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## ASTD NEBRASKA - September Newsletter

**September  
2011**

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**Dear Shelly,**

School is now back in session and the dog days of summer are behind us. What are you doing to continue your professional development? ASTD Nebraska offers you plenty of opportunities to further your growth.

- How about learning more about Coaching at our September program with Terry Lee? Join us for an evening program on Wednesday, September 14, 2011 beginning at 5 p.m. To register, go to our [web site](#). Plus everyone who attends will receive an access code for a FREE Everything DiSC Workplace Profile, a \$50 value! Thank you to our sponsor, Inscape!
- Have you ever attended the Trainer's Institute? We have a new format this year that offers a session every week for five weeks. Attend one session or all five! There are some great topics. Click [here](#) to learn more.
- Or what the CPLP? Have you thought about it? Take the next step and show your organization the value that you provide. Study groups are forming now for the next testing period. More information is available on our [web site](#).

Isn't it time for you to go back to school too?

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Sincerely,

Shelly Whittaker

## Membership by the Numbers

**Submitted by: Ralph Wojcinski**

### Quarter At-A-Glance:

The ASTD Nebraska chapter is experiencing healthy growth over the past 3 months! Between May and July 2011, chapter membership grew by 59 members. We are now 291 strong!



### ASTD National CORE:

ASTD Chapter Operating Requirements (CORE) are a set of performance guidelines established by the ASTD National organization, designed to help chapters deliver consistent benefits to members. CORE consists of elements in five key areas-administration, financial, membership, professional development, and communication-which are necessary for

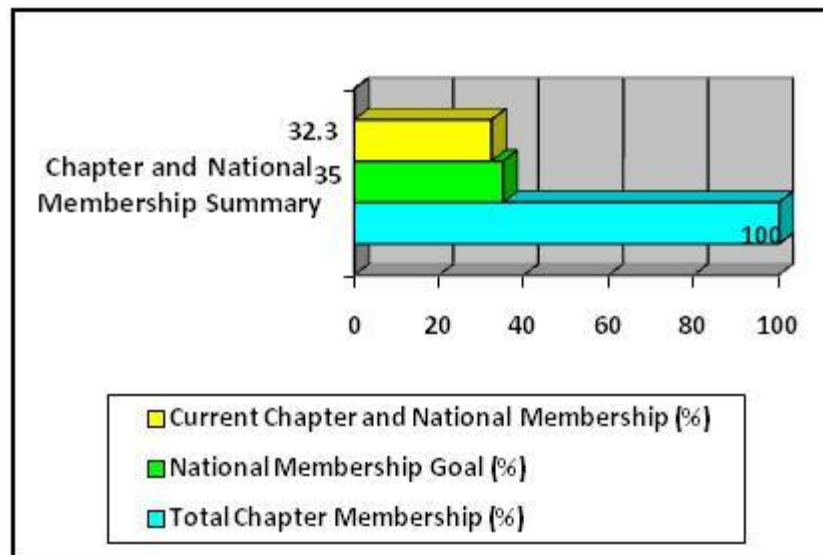
running a chapter like a business.

For 2011, the requirement is for each Chapter to sustain a 30% National membership. In 2012, this will be increased to 35% and will continue to increase by 5% to reach the 50% goal.

To learn more about ASTD Chapter Operating Requirements, visit [http://www.astd.org/membership/ChapterLeadership/ChapterManagement/CORE\\_Introduction.htm](http://www.astd.org/membership/ChapterLeadership/ChapterManagement/CORE_Introduction.htm)

Our Chapter has a goal to get a head start on next year's National membership goal of 35%. Currently, 94 of our 291 members are also ASTD National members. This equates to 32.3% joint membership.

Below is a comparison of our current joint membership with ASTD National and our joint membership goal, relative to our total Chapter membership:



We ask that you consider becoming an ASTD National member-there are some great benefits to having this joint membership. You can learn more about the benefits of joining

ASTD National at: <http://www.astd.org/membership/reasonsToJoin>.

If you are both a local and national member, you receive \$30 off your national membership. ASTD Nebraska members should select Classic Plus membership when joining/renewing to receive the discount. To learn more about joint membership, contact Ralph Wojcinski, Director of Membership, at 402-250-6764 or [directormembership@astdnebraska.org](mailto:directormembership@astdnebraska.org)

## Scholarship Donation

**Submitted by: Cynthia Way**

Did you know...not only can you apply for the Julie Durmaskin Professional Education Scholarship, but you can also DONATE to the scholarship! If you are looking for an easy way to give back to your colleagues in the training and development industry who are going the extra mile in their continuing education, donate \$10.

If your company is looking to donate funds for a good cause, the Julie Durmaskin Professional Education Scholarship would be an excellent way to demonstrate their commitment to professional training and development.

Our goal is to reach an additional \$2,000 by December 1! Check out the [ASTD Nebraska home page](#) and click on the "Donate" button under the Julie Durmaskin Professional Education Scholarship Fund.

## What Do You Value in Your Job?

**Submitted by:** Barb Lerouge

The staggeringly high unemployment rate has us all doing more with less and if you have a job, you are probably feeling the stress of being stretched like a rubber band. But what do you really value in your job? What do you need to consider when keeping the employees you have or yourself happy? Or what are you looking for when you get that offer letter? A recent study by Unum and Monster.com ranks what employees, both employed and unemployed, value. Whether you are currently employed or looking for work, compare your perception with this study.

No. 1: 87% want "a company that truly cares about the well-being of its employees."

No. 2: 84% value "a challenging and fulfilling position."

No. 3: 82% are looking for "job security."

No. 4: 74% want "an attractive benefits package."

Financial issues ranked much lower on the scale. Sixty-six percent (66%) rated "a high salary" as important, while 50% rated "bonuses as very important."

"Unum found...that an ethical, transparent culture was more important in attracting and retaining staff than a high starting salary and job security. In addition, being a company "that cares about employees' well-being" was twice as likely to be considered "very important" to attracting and retaining staff than "a high base salary."

Many companies, especially small businesses, are not able to offer or are scaling back on benefits and compensation. This makes it very important for you to determine what you really value in a job.

## Captivate Widgets

### Submitted by: Melissa Turner

This week one of our members came to me with a Captivate question regarding widgets. Wait...what's a widget? So glad you asked! A widget is a SWF file (Flash object) that can be inserted into a Captivate project. Captivate developers use widgets to broaden and enhance Captivate's functionality. For instance, widgets can be utilized to insert a personalized printable certificate at the end of a lesson, insert a chart or table within Captivate, or even add a Twitter feed. Sounds pretty cool, right? So how do you create a widget? Well, widgets are SWFs so they are created and edited in Flash. Oh, bummer...you're not a Flash developer? Don't fret, neither am I! Captivate actually comes with a handful of widgets that are ready for us non-Flash developers to use. To access existing widgets in Captivate 5 or 5.5, click the Window menu and select Widgets. The Widgets panel opens. You may need to click the folder icon at the bottom of the Widgets panel to browse to the Widgets folder (Program Files>Adobe>Captivate> Gallery>Widgets).

There are three types of widgets:

- **Static:** This is a basic widget, but don't let the name fool you. In this case "Static" doesn't mean that the user can't interact with it. It simply means there is no "Success/Failure" Action associated with it.
- **Interactive:** This type of widget can perform an Action based on user Success/Failure, just like any other interactive object in Captivate.
- **Question:** A question widget can be used to insert a new Question type.

That's a brief background on what widgets are and what they can do. Now back to the original question. The question that was asked this week had to do with a Button widget. Some of the Button widgets did not include the "Pause After" option in the Timing group. The "Pause After" option is what makes the slide

pause until the learner clicks the button to continue. The reason? There are two Button widgets: a Static Button and an Interactive Button. The Static Button widget does not have the "Pause After" option. However, the Interactive Button widget does. I thought this was weird, so I decided to see if I could find any documentation on this issue and came across this [blog post](#) by lilybiri. Under the "Changes I do not like" heading, lilybiri writes about how the Static Button used to have a pause option, but in the new release of Captivate the Pause Button was removed. Interestingly enough, Adobe caught wind of her post and actually provided a Static Button with Pause widget that you can download from lilybiri's [blog post](#).

If you're interested in learning more about widgets, you'll definitely want to check out the [Widget King's site](#). Great information on all things widget!

## **Does Your Organization Realize the Benefits of Supporting CPLP Credentialing?**

**Submitted by: Erick Dragsten**

Certified Professional in Learning and Performance (CPLP) credentialing represents a level of professional achievement and competence. Organizations that support CPLP credentialing send a strong message of commitment and support to their learning and development staff.

Just as the accounting profession has the CPA (Certified Public Accountant) and the real estate profession has the CRS (Certified Residential Specialist), the training and development profession is able to distinguish their expert practitioners and knowledge leaders with the CPLP. The CPLP credential enables organizations and employees to

maintain rigorous standards, differentiate themselves and their programs, and prove their capability to lead training.

Organizations reap the following benefits when they support CPLP credentialing:

- **Organizational growth and profitability:** More effective training programs result in increased organizational performance, which results in increased growth and profitability for your company.
- **Accurate talent evaluation:** CPLP certification provides a standardized benchmark to distinguish top performers and help evaluate potential job candidates.
- **Increased employee retention and satisfaction:** Investing in your employees' professional development will demonstrate your commitment to them and make your training and development staff feel valued. In turn, they will be more engaged and committed to the organization.
- **A workforce of subject-matter experts:** Credential holders prove they have an advanced understanding of the theories behind the practice and how to apply the practice to ensure business impact and results.
- **Increased stakeholder confidence:** Internal clients and company executives can trust that your employees have the knowledge and skills to deliver effective programs.
- **Employee commitment to excellence:** Your training and development staff will have a common professional development benchmark and a universally recognized way to prove their value.
- **Community within the profession:** Your organization and employees will have access to valuable content, programs, and networking opportunities provided by the CPLP program. A

common understanding of industry best practices will align your organization's training efforts toward unified goals.

Here are some simple ways your organization can take advantage of these benefits by supporting CPLP credentialing:

- Encourage qualified staff to pursue the CPLP.
- Provide financial support for CPLP certification fees.
- Be flexible with scheduling so employees have time to take the CPLP Knowledge Exam.
- Provide CPLP study resources, such as the ASTD Learning System.
- Provide an incentive for CPLP certification in your compensation schedule.
- Note a preference for CPLPs when hiring by listing your open positions as "CPLP Preferred."

Join the over 100 companies nationwide that support CPLP credentialing and have posted jobs as CPLP Preferred. For more information about the CPLP and what your organization can do to support it, please contact Erick Dragsten, Director of Certification, at [directorofcertification@astdnebraska.org](mailto:directorofcertification@astdnebraska.org).

## September New Member Spotlight

**Submitted by: Jennifer Labrie**

This month we are shining our ASTD Nebraska spotlight on Lance Baker, Jennifer Daemon, and Jonathan Davidson.

These professionals joined ASTD Nebraska this summer.  
Take a look at their outstanding backgrounds!

### **Lance Baker**



Lance joined ASTD Nebraska in July of 2011. Lance is currently seeking his next opportunity. Previously he was employed with Hartford Financial Services as a claims manager. He was with the company for 19 years, holding a leadership role for the past 17 years including providing specialized training whenever needed. He has always been an avid learner and enjoys volunteering as a teacher. Lance graduated from Purdue University with a master's degree in International Agricultural Economics. He and his wife Jamie have two children, Kayleigh and Bridget. He enjoys hiking and bicycling as hobbies.

### **Jennifer Daemon**

When asked about her career and expertise, Jennifer quoted Jon Acuff, author of *Quitter: Closing the Gap Between Your Day Job and Your Dream Job*, who recently asked his radio audience "What are you doing today to accomplish your dreams?" As a result of this question, she stopped thinking about what she needed to do and took action by completing her ASTD Nebraska membership application this summer. Training in some capacity has always "followed" her regardless of the positions held over

the past 10 years. It took several years and a career move or two, but she knows now that training in a full-time capacity is her dream job and not just a day job. Jennifer and her husband have two beautiful children, Aidan (5) and Lauren (1). In her free time, she loves to eat, cook with wholesome and organic foods, shop at farmers' markets, and read food blogs.

### **Jonathan Davidson**

Jonathan joined ASTD Nebraska this summer. He currently works for VantagePoint, Inc. He joined them in 2008 after a long and successful career in the financial field.

VantagePoint is a talent management firm that has more than 20 years of experience in helping companies select, develop, and motivate employees. He is excited to assist client firms choose the best tools for developing and investing in their most valuable asset, their people. He has been married to his wife Kendra for 19 years and they have three children-two daughters and a son. Most of his free time is spent with his family, either at sporting events or just hanging out. But as often as he can, he likes to sneak away to read or play golf.

Please welcome Lance, Jennifer, and Jonathan to ASTD Nebraska!

## **G.R.O.W. Up**

**Submitted by: Terry Lee**

Let me ask you a question. If you were a marathon runner and you passed the second place person just at the finish line, what place would you end up? Is your answer first

place? If so, then you are a bit off; you would be in second place. Do you continually find yourself in "second place" for that job promotion or idea implementation? Or do you seem to be stuck in a rut in your career? Well, I would like to help shed a little light on how you can G.R.O.W. yourself to the next level. The G.R.O.W. Coaching Model has been mostly accredited to Sir John Whitmore in his book *Coaching for Performance*.

The G stands for **Goal**. What is it specifically that you want to achieve? Being specific is very important. If you are not specific in what you want, how will you know when you get there?

The R stands for **Reality**. This is where awareness comes to light. Why haven't you achieved what you want? What behaviors or changes can you improve upon? What energizes you? Are you living within your values? These are just a few questions you can ask yourself to become more aware. Remember, you can fool others most of the time but you can rarely fool yourself. Be self aware.

The O stands for **Options**. What options do you have for making a change or improvement? What tools of education or development do you have around you? Are you utilizing the tools around you?

Finally the W is about **What** you do next and your **Willingness** to make a conscious effort to make a change. A coach can lead you to the water but only you can drink it.

Development is not a one-time event but an ongoing process. Along the way, we all need support from time to time. Working with a coach is one way to get that support and position you need to move into first place.

Want to learn more? Please join us at our September networking event, "G.R.O.W.ing Through Coaching" led by Terry Lee. This event will take place on Wednesday, September 14, 2011 from 5:00 - 7:00 p.m. at the Scott Conference Center. For more details and to register, visit our [web site](#).

## **Mentoring Program Needs You!**

**Submitted by: Beth Down**

Have you ever had a great mentor at work, school, or in your personal life? That person who shared wisdom and the benefits of experience as you grappled with whatever life was throwing your way? More likely than not, that relationship helped you through some tough times and expanded your horizons in the process. Your mentor was someone to bounce your ideas off of, the one who gave you that encouragement and advice when you needed it most, and someone who shared your successes. Well, now it's your turn!

Whether you have had a terrific mentor or just want to be one, ASTD Nebraska needs you! As the new Director of Mentoring, I have had several requests from ASTD Nebraska members who would like to be paired with a mentor in a variety of areas concerning Training and Development. Unfortunately, some of these requests have gone unfulfilled due to a lack of willing mentors.

According to the American Psychological Association, an effective mentor will have "the ability and willingness to:

- value the mentee as a person;
- develop mutual trust and respect;
- maintain confidentiality;
- listen both to what is being said and how it is being said;
- help the mentee solve his or her own problem, rather than give direction;
- focus on the mentee's development and resist the urge to produce a clone."

<http://www.washington.edu/doi/Faculty/articles?438>

The Mentor/Mentee relationship benefits both individuals involved. (mentor and mentee handbooks - Brainard and Ailes-Sengers, 1994)

#### Benefits of Having a Mentor:

- Individual recognition, encouragement, and support
- Increased self-esteem and confidence when dealing with professionals
- Confidence to challenge oneself to achieve new goals and explore alternatives
- A realistic perspective of the workplace
- Advice on how to balance work and other responsibilities and set priorities
- Knowledge of workplace "do's and don'ts"
- Experience in networking

#### Benefits of Being a Mentor:

- Satisfaction of helping a student reach her academic and professional goals
- Recognition at work for participation in a job-related activity
- An expanded network of professional colleagues
- Recognition for service to the community
- Increased self-esteem, self- confidence and

affirmation of professional competence

If you would like information about sharing your skills and experience as a Mentor, please contact me, Beth Down, at [directormentoring@astdnebraska.org](mailto:directormentoring@astdnebraska.org).

## Welcome New and Renewing Members

**Amanda Cameron**, CSG Systems  
**Kari Cleveland**, Signature Performance  
**Jennifer Daemon**, Centurion Home and Outlook Living  
**Ken Grzywa**, Bellevue University  
**David Kipling**, Union Pacific Railroad  
**Paul Kramer**, CSG International  
**Tracy Melcher**, Northeast Community College  
**Brandon Raddish**, Bellevue University  
**Regina Warren**, Walmart  
**Jennifer Wichern**, Infogroup

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## Calender

### [GROWing Through Coaching](#)

**Speaker's Name:** Terry Lee

**Day:** Wednesday, September 14

**Time:** 5:00 - 6:30 p.m.

**Location:** Scott Conference Center, Omaha, NE

### [Becoming a Rapid E-Learning Pro](#)

**Speaker's Name:** Tom Kuhlmann and David Anderson

**Day:** Thursday, September 15

**Time:** 9:00 a.m. - 4:00 p.m.

**Location:** Southeast Community College Continuing Education Center, Lincoln, NE

### [SHRM Annual Conference: HR Survivor](#)

**Day:** Thursday, September 15 - Friday, September 16

**Time:** 8:00 a.m. - 4:30 p.m.

**Location:** Qwest Center, Omaha, NE

### [Trainer's Institute 2011: 5 Session Package](#)

**Day:** Wednesday, October 5, 12, 19, 26, November 2

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Children's Hospital and Medical Center, Omaha, NE

**[Trainer's Institute 2011: The ADDIE Model and Adult Learning Principles and Needs Assessment](#)**

**Day:** Wednesday, October 5

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Children's Hospital and Medical Center, Omaha, NE

**[Trainer's Institute 2011: Evaluating Training and Implementation - Presentation Essentials](#)**

**Day:** Wednesday, October 12

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Children's Hospital and Medical Center, Omaha, NE

**[Leadership Development Panel Discussion](#)**

**Day:** Wednesday, October 12

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Scott Conference Center, Omaha, NE

**[Trainer's Institute 2011: Training Design and Development with Workshop](#)**

**Day:** Wednesday, October 19

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Children's Hospital and Medical Center, Omaha, NE

**[Trainer's Institute 2011: eLearning Principles with Hands-on Workshop](#)**

**Day:** Wednesday, October 26

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Children's Hospital and Medical Center, Omaha, NE

**[Trainer's Institute 2011: Final Presentations and Graduation Ceremony](#)**

**Day:** Wednesday, November 2

**Time:** 8:00 a.m. - 5:00 p.m.

**Location:** Children's Hospital and Medical Center, Omaha, NE



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