



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!**



## MEMBERSHIP NEWS

ASTD-NRC is proud to report that members continue to recommend our ASTD chapter to co-workers, neighbors, and friends in the training and development field. Won't you consider referring someone to membership in ASTD-NRC?

**Renewing member, thank you for your continued support:** Kevin Shrum.

### **Not a Member? Won't You Consider Becoming One? Not a Member of the ASTD National?**

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)). Don't forget to insert your chapter code for the discounted rate of \$179 – the CHIP Code is **CH6200**.

#### **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



### **ASTD 2012 INTERNATIONAL CONFERENCE AND EXPOSITION (ICE) May 6-9, 2012**

ASTD's ICE 2012 comes to Denver May 6 – 9, 2012. With over 70 countries representing ASTD members from around the globe and an exhibit hall with literally hundreds of booths featuring the latest in learning tools, training, resources, services, new technologies and on-the-edge ideas, this is an opportunity to learn, experience and network. [Registrations](#) are already being taken. Remember to use your CHIP code **CH6200**, if you are an ASTD-NRC member.

The keynote speakers are Jim Collins from Boulder who is an internationally renowned author on what makes companies great. Also, John Kao who is known as “Mr. Creativity” and “a serial innovator” by The Economist, Mr. Koa advises country governments like Finland and Singapore as well as the Fortune 100 companies on innovation strategies. Read more about these [keynote speakers](#).

You will benefit from four days of unbelievable programs, breakout sessions and workshops. There are also preconference workshops that may be of interest. Most of these sessions are part of your conference fee. There will be eleven different tracks with speakers from around the world and throughout the training and development industry. Throughout these tracks there are more than 75 options for participation each day! To get the full impact of the wonderful sessions being offered at ASTD 2012 ICE, [visit the Session Agenda](#).

### **Volunteer now if you are an ASTD-NRC member!**

Volunteer a day and be rewarded with a day's attendance at The **ASTD International Conference & Exposition (ICE)**, coming to **Denver in May 2012!** Click on [Volunteering for ICE](#) if you are interested. **Calendar it now.**

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!**

**Remember:** Members of the three Colorado ASTD chapters will have preferred consideration.

Not a member ASTD-NRC, contact Barbara Trowbridge at [trowkayak@yahoo.com](mailto:trowkayak@yahoo.com).

## ASTD-NRC Programming

January 18, 2012

"Ignite! The 4 Essentials of Rules of Emerging Leaders" with Sal Silvester of 5.12 Solutions



**Sal Silvester**

Are your emerging leaders prepared for roles that will directly impact business results? Imagine the results if your emerging leaders were able to guide their team based on the key objectives of the organization, ignite higher levels of engagement and productivity from their team members, and perform more effectively, enabling their manager to focus on more strategic opportunities.

Based on Sal Silvester's forthcoming book *Ignite! The 4 Essential Rules for Emerging Leaders*, this keynote will show you the four essentials that every leader must be, know, and do.

During this interactive and engaging session, Sal Silvester will teach participants:

- The 4 essentials to generating team member commitment and igniting the potential of your people
- Mistakes new leaders make (and how to avoid them)
- Secrets to making the transition from peer/individual contributor to leader
- The opposing characteristics leaders every leader must exemplify to be successful

**Date: Wednesday, January 18, 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](#)

**February 15, 2012**

**"The Successful Virtual Classroom: Five Tried and True Techniques" with Jenny Beer of EPI, Inc.**



**Jenny Beer**

Move beyond boring "slide shows" and have your virtual classroom come alive. We've got five tried-and-true techniques to help you facilitate an effective and engaging learning experience while also meeting the pressure to improve your bottom line. Many organizations are turning to facilitated virtual classrooms as a way to deliver courses cost-effectively to a more geographically dispersed workforce. However, even virtual training can be costly if the facilitator doesn't transition successfully to a virtual environment and ensure that the learning actually sticks.

Based on years of experience, practice, research, and client feedback, we have distilled the art of virtual facilitation into five critical success factors. In this session, we'll model the five critical success factors, share case studies of successful virtual environments, and show you how to generate excitement in the virtual classroom while ensuring the participants can apply their learning directly to their jobs.

**Date: Wednesday, February 15, 2012**

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

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

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[Register Here](#)

[Speaker Bio](#)

<b>March 7, 2012</b>	<b>Network Breakfast Meeting</b>
	<p>Eat, learn and share. 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!</p> <p>Round table discussion groups as well. A great way to start your day.</p> <p><b>Date: Wednesday, March 7, 2012 7:30-9:00 am</b> <b>Location: Egg &amp; I on College Avenue in Fort Collins</b> <b>Costs: \$10 NRC Members and Partners/ \$15 Nonmember</b></p> <p><a href="#">Register Here</a></p>
<b>March 20, 2012</b>	<b>"The Five Superpowers of Learning" with Anders Gronstedt of Gronstedt Group</b>
 <p><b>Anders Gronstedt, Ph.D.</b></p>	<p>A new breed of game-savvy, socially-networked people are entering your work force, with little patience for the traditional doldrums of one-way, eLearning and webinar dronathons. They want to be engaged, in control, and part of the storyline, with learning that focuses on doing, simulating, socializing, playing, sharing, and collaborating. How are you reaching out and energizing a dispersed organization of digital nomads? In this session, we'll discuss five design principles of the digital age:</p> <ol style="list-style-type: none"> <li>1. <b>Tell a story:</b> Hollywood-style, character-rich, story-centered learning simulations are redefining learning-by-doing.</li> <li>2. <b>Play a game:</b> Game concepts such as points, levels, time pressure, and cut scenes make learning engaging.</li> <li>3. <b>Make it social:</b> Facebook, Twitter, LinkedIn, and similar company internal social networks are embedding learning in every-day work processes and connecting people with each other.</li> <li>4. <b>Make it immersive:</b> A new generation browser-based, high fidelity 3-D virtual worlds are energizing learning.</li> <li>5. <b>Make it mobile:</b> iPads and smart phones are changing the paradigm from employees coming to the classroom to the classroom coming to the employees.</li> </ol> <p><b>Date: Tuesday, March 20, 2012</b> <b>Time: 11:30 am - 1:30 pm</b> <b>Location: Collindale Golf Course CB&amp;Potts, 1441 E. Horsetooth Rd, Fort Collins, CO</b> <b>Costs: \$15 NRC Members and Partners/ \$25 Nonmembers</b></p> <p><a href="#">Register Here</a></p> <p><b>About the speaker:</b> <i>Anders Gronstedt, Ph.D. is the president of Colorado-based Gronstedt Group, which helps global companies like Coldwell Banker, Deloitte, Dell, HP, Jamba Juice, Volvo Cars, Ericsson, Eli Lilly and United Healthcare improve performance with innovative learning approaches, including next-generation digital simulations, podcasts, vodcasts, mobile learning, social media, gaming and virtual worlds; teaching people the skills they need in a context that's immersive and energizing. His articles have appeared in the Harvard Business Review and he is the host of the popular weekly virtual world speaking series "Train for Success".</i></p>
<b>April 10, 2012</b>	<b>"Strategic Planning: It's Not as Complicated as You Think" with Ava Diamond of Big Impact Speaking</b>
	<p>Being asked to facilitate a strategic planning process scares many facilitators. But it doesn't have to be that way. All you really need to have are excellent facilitation skills, a model that makes sense, and a commitment to the client's success.</p> <p>Join Ava Diamond as she shares how to:</p> <ul style="list-style-type: none"> <li>▪ Make what can be a complicated, convoluted, drawn out process simple, engaging, and fun</li> <li>▪ Create a strategic plan that people actually use instead of putting in a drawer and forgetting about until the next strategic planning process a few years down the road</li> </ul>



Ava Diamond

- Create alignment between vision, mission, values, and what people actually do on a day to day basis

**Date: Tuesday, April 10, 2012**

**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](#)

[Speaker Bio](#)

## Events and News Around the Region

## Comments & Commentary

By David Vance, President of ASTD-NRC

### Northern Colorado Human Resources Association (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 (COLODLA)

Visit the [COLODLA website](#) for events.

### ASTD Rocky Mountain Chapter (ASTD-RMC)

Visit the [ASTD-RMC website](#) for events.

### Loveland Chamber of Commerce

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

### Fort Collins Chamber

## 2012 Goals for ASTD NRC

Happy New Year to all!

Last month we shared our 2011 accomplishments with you. This month I want to share our goals for 2012. We value your feedback and always look forward to hearing from you. And, since the year has only just begun, we can easily make adjustments to our plan based on your feedback. Last, a special thank you to those who returned our survey last fall to provide us with guidance for 2012!

In a nutshell, we want to leverage the BIG ASTD International Conference & Exposition (ICE) in Denver to increase our visibility and membership (both chapter and national). We also plan on offering more programs and getting higher program attendance. We will use your feedback to improve our monthly newsletter and look for ways to improve the website. We plan to keep dues and fees low but this means we will again run a deficit which in turn means that we will need a major fund raiser in 2013. Last, we need to replace several retiring board members in May. In particular, we need your help in identifying candidates for Treasurer and VP for Membership.

Details follow with more available on the website under 2012 Goals:

**Programming:** Our goal is to sponsor 16 lunch programs in 2012 (up from 13 in 2011), one each month in the Fort Collins area and four in Cheyenne. We also plan on four networking breakfasts which are quite popular. We look for higher attendance at each meeting which, combined with the three additional programs, should lead to a 10% increase in attendance. Our goal remains to publish programs at least three months in advance so you can calendar them early. And we would like to limit our loss on programs to less than \$250 which we achieved last year.

**Membership:** Our goal is to add 44 new members and retain 56% (44) of our existing members to end the year with 88 members. Last year we had 39 new members and retained 50% of existing members to end 2011 at 78 members so the 2012 goal will be challenging. We want to increase the percentage of national members from 44% to 50%, especially with ICE in Denver. We want to be sure to welcome new members within 30 days, and make prospects and new members feel more welcome at their first meetings.

**Communication and Marketing:** We plan to continue publishing an electronic newsletter each month as the single best way to communicate with you in a timely fashion. The newsletter will continue to include information on partner events and other events we think you might be interested in. We also will continue to remind you twice about upcoming events (T-2 weeks and T-3 days). We do plan to share

**of Commerce**

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

**Cheyenne Chamber of Commerce**

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

more information with you about the value of national ASTD membership and upcoming national events like the annual International Conference & Exposition in May. In addition, we want to increase the use of face book and LinkedIn as ways to reach a larger (and younger) audience. We also plan to work more closely with local universities to attract more student participants and members. We will continue to post goals, budget, board contacts, minutes, newsletters and past programs on the member's only portion of the site. We also will try to increase participation in and use of the member directory.

**Volunteer Involvement:** With our new VP we plan to solicit and make much better use of volunteers to help with our meetings and special needs like social media as well as staff our booth at Ft Collins and Cheyenne business expos. We need to get our members more engaged and we need their help to succeed.

**Financial:** We plan to continue investing in our chapter's future without raising membership dues (\$50) or program fees (\$15/\$25 for lunch, \$10/\$15 for breakfast). Consequently, we have budgeted a loss again for this year which could amount to as much as \$7,500 if we implement all planned programs. This is only possible because of the considerable funds generated by the Disney event in 2007. We will need to repeat a major fund raiser in 2013 (building on the momentum from ICE in Denver in 2012) if we wish to keep dues and program fees low in the future.

Please let us know what else we can do for you and how you might help us achieve our goals.

**ASTD-NRC Board Members**

**Officers:**

- Dave Vance, President
- Sue Fody, Past President
- Chris Briest, VP of Programs
- Sharon Hamman, VP of Volunteer Involvement
- Susan Keehley, VP for Cheyenne Programs
- Susan Meyer, VP of Communications and Mktg
- Barb Trowbridge, VP of Membership
- Dan Chenoweth, Treasurer

**Board Members at**

**Large:**

- Doreen Kemp
- Patsy Maroney
- Robbi Lynn Muniz
- Kevin Shrum

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Questions: [info@astd-nrc.org](mailto:info@astd-nrc.org) [www.astd-nrc.org](http://www.astd-nrc.org)  
[Please Unsubscribe Me](#)