

## ASTD Nebraska – Explore the Leadership Jungle

**Don't miss this chance to learn how to journey through today's leadership jungle. ASTD Nebraska has put together a group of key professionals in the learning and performance industry to share with you key information you will need.**

**Pat Crull:** The Role of the CLO in your Company: The Role of a CLO in a Company:

**Dr. Karen Dwyer:** Overcoming Speech Fright: Overcoming Speech Fright

**Lori Smith:** New Leaders: Team Building is Key for a new leader

**Steve Sivadge:** Leading Generation X

**Gretchen Finke Patras:** Conflict Resolution

**Tricia Danielsen:** 100 ways to Promote Yourself

**Professional Development Group/ Sue Liams:** Resume Dos and Don'ts

**Dr. Tom Westbrook:** Leading with Emotional Intelligence

**Wednesday, September 8, 2004 ~ 7:30-12:30**

**UNO Milo Bail Center, 6001 Dodge Street, Omaha NE**

7:30-8:00 am: Registration & Continental Breakfast

8:00-11:30: Two Breakout Sessions

11:30-12:30: ASTD National speaker, Pat Crull

ASTD Member Cost: \$75.00

Non-ASTD Member Cost: \$95.00

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



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Thank you to everyone who makes our Chapter Newsletter possible. Without you, the Newsletter wouldn't be possible. 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 [kristimoe-hring@cox.net](mailto:kristimoe-hring@cox.net) or 329-4701, with your future contributions for future Newsletter Editions. Let's keep our Newsletter growing strong!

Contribution

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Summer's on its way and school is getting ready to start again. As many of you remember from your school days, students will be returning to their books, looking to get involved in extra-curricular activities, and getting ready to graduate.

ASTD has found a way to help our local students interested in Training and Development get involved, develop their career paths, and introduce them to internships, mentoring, and scholarship opportunities. Recently ASTD introduced Co-Directors of Student Involvement who have started developing our student section of ASTD. Currently Leslie Rill and Marlina Howe are building relationships with local higher education institutes.

Right now volunteers are in the works of developing student centered brochures, flyers, and a student development area on our website. As we begin this great journey into the untapped student market, we plan to introduce student SIGs and mentoring programs, specifically geared towards the nurturing of our newest members. If you are interested in volunteering please contact Leslie Rill ([lrill@mail.unomaha.edu](mailto:lrill@mail.unomaha.edu)), Marlina Howe ([mmhowe@mail.unomaha.edu](mailto:mmhowe@mail.unomaha.edu)), Co-Directors of Student Involvement, or Rikki Willerton ([rwillerton@mail.unomaha.edu](mailto:rwillerton@mail.unomaha.edu)), Director of Campus Relations and Student Development.

## Upcoming National ASTD Events

**August 18 – 20**  
 HPI Certificate Seminar in Chicago, IL

**Sept. 29 – Oct. 1**  
 HPI Performance Summit in Washington, D.C.

## President's Perspective

I have had this burning need to get on my soapbox for a while...so please indulge me or at least forgive me for the ramblings below!

I have been in the training field for well let's just say I am soon to complete my second decade. I have seen the ebb and flow of how our profession has grown and how at times it has retreated. What I have noticed is that back in the late 80's when our economy was just beginning to recover from the "downturn" we had in the early 80's our profession took off. All of a sudden we were a hot commodity and we were needed. Mostly due to the fact companies and organizations were hiring and someone had to train these people.

We boomed for some time in the 90's and our profession grew and became more sophisticated and we also became a bit more set in our ways. We didn't "need" to advocate for the work we did and heck we really didn't need to prove the work we did was making any difference either. That's where we blew it!

The next economic downturn hit and we were the first cut...why? Because we didn't have a high enough perceived value to the organization. What could we say in our defense? We knew we had great value but that's a hard point to make as you are cleaning out your desk.

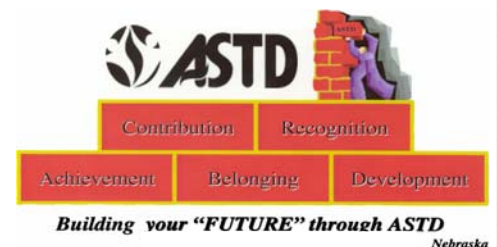
Okay...enough of the bad news let me get onto the completely awesome news.

Here we are again...economic recovery...that catalyst to bring us back to the top. Only this time let's make our presence known and valued. As your job grows over the next couple of years ensure the decision makers in your organization know the bottom-line impact you are making. Of course, first you need to be making bottom-line impact. I have three pieces of advice:

1. Understand your business and understand your company's strategies. Look for where you fit in and design your training and development accordingly.
2. Read your company's annual report—this is the stuff the decision makers find important. Before the next annual report comes out...write your own report and give it to your executive—list how you contributed to the successes and how you can help the organization overcome the let downs. Don't talk about "butts in seats", talk about changes that occurred because of your efforts or can occur if you're given the opportunity.

Grow your skills in the areas of consulting, human performance improvement, organization development, and program evaluation (especially ROI). That's where your handy dandy ASTD comes in...we offer all of that and more!

Thanks for letting me rant, I feel much better now! --Carol



## Upcoming Professional Development Classes:

### Trainer's Institute

Since 1983, the Trainer's Institute has become nationally recognized as an excellent program to help newer trainers and those who wish to further increase their effectiveness. You'll get a solid overview of the trainer's role, and an introduction to the training process (Instructional Systems Design). Participants will acquire valuable tools for accomplishing responsibilities as training professionals. For individuals who are new to the field of training, Trainers Institute provides a challenging opportunity for mastering the basic skills every trainer must have to succeed. Experienced trainers share their tips and techniques that will help you grow in skills, confidence and professionalism. Sessions are interactive and participatory, and structured so you can receive immediate feedback on your progress. The program provides both a sound foundation of basic knowledge and the opportunity to try new skills in a supportive climate.

The weeklong Institute is built around three elements: core topics, participant presentations and elective sessions. The five core components include:

- a.. Adult Learning Principles
- b.. Needs Assessment
- c.. Presentation Design and Development
- d.. Presentation Skills
- e.. Evaluation

Added to that core, participants give three presentations through the week, plus a group presentation to develop stand-up training skills. Elective sessions are presented to round out the training picture including Visual Aids, Training that Sticks and Dealing with Difficult Participants and Situations.

The focus of the Trainer's Institute is passing on professional excellence to those new to the training field. The week is devoted to helping participants learn the basic skills of the training function and developing their ability to create and give presentations.

Date: October 4-8, 2004


Location: Bellevue University's Lozier Center (118th & Miami)

Cost: \$645 for ASTD Members \$695 for non-members (includes a 1 year ASTD membership)

For more details, or to register visit <http://www.bellevue.edu/corporate/astd.asp> or contact Kate Bratetic at [bratetic@cox.net](mailto:bratetic@cox.net)

### **WHAT YOU NEED TO KNOW about changes resulting from the new ASTD Website.**

Thank you for visiting the ASTD Website. Our improved look comes with some changes and we want you to be prepared. Prior to our new look, you were able to access all public content (excluding member only areas). We still want you to access all the information you need, but in an effort to serve you better, we have moved some of our public content into a new registered user area. This means you'll need an ASTD registered user name and password to access the content.

All registered user content is identified by the  symbol. When you click on a registered user content area, we'll prompt you to complete your user profile and establish your user name and password. Don't worry, this will only take a few moments.

Once you have completed the profile, you will own a registered user name and password that provides you with access to everything other than "member only" content. The site will prompt you for your user name and password each time you visit the Website, but only one time per session.

We hope you see the value in completing this information. We want to serve you better, but we need to know who you are first. We encourage you to sign up so the next time you visit we can put a name to a virtual face!

### ASTD Books, Toys & Games SIG Meeting for August 2004



**Date:** Tuesday, August 24, 2004

**Time:** 3:30- 5:00 pm

**Place:** The Bookworm, 8702 Pacific Street in Countryside Village

**Book:** Feel the Fear and Do It Anyway by Susan Jeffers

**Presenter:** Rikki Renee Willerton, Training Coordinator, C & A Industries

"Feel the Fear and Do It Anyway" provides readers with a new way of understanding the underlying fear of not being able to handle the situations that happen in life and the choices that we all make. More importantly, it provides strategies to help facilitate the transition from living with fear to living with the confidence that you CAN HANDLE ANYTHING!

Susan Jeffers, author of several books about fear, relationships and confidence, believes that fear is an epidemic in society and it keeps us from reaching our full potential. Jeffers suggests skills and strategies to move from a place of pain, paralysis and depression [to a place of] power, energy and excitement" by reeducating the mind. We have been educated by our experiences, schools, our parents, and our self-talk. Jeffers' book will help reeducate the reader by suggesting methods of discovering a positive outlook and self-talk, building an effective support system, developing fearless decision-making strategies, creating a personal whole life, saying yes to the universe, and choosing love and trust.

We will use this session to understand our fears and learn strategies to help us overcome them. We will engage each other in activities that will help demonstrate the power of positive self-talk and fearless decision-making. We will build a stronger support system with our ASTD colleagues by experiencing these strategies together.

You can purchase a copy of Feel the Fear and Do It Anyway at the Bookworm at a 10% discount if you mention the ASTD Book group. An alternative is to go to [www.astdnebraska.org](http://www.astdnebraska.org) and then simply click the link from our homepage to [Amazon.com](http://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!

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 Bridget Barnes at: [banesb@girlsandboystown.org](mailto:banesb@girlsandboystown.org) or Judy Morss at: 636-3823 or [jmorss@oppd.com](mailto:jmorss@oppd.com)

### ASTD Technology SIG Meeting for August 2004



There will be no Technology SIG for August. We will resume in September.

### ASTD HPI SIG Meeting for August 2004

There will be no Technology SIG for August. We will resume in September.

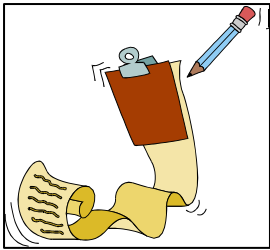
## ASTD Customer Care SIG Meeting for August 2004

Wednesday, August 18 from 11:30-1:00. Bring your brown bag lunch.

**Topic and Speaker:** We will have a guest speaker, Barbara King. Barbara is the call center / customer service director for Oriental Trading Company. Barbara's topic will be "Success Strategies for Motivating Sales and Service Teams." Barbara has over 25 years of customer service and sales experience and brings a wealth of information, ideas and motivational strategies to get the best performance results from sales teams.

### The Successful Resume, Part 2

Last month, I asked you to build two lists: one listing your selling points, and the other listing attributes you think are desirable in an employee. At the risk of making this topic too simple, those 2 lists are the foundation of your resume. Begin matching them up. Do your selling points demonstrate the attributes you listed? If not, there are two possibilities: you possess that attribute or you don't.



If you do, then consider how you have demonstrated it in the past. For instance, volunteer work, often soft-pedaled or entirely left out, should go in your resume if it demonstrates your experience and skill for a position. If Sally has never developed a web site for money, but she wants a job as a web developer, she should emphasize the five sites she has developed for churches around the area. If Robert works as an instructional developer, but he wants to move into the classroom, he should accentuate the experience he has teaching ESL after work. He should also find a way to demonstrate his enthusiasm and motivational skills, attributes he applies every time he leads the local Boy Scout troop.

If you don't see an attribute in yourself, then make a plan to gain it, and to demonstrate it. If it is a skill, then find a class. If it is a personality characteristic, find a mentor and some self-discipline and develop yourself. In either case, you've hit the jackpot with ASTD Nebraska – check out the Trainer's Institute at <http://www.astdnebraska.org/development/ti.htm> and our Mentoring program at <http://www.astdnebraska.org/employment/mentor.htm>.



As you compare your two lists, you should be enhancing your selling points with attributes. A bullet point that originally stated, "Led instructor training sessions" becomes "Led energetic 3-day instructor training sessions" thus demonstrating your energy and stamina.

Further refine your selling points by researching classified ads in the paper, on-line, and if you can, job descriptions for positions you would like to have. Don't limit yourself– look at any position you would enjoy, whether or not it is practical or attainable. Keep a list of key words and statements you find in these ads, and work some into your selling points. Our bullet now reads "Facilitated energetic 3-day 'Train the Trainer' seminars." By checking out the ads, you ensure you are using industry-current vocabulary. This is also the first step in developing a resume that is "scannable" or accessible to computerized employers who perform key word searches on incoming resumes.

Next month, we will begin to organize all your selling points into a coherent resume. In the meantime, don't forget that your ASTD Nebraska Chapter offers free resume reviews as a membership benefit! Also, if you are trying out the suggestions in these articles, I would welcome your feedback. Write me at [Valerie.Noll@offutt.af.mil](mailto:Valerie.Noll@offutt.af.mil).

Valerie Noll, Resume Team Leader



Read any books lately? How about books on adult education? Don't have a resource library at work? Need some new ideas on training or books to recommend to your classes?

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

[www.omahapubliclibrary.org](http://www.omahapubliclibrary.org)

**August SIG's cont., Resume Article part 2, & Omaha Public Library!**

# Career Opportunities

## OPEN POSITIONS

### Technical Training Assistant

Cox Communications

### Training Specialist

C&A Industries

### Director of Program Development

Bellevue University

### Consultants/Trainers (for project)

Organizational Performance Consulting (send inquiries to [OPCTraining@aol.com](mailto:OPCTraining@aol.com))

### Training Specialist—NUCLEUS

ConAgra Foods, Inc.

### Training Manager

Cox Communications

### Technical Trainer Contact Center

Cox Communications

### Regional Field Trainer

Old Navy

### Banking and Financial Services Trainer

AgentHR, Inc.

### Sales Trainer

C&A Industries



If you questions regarding these job opportunities, please contact **Kris Goslee**, Director of Career Resources at 498-4466 or email [kgoslee@homeinstead.com](mailto:kgoslee@homeinstead.com)

### Customer Service Manager

TEK Industries

**Career Opportunities!**



Congratulations to those members who have renewed their commitment to their Professional Development by renewing their membership in ASTD Nebraska.

Anniversaries since February 2004:

11 Years of Commitment

Mary Cippera, Terrie Martin

7 Years of Commitment

Carla Zak

6 Years of Commitment

Christine Davids Lynch, Linda McManigal, Lori Nardin, Kim Seidman

5 Years of Commitment

Judith Anderson, Corinne Dougherty, Jennifer Johnston, Mike McCarron, Karen Morey, Miriam Pearson

4 Years of Commitment

Thomas Badman, David Birks, Andrea Dull, Danielle Evans, Carol Maroney, Pamela Push, Monica Rose, Sandy Van Cleave

3 Years of Commitment

Linda Armstrong

2 Years of Commitment

Darlene H. Brown, Kelly A. Brown, Thomas P. Colling, Nancy Eagen, Nicole McGuire, Kristi Moehring, Denise Pullen, Karen Sides, Cindy Steele

1 Year of Commitment

Cindy Bacon, Tasha Barton, Angela Carter, Paula Caruso, Tana Clemens, Jane Comer, Dan Donovan, Allison Fleming, Michelle Giambelluca  
Stephanie Grooters, Renee Hammons, Sue Jones, Ralph Kellogg, Sherry Phillips, Joseph E. Pittman, Gary Repair, Diane Skrobo  
Lori Smith, Peggy Tarrell, Brooke Timm, Toni True-Canarsky



Hello to new members!

Below is a list of those who joined ASTD Nebraska since February 2004.

*Welcome! Welcome! Welcome!*

Elizabeth Ambrose	Doug Baker	Sharon Blank	Deborah Bobbitt
Taj Casagrande	Cindy Casey	Jenny Cuykendall	Katherine Denker
Jay Donoho	Tamara Dowling	Julie Durmaskin	Janine Emmons
Leslie Goins	Rebecca Graham	Ann M. Hansen	Kimberly R. Hill
Marlina Howe	Amy Jorgensen	Lynette Kardell	Anthony Law
Sharon Maciejewski	Tahnee Markussen	Nicole Mason	Thleen McElroy
Luis Muralles	Margaret Parde	Michael Peth	Rhonda Polking
Colleen Quinn Harper	Kari Redinius	Leslie Rill	Andrea Schade
Nicholas Schuler	Whitney Taylor Shipley	Jennifer Sidzyik	Doug Sieburg
Matt Sorum	Denise Tharp	Jim Weber	Rikki Willerton
Anya Winfield	Natalie Wright	Victoria Young	

***Membership from Feb-July!***



**Name:** Pat Crull, Ph.D.  
**Title:** Vice President and Chief Learning Officer  
**Company:** Toys “R” Us Inc.

**Successes:**

- Positioning learning to be utilized strategically and transformationally.
- Developing a training process that is planned, focused and aligned to help drive the business goals.
- Creating a learning culture with shared, measured accountability throughout the organization.

**Learning Philosophy:** Everything we do in training must yield benefits for:

- Our guests, by creating the best-trained, most guest-oriented service providers.
- Our associates, by providing the right skills at the right time in their careers.
- Our leadership, by supporting our strategy with skills, values and knowledge to change our business.
- Our stockholders, by providing the best return on our training investment.

When the time came for Pat Crull, Ph.D., to look for a new challenge, the veteran corporate learning executive knew what she had in mind. The ideal organization would match her own ideals—it would be serious about the business and benefits of education and would know education is a serious benefit for business.

After all, Pat Crull had some history in that area. Coming from her position as chief learning officer at McDonald’s and building on her roles as a learning leader at Baxter Healthcare and Arthur Andersen, Pat targeted a company that was really serious about the value of training to drive corporate strategy. She found that seriousness in what can be seen as a whimsical paradise—the Toys “R” Us stores.

Pat Crull is now vice president and chief learning officer for Toys “R” Us Inc., which includes the popular chain of toy stores and their other retail properties, including Kids “R” Us, Babies “R” Us, the Imaginarium and toysrus.com. Pat is responsible for providing ongoing workforce development for about 50,000 year-round employees, plus seasonal employees, in about 1,600 stores in 21 countries.

“What attracted me to join Toys “R” Us was that I looked at the organization and I realized that we were really serious about the value of training driving the strategy. What a trainer’s delight, to be in a position where training is so valued, where it’s recognized that it’s absolutely necessary to get the company where we want to go,” Pat Crull said.

“It’s not an afterthought; it’s not just a support. It’s critical to the business strategy. We are in a transformational state at Toys ‘R’ Us, and our focus is on creating associates and leaders in our stores who are absolutely dedicated to delighting our guests. Those are skills that have got to be trained and learned and reinforced. I was very much drawn to that opportunity.”

### Upcoming CIT Course

Good trainers know the differences in how children and adults approach learning and how to choose training methods and techniques based on that knowledge. "Principles of Adult Learning" will help you apply the philosophy and principles of adult learning to your training programs and audiences.

This offering is scheduled for September 1 - 2 as part of ASTD Nebraska's Certificate in Training program!

This course is designed to provide students with an understanding of how adults acquire and use knowledge, skills, and attitudes and an understanding of individual differences in learning. Learn and improve on your skills design and deliver training programs using the principles of adult learning.

The session's objectives include learning adult learning theory, principles and methods from a historical perspective and from the perspective of the students. Delve into the characteristics of adult learners and learn to use the principles of adult learning in your training courses, including accommodating different learning preferences.

To register, please visit Bellevue University's website and submit a registration form. <https://www.bellevue.edu/corporate/apply.asp>

Dave Arch, Senior VP of the Bob Pike group presented an outstanding presentation on telephone training skills at our July Monthly Meeting. We have provided the following recap for those of you who missed out on this valuable information.

**"Phantastic Phone Trainings"  
Dave Arch, Senior VP Bob Pike Group**

Do you use your telephone for any type of training?  
How many times have you found yourself explaining details over the phone?  
Do you struggle with getting the information correct and clear?  
Do you think the person on the other end is listening?

The tips we learned today help to keep your (phone) training sessions interactive from start to finish. We enjoyed a live phone training session and applied the following principles.

Activities –openers, closers, and energizers

Magic

Prizes

Count down

Develop Group interactions

Organize groups large and small

Assign leaders

Clearly state instructions

Divide instructions into small segments

Challenge small group interaction

Provide some time for interaction

Limit time so individuals continue to think

Keep pace moving with short assignments

Be clear and concise

Use common understandable language

Solve connection problems

Connect your findings with large group

Summarize

INTERCALL (<http://www.intercall.com/home.htm>) was the organization used for the conference call today – 1-800-866-6531

ELLUMINATE is a computer based solution for live e-learning and collaboration group activities. Their services are available at <http://elluminate.com>.

These are additional tools that everyone needs to add to their training development toolbox.

### About the Speaker

Best-selling author and trainer of trainers, Dave Arch has written such training resources as Tricks For Trainers, Volumes 1 & 2, The Tricks For Trainers Video Library, First Impressions/Lasting Impressions, Showmanship For Presenters, and his newest release, Red Hot Hand-outs! Combining a fifteen year background in personal and family counseling, Dave presents training seminars and keynotes for some 25,000 people each year in both corporate and conference settings. In addition to his other areas of expertise, Dave has virtually pioneered the use of magic in training. Since 1982 magic has proven itself to be an effective communication tool for groups as diverse as hospital CEOs to sales representatives to banking administrators. In addition to his monthly Tricks For Trainers column in the Creative Training Techniques Newsletter, Dave's training articles have also appeared in Computerworld, Training, and Presentation magazines. For the past three years he has been a featured presenter at Training Magazine's Conferences, and his accomplishments in the training field are honored in the 1996-97 National Directory of Who's Who In Executives and Professionals.

Don't forget contact Dave Arch at [DaveCTT@AOL.COM](mailto:DaveCTT@AOL.COM)