



Volume 26, Issue 12

December 1, 2005

## December Monthly Meeting Heralds Membership Benefits

Join us on December 7, 2005 as we reinforce the benefits of being an ASTD member and encourage member involvement.

Mingle with other members, eat some great food and win prizes to help you with your holiday shopping (by bringing your boss or potential member you will be eligible for an additional entry into the drawing.)

Members Cost: \$5.00

Non Members Cost: FREE when accompanied by an ASTD member

Location: Westside Community Center 3534 S 108th Street (108th & Grover Streets)

Time: 11:00AM-1:00PM

Register online at [ASTDNebraska.org](http://ASTDNebraska.org) (members must login to receive member rate).

Register by phone at 402-397-0280.

Registration deadline is November 25th, 2005.

## Celebrate ASTD Employee Learning Week 2005

Remember ASTD Employee Learning Week 2005 is December 5-9, 2005!

Employee Learning Week is an opportunity for companies to demonstrate their commitment to workforce development by introducing new employee learning opportunities, demonstrating training's impact on business goals or building new learning programs to meet organizational strategies.

Is your organization planning special events this week? The possibilities are endless!

Your organization's events should tie to your business goals as you know your employees' learning and development needs best. Find additional ideas by visiting [www.employeelearningweek.org](http://www.employeelearningweek.org).

Become a Champion of Learning! Share your plans for ASTD Employee Learning Week 2005 and be recognized for your dedication to workforce development. Send your story to [press@astd.org](mailto:press@astd.org).

### Inside this issue:

<i>Board Members</i>	2
<i>E-learning Resources</i>	2
<i>2005 Awards Ceremony Summary</i>	3
<i>President's Perspective</i>	4
<i>National Sends Congratulations</i>	5
<i>2 Facets of Membership</i>	6
<i>CPLP Credentials</i>	7
<i>Trainers Institute Dec Class Info</i>	8
<i>Volunteer Opportunities</i>	9
<i>SIG Meetings - Jan '06</i>	10
<i>Job Postings; New &amp; Renewing Members</i>	11
<i>Reminders; Lincoln Chapter Event</i>	12



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## Did You Know?

As a member of ASTD, you have access to many valuable e-learning resources.

The websites listed below offer newsletters that can be emailed to directly to your e-mailbox. Log on and sign up for your copy of their e-newsletter!

[Learning Circuits](#) (website) - *LC Express* e-newsletter, sign up [here](#)

[T&D Magazine](#) (website) - *T&D Extra* e-newsletter, sign up [here](#)

## ASTD Nebraska Celebrates With an Affair to Remember

The room was aglow in candle light, golden stars hung from above, soft angelic harp music filled the air, and so the mood was set for a special celebration. It wasn't just another awards ceremony that occurred on Thursday, November 10, 2005, as many members realized. It was a special celebration of our chapter's growth and accomplishment, which honored our past, recognized our present and looked towards our future.

The evening started with a city proclamation, read by Ayesha Graves, Deputy Assistant to the Mayor, declaring the day as ATSD Nebraska Chapter Day, followed by Frank Goodell, 1964-65 ASTD Nebraska President and a founding member, recounting special memories from the beginning years. Jonathan Gerstner, ASTD Area Manager (Eastern USA), passed on congratulations to the chapter for reaching the 50 year milestone from National. Dave Arch, the evening's emcee, had everyone mingling and learning new trivia about ASTD and ASTD Nebraska. These were just a few special guests that were a part of the celebration.

Outstanding members were awarded for their accomplishments:

New Members of the Year ~ Wendy Schultz and Tamara Dowling

Member of the Year ~ Shawn Mahrenholz

Director of the Year ~ Janet Skogerboe

VP of the Year ~ Angela Galloway

Outstanding Original Soft Skills Training ~ One Starfish at a Time; Kristi Rutledge, SITEL Corp.

Training Champion ~ Doug Lamar

Lifetime Achievement Award ~ Cindi Van Housen

Presidents Award ~ Angela Galloway

Congratulations to all the winners and to all who were nominated. The success of our chapter is directly related to your contributions and support.

It truly was an affair to be remembered.

## A Former President Expresses Thanks

Dear Carol --

I would be most appreciative if you would convey to the current and past officers and the planning committee of the recent "ASTD 2005 Red Carpet Affair" my great gratitude for your kind and thoughtful invitation to join all of you in the memorable celebration of that evening of November 10.

Bless the hearts of all of you who have developed our Nebraska Chapter over the years into a most remarkable, active organization, surely the exemplar for so many other ASTD chapters.

The opportunity to make a brief address, made me feel like a man who has come home again from a long journey. What excellent and talented hands are guiding the chapter to ever new heights of achievement. Thank you!

Frank C. Goodell

## President's Perspective

I am honored to serve as your 2006 President and know that each member of the board of directors is very excited about the year ahead – we have a fantastic mix of tenured members and fresh talent. Our mutual obligation as ASTD Nebraska's leadership team is to reach out, learn how to meet your personal and professional development needs and support your involvement to ensure you receive the most return on your professional investment.

Remember, we are a phone call away and we always warmly receive members who seek us out at ASTD Nebraska events!

This year's Award's celebration was a fantastic opportunity to learn our chapter's history, reflect on all we've accomplished and look forward to our continued success. It proved once again the talent, commitment and enthusiasm of the professionals who make up our chapter truly make a difference to the Omaha Metro Area business community. At this year's Red Carpet Affair celebrating our 50<sup>th</sup> Anniversary, we had the opportunity to listen to Frank Goodell, one of our chapter's first Presidents. His remarks demonstrated what was clear 50 years ago is still true today – "Training and Development increases the competitive advantage of organizations." It was a proud moment for all of us as Dr. Jonathan Gerstner, National ASTD Area Manager, shared that from a national point-of-view, our chapter is one of the most "robust and talented chapters in the United States" and that so many other chapters recognize our excellence and all that we have accomplished as a training community over the last half-century. And so our celebration this year was well warranted as we recognized excellence in our membership and the community at large. For the high number of members who were able to attend, I am sure you will agree it was "an affair to remember."

As we rapidly embark on a new year of member-focused initiatives, business lines and professional development opportunities I would like to take a moment to reflect on what our chapter has accomplished in 2005. Our mission – "to enhance members' abilities to train, develop and support clients and organizations and our local and global communities" was supported by multiple initiatives this year.

We successfully incorporated our Brand into all we do – "Leading the way in workplace learning and performance"; we redesigned and launched our new website – creating a members' only section to increase the value proposition of membership in our chapter; we successfully designed our new Advanced Trainers' Institute – aligning topics and content with the "must haves" for training professionals as identified by leaders in the Omaha training community as well as with the Areas of Expertise identified by National ASTD's Competency Model and Certification initiative; we increased member involvement through multiple task forces and successfully addressed specific development needs through Special Interest Groups, partnerships with regional ASTD chapters to bring you access to their seminars, and sustained the viability of Drake University's Omaha Cohort for the Masters in Adult Learning and Performance, just to name a few.

Our board of directors will be having an all day planning retreat on December 16<sup>th</sup> where we will identify our goals for 2006. As members of our chapter you are invited to attend! (Please contact me if you wish to do so.) If you are interested in providing us feedback and are unable to attend, please contact any one of us to share your thoughts on what we can do to best meet your needs in 2006 and the years to come.

I look forward to working with each of you in the coming year! May you all have safe and happy holidays!

Patricia Harrold

2006 President

## National ASTD Sends Congratulations to Chapter

November 2005

Dear Members of the ASTD Nebraska Chapter:

On behalf of ASTD, it's my pleasure to congratulate ASTD Nebraska on its 50 year anniversary! Reaching this impressive milestone is a testament to the chapter's leadership and strong member programs and services through the years.

We appreciate the long-standing contributions of Nebraska chapter members to the ASTD community. Several members of the ASTD Board of Directors have come from Nebraska, including past chapter president, Melinda J. Bickerstaff, who received ASTD's highest volunteer award in 1999.

The Nebraska chapter has been part of our community for much of ASTD's 60+ year history. The society's foundation was built in the 1940's, when ASTD adopted a constitution that set as its goals: to raise the standards and prestige of the [industrial] training profession and to further the professional's education and development. Those goals have remained part of the ASTD purpose as the learning and performance profession has evolved through the years. The Nebraska chapter has shared those goals and has contributed greatly to the development of your members.

Congratulations again on reaching such an important milestone in your chapter's history. Best wishes for an enjoyable "Red Carpet Affair" celebration and continued chapter success!

Sincerely,

Tony Bingham  
ASTD President and CEO



### *ASTD Nebraska's 50th Anniversary Special*

Celebrate 50 years of "Leading the way in Workplace Learning and Performance" by inviting a colleague to join ASTD Nebraska at a **50% savings** when you renew your Classic Membership in the month of December 2005 or January 2006.

This is your personal opportunity to help lead the way in training and development by sharing ASTD Nebraska's resources with a fellow professional at a remarkable savings in celebration of our anniversary.

Here's how it works:

- ★ When you purchase a new Classic ASTD Nebraska membership *or* renew an existing Classic membership in December 2005 or January 2006, you may recommend a colleague to purchase a new Classic membership for 50% off the normal price.
- ★ If your membership renews in June, simply pay your annual membership fee in December or January to extend your membership from June 2006 to June 2007 and your colleague can take advantage of the Anniversary Special.
- ★ Simply e-mail [contactus@astdnebraska.org](mailto:contactus@astdnebraska.org) or call 850-6710 in order to take advantage of this special offer.

Contribution • Recognition • Achievement • Belonging • Development

\*Not valid in combination with any other offer. Memberships are non-transferable.

## Two Facets of ASTD Membership

Lately, some Local ASTD Nebraska members have been asking about National memberships within ASTD.

How do they differ? Which one is better? How much is a National membership? The great thing about both memberships is they each offer something unique to the Training & Development Professional.

Your **Local Membership** offers a multitude of benefits including:

- ◇ Opportunities to hear subject matter experts at monthly meetings
- ◇ Access to the local on-line membership directory
- ◇ Résumé critique
- ◇ Job listings
- ◇ Mentoring program
- ◇ Special Interest Groups (SIGs)
- ◇ Various networking opportunities
- ◇ Trainer's Institute in cooperation with Bellevue University
- ◇ Certificate In Training classes in cooperation with Bellevue University
- ◇ Access to members only areas of the chapter website, [www.astdnebraska.org](http://www.astdnebraska.org)

As a National member, you join a network of 70,000 training professionals from across the globe. Founded 60 years ago, ASTD is now the largest professional organization for workplace learning and performance practitioners.

A **National Membership** offers a number of benefits including:

- ◇ Subscriptions to:
  - \* *T&D magazine*, the premier industry periodical
  - \* *The Buzz*, a weekly electronic newsletter highlighting industry-related news and trends
  - \* *ASTD Links*, a monthly electronic newsletter focusing on research, public policy, and interviews
  - \* *Learning Circuits*, online e-learning magazine
- ◇ Access to:
  - \* ExecuBooks, an online library of business book summaries
  - \* All ASTD research reports
  - \* Trainlit, a database repository of 20,000 articles and books
  - \* ASTD Mobile, an audio library of articles and news items
  - \* HR White Papers, provided through a partnership with the Society for Human Resource Management (SHRM)
  - \* Hot Topics, a reading list of current literature (great for research!)
  - \* The Member Directory, contact information for your fellow 70,000 members
  - \* The ASTD Career Center, job bank, career development, resume assistance, etc.
- ◇ Discounts on:
  - \* Subscriptions to HRDQ, Human Resource Development Quarterly
  - \* ASTD products and services such as books, conferences, and certificate programs
- ◇ Access to members only areas of the national website [www.astd.org](http://www.astd.org)

**Your Investment:** Only \$230\* for all of these benefits! \$50 (local) & \$180 (national)

*\*If you currently have a Local membership and you would like to know how to combine it with a new National membership, please contact [VP of Membership](#). We can coordinate the billing cycles so you only have to make one payment.*

## Certified Professional in Learning & Performance

As many of you might have noticed, it seems every industry has a certification of some sort.

Why do all these certifications exist? In a word: credibility.

The ability to gain a greater guarantee of performance and expertise is a unique competitive advantage for the professional and the organization that retains them. ASTD National embarked on building the Certified Professional in Learning and Performance™ (CPLP) credential to raise the bar and provide a means for workplace learning and performance professionals to prove their value and knowledge of the field. To do so, they created the ASTD Certification Institute which was tasked to create a professional certification program to credential individuals in the learning and performance field.

This certification covers the broad spectrum of learning and performance addressing 9 areas of expertise identified in the ASTD Competency Model - created through a unique partnership of Fortune 500 and 100 companies, and corporate and academic professionals in the field of training and development.

The 9 areas of expertise include:

- Career Planning and Talent Management
- Coaching
- Delivering Training
- Designing Learning
- Facilitating Organizational Change
- Improving Human Performance
- Managing Organizational Knowledge
- Managing the Learning Function
- Measuring and Evaluating

Recently, ASTD National successfully piloted the CPLP exam and members of our chapter participated in the pilot and are eagerly awaiting their score results. During the pilot, extensive feedback was solicited and National ASTD will be making some improvements before launching the full CPLP program in 2006.

At the ASTD Leaders' Conference in November, it was announced that the ASTD Certification Institute would be launching a formal study program for those interested in pursuing the CPLP certification. In response, ASTD Nebraska will be working to bring that program to support our members interested in pursuing certification.

If you are interested in learning more about the CPLP and/or the study program, please contact Patricia Harrold, Chapter President at 402-850-0870 or email [patricia.harrold@offutt.af.mil](mailto:patricia.harrold@offutt.af.mil)

## Advance Trainers Institute Pilot Program

Now's your chance to advance your skill set in Systemic Thinking, Accelerated Learning, Action Learning, Project Management, Human Performance Improvement, Advanced Writing and Strategic Planning!

Each workshop is held at the Bellevue University's Lozier Professional Center

December's workshop topic is "Accelerated Learning"

### Accelerated Learning - December 12, 2005

A one-day workshop which will show training professionals how to do more with less -- to maximize learning and its impact, by applying accelerated learning theory, tools, and techniques. At this workshop participants will discover how to reduce training time and improve job performance by using whole-brain methods tested at top universities

**Date:** Monday, December 12, 2005

**Time:** 8:00:00 AM - 5:00:00 PM

**Location:** Bellevue University  
Lozier Professional Center  
2810 N. 118th Circle  
Omaha, NE 68164

**Price:** \$200 \*\* Registration deadline is December 7, 2005

Register online through our Events Calendar <http://www.astdnebraska.org/calendar.asp> or via telephone 402-850-6710.

For more information, please contact Patricia Harrold at [patricia.harrold@offutt.af.mil](mailto:patricia.harrold@offutt.af.mil) or log onto our website, [ASTDNebraska.org](http://ASTDNebraska.org) for workshop details.

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## Getting Value From Coaching

**Organizations improve their leadership development ROI when coaching links directly to the strategy and performance.**

Over the past ten years, coaching has become the fastest growing human resources consulting practice. Today, tens of thousands of consultants identify themselves as executive coaches. The demand for executive coaching, according to credible recent research, will continue to mushroom. Why is executive coaching becoming commonplace in extraordinary organizations?

The growth of coaching practices is attributable to a new focus on organizational leadership development. Organizations with powerful leadership development practices consistently produce desirable long-term results. When coaching is an effective element of an organization's leadership development strategy, long-term improvements--measured by profit, cost--containment, or both--are the likely business outcomes.

Despite its benefits, the economics of executive coaching are *rarely* explored. Employers are willing paying fees ranging from \$1500 to \$15,000 a day. Because there are few barriers to entering this lucrative consulting practice, competency and expertise are significant variables. Consequently, *every* organization should thoughtfully evaluate and manage its coaching relationships.

(See Coaching on page 9)

## Chapter Volunteer Opportunities

### **Volunteer Position:** Director of Public Relations

#### Description of Job & Responsibilities:

- Assist in promoting ASTD Nebraska's events, programs, monthly luncheons, services
- Network and maintain connections with other local organizations and neighboring chapters
- Write newsletter articles, website announcements and press releases

Time commitment: 2-3 hours per month

Length of commitment: 1-2 years

Volunteer benefits: If you have a creative flair with writing or maybe you love to network, then the Director of Public Relations is the position you want.

Contact Janet Skogerboe, Dir. of Public Relations at [jlsnp@hotmail.com](mailto:jlsnp@hotmail.com)

### **Volunteer Position:** Director of Sales and Marketing

#### Description of Job & Responsibilities:

- Secure sponsorship for website promotions, newsletter advertisements, etc
- Maintain relations with consultants and their online pages
- Work with other areas in pursuing revenue opportunities for ASTD Nebraska

Time commitment: 5 hours per month

Length of commitment: 1-2 years

Volunteer benefits: If you love sales and promotions, maybe those are your training courses and you would like to put classroom theories to the test, then the Director of Sales is the position you want.

Contact Janet Skogerboe, Dir. of Public Relations at [jlsnp@hotmail.com](mailto:jlsnp@hotmail.com)

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## Coaching

*(Continued from page 8)*

Valuable coaching will always be a highly customized endeavor for individuals and organizations. As a tailored approach to executive development, coaching produces results to difficult business issues. Here are four practices designed to improve the return on coaching investments.

*For the rest of this article, please visit the Leadership Acts website at <http://www.leadershipacts.com/article2.html>*

*Published with permission by Mike Horne, Ph.D. Mike is a results-oriented professional focused on assisting executives and organizations to build performance cultures that support desirable organizational outcomes.*

## January 2006 SIG Meetings

### Books, Toys, and Games

Date: January 24, 2006  
Time: 3:30-5:00  
Place: The Bookworm; Countryside Village, 87th & Pacific  
Topic: An Activity Exchange  
Facilitator: Jamie Kennedy

Are you ever asked for icebreaker ideas, teambuilding games, or fun activities? Are you running out of ideas or tired of leading the same old activities? You're in luck - we're doing an activity exchange!

Join us in January and come prepared to facilitate one icebreaker or quick game others could use. Bring any materials necessary for your activity and a brief write-up (if needed) to handout to others for their reference. By the end of this energizing SIG, you should walk away with several new activities to use! If you don't have something to share, COME ANYWAY. You'll get some great idea and will be able to share with us in the future. Let's get up, get moving, and learn by doing in January!

Questions?? Contact Jamie Kelly at [jk3429174@cox.net](mailto:jk3429174@cox.net)

### Technology

Date: Tuesday, January 17, 2006  
Time: 3:30-5:00

Place: OPPD, 444 S. 16th Street Mall, conference room 3 Atrium West Contact Sue Wymore at [swymore@oppd.com](mailto:swymore@oppd.com) if you need directions.  
Topic: SnagIt - A picture paints a thousand words.

Facilitator: Marilou Mally, OPPD

A picture is worth a thousand words. SnagIt helps you take advantage of this age-old wisdom by changing the way you communicate with your co-workers, friends and family. Marilou Mally of OPPD will share how the company uses this simple yet complex tool in day to day communication.

We invite any ASTD member interested in this topic to join us. For more information on the Technology SIG contact Sue Wymore at 636-3842 or [swymore@oppd.com](mailto:swymore@oppd.com)

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## Mentoring Partnership Explored

ASTD Nebraska is currently exploring the possibility of establishing a mentoring program which would partner corporate trainers with trainers of non-profit organizations.

The partnerships would give trainers within these organizations the opportunity to meet training needs while providing an avenue via the corporate world to deliver the message of the non-profit.

If your corporation is interested in participating in this program, complete the 4 question survey found at the following link: <http://surveymonkey.com/s.asp?u=443521274830> .

For more information, contact the [Director of Programming](#).

## Job Postings

**Training Manager**  
First Comp Insurance

**Training Specialist**  
Cox Communications

**Training Specialist**  
Omaha Steaks

**Trainer**  
Omnium Worldwide

Contact **Valerie Noll**, Dir. of Career Resources, about the job opportunities listed above. She can be reached via email at [DirectorCareerResources@astdnebraska.org](mailto:DirectorCareerResources@astdnebraska.org).

Or log onto [ASTDNebraska.org](http://ASTDNebraska.org). (Remember to login for access to the job listings page)

## New/Renewing Members

ASTD Nebraska extends a warm welcome its newest members and says thanks to those who have renewed their membership. We're glad to have you!

### New Members ~

Donna Doroga  
Barry Rue  
Gloria Wilcox  
Teri McDowell  
William Prentice  
Tracy Krelle  
Donna Willoughby  
Michelle Sandbothe  
Scot Caldwell  
Gina Hayes

### Renewing Members ~

Stacy Braun  
Suzy Kratochvil  
Lee Anne Brownfield  
Krishna Clay  
Stacy Tills  
Kimberly Gurzick  
Michael Richards  
Dirk Frey  
Kristine Vlcek  
Annette Jordan Fall  
Christopher Kort  
Cyndi Atkins  
Shawn Mahrenholz  
Heather Davis  
Jennifer Skibbe  
Les Tighe  
Janet Skogerboe  
Denise Eucker  
Robyn Thelander  
Tonya Kaminski  
Bill Cashell  
Terri Mashek  
Vickie Douglas  
Janet Tschudin  
Stephen Brennan  
Kathy Larsen  
Marta Nieves  
Judith Morss  
Tad Leeper

## What's In It For You?

Are you a new ASTD Nebraska member who wants to know more about the benefits of your membership?

Or do you know someone who would profit from becoming a member of ASTD Nebraska?

If so, consider the next Member Orientation Session. This one-hour presentation is designed to familiarize attendees with the current Benefits and Board of ASTD Nebraska.

This is a great opportunity to find out What's In It For You!

Date: Friday, December 16, 2005

Time: 11:30 – 12:30

Location: Lozier Center (Bellevue University), *120th Street between Blondo & Maple*

Sign up at [www.ASTDNebraska.org](http://www.ASTDNebraska.org) by visiting the Events Calendar link.

Just a reminder ~ 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.

Visit the library website and go to the library to check out your books today!

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



December 2005

Thank you to everyone who makes our Chapter Newsletter possible. Without you, this publication would not exist.

Your thoughts and opinions are very valuable in continuing to make it a huge success.

I welcome all members input and article submissions.

Please feel free to contact me, Elizabeth Ambrose ([eambrose@omnihotels.com](mailto:eambrose@omnihotels.com) or 402-952-6531) with your contributions and suggestions for future newsletter editions.



## ASTD Lincoln December Workshop

### And Then Some . . .

Join presenter Ted Senf of the Allstate Insurance Company Education Department as he shares this dynamic principle of success can revitalize the spirit and redefine the word "service."

Through a simple four-step process, you will learn how to be awake to and activate the "...and then some" experience in your everyday life. This powerful concept opens us to opportunities to make a positive difference in the lives of others as well as our own!

Location: Holiday Inn, 141 North 9th Street, Lincoln

Time: 11:30am-1:00pm

For more information and to register online, visit our website [www.astdlincoln.org](http://www.astdlincoln.org). To register by phone call 402-434-7557.

Registration deadline is December 2, 2005.

Members Cost: \$16 / Non Members Cost: \$32

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## ASTD Reminders

### Special Interest Group (SIG) Leaders Needed ~

ASTD Nebraska is currently looking for SIG Leaders for the Customer Care and Human Performance Improvement SIGs.

For complete details, contact Director of SIGS, [Judy Morss](mailto:JudyMorss), or log onto [ASTDNebraska.org](http://ASTDNebraska.org) and check out the Volunteer Opportunities page. Be sure to login to the website for access to this page.

### 2006 Monthly Meeting Schedule ~

If you're a planner, mark your calendar for the following 2006 monthly meeting luncheon dates. Be sure to keep reading the newsletter for details of each month's meeting!

- January 11, 2006
- February 8, 2006
- March 1, 2006
- April 5, 2006
- May 3, 2006
- June 7, 2006
- July 12, 2006
- August 2, 2006
- September 13, 2006
- October 4, 2006
- November 2006 -TBA
- December 6, 2006