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March 2011

## Chapter NEWS

### Welcome to the March 2011 Newsletter!



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#### **Partner Events**

Upcoming ASTD-NRC partner events and other events of interest.

There is still time to register for our March 23rd program with Scott Enebo from the Bob Pike Group on the transfer of training. We all know that if learning is not applied on the job it is scrap learning – basically a waste of resources and participant's time. Scott will give us practical strategies to make sure the learning is transferred.

Programs are lined up through June so check them out below in the newsletter and on the website, and then calendar them in!

New members for this month include Lorie Smith (Fort Collins, Colorado State University) and Don Sosnowski (Greeley, Aims Corporate Education Division). Thanks for joining! We look forward to getting to know you. Renewing members this month include Carl Dierschow (Fort Collins, Small Fish Business Coaching), Liz Collura (Fort Collins, Center Partners), John Geiman (Loveland, Sandler Training), Mandy Kotzman (LaPorte, Creative Pursuits LLC), Mary Sovick (Fort Collins, Write Track Training), and Doreen Kemp (Fort Collins, City of Fort Collins). Thank you for renewing! We appreciate your continuing support.

Dave Vance is featured in this month's member spotlight. See below to learn more about Dave and why he values ASTD membership.

This week in the President's Corner you will find an article on **Audience Assessment: What Does It Look Like from the Other Side?** by Dan Chenoweth, our chapter Treasurer and President of Chenoweth & Associates. Dan is an accountant who provides training for other accountants. Talk about a tough audience! So, he knows a thing or two about reading the audience and connecting with them. Check it out!

We continue to look for someone to help us with marketing and communication. No experience necessary! (We know somebody out there is just looking for a way to get involved at least a little bit. Try it, you'll like it!) Please let Dave Vance or any board member know if you are interested.

The start of the year is a great time to join or renew at both the chapter and national levels. Chapter membership remains only \$50 and ASTD national membership is only \$169 if you are a chapter member (contact our VP for Membership, Barb Trowbridge, for details). And don't forget the ASTD International Conference and Exposition May 22-25 in Orlando.

Speaking of the **ASTD International Conference**, it is coming to **Denver in 2012!** Yes, that's right: Denver next year **May 6-9, 2012. Calendar it now.** We will need volunteers (hundreds) to help with this humongous event (>8000 attendees), and in return, you will get reduced rate admissions. Stay tuned.

#### **Support Our Chapter!**

ASTD supports their local chapters by encouraging members and nonmembers alike to use our Chapter CHIP Code on books, events, and membership. We earn dollars that are used to improve your Chapter and provide better membership value and programs. Please use our CHIP Code whenever you buy from National. **ASTD NRC CHIP Code is 6200**

March 23, 2011

Transfer of Training with Scott Enebo from the Bob Pike Group



Your training session scores were great! You delivered an action-packed training session that really honed your key message! So why is it that participants do not seem to be applying what they learned back on the job? Come join in this interactive session where we will explore practical strategies for before, during and after the training event to help transfer what is taught in the classroom. We will also seek out field-tested techniques to ensure that lessons are leveraged to get results that make a difference back on the job.

In this session you will:

- Identify the barriers in the transfer of training
- Explore 54 strategies for transfer of training
- Understand the Top 10 strategies for getting management support

We will explore practical strategies for before, during and after the training event to help transfer what is taught in the classroom.

[Scott Enebo Bio](#)

**Date: Wednesday, March 23, 2010 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 Nonmember**  
[Register Here](#)

April 14, 2011  
 (NEW DATE)

**Networking Breakfast Meeting**

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!  
 Round table discussion groups as well.  
 A great way to start your day.



**Date: Thursday, April 14, 2011 7:30-9:00 am**  
**Location: Egg & I on College Avenue in Fort Collins**  
**Costs: \$10 NRC Members and Partners/ \$15 Nonmember**  
[Register Here](#)

April 19, 2011

**Cheyenne,WY**

**Have You Ever thought About Writing and Publishing a Book? with Dave Vance**

Dave will share his experience writing and publishing *The Business of Learning: How to Manage Corporate Training to Improve Your Bottom Line* which is scheduled for publication October 1<sup>st</sup>. This is Dave's first book and he will share his journey and describe the process of self publishing. Learn how long it takes to publish, what your options are and what the costs are (in other words, why do books cost so much and where does the money go?). He also will talk a little about his content, his reasons for writing, and what he hopes the book will accomplish.



Before retiring from Caterpillar Inc in 2007, Dave was the founding President of Caterpillar University. Caterpillar was ranked #1 by ASTD in the annual BEST Awards in 2005, and Dave was honored as Chief Learning Officer of the Year in 2006 by *Chief Learning Officer* magazine. Bio information on Dave Vance.

**Date: April 19, 2011 11:30 am - 1:00 pm**  
**Location: LCCC, Training Center Building, Room 121 (1400 East College Drive, Cheyenne, WY 82007)**  
**Costs: \$15 NRC Members and Partners/ \$25 Nonmember**  
[Register Here](#)

April 28, 2011

**ASTD  
 Rocky Mountain  
 Chapter Event**

**Evidence-Based Training Methods with Dr. Ruth Clark**

We are proud to partnering with the Denver ISPI and ASTD chapters to bring you an interactive workshop that looks beyond current training fads to discover and apply proven methods to support learning- methods based on experimental evidence and on how the brain processes information during learning. The program will focus on evidence-based guidelines for use of graphics, text, and audio; design of practice exercises and use of different lesson design architectures. Register before March 28th to get early bird prices. [See flyer for detailed description and speaker's bio.](#) Don't miss this opportunity to hear one of ASTD's Training Legends in person. [Register here.](#)



**Date: Thursday, April 28, 2011**  
**Time: 8:30 registration and continental breakfast, event 9:00 am to 4:00 pm**  
**Costs: ASTD Chapter Members and Students: Early Bird \$149, Normal \$189, Late \$219**  
**Non-Members: Early Bird \$189, Normal \$229, Late \$259**  
**Company Discount - Four pay and the fifth is free**  
**Early Bird Price Ends March 28, Normal Price Ends April 21, Late Price After April 21**  
**Note: Registration includes one copy of Ruth's book "Evidence-Based Training Methods: A Guide for Training Professionals. Additional books are \$27.95.**  
**Location: The Summit Conference & Event Center at**

411 Summit Blvd. Aurora CO 8001

[Register Here](#)

May 11, 2011

### Improve Learning with Instructionally Sound PowerPoint Presentations with Stan Skrabut



Have you ever seen PowerPoint presentations that were basically all the Instructor notes or so much text it's like reading a book? When most people create a PowerPoint presentation, they are actually hampering learning. We will explore how to improve your presentation to maximize learning and understanding from your audience. At the end of the presentation, participants will be able to: explain why this method of presentation aids learning, develop PowerPoint presentations that help learning, and use principles to deliver better presentations.

Stan is an Instructional Technology Educational Specialist assigned to the University of Wyoming, College of Agriculture Cooperative Extension Service. He has over 16 years experience working as an instructional technologist and trainer. He has a master's degree in computing technology in education and is currently working on a doctorate in education.

**Date: Wednesday, May 11, 2011 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 Nonmember**

[Register Here](#)

June 28, 2011

### Simple Steps to Organizing Your Workspace with Marilyn Bohn



Wouldn't it be great to be able to organize your workspace in a way that would help you easily find training materials, keep projects straight, save time and increase your productivity? You will learn how to do just that! As a group, we will identify your biggest organizing needs and apply an effective, personalized system to fit those needs, answer your questions and increase your productivity!

Participants will learn how to:

1. Develop a personalized system to organizing projects and workspace
2. Effectively organize workspace papers, files and desktop to accommodate various projects simultaneously
3. Use the Lights On Organizing system to assess workspace needs and solutions as projects change

Marilyn takes the often stressful subject of organizing and breaks it down into a simple, easy to understand system. Her methods are both eye-opening and encouraging! She has a passion for helping others reach their personal goals and living a better, clutter-free life!

[Click here for Marilyn's bio.](#)

**Date: Tuesday, June 28th, 2011 11:30 am – 1:30 pm**

**Location: The Moot House, 2626 South College Avenue, Fort Collins, CO**

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

[Register Here](#)

## Member Spotlight

By Barb Trowbridge  
VP of Membership

**Name:** Dave Vance

**Occupation:** Consultant to large organizations focusing on their learning strategy and execution including strategic alignment, development of a business case, creation of a business plan for learning, and creation of a measurement & evaluation strategy. Prior to moving to Colorado in 2007, Dave was President of Caterpillar University with responsibility for Caterpillar Inc's learning programs and initiatives. Dave just published his first book *The Business of Learning* in October.

**Date joined ASTD:** 2001

**What I have gained from my association with ASTD:** Since I was new to the field in 2001 when I became president of Cat U, I had a tremendous amount to learn. ASTD's International Conference was the first conference I attended. It gave me both an understanding of how much there was to learn about the field and a jump start on that learning. More than that, I had the opportunity to meet great people and make connections which would be incredibly valuable over the years. We also joined ASTD's Benchmarking Forum where I learned about measurement and met more great people doing great work. From 2005-2007 I had the honor to serve on ASTD's national board: more outstanding people and a chance to learn even more about the field and the operations of ASTD. After



**Dave Vance**

moving to the Fort Collins area I had the opportunity to join our chapter and serve as President. More great people of course, and an opportunity to learn about deploying learning in smaller organizations and leading a chapter.

**\*\*Note:** 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)

## Other News & Events

### Northern Colorado Human Resources Assn. (NCHRA)

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

### Colorado Career Development Assoc. (CCDA)

Please visit the [website](#) for upcoming events.

### ASTD Rocky Mountain Chapter

#### March 23, 2011

Time: 5:30 PM

Alignment: The Critical Component is Successful Change

Visit the [website](#).

#### April 27, 2011

Time: 11:30 AM

Accelerating Expertise with Scenario-Based E-Learning

Visit the [website](#).

#### April 28, 2011

Time: 9:00 AM to 4:00 PM

Evidence-Based Training Methods Full Day Workshop

Visit the [website](#).

### Loveland Chamber of Commerce

The Chamber hosts several event each month.

Please visit the [website](#) for details.

### International Association of Facilitators (IAF)

#### April 12-15, 2011

North America Conference

Denver, CO

Visit the [website](#).

### The Bob Pike Group

#### March 21-22, 2011

Train the Trainer Bootcamp

More information [click here](#).

## President's Corner

By Dan Chenoweth

### Audience Assessment: "What Does It Look Like from the Other Side of the Podium?"

Both written and verbal communication skills are important to be an effective trainer. However, there is one big difference! Written communication allows you to write, review, re-write and have others critique before your seminar, article or letter is distributed. On the other hand, presentations require you to stand alone at the podium, in the spotlight. You must be able to get your message across and be able to answer tough questions ON THE SPOT. And you never know exactly how the audience will respond.

Those of us in the training and education field realize that the audience assessment is the most important part of developing a seminar, training course or other presentation! **Everything** flows from your assessment of the audience. Purposes of the audience assessment:

1. To understand the composition of the audience for your seminar or presentation so that you can deliver a program that best meets **their** needs.
2. To use appropriate language and a presentation style that increases the probability that you will get your main points across.
3. To help build your confidence level so that you are prepared to meet any issues or challenges the audience may present.

The audience assessment includes questions in each of the following categories. Additional categories and questions are appropriate based on the specific issues you face as you prepare your presentation and as circumstances warrant.

- **Target Audience:** Who is the target audience for your presentation?
- **Benefits:** What are the perceived benefits to your audience?
- **Knowledge:** What is the level of knowledge your audience has regarding your topic? What do they already know? What don't they know?
- **Preconceptions:** What preconceptions might they have? What concerns?
- **Relevance:** What information is **MOST** relevant to them? WIIFM to attend this seminar?
- **Expectations:** How can I position my presentation so that it will best fit with the audience expectations for the presentation?
- **Demographics:** How can I present the information in a way that the audience will best understand it?
- **Biases:** What preconceived ideas might the audience have about the seminar? How can I clarify for the audience which of these preconceptions are accurate and which aren't?
- **Common Ground:** How can I establish rapport with the audience?
- **Potential Problem Areas:** How can I anticipate and plan for issues that the audience may bring up?

You may already have on your calendar a number of seminars you will present in the coming days and weeks. Choose **one** particular audience that you think may be the MOST difficult or contentious to deal with. Answer the above questions for that seminar and you will be in an excellent position to draft your presentation and hone your skills!

*Dan is the President of Chenoweth & Associates and is Treasurer for our chapter.*

For Questions, please email [info@astd-nrc.org](mailto:info@astd-nrc.org)

Visit our website at [www.astd-nrc.org](http://www.astd-nrc.org)

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