



Northern Rockies Chapter - American Society for Training and Development

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August 2011

Chapter NEWS

IN BRIEF

Member Spotlight

Introducing Susan Meyer, ASTD-NRC's new VP of Marketing

President's Corner

"We Need Your Input!" by Chris Briest, VP of Programming . . . the annual survey is ready.

PROGRAM LINE-UP

August 16

"The Yin and Yangs of Change Management: Creating a 'Yes/And' Mindset for Managing Change" with Linda Kennedy of Cocali Consulting

August 31

Networking Breakfast at the Egg & I on So. College Avenue in Fort Collins

September 15

"An Introduction to Technology-Based Learning Solutions" with Mark Bower (Edge Interactive)

October 5

Networking Dinner and Book Swap at CB & Potts in Fort Collins

October 18

"Marketing 101 for Trainers" with Robin Ashmore of IBM - a virtual presentation

November 3

"Build Your Professional Network with LinkedIn" with Stan Skrabut

December 15

"Developing Web-based Training"



Connect with ASTD-NRC events and members via [LinkedIn](#) and [Facebook](#). See the announcement in the President's Corner.



Attend the August meeting and be eligible to [win a complimentary registration](#) to a 3-day certificate program in Denver valued up to \$1495.00.

[ASTD National's Certificate](#) Workshops come to Denver in August and October, see details below.

Welcome to the August 2011 Edition of the ASTD-NRC Newsletter!

AUGUST PROGRAM

[Register now](#) for the August 16<sup>th</sup> lunch program presented by Linda Kennedy, "The Yin and Yangs of Change Management: Creating a 'Yes/And' Mindset for Managing Change." Enjoy lunch with industry peers, network for stronger relationships, and learn about how change must be managed internally and externally, organizationally and individually.

**Must be present to win!** All members attending the August meeting (if you join at the meeting you will qualify) will be entered to win a complimentary pass to one of the third quarter ASTD Certificate Programs offered in Denver. These 3-day programs are valued up to \$1495.00.



ASTD INTERNATIONAL CONFERENCE AND EXPOSITION (ICE)

**MEMBERS:** Volunteer a day and be rewarded with a day's attendance at The **ASTD International Conference & Exposition (ICE)**, coming to **Denver in May 2012!** Yes, that's right: Denver next **May 6-9, 2012.** **Calendar it now. This is not to be missed!**

This is a once in a career opportunity to attend the BIGGEST annual ASTD event in your own backyard. **ICE** will need volunteers (400 hundred to be precise) to help with this huge international event (>8000 attendees), and in return, you will get reduced rate admissions or a day of free attendance for each day you volunteer. The Colorado ASTD chapter members are the first in line for these coveted volunteer spots.

Volunteer for the pre-conference workshops (these are 1 to 2 days in length) and you can participate as well as earn the certificate from that workshop. **That is correct!** Volunteer for the workshop, attend without charge and earn the certificate. **No better deal found!**

Details to come in the next couple of months on how you can volunteer. **Remember:** Members of the three Colorado ASTD chapters will have preferred consideration. Not a member? Contact Barbara Trowbridge at [trowkayak@yahoo.com](mailto:trowkayak@yahoo.com).



New VP of Marketing for ASTD-NRC

Our new VP of Marketing for ASTD-NRC, Susan Meyer is featured in this month's member spotlight. She is the Director of the graduate programs in Accounting, Computer Information Systems, and Financial Risk Management for the College of Business at Colorado State University. See **Member's Spotlight** to learn more about Susan and why she finds ASTD membership so valuable.



New members this month: please welcome **Chrysta Bairre** of Love, Live, Work; **Christopher Arnaud** of Platte River Power Authority; and **Carolyn Miller** of CultureShape, Inc. We look forward to getting to know each of you.



Don't forget . . . be ready to volunteer for [ASTD's International Conference and Exposition](#). Learn more at the August meeting.



Annual ASTD-NRC survey to hit emails in next several days. Beat the rush, [click now!](#)



Connect with fellow ASTD-NRC members; join the blogs, network with those in the training and development industry, keep up on the latest that is happening within your ASTD chapter.



**Join Today!**



Renewing members this month include **Jayme Parker** of Blue Labs, Inc. and **Susan Meyer** of Colorado State University. Thank you for renewing! We appreciate your continued support.



Programs are lined up through December; check them out below in the newsletter and on the website, and then calendar them in! We look forward to seeing you.



**MEMBERSHIP:** Chapter annual membership is only \$50 and ASTD national membership is only \$169 if you are a chapter member (contact our VP for Membership, Barb Trowbridge, for details at [trowkayak@yahoo.com](mailto:trowkayak@yahoo.com)).

**Benefits of ASTD-NRC membership:**

- Discounted meeting fees and dynamite program offerings
- Eligible to join study groups
- First notification of new job postings
- Volunteer opportunities
- Access to membership directory
- Opportunity to network with industry professionals
- Receive mentoring by leading professionals, or act as a mentor for others



**Something New . . .**

ASTD-NRC is experimenting with allowing purchased advertised space and vendor presence at our monthly meetings. Mr. Darrius Stauffer of Regis University will be present at our August meeting with material about the Regis programs. Please stop by the Regis table and say hello to Darrius.

ASTD-NRC members, give us your feedback on your interest to invite other vendors to set up a table with their materials and to advertise in our newsletter. Contact Susan Meyer at [susan.meyer@colostate.edu](mailto:susan.meyer@colostate.edu). Please put ASTD-NRC somewhere in the subject line.

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**ASTD Certificate Offerings in Denver in August and October**

August 11-12, 2011	<p><b><i>“E-Learning Instructional Design Certificate Program”</i></b>  <b>Denver, Colorado</b></p>
<p><a href="#">ASTD eLearning Design Certificate Program</a></p>	<p>The two-day program helps you develop individualized, asynchronous e-learning experiences that motivate learners to change their behavior. Invigorate your traditional instructional design with fresh e-learning techniques based on examples from organizations who have implemented successful asynchronous virtual training programs. Particular attention is paid to how to create instructional design solutions from scratch. This is not a tools or webinar training class and does not address issues of designing and delivering live, virtual instructor-led webinars. The focus is on skillfully meeting instructional design challenges in any industry, and on applying principles of effective e-learning to individualized asynchronous tutorials, games, simulations and other e-learning models.</p> <p>Register:  <a href="#">August 11-12, 2011 (08:30 AM-04:30 PM), San Francisco, CA (ELSF0811)</a></p>
August 23 -24, 2011	<p><b><i>“CPLP Study Prep Workshop”</i></b>  <b>Denver, Colorado</b></p>
<p><a href="#">ASTD CPLP Certificate Workshop</a></p>	<p>This two-day workshop will help you create your personalized study plan to become a Certified Professional in Learning and Performance (CPLP®). You'll begin to prepare for both the CPLP knowledge-based exam and the work product submission.</p> <p>Register:  <a href="#">August 23-24, 2011 (08:30 AM-04:30 PM), Denver, CO (PREDE0811)</a></p>
August 23-25, 2011	<p><b><i>“Designing Learning Certificates”</i></b>  <b>Denver, Colorado</b></p>
<p><a href="#">ASTD Designing Certificate Workshop</a></p>	<p>This three-day program follows a human performance improvement approach to designing learning and includes practice in needs assessment, job/task analysis, and course design using templates exclusive to ASTD. Participants learn to apply a structured step-by-step process toward designing learning programs and apply what they learn to their own work.</p> <p>Register:  <a href="#">August 23-25, 2011 (08:30 AM-04:30 PM), Denver, CO (PREDE0811)</a></p>
August 23-25, 2011	<p><b><i>“Training Certificate”</i></b>  <b>Denver, Colorado</b></p>
<p><a href="#">ASTD Training Certificate Workshop</a></p>	<p>This three-day workshop is a practical, how-to overview of the entire training function. It prepares new trainers with critical training skills and introduces seasoned practitioners to the latest techniques for delivering powerful training. This includes being introduced to the <a href="#">ASTD Competency Study</a> which forms the foundation of the ASTD Training Certificate.</p> <p>Register:  <a href="#">August 23-25, 2011 (08:30 AM-04:30 PM), Denver, CO (TCDE0811)</a></p>
October 19-21, 2011	<p><b><i>“Human Performance Improvement in the Workplace”</i></b>  <b>Denver, Colorado</b></p>
	<p>Learn the three primary principles that underlie HPI.</p>

[ASTD HPI Certificate Workshop](#)

Understand how contributors from such disciplines as behaviorism, management sciences, organization development, and systems theory have created a systematic approach to solving organizational problems. See how the HPI model unites these principles under a common process.

The HPI process helps you get your clients to articulate their business goals, link these goals to human performance, diagnose the current state of performance in the organization, find the root causes for performance deficiencies, implement solutions, and evaluate the results of the solutions. During the course, you will also experience what it feels like to do performance consulting, what it takes to manage the change that accompanies solutions, and whether you have the core skills it takes to be a performance consultant.

Register:

[October 19-21, 2011 \(08:30 AM-04:30 PM\), Denver, CO \(HPIDE1011\)](#)

**Program Information and Scheduling**

August 16, 2011

**The Yin and Yangs of Change Management: Creating a Yes/And Mindset for Managing Change with Linda Kennedy of Cocali Consulting**



Linda Kennedy's Bio

Often we become VERY focused when leading and managing change. The focus is on changing to meet external demands or we're focusing on implementing new systems and process. These are great, yet incomplete. While an organization is focusing on meeting external demands, it also needs to meet internal demands. While developing organizational capabilities, there is also a need to develop individual capabilities. Come explore managing change through a different lens - one of interdependencies!

Attendees will learn:

1. Learn key interdependencies that need to be managed during change.
2. Identify the upsides and positives of these interdependencies as well as the downside and negatives to create action plans and early warning signals.
3. Develop a yes/and mindset to manage these interdependencies.

**About the Speaker:** Linda Kennedy is the founder of Linda Kennedy & Associates, a Leadership Development firm. She is fond of describing her work by saying: *Leaders that Make a Difference are the Difference*. Linda has the ability to help leaders sort through chaos and clutter to find alternatives to be even more successful. She is a catalyst for action.

**Date:** Tuesday, August 16, 2011

**Time:** 11:30 am - 1:30 pm

**Location:** Collindale Golf Course CB&Potts,

1441 E. Horsetooth Rd, Fort Collins, CO  
**Costs:** \$15 NRC Members and Partners/ \$25 Nonmembers

[Register Now](#)

**August 31, 2011**

### Networking Breakfast Meeting



Networking at the Egg & I

Eat. Learn. Discuss.

Share what you're working on and learn what others are doing. Do you have tips and ideas that can help others? Get ideas from others! We also have round-table discussion groups too!

Start your day off with being inspired during our networking breakfast.

**Date:** Thursday, August 31, 2011 7:30-9:00 am

**Location:** Egg & I on College Avenue in Fort Collins

**Cost:** \$10 NRC Members and Partners/ \$15 Nonmembers

[Register Now](#)

**September 15, 2011**

### An Introduction to Technology-Based Learning Solutions with Mark Bower with Edge Interactive



Mark Bower's Bio

Training technology is changing rapidly and new technology-based learning solutions are becoming more inexpensive, easy to implement, accepted, and effective for our workforce. We will introduce some of these new technologies, identify where they are being used, and offer some ways to decide if they are right for your organization. Some of the technology-based learning solutions we will discuss are eLearning, virtual classroom, Wikis, Blogs, collaboration tools, discussion, and user communities.

Attendees will learn:



- Identify and evaluate technology-based learning solutions such as eLearning, Virtual Classroom, Wikis, Blogs, Collaboration, Discussion Groups, and Social Networks
- Understand the capabilities of these solutions and their best fit in your organization
- Match technology-based learning solutions to business goals Develop a cost benefit analysis for technology-based learning solutions

**Date:** Thursday, September 15, 2011

**Time:** 11:30 am - 1:30 pm

**Location:** Collindale Golf Course  
CB&Potts, 1441 E. Horsetooth Rd,  
Fort Collins, CO

**Cost:** \$15 NRC Members and

	<p>Partners/ \$25 Nonmembers</p> <p><a href="#">Register Here</a></p>
<b>October 5, 2011</b>	<b>Networking Dinner and Book Swap</b>
 <p>Dinner and Book Swap</p>	<p>Join us for networking and sharing!</p> <p>This will also be our second Book Swap, so if you still have books to share bring them along. Also, if you're in the market for a few good books, join us for the books and stay for the networking and good food.</p> <p><b>Date:</b> Wednesday, October 5, 2011  <b>Time:</b> 5:00 pm – 6:30 pm  <b>Location:</b> Collindale Golf Course CB&amp;Potts, 1441 E. Horsetooth Rd, Fort Collins, CO  <b>Cost:</b> \$15 NRC Members and Partners/ \$25 Nonmembers</p> <p><a href="#">Register Now</a></p>
<b>October 18, 2011</b>	<b>Marketing 101 for Trainers with Robin Ashmore (IBM)</b>
 <p>Robin Ashmore</p>	<p>Too many of us build learning solutions, hope learners come and then move on to the next project. In today's economy, with budgets more scrutinized than ever, we cannot afford to simply produce great learning materials. Even the best learning initiatives have no impact if nobody knows about them. For our learning to have impact, we need to grab attention, generate interest and get the learner to take action. We need to become great learning promoters.</p> <p>This discussion will look at tips to grab attention, generate interest and get your learners to take action. Additionally, the discussion will explore social media and how IBM Training is using this channel to promote learning offerings, through YouTube, Facebook, Twitter and RSS.</p> <p><b>Date:</b> Tuesday, October 18, 2011  <b>Time:</b> 11:30 am – 12:45 pm  <b>Location:</b> Virtual (telephone and computer access required)  <b>Costs:</b> \$10 NRC Members and Partners/ \$20 Nonmembers</p> <p><a href="#">Register Here</a></p>
<b>November 3, 2011</b>	<b>Build Your Professional Network with LinkedIn by Stan Skrabut</b>
	<p>LinkedIn is a social network website that enables people to build and manage (mostly) business connections in order to discover jobs, ventures, new clients, etc. Unlike other social networking sites, its focus is business rather than social or entertainment. We will discuss how to make this work for you.</p> <p>LinkedIn is a social network website that enables people to build and manage (mostly)</p>



Stan Skrabut

business connections in order to discover jobs, ventures, new clients, etc. Unlike other social networking sites, its focus is business rather than social or entertainment. We will discuss how to make this work for you.

**Course objectives:** At the end of this lesson, you should be able to:

- set up a LinkedIn account
- add connections correctly
- participate in your network community

**Date:** Thursday, November 3, 2011

**Time:** 11:30 am - 1:30 pm

**Location:** Collindale Golf Course CB&Potts, 1441 E. Horsetooth Rd, Fort Collins, CO

**Costs:** \$15 NRC Members and Partners/ \$25 Nonmembers

[Register Here](#)

## Member Spotlight

By Barb Trowbridge  
VP of Membership



Susan T. Meyer

### Susan T. Meyer

Occupation: Director, MSBA and MAcc Programs at Colorado State University's College of Business .... Graduate programs in Accounting, CIS and Financial Risk Management

Also, the newly appointed VP of Marketing for ASTD-NRC. Susan brings over 35 years of sales and marketing experience as well as operations and management background to this position within our ASTD chapter. We welcome her and look forward to working with her.

Date joined ASTD: At the ASTD national level – 2004; at the NRC level – 2008

What you hope to gain from your association with ASTD: As a part of the higher education industry and, in particular, graduate business education, it is most important for me to understand what industry needs to attract and retain key employees. ASTD's membership is made up mainly of those in the training and development realm so the fit is excellent.

If you would like to be included in a future Member Spotlight, please email your information with Subject: ASTD Member Spotlight, to Barb Trowbridge:

[trowkayak@yahoo.com](mailto:trowkayak@yahoo.com).

## New Members Members Renewing

### New Members

Welcome!

**Christopher Arnaud** of Platte River Power Authority  
**Training Coordinator**

**Chrysta Bairre** - Live, Love, Work  
Blogger and work, life advisor

**Carolyn Miller** of CultureShape, Inc.  
"Creative Brain"

## Members Renewing

Welcome Back!

**Jayne Parker** – Blue Labs, Inc/Hire Potential  
LLC  
Training and Process Development  
Coordinator

**Susan Meyer** – Colorado State University  
College of Business  
Director of graduate programs and  
distance/online education

## Events and News around the Region

## President's Corner

By Chris  
Briest  
VP of  
Programming

**Northern Colorado Human  
Resources Assn (NCHRA)**  
Visit the [NCHRA website](#) for  
events.

**Colorado Career Development  
Association (CCDA)**  
Visit the [CCDA website](#) for  
events.

**Colorado Association for  
Career & Technical Educators  
(CACTE)**  
Visit the [CACTE website](#) for  
events.

**Colorado Distance Learning  
Association**  
Visit the [COLODLA website](#) for  
events.

**ASTD Rocky Mountain Chapter  
August 24**  
Evening Networking Event  
Visit the [ASTD website](#) for  
events.

**Loveland Chamber of  
Commerce**  
Visit the [LCC website](#) for events.

**Fort Collins Chamber of  
Commerce**  
Visit the [FCC website](#) for events.

**Cheyenne Chamber of  
Commerce**  
Visit the [CCC website](#) for events.

## We Need Your Input!

Hello everyone, it's that time of year again!

Annually, we reach out to our local chapter members and other contacts with a program survey. This assists us greatly in setting goals, obtaining new members and providing our current members with programs and services they find valuable.

Over the last three years we have seen a steady increase in the number of programs we have offered annually. In 2009, we held 14 programs; in 2010, we held 16, and now in 2011 we are on track to hit our goal of 19 programs and events. A large part of this success is member attendance and recommendation of presenters and program topics. We again need your input as we plan our 2012 programs.

In this year's survey we hope to better understand the demographics of our member participants, their experience, and their wants and needs. Your comments and suggestion for our chapter will help with future plans. This year's survey responses will greatly impact our chapter and program goals for 2012; your responses allow us to meet your needs.

This year, a complimentary annual membership will be given to one lucky individual who completes the survey no later than 8/31/2011. **Or**, this new member will be invited to attend the ASTD 3-day HPI (Human Performance Improvement) workshop in Denver October 19-21 (valued at \$1495.00).

The ASTD-NRC survey will arrive in your email in the next several days. It takes just a few minutes but will positively impact your

experience within our organization for many months to come. We look forward to your input and suggestions.

As always, members' and potential member's suggestions and comments are valued and welcomed throughout the year. Please send your comments and suggestions to [programs@astd-nrc.org](mailto:programs@astd-nrc.org).

Also if you didn't hear, ASTD-NRC is now on [LinkedIn](#)! Please join our group: American Society for Training and Development - Northern Rockies Chapter. Network with others as well as share experiences and best practices as they relate to Workplace Learning and Performance Professionals!

Questions: [info@astd-nrc.org](mailto:info@astd-nrc.org)

[www.astd-nrc.org](http://www.astd-nrc.org)

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