Tracy Platt, Viasys Neurocare
- Denise Salamone, Paychex
- Jeanne Sears, Girls Scouts of Black Hawk Council
- Amy Wilcox, Dental Health Associates of Madison

We extend a warm welcome to each of you!

### **Kudos To**

- **Dawn Mahoney** and **Charles DuFresne** for their hard work in leadership in organizing the 2007 Annual program in April.
- **Amy Diedrich** for keeping so many balls in the air as the VP Professional Development & Tools n' Techniques Program Manager.
- **Sally Anders** for her continued support of ASTD SCWC and all her work for the professional development committee.

### **Do you have something we should all celebrate?**

A promotion? An award? A new job? A new twist? Send your Kudos to [Molly](#), the newsletter editor.

### **Research Request**

Cheryl A. Young, a doctoral candidate from Capella University is writing her dissertation on Examining the Relationship Between Organizational Culture and Formal Mentoring Programs. [Learn more about this and how you can participate in this study...](#)

### **Needed: Sales Workshop Keynote Speaker/Trainer**

First National Bank and Trust Company in Beloit WI is looking for a high energy, engaging presenter to address their retail banking frontline staff at their annual sales workshop. Their intent is to inspire and

motivate as well as provide practical ways to achieve top sales performance. [If you are interested...](#)

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[\*\*ASTD SCWC Chapter Contacts\*\*](#)

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[\*\*ASTD SCWC's Chapter Code is 5089\*\*](#)

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### **Employment Opportunities**

**Job Seekers:** See Workplace Learning & Performance position [openings](#) on our web site.

**Employers:** Post your open positions FREE!

The ASTD-SCWC event cancellation policy is posted [here](#).  
For questions about the ASTD-SCWC website contact our [webmaster](#).