



**Linking People,  
Learning & Performance**

# Nebraska

American Society  
for  
Training and Development

March, 2004  
Vol. 25  
No. 3

March 3, 2004

Picture This: Incorporate Video in your training!  
Gary Repair, Executive Producer-UNO Television

Many of you have asked for exciting and innovative techniques to improve your training sessions. This session will meet this request by providing information on how to creatively use video as a valuable training and informational tool to help deliver many types of messages. Production and delivery methods have benefited greatly from the use of video to provide accurate and visual examples.

This session will cover some of the uses of video, explore various delivery methods including tape, CD, DVD and the internet, highlight the skills and roles needed in the production phases and what to consider when consulting with outside producers.

**Learning/Presentation Objectives:**

1) Create or reinforce awareness of possible uses of video in the training environment. 2) Convey an awareness of the skills/roles/phases involved in the video production process. 3) What to consider when working with outside producers.

**About the Speaker:**

As the Executive Producer of UNO Television, Gary Repair has been involved in the production of broadcast programming for the Nebraska ETV Network and Omaha area cable outlets as well as non broadcast productions for academic support, informational purposes, recruiting Gary has been both the producer and director of numerous programs including live sports and political debates, educational programs and two award winning television documentaries – The War Comes to Nebraska, the story of Nebraska and Nebraskans contributions to the effort of winning WW II. The Road to Morocco: Journey to Understanding, the story of 70 American Jews, Christians and Muslims who went to Morocco as part of an on-going effort to find ways the three religions can peacefully coexist.

Gary has facilitated professional growth and training in many different methods. He is an Adjunct Professor teaching television production courses for the University of Nebraska at Omaha and was a military instructor for a wide variety of US Army courses ranging from administration and leadership to combat skills. Gary was also selected as the ASTD Nebraska 2003 New Member of the Year Award.

Please join us for this fantastic presentation, great food, and networking with fellow training professionals.

For Program Reservations call ASTD Voice Mail at 402-397-0280 or register on-line . Reservation/ Cancellation Deadline: Noon,"  
February 27, 2004

**Meeting Location:** Westside Community Conference Center 3534 S. 108th St. (108th & Grover)  
**Registration/Networking:** 11:00 a.m.  
**Lunch:** 11:30 a.m.  
**Program:** 12:00-1:00 p.m.  
Price: \$15 Members/\$20 Non-members (no-shows will be billed)

**Inside this Issue:**

2	Board of Directors
2	March's CIT Course
2	Upcoming Events
3	President's Perspective
4	National ASTD News
5	Training Article
5	CORE Article
6	Volunteer Opportunities
6	National ASTD News
6	Omaha Public Library
7	Membership
8	Technology SIG
8	Books, Toys, & Games SIG
9	HPI SIG
9	Resume Article
10	Professional Development Thank You
10	Career Opportunities
10	Programming Notes
11	April's Program

The beautiful thing about learning is that no one can take it away from you.

- B. B. King -

Just because your are trained for something doesn't mean that you are prepared for it.

- Anonymous -

## ASTD Nebraska 2004 Board of Directors

President.....Carol Horner 871-8141  
chorner@beinsynch.com Synchronicity Training and Development

President-Elect.....Tricia Danielsen 351-2577  
tricia.danielsen@mutualofomaha.com Mutual of Omaha

Past President ..... Lisa Hayes 963-6962  
lisa.hayes@sitel.com SITEL Corporation

Treasurer .....Jennifer Kay 934-0449  
jennifer.kay@cox.com Cox Communications

Secretary .....Sue Wymore 636-3842  
swymore@oppd.com OPPD

VP, Communication..... Linda McManigal 444-1157  
linda.mcmanigal@owh.com Omaha World Herald

Newsletter Editor .....Kristi Moehring 633-7308  
kmoehring@fnni.com First National Bank Omaha

Director of Web.....Linda Beiriger 554-1045  
lindabeiriger@tconl.com Planned Parenthood

VP, Marketing ..... Angela L. Galloway 636-3833  
algalloway@oppd.com OPPD

Director of Public Relations.....Tom Colling 551-1589  
consultcolling@hotmail.com Colling Consulting Services

Director of Marketing ..... Kristi Rutledge 963-4965  
kristi.rutledge@sitel.com SITEL Corporation

VP, Membership .....Denail Vaughn 354-1055  
dvaughn@nmhs.org NE Methodist Health System

Director of On-Line Membership Resources .... Diane Skrobo 636-2321  
deskrobo@oppd.com OPPD

Director of Member Involvement.....Barbara Aldrich 934-5757  
lmaphd@hotmail.com

Director of Orientation .....Angela Carter 596-7942  
acarter@psigroupinc.com PSI Group Inc.

VP, Programming ..... Deb Dice 633-3879  
ddice@fnni.com First National Bank Omaha

Director of Awards.....Monica Rose 399-9111x2465  
mrose@saionline.com Securities America

Co-Director Monthly Programs.....Julie Burrell Lillig 595-2900  
julie\_burrell@unomaha.edu NBDC

Director of Special Interest Groups.....Judy Morss 636-3823  
jmorss@oppd.com OPPD

VP, Professional Development .....Patricia Harrold 294-1621  
patricia.harrold@offutt.af.mil L3 Link Simulation & Training

Director of Certificate in Training ..... Kate Bratetic 935-2114  
kabratetic@paypal.com Paypal

## ASTD Nebraska 2004 Board of Directors—Cont.

Director of Career Resources.....Kris Goslee 498-4466  
Home Instead Senior Care kgoslee@homeinstead.com

Director of Mentor Program.....

**Certificate in Training Program, Curriculum Design and Development.** This highly interactive session will be held March 17 - 18 from 8:00 a.m. - 5:00 p.m. at the Lozier Professional Center.

Join your peers in learning how to apply adult learning principles as you design training programs, explore various approaches to researching content, and discover how to choose appropriate teaching methods and mediums to meet objectives. This session will also assist you in designing training programs that meet the identified performance needs of your targeted audience. Learn a systematic approach to design and develop training programs, starting with definition and analysis of performance, setting training objectives, and writing the training proposal. Learn additional design fundamentals by exploring various research methods and options for organizing the program. Develop your programs beyond the basic structure through a variety of training methods and media.

For more information, please contact Kate Bratetic, Director of CIT/TI at [bratetic@cox.net](mailto:bratetic@cox.net) or visit Bellevue University's Certificate in Training Website at <http://www.bellevue.edu/Training/astd.html#Outline> to register today!!

**Make sure you plan ahead to spend time with ASTD.**

**Reserve your 1<sup>st</sup> 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

### SAVE OUR ECONOMIC FUTURE, INVEST IN TRAINING!

You will notice there is an article in this month's newsletter that quotes Alan Greenspan as saying basically that...invest in training to save our country's economic future. We've always known that but now we have validation from the utmost respected economic mind in our country's recent past.

We need to take advantage of this endorsement! We need to share with our companies and clients that we not only improve the bottom line by improving performance but we are a significant part of the answer to our economic woes as a society.

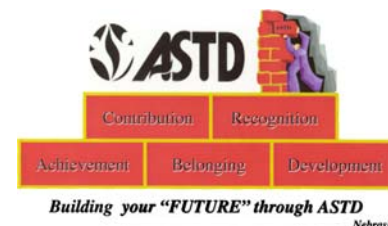
Sound like a big undertaking and a grandiose statement? Don't fret...both your Nebraska Chapter and your global organization of ASTD is here to help you with this daunting task.

The Global Organization of ASTD (yes, global!) provides never ending research and cutting edge information on industry trends, theoretical applications, and techniques. ASTD also will be providing in the very near future (projected 2005) a certification process for training and development professionals. Watch for it, it will take our profession to a new level of credibility.

Your Nebraska Chapter of ASTD provides you with hands on professional development opportunities nearly every week! Besides our Monthly Meeting/Program, we have three Special Interest Groups (SIG's) that meet each month, our Member Orientation Sessions are conducted every other month, we have Certificate in Training (CIT) courses throughout the year, and our nationally acclaimed, week-long Trainer's Institute that occurs each fall. That doesn't even cover it...we have a mentoring program that is really beginning to take off, we are considering partnering with the Lincoln Chapter to conduct an Advanced Trainer's Institute. We already partner with Drake University to provide an Omaha cohort for their Masters of Science in Adult Learning, Performance and Development. And that doesn't even cover it...check out our web site and our newsletter bringing you up to date information on our Chapter's efforts to be your "preferred leader in workplace learning and performance."

Talk about Return on Investment for your membership dollars!

Carol



## Keeping In Touch with ASTD National article from January 2004 [ASTD LINKS](#)

ASTD Nebraska has the opportunity of having Pat Crull, Chair of the ASTD Board of Directors, 2004, come to Omaha in September to meet with us. She will be discussing the role of a Chief Learning Officer.

Here is a little more about who she is and why you should mark your calendars for September 8<sup>th</sup> to meet her in person.



*Patricia Crull has been Vice President and Chief Learning Officer in charge of Training, Learning and Development for Toys "R" Us, Inc. since January 2003. From 1995-2002 she was Vice President in charge of Worldwide Training, Learning and Development for McDonald's. Earlier, for Baxter Healthcare, she was Vice President of the Baxter Institute for Training and Development, and worked for Arthur Andersen/ Andersen Consulting (now Accenture). She is a registered clinical psychologist with a Ph.D. from Northwestern University.*

- Trends in the profession
- ASTD's role

### Trends in the Profession

**LINKS:** What do you see as being the most significant trends affecting the profession?

**Crull:** First, we have to have a more strategic focus. And that very much influences an increased demand on our ability to show a return-on-investment from learning.

Another trend comes out of the technology, and that is a demand for a blended approach to learning. At one point we overestimated e-learning, and at one point we underestimated e-learning; now we're getting a more solid approach where we see it as part of a blended solution. So the second trend is making certain we have a whole portfolio of solutions, and that they blend seamlessly.

Third, there's an increased interest in training leadership and the next generation of leaders. We sort of moved away from that for a while, and I see it coming back – the whole coaching and executive development focus today.

And I think the role of leadership in learning today has more of a business focus than it ever had before. It's a role that demands that we work well cross-functionally; that we understand the industry and business we are in, that we are an integral part of the organization. And when I say business, I believe that's true whether it's a for-profit organization or a not-for-profit organization.

So the three most important influences I see are technology, global and strategic. And the trends within our profession are that we have more of a strategic focus, that we respond to the ROI demand, that we have a blended approach to learning (a portfolio of solutions), that we recognize the demand for preparing the next generation of leaders, and that our role as a learning leader requires that we have the ability to work cross-functionally and leverage groups across the organization.

Everybody talks so much about a seat at the table that it's almost become trite, but we have to *earn* the seat at the table because we understand the business. I think learning leaders today make a mistake when we talk about making certain that learning, or training, or human performance, needs to be *aligned* with the strategy of the business. I think what we really mean is that it must help *drive* the business or the strategy. Alignment to me is kind of an afterthought or a reactive approach, but learning should be an integral part of the business strategy.

### ASTD's Role

**LINKS:** What do you see as the role of ASTD in these emerging trends?

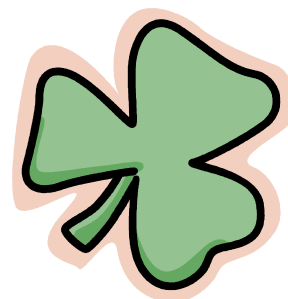
**Crull:** Part of the role is the role that we play now, and part of the role is what I see us moving toward. If we do not play a leadership role in helping to map the future of the profession, then we have not fulfilled what we should be doing. We are the premier spokesperson for the profession. I think we represent the profession to the public, we represent it to the lawmakers, we represent it to the media. We need to play a role in the development of the members of our profession. Increasingly we will play more of a role around the credentialing of the individuals in the profession.

**LINKS:** Is that what you see as the most crucial contribution for ASTD?

**Crull:** If I were to list them, I would say ASTD's contributions should be: (1) mapping the future (defining the future); (2) representing the profession; (3) developing individuals for that profession; and (4) credentialing.

## Federal Reserve Chairman Calls for Enhancing Worker Skills ASTD's Data Show an Increase in Employee Training Investments

(Alexandria, VA) February 25, 2004 – In his Feb. 20 remarks to the Greater Omaha Chamber of Commerce 2004 Annual Meeting, Federal Reserve Chairman Alan Greenspan said, “We need to ensure that education in the United States, formal or otherwise, is supplying skills adequate for the effective functioning of our economy.” Greenspan further remarked, “We need ... to discover the means to enhance the skills of our workforce and to further open markets here and abroad to allow our workers to compete effectively in the global marketplace.”



Tony Bingham, President and CEO of the American Society for Training & Development (ASTD), agrees, saying, “The single most important asset an organization has is the knowledge of its human capital, or workforce. In an increasingly global marketplace, organizations must invest in workforce education to sustain a competitive advantage. Equipping workers with the right skills, at the right time, for the right job, has never been more important than it is today,” Bingham notes.

In its 2003 State of the Industry Report, ASTD's data show that organizations are spending more on employee training as a percent of payroll, delivering more hours of training to employees, and using technology more than ever before to deliver training. The report includes data from 276 U.S.-based organizations that reported actual training expenditures for 2002 and predictions for future spending and delivery methods.

“The data from ASTD's 2003 State of the Industry Report show that despite the economic challenges in 2002, business leaders understand that a continued investment in workforce training and development is critical to their success,” Bingham notes. “Although further research is needed to explain the complex relationship between training and other variables, during the past several years, ASTD's research has shown a positive relationship between an organization's investment in employee training and its financial performance.”

The increased importance of workers' knowledge, skills, and capabilities has focused new attention on the concept of human capital. In an August 2003 ASTD report called *The Human Capital Challenge*, the ASTD Public Policy Council explains that human capital means more than people alone; it means talent. According to the report, “Developing an organization's human capital is about more than having enough people; it's about having enough people with the right skills and knowledge to help the organization create competitive advantage, grow, and succeed.” The report provides examples of how public and private sector organizations are responding to the human capital challenge with innovative recruitment, retention, leadership, learning, and measurement initiatives, and poses questions for business leaders and policy makers to address as they make human capital development a priority.

More information about the ASTD 2003 State of the Industry Report or *The Human Capital Challenge* may be found on ASTD's Website at [www.astd.org](http://www.astd.org).

### ASTD Chapter Operating Requirements (CORE)



As the Nebraska Chapter, we are a part of the global ASTD organization. ASTD provides local Chapters with a number of resources to ensure healthy Chapter management. The ASTD Chapter Operating Requirements (CORE) are a set of 17 guidelines established for all of Chapters. By requiring Chapters to operate with CORE, ASTD provides all members with a minimum expectation of the services and operating practices they will receive at any Chapter they may join.

Here's a quick glimpse into a few of the CORE guidelines:

- A member communication piece is sent at least once per quarter
- The Chapter provides at least 4 professional development events each year
- The Chapter maintains written position descriptions for each key elected function
- The Chapter provides members with a membership directory
- An operating budget is developed and made available to members annually
- An annual plan is created and published that includes goals for the year
- Chapters assess their members' needs and satisfaction levels at least once every two years

The goal of ASTD is to have every Chapter be 100% compliant in all 17 areas. Your leadership team has just completed our 2004 submission and is pleased to announce that we have successfully met that goal! In fact, since CORE was first introduced in 2000, **we have been 100% compliant in all areas for five straight years.** Congratulations to the leadership team and Chapter members who keep our organization a strong, viable Chapter.

Submitted by:  
Lisa Hayes

***Training Article & Chapter Operating Requirements Article!***

## 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](mailto:algalloway@oppd.com).

Dear ASTD Colleagues:

On behalf of the Board of Directors, it gives me great pleasure to announce that Tony Bingham has been selected as ASTD's President and Chief Executive Officer, and has already begun work in his new role.



Tony has been with ASTD for nearly three years, serving as the Society's Chief Operating Officer and Chief Information Officer. His financial, operational, and technical acumen, combined with his understanding of member and chapter needs, the opportunities that lie ahead for the profession, and ASTD's leadership role in the learning and performance community, are incomparable. He brings a wealth of business expertise to this position.

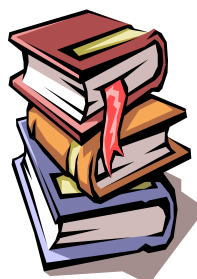
Under his leadership, Tony has implemented additional e-commerce functions including a new online store and Content Management System, drove the Society's financial turnaround, realized improvements in member and customer satisfaction, developed additional strategic partnerships in the United States and abroad, and improved many of ASTD's processes and systems that allow the staff, chapters, and leadership to work more efficiently. Tony will continue to focus on improving the business and delivering valuable services to ASTD members.

The CEO selection process began in August 2003 under the leadership of the Selection Committee - a subset of Board members - who identified key competencies for the position. The Selection Committee conducted a rigorous search and reviewed the credentials of more than 120 candidates before making the final decision.

I would like to extend my sincere thanks and appreciation to the members of the Selection Committee for their time and effort, Development Dimensions International (DDI) for its generous donation of executive assessment tools and resources, members that provided leads to candidates, and ASTD employees for their valuable feedback, input, and support.

The Board of Directors is pleased to welcome Tony to his new role as ASTD's President and CEO, and I am thrilled to share this news with all of you. Tony and I look forward to working with you this year.

Best regards,  
Patricia (Pat) Crull  
2004 Chair, ASTD Board of Directors



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](http://www.omaha.lib.ne.us)

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



Ane Abraham

Princess Cullum

Stephanie Hand

Rick James

Joseph Muzic

Robin Wilson

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 January 2004.

**25 Years of Commitment**

Joe Lipsey

**13 Years of Commitment**

Betty Johnson

**9 Years of Commitment**

Karen Buche

**8 Years of Commitment**

Jeanne Baer, Anita Garrett, Todd Skokan

**7 Years of Commitment**

Tricia Danielsen

**5 Years of Commitment**

Geri Larsen

**4 Years of Commitment**

Carol Birks, Rick Zaporowski

**3 Years of Commitment**

Amy Henkelmann, Barb Ingram

**2 Years of Commitment**

Linda Beiringer, Rori Erickson, Michael May

**1 Year of Commitment**

Angie Stave



**Membership—January!**

### ASTD Technology SIG Meeting for March, 2004



**Date:** Tuesday, March 16, 2004

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

**Place:** First Data Resources; 6902 Pine Street; FDR, Room 2054, Directions are as follows: From Dodge Street, turn south onto 72<sup>nd</sup> Street. Turn left (East) on Pine St. (Pine St. is 1 block South of Pacific.) Turn left into the First Data parking lot. Enter through glass doors on South side of building. Sign in at Security desk. There will be someone there to let you in or call Donna Vandemark 222-5760. Follow signs to Conference Room 2054.

**Topic:** Roundtable Discussion of Screen Capture Software

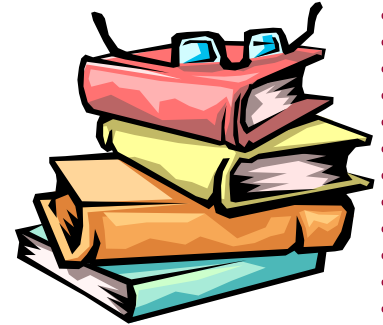
**Hosted by:** Suzy Kratovil and Megan Vega of FDR

Many of our members are either using various screen capture tools to develop their on-line courses or are interested in learning more about these tools.

Join us for a round table discussion of our experiences in using these tools -- the good, the bad and the ugly. If you have experience with screen capture software, 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 things that worked, things that didn't, and lessons learned.

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](mailto:jmorss@oppd.com)

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



**Date:** Tuesday, March 23, 2004 (rescheduled from January)

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

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

**Book:** Experiential Learning: Let's get Specific

**Presenter:** Judy Morss, IT Manager, OPPD

Many of you have heard, seen and perhaps used experiential learning techniques in your training. In this session, Judy will take you through an example and discussion of the Experiential Learning Cycle as practiced by the Girls Scouts of the United States America. She will bring some sample outlines and you will have an opportunity to create at least a partial outline for a course you might be developing. GSUSA has found that the most effective training for their volunteers is training that is based on the ELC (Experiential Learning Cycle). Come enjoy the experience!!

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](mailto:brown548@cox.net) or **Judy Morss** at: 636-3823 or [jmorss@oppd.com](mailto:jmorss@oppd.com)

**April Meeting:** April 27<sup>th</sup>; Review of 101 Ways to Promote Yourself by Raleigh Pinskey; Tricia Daniels of Mutual of Omaha will review this great book.

## ASTD HPI SIG Meeting for March 2004

**Date:** Thursday March 11, 2004

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

**Place:** Cox River City Building\* - Training Room

**Topic:** Effective Interventions and Performance Analysis

**Host:** Brooke Timm and Allison Fleming

The meeting on April 8th will be hosted by Amy Besack of Ameritrade.  
 The meeting on May 13th will be hosted by Diane Skrobo of OPPD.  
 Would you like to volunteer to host the June 10th session? Watch for specific topics to be announced.

\* Note:

Follow Dodge St. to 120th, Exit and go South to Davenport. Turn East.  
 At the stop sign turn North on 117th and immediately turn East into the parking lot of the River City Building.  
 Signs will be posted inside to guide you to the training room.

### Top Resume Do's and Don'ts

- **First Impressions Count** – Your resume reflects who you are as a person as well as an employee! If you are touting yourself as the most qualified candidate do not submit your resume on cheap copy paper instead use good quality professional stock. ALWAYS check for typos, grammatical errors, fingerprints and coffee stains. (You'd be surprised at what has crossed my desk) First use "spell-check" and then ask a few of your friends and professional peers to review your resume to find mistakes you might have missed.
- **One or Two Pages?** - If your career warrants a two-page resume, then you are far better off creating a manuscript that reflects the full range of your experience and accomplishments. If you have been in working for more than 5 years, you normally have enough for two pages. This also keeps you from "selling yourself short" by not spending enough time considering all your responsibilities and achievements. For those of us who can get verbose or who have a long career history – narrowing it down can be difficult. Go through your resume and cull anything that is an obvious component of the job or if you repeat the task/responsibility somewhere else in your resume. DO NOT REDUCE TYPE SIZE to anything less than 11 pt. as your resume becomes difficult to read and most recruiters are not inclined to break out their magnifying glass.
- **Exaggeration, Elaboration, or Stretching the Truth?** – Most of us know our previous employers will do nothing more than confirm our title, dates of employment and maybe salary, but do not allow that to entice you to fabricate achievements or responsibilities on your resume. First, you will be expected to achieve those things in your next position (you may find out you don't know how –then where are you?), and secondly, it's a small world and you'd be surprised at what recruiters share under the table with other recruiters or what your peers know about you in your profession. Also, do not attempt to cover up dates or titles on your resume to hide the fact that you have been unemployed, that you switched jobs too frequently or that you held low-level positions. If a prospective employer conducts a background check or discovers later that you lied, it is perfect grounds for dismissal.
- **State Your Case** - If you are seeking a job in a field in which you have no prior experience, don't use the chronological format for your resume. By using a functional or skills-oriented format, you can present your relevant experience and skills up front. Use your cover letter to explain your reasoning and passion for transitioning to the new career field.
- **Put Your Best Foot Forward** - Don't simply copy the job description jargon from your company's HR manual. To show that you are more qualified than the competition for the positions you are seeking, you need to do more than simply list your job responsibilities. Present specific accomplishments and achievements: percentages increased, accounts expanded, awards won, etc.
- **What Have You Done Lately?** - While it is certainly acceptable to have a two-page resume, don't list every single job you've ever held. Recruiters are most interested in your experience from the last 10 years, so focus on your most recent and most relevant career experience.

**Submitted by:**  
 Patricia Harrold

A special thank you goes out from the Professional Development Committee to the following senior training professionals who volunteered their time and expertise for the Advanced Trainers Institute Topic Survey. Their input will facilitate the development of this next advanced tier of development offerings from ASTD Nebraska! Senior training professionals who would also like to participate should contact Patricia Harrold, Vice President of Professional Development at [patricia.harrold@offutt.af.mil](mailto:patricia.harrold@offutt.af.mil)

Geri Larsen, ConAgra Foods  
Janet Tschudin, NBDC  
Heather Davis, CSG Systems  
Sue Spomer, Gordmans  
Rick Zaporowski, Omaha Steaks

Nancy Eagen, Sitel  
Mike May, MUD  
Barbara Shousha, DTN  
Janet Tschudin, NBDC

Nicole McGuire, LexisNexis  
David Birks, Commercial Federal Bank  
Janet Dean, Girls and Boys Town  
Ann Gillaspie, Empire Insurance

## Career Opportunities

### OPEN POSITIONS

#### Corporate Management Trainer

West Corporation—Posted

#### Learning Development Specialist

Methodist Health Systems—Posted



If you have any 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)

### Programming Notes

Michael Burchell from Great Place to Work® Institute, Inc. shared very unique methods the 100 Best Companies to Work for in America are using to keep top notch employees. The membership gained great from Michael's information and enjoyed his entertaining presentation style.

The April 7 speaker is going to be Suzy Kratochvil, Director of Instructional Design and Development at First Data Resources. Suzy and her training staff have created a top-notch training department that has been recognized nationally for its excellence. You will not want to miss this exceptional presentation on "Blended Learning."

On May 5, Maureen Orey, ASTD National District Manager will present the latest national trends in training. This is a great opportunity for you to ask questions and find out what is really happening across the country.

We hope that you are taking full advantage of your membership by attending our monthly SIG meetings. Did you know that attendance to these meetings is "free." The SIGs are just an additional value you can gain from being a member of ASTD Nebraska.

Have you been wanting to get more involved with ASTD? How would you like to join the "programming committee?" We are currently searching for new directors of programming and committee members. If you are interested please contact Deb Dice, VP of Programming, 633-3879 or [ddice@fnni.com](mailto:ddice@fnni.com).

**Professional Development Thank You, Career Opportunities, & Programming Notes!**

## April Program:

### Designing and Delivering Blended Learning Content for the Corporate Learner, presented by Suzy Kratochvil, Director, Instructional Design - First Data Resources

Did you know that experts predict that within two years, 43% of all corporate universities will use a blended learning approach? What processes do you need to implement? What talent do you need to initiate this endeavor?

This session will include a review of the practical processes, implementation procedures, and do's and don'ts of blended learning at First Data. See how this organization has combined, reused and redesigned existing instructional content to utilize the flexibility and accessibility of Web-based learning. Understand the web tools and resource talents necessary to make this learning endeavor a success.

*Be looking for more information coming soon!*



Mark your calendar for:

**Wednesday, April 7, 2004 ~ 11:00-1:00**

**Westside Community Conference Center, 3435 S. 108th Street**

#### Program Details:

11:00-11:30 am:	Registration & Networking
11:30-12:00 pm:	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](http://www.astdnebraska.org) or by calling ASTD Nebraska's voice mail at (402) 397-0280. *Deadline for registration is Friday, April 2nd by noon.* No-shows will be billed.

For more details, please visit our website at: [www.astdnebraska.org](http://www.astdnebraska.org).

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 [kmoehring@fnni.com](mailto:kmoehring@fnni.com) or 633-7308 with your **contributions** for future Newsletter Editions. Let's keep our Newsletter growing strong!

Contribution

**April's Program & Closing!**