

May Program:
ASTD 2003 State of the Industry Report, presented by Maureen Orey

Organizations in the United States spent more on employee training in 2002, provided more hours of training, and used technology to deliver training more than ever before, according to the American Society for Training & Development's (ASTD) *2003 State of the Industry Report*.

The data show that despite the economic challenges U.S. organizations faced in 2002, they continued to invest in employee training. It's clear that these organizations understand that the key to sustaining a competitive advantage is a knowledgeable, highly skilled workforce.

Two hundred and seventy six (276) U.S. organizations of varying size from different industries submitted data to ASTD's Benchmarking Service detailing how they invested in and delivered training to their employees during 2002. They also predicted how their training expenditures and delivery methods may change in the years ahead. Here is just a few of the highlights:

- § Training expenditure as a percentage of payroll increased to 2.2 percent in 2002, up from 1.9 percent in 2001
- § Training delivery via learning technologies (or e-learning) increased to 15.4 percent in 2002, up from 10.5 percent in 2001
- § Training hours per employee increased to 28 in 2002, up from 24 in 2001

Maureen Orey is the Area Manager for ASTD National. She has over nineteen years of experience in the fields of Management, Training, Human Resources, Diversity and Career Development. Some of her most challenging training opportunities include being a Sea World trainer, and teaching alcohol education to convicted drunk drivers! She holds a Master's Degree in Education from the University of San Diego, and a Bachelors Degree in Psychology from San Diego State University. Maureen has authored a book for called "Successful Staffing in A Diverse Workplace", and recently finished the manuscript for her second book which will be published in November. She hones her skills and maintains her professional interests through teaching courses at local universities as well as occasionally consulting with companies on workplace issues.



As an Area Manager with ASTD for six years, Maureen works with 45 chapters in 19 western states. She serves as a liaison between the local ASTD chapters and the national headquarters of the organization, providing strategic support and coaching to local chapter leaders.

Join us at our May program to hear more highlights Maureen has to share with us of the state of the industry.

Mark your calendar for:

Wednesday, May 5, 2004 ~ 11:00-1:00

Westside Community Conference Center, 3435 S. 108th Street

Program Details:

11:00-11:30 am:	Registration & Networking
11:30 am:	Lunch
12:00-1:00 pm:	Program
ASTD Member Cost:	\$15.00
Non-ASTD Member Cost:	\$20.00

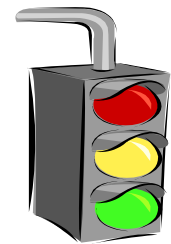
Registration:

Register on-line at www.astdnebraska.org or by calling ASTD Nebraska's voice mail at (402) 397-0280.

Deadline for registration is Friday, April 30th by noon. No-shows will be billed.

Inside this Issue:

- 2 Board of Directors
- 2 Learning Article
- 2 Upcoming Events
- 3 President's Perspective
- 4 Color of Learning Article
- 4 Appreciative Inquiry Workshop
- 5 Leading with Passion Article from National ASTD
- 5 Volunteer Opportunity
- 6 Programming Notes
- 6 Omaha Public Library
- 7 Membership—February
- 8 Training Article
- 8 Career Opportunities
- 8 New Member Orientation
- 9 Technology SIG
- 9 Books, Toys, & Games SIG
- 10 HPI SIG
- 10 May Books, Toys, & Games SIG
- 10 Closing



April prepares her green traffic light and the world thinks Go!

-Christopher Morley-

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Measuring Learning Success

Donald Kirkpatrick is a visionary and pioneer who provided training professionals with a methodology to measure the effectiveness of training from a performance improvement perspective by measuring the feedback of the student or end user of the training program. Six Sigma, however, provides a proven and respected methodology that when applied to training programs captures the perspectives and requirements of all training stakeholders and finally gives learning professionals an alternative to the Kirkpatrick paradigm for identifying and measuring the business impact of training.

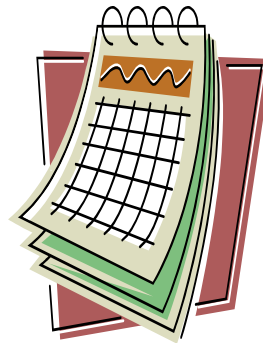
Excerpt from Kaliym Islam's article, "**Is Kirkpatrick Obsolete? Alternatives for Measuring Learning Success**" from Feb. 18, 2004 issue of *Learning & Training Innovations*.

Click here to read more

<http://www.ltimagazine.com/ltimagazine/article/articleDetail.jsp?id=85206>

Make sure you plan ahead to spend time with ASTD.

Reserve your 1st Wednesdays of the month.



☑ **May 5, 2004** – Monthly Program "Current National Training Trends" - Presenter: Maureen Orey, ASTD Area Manager

☑ **June 2, 2004** – Monthly Program "5 Positional Perspectives" - Speaker: Andrea Chilcolte.

☑ **July 7, 2004** – Monthly Program - Topic to be announced. Speaker: Dave Arch, Bob Pike Group.

President's Perspective

The Value of Partnerships:

As I prepare for a business trip, I look over my "to do" list (you know those things that still have to happen even though you are not in the office). I notice that much of what is in the ASTD section has to do with our partners, those other organizations, companies, and institutions that we do business with in order to bring you greater value.

Then I began to really list out who our partners are and the list was long! And it is getting even longer with each passing month!

Here is a laundry list (I have never really understood that axiom—who the heck makes a laundry list—but I digress) of our partners:

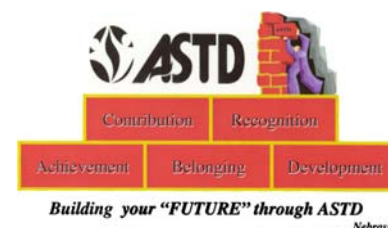
- Drake University
- Bellevue University
- Creative Association Management
- ASTD National
- ASTD Lincoln
- ASTD Central Iowa
- Various other ASTD chapters
- Omaha Organization Development Network
- HR Association of the Midlands
- NexGen

Then it occurred to me that our members' companies/organizations are also our partners in that we provide each other support. Many companies support us by paying for membership, allowing for their employee's time to contribute to ASTD, or advertising with us, and still others support us by providing copies, equipment, and the like. We support the companies by providing very low cost professional development, effective networking, and information and resources to their employees who are our members.

Then of course that leads us to each of our individual members also being our partners because we have no purpose nor do we exist without our members. It is through our collective support of each other that the synergy is created to make our chapter what it is today!

I could go on and on as you well know but then I'd have to talk about butterflies flapping their wings in Japan and us having a thunderstorm or something.
Have a great month!

Thanks,
Carol



The Color of Learning

Contribution by T+D February 2004

Different colors have different physiological effects on humans. Scientists have found that red makes our adrenaline flow, resulting in an increase in pulse, blood pressure, and energy level. Orange can trigger hunger. Blue relaxes us, causing the brain to secrete tranquilizing hormones, while green gives us a sense of security.

Color also influences the way we see and process information; it can improve our ability to remember both words and pictures.

Enhance memory

All trainers must keep their participants engaged so the learning sticks. New trainers may find that using color to attract attention and reinforce ideas is a useful start. Here are some basics.

- § **Use visuals.** If you want participants to tune in faster, try highlighting your ideas with attention-getting visuals.
- § **Chunk information.** Participants are likely to remember better what you tell them when you organize the information in a meaningful way. One approach is to group ideas by color.
- § **Make connections.** You can also use color associations to help participants remember.

Interactive color

Take color to the next level; use it in interactive documents and Webpages. These guidelines will help.

- § **Use a balanced design.** Create pages with colors that convey dynamic energy without being cluttered and confusing. Strike a balance between all reds, yellows, and oranges and all grays and blues. Use more subdued colors to counterweight strong, bright colors.
- § **Create a clear hierarchy.** Arrange elements and colors to emphasize the importance of main ideas.

Keep it unified. Your readers should be able to see how each screen or slide relates to the whole, even though each has a slightly different look.

What's Appreciative Inquiry?

I'm so glad you asked.

Diana Whitney, Internationally Recognized Thought Leader and Founder and President of the *Corporation for Positive Change*, will facilitate an **Appreciative Inquiry Workshop** in Omaha on Tuesday, May 18th. The *Omaha Organization Development Network* is sponsoring the workshop to help educate attendees on "what gives life to organizations when they are at their best." The workshop methodology is based on the assumption that positive inquiry and dialogue can help organizations by inspiring the best in people.

Appreciative Inquiry is a skill that any organization leader or member can learn. In doing so, he/she will improve the financial well being and market leadership of their organization by bringing all members together to talk about strengths, successes, values, hopes and dreams so together they can innovate and create a new future.

The workshop will introduce participants to the 4-D cycle, which is a process used to generate the power of Appreciative Inquiry. It is based on the notion that people, teams, organizations and communities grow and change in the direction of what they study. Appreciative Inquiry focuses the attention of an organization on its most positive potential – its positive core.

The workshop is being held at the Scott Conference Center from 9am – 4pm on May 18th. Interested individuals can register by contacting Norma Holtmeyer at 402-390-8991. The cost is \$190 for guests or \$150.00 for Omaha ODN Members.

There's only room for 100 participants – so register early for a positive experience!

For more information about the Omaha Organization Development Network, visit their website at http://www.leadolutions.com/Omaha_ODN.htm.

The Color of Learning Article & Appreciative Inquiry Workshop!

Leading with Passion

Contribution by ASTD Links March 2004

by Michael Kroth and Patricia Boverie

Trying to create a passionate organization without having passionate leaders is like trying to start a car without gas – you just can't. One of the main reasons employees lose their passion for work, they tell us, is having a leader who is not passionate. Passionate leaders create an inspiring vision of the future, deeply understand the importance of what the organization does and how it affects customers and other publics, and then find ways to connect those to the feelings, hopes, and plans of their employees.

The University of New Mexico men's basketball coach, Ritchie McKay, recently said that "Vision is a picture of the future that produces passion." That's where passionate leadership begins.

Passion is indispensable for sustainable individual and organizational success. But if leaders are passionate—and successful leaders certainly are—how can they create passionate work environments? How can we as organizational learning practitioners guide them?

In our work with organizations we've found a number of keys to creating passionate work environments. Here are three of them:

- Start with yourself
- Have a vision that produces passion
- Put employees first

Start With Yourself

If you are working with a leader without passion for her own work and organization, it is time to help her think deeply about what is important and why, and it can't be simply about making money. If she can't reclaim that passion, it is time for her to move on, assuming, that is, that having a passionate work environment is important for long-term organizational success. And it is. She owes it to herself and to the employees, investors and customers who count on her for leadership.

Paul Shirley agrees. Shirley, along with two other co-founders, created SVS, Inc. in 1993. Each founder kicked in \$1,000 to start the company. SVS was named the fastest growing New Mexico technology company in 1997 and 1998. Also in 1998, *Forbes* magazine named SVS the 28th fastest growing privately held technology company in the country and *INC.* magazine named the SVS the 122nd fastest growing privately held company in the country.

Starting in 1993 with no employees, \$3,000, and a dream, SVS was sold to the Boeing Company in July 2000 as one of the premier technology companies in the world.

"We started with something *we* loved to do," Shirley explains. In 1992 each of the founders met and brought a list of what he would really like the company to do. All three agreed to two things: it had to be fun, and it had to make a difference.

Shirley left the meeting, went home, and told his wife how cool the new company was going to be. When she asked him, "How are we going to pay the bills?" the founders added a third piece to the vision. The vision now has three elements: have fun, make a difference, and "Oh, by the way, make a profit."

"If you start with that foundation – the leaders of the company – you have a serious shot at making a passionate workplace," he says. "I was willing to sacrifice just about anything."

What can you do to help the leaders in your company regain and maintain passion for their work?

Check May's newsletter for the rest on **Leading with Passion**.

Volunteer Opportunity

What brand do you use for laundry soap or toothpaste? What kind of car do you drive? What cereal do you eat or soft drink do you ask for? Why do you buy any of these?

We are all loyal to a brand because it says something to us. All of us whether we are a company, organization or just ourselves send out a brand to others.

ASTD Nebraska needs to build its brand name. What do we stand for as a training and development organization? The "**Branding**" *Task Force* is looking for a few good members like you to help with this task!

If you are interested in helping define ASTD Nebraska's 30 second commercial, contact the VP of Marketing, Angela Galloway at 636-3833 or algalloway@oppd.com.

Leading with Passion Article from National ASTD & Volunteer Opportunity!

The ASTD Nebraska Programming Committee wants to display pictures of YOU and your LEARNING TEAM during an upcoming program!

HERE'S the PROCESS:

1) Catch your team doing wonderful things! Or, get a group shot if you wish!

2A) Bring Pictures to ASTD: (preferred)

- Please label with company name, individual names and titles, if you wish. Please include an explanation of what's going on in the picture, too.

- Bring pictures of your team to the next meeting and give them to Deb Dice, Joanne Slader or Lynette Campbell.

Or

2B) Send Digital Pictures Via E-Mail

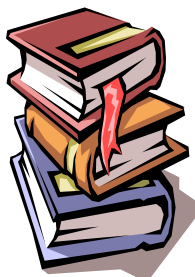
1. Use your digital camera, or scan pictures into your computer.
2. Carefully label the pictures - with your company, individual names, and titles, if you wish. You can also include an explanation.
3. Please put ASTD Nebraska Pictures in the subject heading!
4. E-mail to lcampbell@carlson.com
5. Please don't send an e-mail that takes so much memory it crashes her computer! J
6. We'll print them off for display.

Here's your opportunity to let your team SHINE!

Sincerely,

The ASTD Nebraska Programming Committee

I want to take this opportunity to welcome two new volunteers to the Programming Committee. Kathy Denker has volunteered as Co-director of Programming. Kathy's volunteer work within her UNO affiliations has provided her with the perfect experience necessary to provide our Chapter with top-notch programming. Rikki Willerton is going to contribute her love for flair and creativity to the decorations committee. We are all very excited about these two professionals joining our group.



Need a book related to adult education? Don't have a resource library of your own at work? How about new ideas on training or books to recommend to your classes?

Try the Omaha Library!

ASTD and the Omaha Library have partnered up to increase the number of adult education books and related topics to add to their supply. Please visit them today and check out your books!

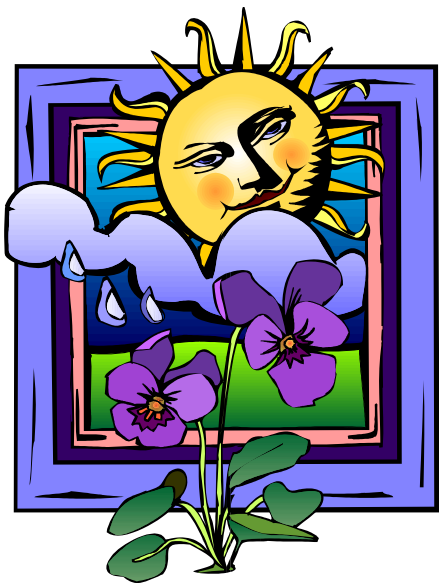
www.omaha.lib.ne.us

WELCOME to our newest members. Below is a list of members that have joined ASTD in February 2004. If you see any of these individuals, please extend a warm ASTD Nebraska greeting.



Bridget Barnes	Tiffany Bell	Andrea Calabretto	Terrie Dineen
Erick Dragsten	Karen Kangas Dwyer	Linda Herman	Keith Howard
Melissa Kandido	Amanda Koile	Douglas LaMar	Betsy McClintick
Catherine Rawlings	Dennis Stackhouse	William Steitzer	Brenda Tillman
Lori Vanderheiden			

Please join me in congratulating these members on their commitment to ASTD Nebraska. The following members have renewed their membership with ASTD Nebraska during the month of February 2004.



23 Years of Commitment

Terry Ralph

3 Years of Commitment

Jennifer Dalbey

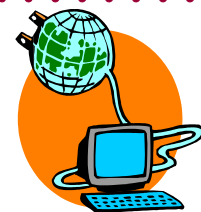
2 Years of Commitment

Vicky Hess, Nichole Moseman,
Deb Schuiteman, Barbara Shousha

1 Year of Commitment

Amy Besack, Barry Rue

ASTD Technology SIG Meeting for April 2004



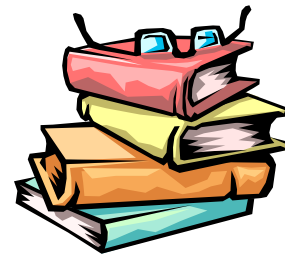
- Date:** Tuesday, April 20, 2004
- Time:** 3:30-5:00 pm
- Place:** CSG Systems Inc, 2533 N 117th Ave, 3rd Floor, Quarry Oaks conference room. Directions: Take 120th to Miami (north of Blondo). Go east on Miami to 117th. Turn right on 117th and then left into the parking lot. OR, take Blondo to 117th (east of 120th). Go north on 117th to the last building on the right. Turn right into the parking lot. Enter through the glass doors on the parking lot side of building. Someone will meet you at the Security Desk.
- Topic:** Roundtable Discussion of e-Learning Design and Appearance Standards
- Hosted by:** Linda Armstrong, Heather Davis and Mike McCarron of CSG Systems. Coffee, soft drinks and cookies will be provided.

Many of our members are either developing e-Learning courses or planning to develop e-Learning courses in the future.

Join us for a round table discussion of our experiences in developing standards for the design and appearance of e-Learning courses. If you have experience with developing these standards, please come to share with other trainers. If you haven't, come to learn from the experiences of others. This will be an informal peer-to-peer discussion of these e-Learning standards.

We invite any ASTD members interested in learning more about this topic to join us. For more information about the Technology SIG, contact Judy Morss at 636-3823 or jmorss@oppd.com

ASTD Books, Toys & Games SIG Meeting for April 2004



- Date:** Tuesday, April 27, 2004
- Time:** 3:30-5:00 pm
- Place:** The Bookworm, 8702 Pacific Street in Countryside Village
- Book:** 101 Ways To Promote Yourself, by Raleigh Pinskey
- Presenter:** Tricia Danielsen, Lead Consultant - Mutual of Omaha

Hoping for a promotion at your work??
Independent Consultant that would like more business??
Wishing you had the perfect "30 second commercial" to introduce yourself ??

Then this book is meant for you!!

Come share in a fun look at what applicable take-aways you can find in this exciting book filled with 101 Ways To Promote Yourself.

We'll look at a few topics covered in this book, for example:

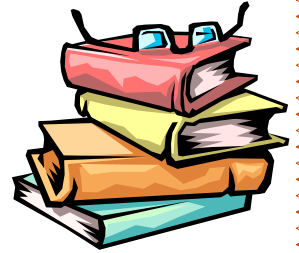
- Your Unique Selling Proposition (what makes you different)
- The Art of Networking
- Ways to get your name noticed and promoted throughout
- Resources available to help you network, grow, and shine
- A Success System to Unlock the Door

You'll leave wanting to dive right in and read on for more great ideas to apply in order to promote yourself in everything you do. This book also has a plethora of resources listed at the end of each section so you know just where to go for more information in any one area of focus.

***** May 25 meeting will be a discussion of The Purpose Driven Life by Rick Warren. Several of our members have already read the book and so the discussion should be very interesting and inspiring. Please see write-up on next page for more information!

We invite you to attend, to bring a toy or game to share with the group and if you have a good book you would be willing to let others read, bring it for an informal "book swap". For more information about the Books, Toys & Games SIG, contact Carol Brown at: brown548@cox.net or Judy Morss at: 636-3823 or jmorss@oppd.com

ASTD Books, Toys & Games SIG Meeting for May 2004



Date: Tuesday, May 25, 2004
Time: 3:30-5:00 pm
Place: The Bookworm, 8702 Pacific Street in Countryside Village
Book: The Purpose Driven Life, by Rick Warren
Presenter: Denai Vaughn, Organization Development Specialist, Nebraska Methodist Health System

The Purpose Driven *Life* takes you through "40 Days of Purpose," a personal spiritual journey. The five purposes for your life, according to the author, Rick Warren, are defined.

As the subtitle of Mr. Warren's book indicates, this study will focus on "*What on earth am I here for?*" Together, we will venture through this book and some of the supporting materials that accompany the study. This is an opportunity to learn more about yourself and your purpose on earth. This session will also provide an opportunity to get to know other ASTD members due to the interactive nature of the presenter. Guaranteed to be a life-changing experience for every reader, you won't want to miss this! Grab your book and bookmark, have your favorite pen and a highlighter handy...maybe even a journal. You will experience moments of enlightenment, reflection, a few *Ah-ha's* and some *Ooohhh's* so be ready!

If you want to read the book before our gathering, be sure to start reading a chapter a day on/before April 15th!! It's a 40-day journey

Visit www.purposedrivenlife.com for more information.

You can purchase a copy at the Bookworm at a 10% discount if you mention the ASTD Book group. An alternative is to go to www.astdnebraska.org and then simply click the link from our homepage to Amazon.com and enter the title of the book in the search field. By doing so, you ensure your chapter receives a "kick-back," thus increasing the benefits to members!

ASTD HPI SIG Meeting for April 2004

Date: Thursday, April 8, 2004
Time: 3:30-5:00 pm
Place: Commercial Federal Bank 13220 California Street, 2nd floor conference room
Topic: Roundtable Discussion of Return on Investment (ROI)
Presenter: Amy Besack—Ameritrade

We'll be taking a look at how others are utilizing ROI in the Human Performance field.

We'll discuss and brainstorm as a group: Is ROI necessary in HPI, are there other alternatives? What's the best method for my business? How do we implement? And other important questions to get us to share our experiences and ideas.

Thanks to everyone who makes this Newsletter possible and to everyone that reads and comments on it. Your thoughts and opinions are very valuable in continuing to make our Chapter Newsletter a huge success. Please feel free to contact me, Kristi Moehring at kmoe-hring@fnni.com or 633-7308 with your **contributions** for future Newsletter Editions. Let's keep our Newsletter growing strong!

Contribution

May Books SIG, April HPI SIG, & Closing!