



NEBRASKA CHAPTER

**ASTD**  
WORKPLACE LEARNING & PERFORMANCE

Volume 28, Issue 6

June 1, 2007

## June Luncheon

### Program Topic: Improve Your Presentation Skills!

Sonia Keffer will be helping all of us improve our presentation skills - a critical skill for everyone – especially trainers!

Our presenter has owned her own consulting practice for the past eight years. During the presentation, you will learn how your own preferences influence your training style. Tips for communicating with your audience through ways other than your voice, learning some vocal warm up techniques and delving into the content side of preparing a presentation will also be covered.

How do your own preferences influence your training style? Register now and find out!

Don't miss this opportunity to learn some new tools to help make your training presentations in 2007 top-notch!

We look forward to seeing you there.

**Date:** June 6, 2007

**Time:** 11:00AM-1:00PM

**Location:** Westside Community Center -  
3534 S. 108th (108th & Grover)

**Luncheon cost:** Member \$15 / Non member \$20  
(No shows will be billed.)

**Registration deadline** June 1, 2007



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Register online: [www.astdnebraska.org](http://www.astdnebraska.org) (Members please remember to log in before registering!)  
Register by email: [contactus@astdnebraska.org](mailto:contactus@astdnebraska.org) or by phone: 850-6710

## 2007 Board of Directors

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**Dir of Certification** ..... Valeri Noll 232-8205  
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asathy@up.cpm ..... Union Pacific Railroad

**Dir of WIKI** .....  
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**NAC** ..... Lisa Hayes 544-9042  
LRHayes@up.com ..... Union Pacific Railroad

## Did You Know?

As a trainer, you have access to many valuable, training, leadership, management and e-learning resources.

The websites listed below are available to trainers and offer advice on training, leadership and more!

Custom Guide - Print on demand courseware and quick reference guides. [website](#)

Chief Learning Officer Magazine - Solutions for enterprise productivity in the enterprise learning market. [website](#)

## President's Perspective



What is the value of your membership? Over the last few years, many organizations have been trying to answer this question. Surveys are sent, focus groups are conducted and there are constant questions that ask what you want from them.

These organizations then turn around and remind you of how valuable their services or membership may be. My favorite way to show this type of value came from a sales commercial for a credit card company. You are introduced a father and son and all the costs encountered at a baseball game. A price is stated for of each item. At the end, they pull at your heart strings and say all of it is *PRICELESS*.

ASTD Nebraska is really no different. We may not conduct all of the fancy surveys, but we are focused on making sure the organization that you joined is considered valuable. Every month we are sharing with you a different value proposition. These propositions explain what benefits are available. If you haven't seen them, check out old archived newsletters on the web.

When I think of the value of an ASTD Nebraska membership it includes:

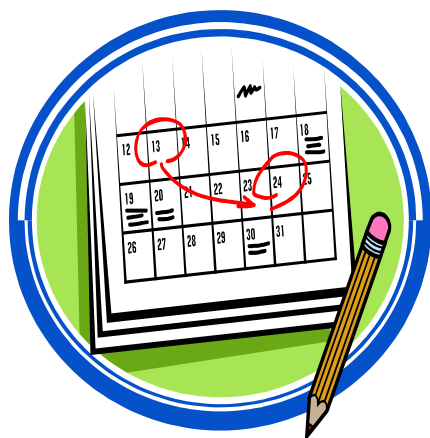
- networking with other learning professionals
- place to grow in a leadership role
- chance to learn new trends and ideas without traveling half-way around the country
- communications about what is happening in our local community with learning
- chance to enhance professional skills formally through educational courses or becoming certified (CPLP)

I hope you take a moment to consider all of the value you get out of your ASTD Nebraska and not only during your membership renewal period. I also hope that if you were asked what the value of your membership is, you too could list reasons why and then simply state...it is *PRICELESS*.

Angela L. Galloway  
ASTD Nebraska 2007 President

*"Leading the way in workplace learning and performance"*

## Upcoming Monthly Meetings - Save the Dates!



**July 11** - Mari Peck will be joining us to present "Becoming the Training Organization Your Company Can't Live Without." Her mission is to help others understand how they can secure the future of their training department. The concept revolves around acting like a business owner. Key areas of discussion will include product definition, customer service, needs assessments, and measurement and marketing. Stay afterward for an afternoon session.

**August 1** - Carol Horner, President of Synchronicity, Inc., will present "Building Your Business Acumen". Join us from 3:00-5:00 p.m. in the Executive Conference Center on the top of the Doubletree Hotel at 16<sup>th</sup> and Dodge. Watch for more details regarding this exciting meeting!

**Sept** - No regular monthly meeting. Attend the exciting Leadership Conference on the 19<sup>th</sup> of the month!

## Member Value - It's All About You

### Running ASTD Nebraska like a Business

Your ASTD chapter leaders are accountable for running our chapter like a business and we consistently pursue best practices to ensure our members are receiving the best products, services, support, and value from their membership. The most successful businesses know what their customers want, how they want it, when they want it, and where they want it. Consider how the following applies to ASTD Nebraska.

*How do businesses know what their customers want?* They know by keeping track of customer activities and purchasing behaviors, conducting customer surveys, and performing data and trend analysis.

*What does this information provide a business?* Data reveals what products and services are keeping customers happy and what current and future needs aren't being met. It also provides guidance to business decision-makers on which business lines are providing the customer the most value.

### The Value of Membership

In an effort to understand member needs better, we've recently gathered six months of data on member involvement (e.g., monthly program participation, professional development and special interest group session attendance, number of resumes critiqued). From the data, we can see that many of you are making the most out of your membership investment. We are also examining trends to drive our future strategies and services so that we can always ensure you get the most from what ASTD Nebraska has to offer.

### Membership Involvement Reporting

Now that we have completed our initial goal of tracking six months' data, we will be reporting that data back to you soon. We will provide you with two types of reports — general membership involvement trends reported through the newsletter and personalized reports. Keep reading to find out how personalized reports might benefit you.

*Do you need to talk to your boss about the value of your ASTD membership?* Show him or her your personalized involvement report of all the valuable activities and services that you have used and the development that you have completed due to your membership.

*Do you want to easily demonstrate your personal dedication to self-improvement and career progression or do you need to maintain a certification such as CPLP, PHR or SPHR?* You can prove your commitment to professional development with a personalized involvement report.

We are looking forward to sharing more about how we are tracking membership needs and reporting our findings back to you. If you have more questions, feel free to contact the facilitator of the Member Involvement Task Force, Heather S. Davis, at [heather\\_davis@csgsystems.com](mailto:heather_davis@csgsystems.com).



## ASTD Ambassadors - Who They Are & What They Do

The ASTD Ambassador program is a recently implemented service for new members of ASTD Nebraska. Our Chapter wants to ensure that new members are able to quickly make the most out of their new membership. We want to provide an easy and engaging way for them to navigate all the services and benefits a chapter membership offers. So, we've reached out to our senior leaders and created a program that will match them with new members to facilitate relationship building and fact-finding, as well as resource and networking opportunities. Each new ASTD member is offered the opportunity to be paired with an experienced ASTD Nebraska member.

*ASTD Ambassadors have three main responsibilities:*

- Personal Resource
  - When new members have a question about anything, need direction, or want to know what is available to them as members of ASTD, their personal Ambassador is there to guide them.
- Tailored Focus
  - Ambassadors work with new members to identify specific needs and expectations to provide a customized and targeted new member experience.
  - They also collaborate with other members to make sure new members can access all the valuable services the chapter has to offer.
- Networking Facilitator
  - Ambassadors help new members network by introducing them to other Chapter members for the sharing of ideas and future partnerships.

We are currently piloting the program by pairing new members with Ambassadors from our Board of Directors. Soon, we are hoping to open this exciting opportunity to all veteran members who are interested in strengthening Omaha's network of training & development professionals by becoming ASTD Ambassadors themselves. *Watch the Member Involvement area of our website for details.*

*Here is what an Ambassador and new ASTD Nebraska member have to say about this new program.*

Tania (New Chapter Member):

"Having Shawn as my ASTD Ambassador has been wonderful. It may not be every day that I have an immediate need or question, but knowing that he is always there to touch base with is reassuring. It is nice to have an alternate contact with similar industry know-how to bounce ideas off of."

Shawn (Ambassador):

"Not only is it a great way to welcome new members and create a more comfortable atmosphere, it helps current members open up as well. Sometimes, as established members, we forget that not everyone is familiar with us or our processes; the Ambassador program helps us slow down and think about those perceptions and reassess our processes."

*This program is coordinated by Amy Jorgensen, Director of New Members. Contact her at [amy.jorgensen@offutt.af.mil](mailto:amy.jorgensen@offutt.af.mil) with any questions you may have. Others on the Membership Committee are Shawn Mahrenholz, Director of Member Involvement - [smahrenholz@omahastate.com](mailto:smahrenholz@omahastate.com), and Diane Skrobo - [deskrobo@oppd.com](mailto:deskrobo@oppd.com), Vice-President of Membership.*

***Let us know how we can be of assistance to you!***

## Career Services Team Players

Career Services would like to introduce our new monthly "Career Services Team Players" segment. Each month we will highlight one of the dedicated professionals from our Resume Review and Interview Teams.

This month, we would like to start with our Resume Review Team. For those of you that may be new to the chapter or may not have yet utilized these services, the Resume Review Team provides a personalized resume critique based upon the latest trends in hiring and the Workplace Learning and Performance career field. The team provides feedback that allows you to polish your resume and increase your ability to compete with other candidates in the job market. The service also provides you with the opportunity for one-on-one consultation, which many individuals find very helpful.

### Resume Review Team members

The Resume Review Team members include the following individuals: Krishna Clay, Andy Raffel, Cathy Grage, Cheryl Hamilton, Kelli Dedlow, Mary Cippera, Alysia Clary, Catherine Rawlings, and Jon Stanton.

### Spotlight on Mary Cippera



For June, the Resume Review Team proudly spotlights Mary Cippera. Mary's invaluable experience with resume writing has been instrumental in providing feedback for the resume reviews.

You may also recall her "Spring your Resume Into Action and Go Fly a Kite" article included in last months newsletter.

Keep reading for Mary's thoughts about ASTD, the Resume Review Team, Summer, and resume writing tip.

"Joining ASTD and going through the Trainer Institute in 1993 was truly a life-changing experience for me. Some people fall in love with golf or Monet paintings (I like both) but I fell in love with the art of helping others learn and develop. In our profession there are many aspects to what we do and they have grown throughout my career (is something missing here?) ROI, human performance improvement, capitalizing on your company's knowledge management, intranets and virtual classrooms. Essentially, I enjoy working with, listening to and watching the managers and employees in the organization grow as a result of our working together. I am currently employed at Hewlett Packard as a Training Specialist.

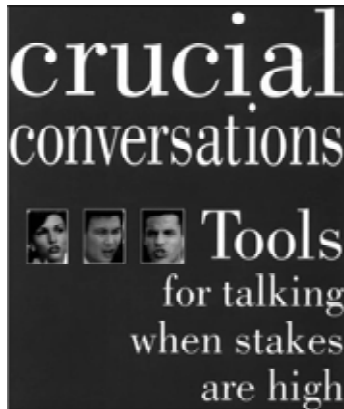
My tenure as part of ASTD's Resume Review Team has been an opportunity to network with other members while I learned more about an area in which I had expressed interest. Certainly, I have gained much more than I have shared. I continue to find out new information with every resume I review. On the personal side of life, I have three wonderful children. This time of year I can be found in the car on the way to a practice or a baseball game for my two sons. I love to write, sing, shop, travel, dance, read or just sit quietly and watch a sunset."

*Mary's resume tip:* It is so important to paint a picture of who you are and what you have accomplished. Use descriptive verbs to tell us what is eye-popping and earth-shattering about that program you delivered or developed. For many of us it is hard to speak highly of ourselves. We encourage it on the Resume Review Team. Let us help you!

Thank you, Mary for your commitment and dedication to the Resume Review Team, and the talented members of our ASTD Nebraska.



## Conversations that Drive Results - 2007 Leadership Conference - September 19, 2007



Any business professional will tell you that conversations are how business outcomes are achieved –whether it is the CEO establishing the strategic vision of an organization, a supervisor advising personnel on performance issues, or you attempting to share your perspective and make things happen!

Join us September 19, 2007 at the QWEST Center for our “**Conversations that Drive Results**” leadership conference with New York Times Best Selling Author Joseph Grenny of Crucial Conversations. This session will provide CEOs, senior executives, managers and you a straightforward step-by-step process for identifying and resolving issues standing in the way of organizational and personal success.

Participants can expect to experience significant improvement and real results in areas such as:

- **Productivity** - At Sprint, Crucial Conversations skills corresponded to a 93 percent improvement in productivity.
- **Quality** - After a Crucial Conversations intervention, quality, time, and cost metrics improved 10-15 percent at Sprint.
- **Teamwork** - At Maine General Health, employees trained in Crucial Conversations were 167 percent more likely to speak up and directly resolve problems when they saw a teammate demonstrating poor teamwork or being disrespectful.
- **Relationships** - Survey results gathered at Franklin Pierce College six months after a Crucial Conversations intervention showed that passive-aggressive behavior and anger due to deficient communication was down by 14 percent, while trust levels had increased by 15 percent.
- **Safety** - Managers who went through the training at Maine General Health showed a 53 percent improvement in speaking up about shortcuts that could be dangerous for patients over managers who had not been trained.
- **Employee Satisfaction** - At AT&T, employee satisfaction rose by 20 percent. At The University of Colorado Hospital, turnover decreased from 38 percent to 12.5 percent.
- **Efficiency** - At AT&T, billing costs were reduced by 90% after Crucial Conversations training. At Sprint, customer care expense was reduced by \$20 million annually by automating and speeding processes.

Are you craving similar results? Then attend our leadership conference and learn the skills and techniques to be the catalyst your organization needs to drive rapid and sustainable change, get stalled change initiatives back on track, and turn good individuals and teams into key contributors.

ASTD Nebraska Members will receive **special pricing of \$139** and a free copy of Crucial Conversations: Tools for talking when stakes are high. Our registration website will be up soon so save the date!

## Education Updates

### Trainer's Institute 2007 Scheduled

We are very excited to announce this year's Trainer's Institute Week – October 15-19, 2007. It will be held at ConAgra's Learning Center.

Trainer's Institute is a week-long program designed as an introduction to and an overview for the training role. For individuals who are new to the field of training, Trainer's Institute provides a challenging opportunity for mastering the basic skills every trainer must have to succeed.

During this five-day workshop, experienced trainers share tips and techniques to help you improve your skills, confidence, and professionalism. You participate in engaging and interactive sessions and receive personalized feedback on your use of training techniques.

Information will soon be posted to our website along with registration details. If you know of someone who may be interested or may benefit from this great opportunity, please pass this information along.

If you have any questions or comments, please contact Tamara Dowling, Director of Education, at 354-6708 or [Tamara.Dowling@nmhs.org](mailto:Tamara.Dowling@nmhs.org)

### Certificate in Training Program Update

As many of you have heard, we are currently in the process of reviewing the Certificate in Training program to ensure the program meets our members' needs and also aligns with ASTD's competencies.

In June, we will be holding our last Certificate in Training class for 2007, Mastering the Role of Group Facilitator. This class will be held June 13-15, 2007 at Bellevue University's Lozier Center and will be instructed by Cec Farnsworth. This exciting course is designed to help you feel confident and well prepared to assume the role of facilitator in almost any type of group meeting. The class is geared to the various situations trainers are called upon to facilitate, such as training groups and work teams, but anyone who wishes to become a skilled facilitator will benefit.

We will be publishing a member survey soon to solicit your feedback about your training needs. Please take the time to complete the survey. This information is vital for us to make sure we are providing the right classes for our members.

If you have any questions or comments, please contact Tamara Dowling, Director of Education, at 354-6708 or [Tamara.Dowling@nmhs.org](mailto:Tamara.Dowling@nmhs.org)

## Board Member Bio

Ever wondered what your ASTD Nebraska board members look like? Where they work? What are their chapter goals? How about something that would make you say "I did not know that about them."

Throughout 2007 ASTD Nebraska newsletter will introduce you to your board members. You'll be surprised what you learn about them!



Board member name: Valerie Reed

Board position: Director of Career Resources

Contact email address: [directorcareerresources@astdnebraska.org](mailto:directorcareerresources@astdnebraska.org)

Years with ASTD Nebraska: less than 2 years

2007 Goal for ASTD Nebraska: I would like to see membership increase, and current and new members become more involved in chapter activities. I would also like to see an increase in the monthly luncheon program attendance. Sometimes it is hard to realize what you are missing unless you go. It's not just about that topics, although those are great too. For me, it's the

networking and professional benefits that I gain through my attendance and being able to support the profession and our organization.

Surprising tidbit: I am a participant in the "Ladies of the Evening" group; a women's group in the Omaha area that meets on the first Wednesday of every month at 6pm for running/walking and a potluck dinner afterwards. I recently ran the Lincoln Half Marathon with a couple of my friends from the group. It's a great time!

## Advertise with ASTD Nebraska

Part of ASTD Nebraska's success comes from valuable support from organizations and individual members who volunteer their time and energy. With over 300 members, we can reach a variety of training decision-makers. The Nebraska Chapter offers many different cost-effective advertising options and package deals. The following are a few options for advertising:

- Monthly eNewsletter
- ASTD Nebraska's website
- Sponsor a monthly chapter meeting
- Vendor tables at a meeting or workshop

For more information, please contact Marilyn Sims, Director of Sales at [marilyn@clarkconnectiongroup.com](mailto:marilyn@clarkconnectiongroup.com)

\*\*Payments are due in advance. ASTD Nebraska has the right to refuse any request based on the best interest of chapter members.



## Leadership Conference Volunteer Opportunities!!!

As part of our effort to plan and execute the best Leadership Conference ever, ASTD Nebraska is seeking volunteers to join us on this incredible journey!

- Advance your prominence in the community by developing relationships with major employers and community leaders
- Increase your personal and professional network by working with professionals from ODN and ALN
- Gain tangible examples for your resume of your ability to manage large scale projects and work diverse efforts across individuals and functions

We are looking for ASTD Members who would be interested in serving on the following committees:

- o **Sponsorship & Vendor Recruitment Committee**

- \* This committee will be responsible for securing financial sponsors and vendors who will exhibit the day of the event and managing the overall sponsor/vendor relationship.

- o **Registration Committee**

- \* This committee will be responsible for managing the registration process beginning to end, ensuring a delightful experience for the conference attendee and a manageable process for the event

- o **Marketing Committee**

- \* This committee will be responsible for implementing a multi-faceted marketing plan for this event.

- o **Technology Committee**

- \* This committee will be responsible for facilitating the creation of an event-specific website for registration and marketing and working with vendor(s) supplying equipment and technology-based solutions during the planning phase and on the day of the event

For more information about these volunteer opportunities, please visit our Volunteer Opportunities Page or contact Patricia Harrold, 402-232-8265 [patricia.harrold.ctr@offutt.af.mil](mailto:patricia.harrold.ctr@offutt.af.mil)

## Chapter Involvement Opportunities

### **Volunteer Position:** Interview Team Member

#### Description of Job & Responsibilities:

This opportunity is for a team launching this fall. We are seeking people with experience conducting interviews to help us get started.

- Conduct mock interviews and give feedback to help our members polish their interview skills
- Generate ideas for more Career Resources Products and Services
- Occasional special projects such as write a newsletter article or create an interview aid handout

Time commitment: 1-2 hours training  
Monthly time: 1-4 hours monthly  
Length of commitment: 1 year

Contact Alysia Clary at 498-2446; [aclary@integriguard.org](mailto:aclary@integriguard.org)

### **Volunteer Position:** Programming Committee Member

#### Description of Job & Responsibilities:

- Assist in choosing topics for monthly meetings
- Secure speakers/presenters for those meetings
- Assist in planning and executing meetings

Time commitment: 2 hours training  
Monthly time: Meets the 3rd Thursday of the month at 4pm  
Length of commitment 1 year

Contact Amy Trenolone, Dir. of Programming at [amy.trenolone@acheiveglobal.com](mailto:amy.trenolone@acheiveglobal.com)

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

#### Description of Job & Responsibilities:

- Create/layout marketing pieces, as needed to be used in mailers or flyers/brochures
- Assist committee efforts in promoting ASTD NE in the area
- Must have strong communication skills, including writing and editing
- Ability to plan, make decisions and work with deadlines

Time commitment: 0 training  
Monthly time: 5-6 hours per month  
Length of commitment 2 years

Contact Janet Skogerboe, VP Marketing at [janet.skogerboe@mutualofomaha.com](mailto:janet.skogerboe@mutualofomaha.com)

## Chapter Volunteer Opportunities

### Volunteer Position: Resume Team Member

#### Description of Job & Responsibilities:

- Review member resumes and provide feedback to team leader who will then compile it
- Occasional special projects such as write a newsletter article or create an interview aid handout

Time commitment: 1-2 hours training  
Monthly time: 2-4 hours monthly  
Length of commitment: 1 year

Contact Valerie Reed, Director of Career Resources at 498-2443, 871-7889 or [DirectorCareerResources@astdnebraska.org](mailto:DirectorCareerResources@astdnebraska.org)

### Volunteer Position: ASTD Nebraska Mentor

#### Description of Job & Responsibilities:

- Mentor should have at least 5 years of experience in the Training & Development field.
- Mentors should assist the mentee in defining goals and provide or help find the resources the mentee needs to meet his/her goals.
- Mentor should act as an advisor or coach as the mentee begins activities to meet established goals.
- Mentor should adhere to personal and professional confidentiality expectations.

Time commitment: 6 hours training  
Monthly time: 1 hour  
Length of commitment: 6 months

Contact Angela Athy, Director of Mentoring, at 402.544.7086 or [asathy@up.com](mailto:asathy@up.com) for more information.

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## Volunteer Facilitators Needed

St. Peter Claver Cristo Rey High School, part of the nationwide Cristo Rey Network, is opening in Omaha in August. The mission of the school is to provide college preparatory school choice for students and families of various faiths who desire it the most but can afford it the least. As part of their preparation for the world of work, the students are placed in corporate settings for one day a week.

To prepare the students for entry into the workplace, they run a three-week "boot camp". During the sessions, facilitators train the students in hard skills and soft skills necessary for success in a corporate setting. The courses are set and the materials prepared; the school is seeking volunteer facilitators to teach a few sessions of one topic or more. The Boot Camp will run for three weeks from July 30-August 17th, mornings only.

Watch for the volunteer posting on the ASTD Nebraska Job Postings. For more information, contact Jim Pogge, at 734-1802 or by email at [jpogge@spccristorey.org](mailto:jpogge@spccristorey.org).

June 2007

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/suggestions.

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



## New/Renewing Members

ASTD Nebraska extends a warm welcome to new members and says thanks to those renewing their membership.

### Renewing Members

Danielle Evans  
Cheryl Hamilton  
Danielle Evans  
Diane Skrobo  
Catherine Rawlings  
Jeremy Haecker  
Mary Diederich  
Karen Burnett  
Mary Vance  
Laurie McIntosh  
Ralph Wojcinski  
Steve Eudy

### New Members

Lisa Barth  
Emily Hardy  
Jan Stukenholtz  
Wendy Harris  
Carl Fletcher  
Sherry Phillips  
LaDreana Edwards-Penn  
Jody Ford, Ph.D.  
Kim Watkins  
Lori Smith  
Damon Ellington  
Amy Walkonen  
Deb Schuiteman  
James Matthews  
Chris Byrd  
Connie Bitcon  
Corey Dooley  
Karen Dwyer  
Susan Pinkerton  
Jamie Swanson  
Peter Cihunka  
Dan Lucas

## CIT Schedule

June 13-15, 2007

Mastering the Role of Group Facilitator  
Registration deadline: June 8, 2007

Session costs: \$275 members/\$300 non-members

\*\*All classes are held 8:00am-5:00pm at the Bellevue University Lozier Building located at 117th & Blondo.

## Job Postings/Career Resources Assistance

We post new positions on the website frequently. The following items are just a few of the latest opportunities!

To see all of the postings and to find out more about these positions, login to [www.astdnebraska.org](http://www.astdnebraska.org), go to the Career Center, and click **Job Postings** in the left navigation bar.

- Client Management Trainer, Lincoln Financial Group
- Senior Specialist - Multimedia Design, Securities America
- Training Specialist, Metropolitan Utilities District
- Manager - Organizational Effectiveness, Food & Beverage Industry in Iowa
- Manger of Training & Development, Professional Veterinary Products

To find out more about our Job Posting service, please contact Valerie Reed at [DirectorCareerResources@astdnebraska.org](mailto:DirectorCareerResources@astdnebraska.org).