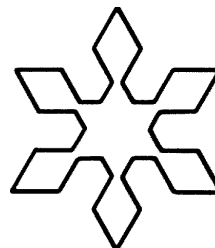
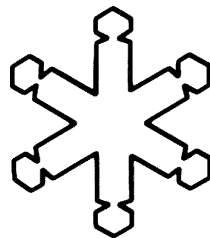
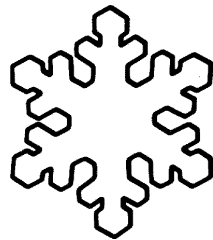


**Wednesday,  
November 19  
6–8 p.m.  
Doubletree Club Hotel  
7 Hutton Centre Drive  
Santa Ana**



**November Learning Event:  
New Perspective on the Future of Learning:  
The Snowflake Effect  
With Wayne Hodgins**



We are unique as individuals.

Not only are we unique as individuals, every situation, moment, or project is equally unique. If that is so true, and if that has been so long the case, why do we live in a world designed on the assumption that there are large groups of people that are very similar? As various models to categorize us into a certain generation, personality style, or learning type, we find ourselves designing our training on those assumptions. This appears to be at odds with the way that we view the world.

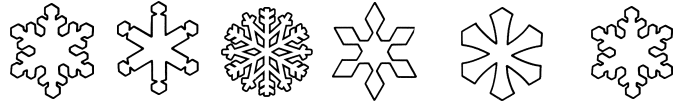
We're designing our training for snowmen, but our learners are snowflakes.

Wayne Hodgins, a strategic futurist and "corporate evangelist" at Autodesk, Inc., has been observing within training a move from mass production towards mass customization. He calls this the Snowflake Effect—each individual gets a solution matched uniquely to that individual's situation.

We invite you to take the long view on the future of learning, training, and education. Attend the roundtable to hear Wayne Hodgins as he calls in from South America (or wherever he might be) to Orange County. He'll be sharing his theories on the future of training and how to accomplish a training design that can be delivered to a broad audience—but still be unique enough to meet each individual's needs.

**Register for events online at [ASTDOC.org](http://ASTDOC.org)**

# Calendar of Events



**November 4, 2008** 11 a.m.–1 p.m.

## Organizational Development SIG Meeting

This month's meeting, *How Success Profiling at Bright Now! Dental*, will review the OD & Learning framework that helped drive the organization's growth. We will also be evaluating the process of Success Profiling and discussing why it is an added value for organizations. Visit the ASTD-OC website for updated information on this SIG meeting.

**Location:** Chapman University College, Irvine Campus, 7545 Irvine Center Drive, Suite 150, Room 11, Irvine

**SIG Leader:** Karen Carlsen (949) 930-3277,  
Sangeeta Gupta (714) 962-0190, ODSIG@astdoc.org

**November 10, 2008** 6–8 p.m.

## ASTD-OC Board Meeting

The Board Meeting is open to all ASTD Orange County Members. Contact Linda Kulp at President@astdoc.org if you are interested in attending.

**November 12, 2008** 4–6 p.m.

## Training & Technology SIG Meeting

This month's meeting will give you a free hands-on opportunity for beginner's instruction on Using Captivate 3. RSVP on the ASTD-OC website Training & Technology page or email ttsig@astdoc.org.

**Location:** Orange County Fire Authority, 1 Fire Authority Road, Classroom 1, Irvine

**SIG Leader(s):** Karen Wales (949) 770-2383, Susan Forman (949) 551-2389, David Ward (949) 362-2050 Ext. 305

**November 13, 2008** 7–8:30 p.m.

## Career Management SIG Meeting

The Career Management SIG provides professional career coaching for those wanting to remain current in managing their careers or those in the midst of a career transition. The new leader is Karen Moraski, owner of KM Training and Coaching in Irvine. Karen has over 12 years experience as a project consultant for Right Management, the world's largest career coaching and outplacement firm.

**Location:** Whole Foods Cafe, The District at Jamboree and Barranca, Tustin  
**SIG Leader:** Karen Moraski, karenmoraski@yahoo.com

**November 19, 2008** 6–8 p.m.

(Third Wednesday—due to the Thanksgiving holiday)

## Learning Event: New Perspective on the Future of Learning

Welcome to the future! Time will be shifted forward five to ten years. Wayne Hodgins, visionary and future strategist in identifying trends and technologies, invites us to a high-level flight over the new world of technology and adult learning that orbits around the unique learner in a knowledge-based universe.

Global business. Distributed workforce. Mass customization vs. mass production. Unique learners. Hear Wayne Hodgins' theories on the future of training and how to accomplish a training design that can be delivered to a broad audience—but still be unique enough to meet each individual's needs.

**Location:** Doubletree Club Hotel, 7 Hutton Centre Drive, Santa Ana

**Facilitator:** Wayne Hodgins

**December 1, 2008** 6–8 p.m.

## ASTD-OC Board Meeting

The Board Meeting is open to all ASTD Orange County Members. Contact Linda Kulp at President@astdoc.org if you are interested in attending.

**December 18, 2008** 11 a.m.–1 p.m.

(Third Thursday—due to the holidays)

## Learning Event: Building Knowledge Management Solutions featuring Death by Chocolate!

What is knowledge management and why is it so important? Explore its potential and the implications for training, including the ability to significantly improve the power of online learning. Learn about the role of learning communities and collaboration and about the important distinctions between instruction and information. See how knowledge management enhances the value of a variety of websites. If you're interested in building a broader, enterprise-wide online learning strategy, knowledge management must become a cornerstone. This presentation will concentrate on the opportunities knowledge management presents for training organizations and business in general, now and in the future.

**Location:** Turnip Rose, 300 South Flower, Orange

**Facilitator:** Marc Rosenberg

Online registration is now more secure than ever with  
ASTD-OC's Secure Socket Layer (SSL) Certificate.

Both on-line and printable registration forms  
for all events available at

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



## New Request for Proposal (RFP) Listing for ASTD-OC Members

### Covey Certified Trainer

Alticore, the parent company of Amway, is seeking a trainer who is certified to facilitate Covey's Leadership Course—*Leadership: Great Leaders, Great Teams, Great Results*. The training would be at Nutrilite in Buena Park, where all the vitamins and herbal supplements are manufactured.

RFP Timeframe: Before the end of 2008  
 Contact: Cathy West, Learning Consultant  
 (714) 562-6469 or [Cathy\\_West@alticor.com](mailto:Cathy_West@alticor.com)

## ASTD-OC on LinkedIn

No fuss, no muss. This is where the ASTD-Orange County Chapter meets online. You don't have to be a formal member of the chapter to join this forum. But, we hope you will because we get together frequently in the real world, too.

Have you joined the discussion yet? So far, we have 105—and climbing—members involved with our LinkedIn community. Don't be left out. Visit the ASTD-OC website for the link to join this vibrant group!

## Member News

Early October, ASTD-OC Member Terry Preuit became the first member of the Certified Professional in Learning and Performance (CPLP) Special Interest Group to pass the CPLP test. "She's been a stalwart member of our group and an utter pleasure to have in our study group of seven," said Janet DiVincenzo, Vice President of ASTD-OC's Special Interest Groups (SIGs). Janet had founded the CPLP Study Group for our chapter to support those members seeking a competitive advantage in the workplace learning and performance field. The ASTD CPLP Certification equips learning and performance professionals with the tools to be the best in the field and lets employers know they have real world, practical expertise that can be readily applied to the current work environment.

Terry is an early success story for the efforts of the group. While she won't get her CPLP Certification until after she's turned in and passed the work product portion, passing the exam remains a major milestone in her journey. The Study Group will be there for Terry throughout the next stage, serving as a peer review group for her product submissions.

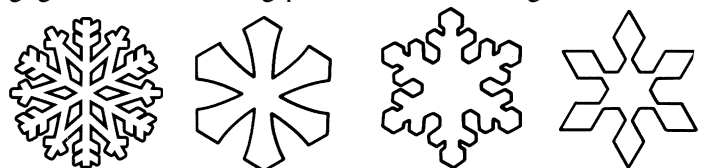
## Community Services

ASTD-Orange County seeks to serve the community as a leader and a resource to bring workplace learning and performance to all organizations: business, government, non-profit, or for profit. Sometimes, however, an opportunity arises to serve the community as a resource to others trying to learn. This holiday season, ASTD-Orange County is supporting READ/Orange County, a local non-profit group that strives to improve literacy in local adult learners. READ/Orange County provides tutoring in reading, writing, and English to individuals. Lessons are individualized, confidential, and highly goal-oriented. Tutors structure the learning process around the goals of the learner, using materials that relate to those goals.

As part of our commitment to the community for the holidays, ASTD-Orange County asks that you support READ/Orange County through the donation of Adult New Reader books. These books would benefit the learners as they are at a different level than books one might buy at a local bookstore. A link to a book list, and instructions for donations, is provided at [astdoc.org](http://astdoc.org).

### From READ/Orange County's suggested book list:

New Island's Open Door Series: brilliant short novels from the cream of Irish writers. This innovative collective of acclaimed novellas are specially written for adults with low-literacy skills by writers as diverse as Maeve Binchy, Roddy Doyle, and Marian Keyes. Students will find it difficult to put these books down, as they engage with the riveting plots and interesting characters.



# ASTD National & Chapter Memberships Bring you the Power of TWO!

## ASTD National Membership [www.astd.org/membership](http://www.astd.org/membership)

- Access to exclusive research online
- Network with over 40,000 members
- News from *T+D*, e-newsletters, webcasts, and more
- Member discounts on the ASTD Store

## ASTD Chapter Membership [www.astd.org/chapters](http://www.astd.org/chapters)

- Programs targeted to your community
- Network with local professionals
- Discover career opportunities
- Join local special interest groups (SIGs)



## The Power of Two

**ASTD National** membership provides the tools you need for success.  
**ASTD Chapter** membership applies those tools to your organization and community.  
**Together you have the Power of 2!**