

# OrangeSpiel

The newsletter of the Orange County Chapter of the American Society for Training and Development  
Volume 32 Number 1 Spring 2004

## President's Message



**By Bill Dutting  
President 2004**

I have selected **“Maintain the Balance”** as our theme for 2004, and no, it does not refer to the balance between the amount of calories you just consumed at the Turnip Rose and the number of miles you need to jog this afternoon!

Maintain the Balance begins with a balance between your needs and the Board's actions. We asked, and you told us what would ring your bells for 2004. With that in mind, we have taken those needs and translated them into goals and actions for next year.

In 2004 we will seek to Maintain the Balance in the following areas:

- Between your professional development and what ASTD can provide. We are, after all, the premiere Learning Leaders in the country, maybe the world!
- Between our communications team and what you want to know... We are using your feedback from our monthly polls online!
- Between programs for fresh trainers as well as senior practitioners. For example, in January we featured our own past president Ray Burch. His program was titled, “Stop Loving Leadership and Hating Management.”
- Between great programs and great lunches, breakfasts, and dinners.
- Between meetings in Orange as well

as in Irvine.

- Between common needs and special interests.
- Between receiving from the chapter and giving back to the chapter as well as the community.
- Between fun and seriousness.
- And the balance between your dues and the perceived value you receive.

I ask you please, at any time, any date, let any of your Board members, managers, or SIG leaders know what you're looking for. We are listening!

As we celebrate our 35th anniversary as a chapter, and the National ASTD celebrates its 60th, it is important to recognize the history and past leadership that has brought us to 2004. I relate this to the recent re-enactment of the Wright Brothers original flight over 100 years ago, and how far the aviation industry has evolved over those 100 years. During that celebration, Senator John Glenn said: **“Whatever we were able to do we were able to do because we stood on the shoulders of others.”**

I appreciate the fact that I stand on the shoulders of all our past presidents...and that you, as members and learning leaders stand on the shoulders of many other training and development professionals.

Please take the opportunity to network, share, and learn from your fellow ASTD Orange County members. Think of where we can lead this profession and the organizations we represent, both now and well into the future if we Maintain the Balance.

### Inside

2004 Leadership Index .....	2
Writing Brochures .....	3
E-Learning Tips .....	4
Working Wardrobes .....	5
Wow, What a Surprise .....	6
Toxic Emotions at Work .....	7
Remote Training .....	8
ICE .....	9
O, Lucky Man .....	10
Human Performance (HPI) .....	11
Contact Update Reminder .....	11
Special Interest Groups .....	12

# 2004 LEADERSHIP INDEX

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**Learning Events held monthly. Information is available in the Orangespiel and at www.astdoc.org. ASTD-OC presents topics pertinent to maximizing human potential. Guests welcome!**

**Change of Address:** If you have a new address, please send your changes to the ASTD-OC office.

*All changes must be received in writing.*

#### Membership Information

**New Member:** \$120 (\$100 dues + \$20 one-time processing fee)  
**Renewal:** \$100 annually  
**Student:** \$65 annually (Must prove current full time status. Exempt from processing fee.)

**Company:** \$350 (+ \$20 one-time processing fee)

*Checks, money order, Visa, MasterCard and American Express are accepted as payment.*

ASTD is committed to maximizing human potential.

In the spirit of diversity and in accordance with state and federal guidelines, the Society supports the principles of equal opportunity.



# How to Write a Sensational Brochure

by Michelle Howe

Whether you own a small business or are the employee of a large corporation the responsibility of designing and creating training brochures often falls to the department. In her article, "How to Write a Sensational Brochure," Michelle Howe explains the process.

Brochures are a great way to promote your product or service. A well-developed brochure can help you stand out from the competition, increase your visibility and make you look professional.

## What Do You Want to Accomplish

In putting together a brochure, the very first question you need to ask is what do you want to accomplish with your brochure? Is this an informational brochure or a sales brochure? What is the message you want your customers to receive when they read your brochure?

A brochure represents you and your business. You could compare writing a brochure to furnishing a new house. The furniture you buy represents who you are and what kind of a feel you want in your home. Some people are bold in their colors and design for their home; others choose a traditional look and feel for their home. Make sure your brochure reflects your unique business.

## Target Your Audience

Who is your target audience? The more tightly focused your message, the more successful your brochure will be. If you have three different audiences, you are better off creating three

different brochures rather than dumping everything into one brochure in order to save money. Appeal to the individual needs of each one of your target audiences.

## Learning Objectives

Don't jam your brochure with information. Establish learning objectives in order to organize your message. For instance, if you were designing a brochure for a local museum, you might start as follows:

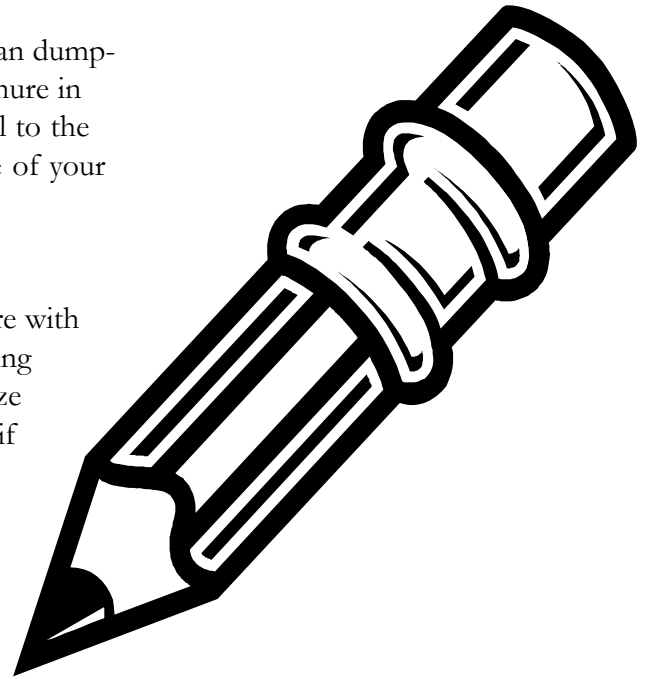
After reading the brochure, most tourists will be able to:

- Name three benefits they will gain from visiting the museum.
- Describe the two main facilities available for the guests.
- Understand admission costs, hours of operation and services available to guests.

Using objectives, you now have an outline of what you need to include for content and photos. Relate this idea to your business and see what objectives you can list.

## The Message

Write your brochure message in a conversational style. Keep it simple and to the point. No one wants to spend time reading long sentences or paragraphs. Most people just glance through brochures, so be sure to have headings that move the reader through your message. Consider using bullets. Think about how a newspaper is put together. Most people scan the headlines and flip through the pages to get



to the part they want to read. The same thing happens with a brochure.

Don't write the content from your viewpoint. The prospective clients don't care about you. They want to know what's in it for them. What are your customers' needs? What benefits can you offer prospective clients? A successful brochure will answer the customers' main questions and convince them to contact your company.

Use the reader's viewpoint to present positive information about yourself and your company. For example, rather than saying, "I've been in real estate for 17 years," say, "With my 17 years of experience in real estate, I know how to find you the best deal in today's market." Now you are reaching your potential client. People don't care how long you've been in business. They want to know how that can benefit them.

*Michelle Howe, is president of "Howe Write You Are" Business Communications, (949) 733-1360, michelle@bowewriteyouare.com*

# Tips for e-Learning Success!

So many organizations are incorporating e-learning into their training formats. In her article “**Power Principles for e-Learning Development**,” Paula Powers shares excellent tips for improving e-learning.

## Power Principles for e-Learning Development

*Adapted from an article written by Ruth Clark in the September 10, 2002 issue of “The e-Learning Developer’s Journal”*



### 1. Adding graphics to words can improve learning

- U.C. Santa Barbar Professor Richard E. Mayer, found an average gain of 89% on transfer tests for learners who studied lessons with text and graphics, compared to learners whose lessons were limited to text alone. Mayer is the author of *Multi Media Learning* and co-author of *eLearning and the Science of Instruction* with Ruth Clark.

### 2. Placing text near graphics improves learning

- In five out of five studies, text near graphics yielded an average improvement of 68%.

### 3. Explaining graphics with audio improves learning

- When comparing animations explained with text to animations explained with audio, the narrated versions yielded an average improvement of 80%.
- Provide a “Replay” button as an option.

### 4. Explaining graphics with audio and redundant text can hurt learning

- Learners who experienced a graphic explained by audio alone had an average gain in learning of 79% when compared to those who experienced a graphic explained by a combination of text and narration that read the text (sensory overload).
- Exception – In a scientific explanation, learning was significantly better with both narration and text combined.
- Words and text will benefit learning in the absence of a good illustration. Overload occurs during an animation in which learners have limited control over the pacing or during the presentation of complex new information.

### 5. Using gratuitous visuals, text, and sounds can hurt learning

- In six of six experiments, learners who studied from a base lesson (void of extraneous text, video, background music, sounds) achieved an average gain in learning of 105%.
- Learners who studied an expanded explanation that used 500 words and several captioned illustrations with a lesson that used only the illustrations and their captions, achieved 69% more learning.
- Less is more.

### 6. Use conversational tone and pedagogical (instructional) agents to increase learning

- Based on the work of B. Reeves and C. Nass, co-authors of *The Media Equation (1996)*, learning programs that engage the learner directly by using first and second person language yield better learning than the same programs using formal language.
- The use of a learning agent, such as a character moderator, can also improve learning.
- Learning was better when the agent’s words were presented in audio rather than in text, and in a conversational style rather than a formal style.
- The agent did not need to be on screen to have a benefit—the voice alone was sufficient.
- To be valid, the agent needs to serve an instructionally valid role—not just appear as an on-screen character.

**Paula Powers**

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## Community Service SIG Partners with Working Wardrobes

Tom Lowrey took the opportunity to volunteer his time with Working Wardrobes for a New Start. In his article on Community Service, he shares his experience with you.

It's true! You can be a member of a SIG that offers professional development, personal growth and reward. The ASTD-OC Community Service SIG is living our Chapter Vision of being "recognized in our community as a leader and a resource to bring workplace learning and performance to all." The Community Service SIG is achieving this through its partnership with Garden Grove based Working Wardrobes®. For a New Start, a non-profit organization founded thirteen years ago to empower people to achieve self-sufficiency. Because Working Wardrobes® (WW) makes provisions at monthly ASTD-OC chapter meetings to accept clothing donations, chapter members may believe that WW is solely a clothing relief agency. Although valuable (and appreciated!), career clothing is but the final piece of a confidence, self-esteem and opportunity-building program provided for adult WW clients. This program is fueled in part by the volunteer spirit and professional talents of Community Service SIG members.

SIG members invest their skill and time at various WW produced events each year, including the flag-

ship WW event, The Day of Self-Esteem, which is held annually for both men and women. On this day participants receive a personal makeover, and career-oriented outfits. They also meet with prospective employers at a Job Fair that same afternoon. Days of Self-Esteem are the crowning glory to what has actually been weeks of training for the adult WW clients, the majority of whom are overcoming a life crisis.

To participate in a Day of Self Esteem, adult WW clients must first complete a Job Readiness and Life Skills Workshop. In these workshops clients establish a personal foundation upon which they may build their success. Our dedicated chapter professionals have excelled in this endeavor, delivering these workshops as success trainers, facilitators and coaches.

The experience is professionally challenging as SIG volunteers empower people to blossom from what has often been a cocooned, life crisis existence. Partnering with fellow SIG members enhances the experience, as you team up to develop the best possible curriculum and workshop delivery methods. Your investment as a SIG member will be infinitely rewarded as you witness clients discovering their skills, gaining confidence in themselves and taking flight into an awaiting world of opportunity.

To join a SIG offering these benefits, consider the Community Service SIG of ASTD-OC. Monthly meetings are held the first Wednesday of each month at 8:30 AM in the offices of Working Wardrobes. These meetings and individual event volunteer opportunities are posted on the [astdoc.org](http://astdoc.org) website and are announced in the monthly ASTD-OC SIGNificant News e-mail.

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## Advertising and Sponsorship

Would you like to grow your business? Foster good will? Make connections? Support professional development?

If so, there are many new opportunities for doing this through advertising in ASTD-OC publications and on the website or by sponsoring ASTD-OC learning events. You can read about all the benefits and find the rates at [www.astdoc.org](http://www.astdoc.org) > Professional Resources > Marketing & Promotion > Advertise With Us! Or call one of our Co-Managers of Advertising and Marketing — Ray Johnson (949) 874-1434 and Phyllis Ritner (949) 376-5724.

## Writers and Authors, Send in Your Work

The Communications Team is looking for articles and ideas to spotlight the work that our members have been doing. We invite you to share your knowledge and expertise, by contributing to the upcoming *OrangeSpiel* issues. Articles and ideas should apply to those topics applicable to trainers and organizational development professionals or the SIG's. Please email submissions of up to 400 words to [getpublished@astdoc.org](mailto:getpublished@astdoc.org). The deadline for the Summer *OrangeSpiel* is April 15<sup>th</sup>. We look forward to all of your contributions.

# WOW! What a Surprise!

And that made it all the sweeter.

In 2003, senior practitioner David Hartl won the Chapter Torch Award. He shares his moving experience of receiving the award, along with the right reasons to get involved with ASTD, in his article “**WOW! What a Surprise**”.

I was completely taken by surprise when, at the Senior Practitioner Reception last November, Past President Toni Johnson announced my name as the recipient of the 2003 Chapter Torch Award for ASTD-OC. It took a beat, maybe two or three, to realize that I was the person now expected to walk up to Toni and accept the award for “outstanding commitment” to the profession. As it sank in, the feeling was richer and richer with every step. I saw my colleagues smiling and clapping, but I don’t remember hearing anything. Wow! What a surprise.

After the official presentations were over, a few of the Chapter leaders asked me to share some thoughts about the benefits of providing leadership for ASTD in Orange County. Here’s what I came up with:

- It’s almost too corny to say it, but what makes it corny is its truth: There is a deep pleasure in “giving something back” to your colleagues, your profession, and your community. It’s intrinsically rewarding and energizing.
- You have the opportunity to work with and learn from colleagues on projects and activities that are almost always productive and fun. (As a friend once said years ago when business was down, “Well, if you’re

not making money, are you at least having fun!?”)

- You develop friendships among professional colleagues that can last for decades, and even more. And these are friends you can go to lunch with, enjoy each other’s company, and talk a little shop.
- You develop trusting and respectful relationships with colleagues by working together on ASTD projects so that when you need partners on a large work project, you know whom to ask.
- You can develop leadership capacities and keep sharpening your professional skills in an ASTD environment where learning together is expected, where there is a high tolerance for risk and error, and where there are many colleagues around to help out when needed.
- You can invest yourself, your time, and your talent in ASTD events and



activities that are challenging and you can feel the pure satisfaction that bubbles-up inside when the events and activities are successful and produce beneficial outcomes.

- You can know the feeling of truly being “of service” to others, fulfilling others’ needs, and working toward goals and aspirations that are larger than your own—growth goals that include our whole profession.

And every now and then, perhaps when you least expect it, your colleagues will let you know how much they value you and your contributions. When that recognition comes as a surprise, it’s so much sweeter to experience. I hope you have that experience too, as part of your Orange County ASTD membership.

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# *Toxic Emotions at Work: How Compassionate Managers Handle Pain and Conflict*

Peter J. Frost. 2002. Boston: Harvard Business School Publishing. [ISBN 1-57851-257-3. 256 pages, including index. \$27.50 USD (hard-cover).]

Reviewed by Toni Johnson.

A noted management and behavioral expert, Professor Peter J. Frost, wrote this constructive and engaging book after he discovered he had life-threatening cancer of the lymph nodes. Bucking the odds, he recovered. Along the way he devoted a great deal of time to examining his life and his goals. He also sifted through the medical evidence that indicated diseases like his could be triggered by high-level stress—stress caused by, for example, being a senior manager in a corporation.

The result is *Toxic Emotions At Work: How Compassionate Managers Handle Pain and Conflict*. Arguing that managers who can help troubled and underperforming employees thrive should be valued and protected, Frost makes the case that most corporations fail in both areas. In the book, he offers concrete examples of corporations that are taking a more proactive and positive approach to guarding key “toxin handlers.” Based on interviews with dozens of employees and other thought-leaders, Frost spells out how many corporations are working to acknowledge their toxin handlers by offering them tangible support, giving them breaks, encouraging stress-reducing behavior at work and else-

where, and generally creating a supportive culture.

He also offers a self-assessment quiz to managers who are not sure if they are overburdening themselves with the toxins of troubled peers or subordinates. Frost notes this handy reference will especially help those managers who are having a difficult time acknowledging they are at risk.

Failure to support managerial toxic handlers can have serious consequences for both the employee and the firm, Frost says. The health risks for employees are quite real and documented in numerous scientific studies, while corporations suffer from lower productivity and morale. “When ignored, pain can poison the workplace, resulting in everything from missed deadlines to an exodus of key staff to a battered bottom line,” Frost says.

Frost suggests that corporations can learn much from how handlers of more obvious toxins such as anthrax work to make their handlers as safe as possible in both the short- and long-term. In a particularly illuminating section, Frost shows how the safety managers who helped to clean up anthrax-laden U.S. postal facilities in 2001 employed three basic rules of thumb to protect their at-risk handlers: 1) using a buddy system to keep workers from being isolated, 2) shielding workers from harm, and 3) mandating regular breaks in a culture where taking time away from the job, far from being stigmatized, is expected and supported.

If book reviews interest you, contact Tara Marvin, SIG Manager, at [SIGs@astdoc.org](mailto:SIGs@astdoc.org) for more information about the Business Book Forum SIG (Special Interest Group).

## Are you still using *Traditions and Transitions*?

The Orange County Chapter of ASTD launched a new website in March 2003.

Are you seeing all the benefits?

Visiting the site is great, but there are several areas that are open to Members Only!

These pages can only be viewed by logging into the site as a Member. To log in as a member, follow these simple steps:

Access the website at [www.astdoc.org](http://www.astdoc.org).

- From the homepage, select **Member Login**
- Enter **User Name**: First initial/Last name (Mary Jones would enter mjones)
- Enter **Password**: First name/First letter of last name (Mary Jones would enter maryj)

If you have yet to take advantage of the ASTD-OC website, you're missing the wealth of opportunities, tools and information available at your fingertips. At the ASTD-OC website you can do all of the following:

- Find a Job Posting from local or national employers
- Respond to RFPs (Request for Proposals)
- View the NEW Jobs Wanted Pages
- Quickly register for Monthly Learning Events
- Enjoy Specific Members Only section that includes Board Meeting Minutes, Chapter Bylaws, Membership Directory and more.

This easy access resource is a tremendous asset and great benefit to our community. One visit and you'll keep coming back!

# The Challenge of a Remote Training Department

by Susan K. Gerke

For those working with remote locations, Susan Gerke has excellent advice on how to overcome some of the obstacles, in her article “**The Challenge of a Remote Training Department**”.

Is everyone in your training department located in the same city, in the same building and on the same floor? If you said “yes” to this question, count yourself lucky! If you said “no,” you are not alone—read on.

Some of the common characteristics of a department whose members are “remote” are low trust, misunderstandings, feeling isolated, and not knowing what’s going on. These characteristics create some tough challenges including but not limited to, difficulties in the following areas:

- Making decisions on a timely basis.
- Building a team and gaining synergy.
- Preventing work from slipping through the cracks.
- Balancing the workload.
- Ensuring that everyone is “on the same page.”

So, what do you do? You work on relationships—relationships between individual team members as well as between the leader and each member. When you worked side-by-side with colleagues, you got to know each other almost without realizing it.

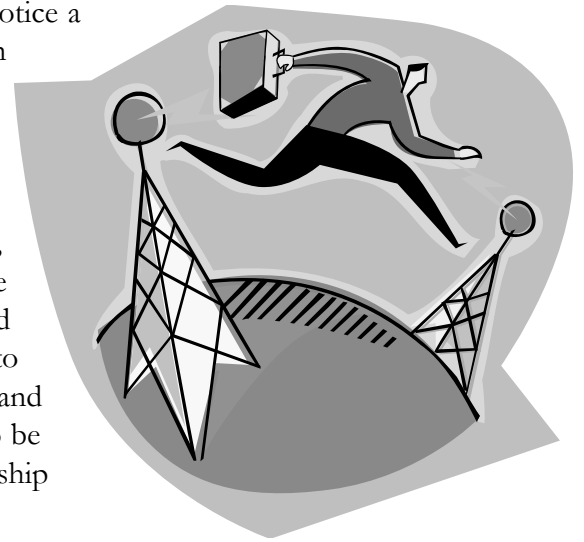
You would grab a cup of coffee or lunch together. Or, you would notice a picture of someone’s children on his or her desk and ask about them. You didn’t think about building relationships — you just did it.

In the remote environment, those casual encounters are gone and so are the body language and facial clues we’ve depended on to help us get to know and understand each other. So, now you have to be deliberate about remote relationship building. This has to be a daily priority because it can prevent your team from being as productive as they need to be.

Here are a few ideas on how to build relationships with remote colleagues:

1. If you can have a face-to-face meeting to get to know one another, do it. Make relationship building the majority of the agenda.
2. Use conference calls to build relationships. Use the first 10 minutes of the agenda for relationship building. Have each person share things like: what they did this weekend, what challenges they have for the week, something they are proud of, a thank you to someone on the call, etc. Use your creativity.
3. Schedule one-on-one phone calls. Include time to talk about something other than the work.

To be successful working remotely, put relationship building on



your To Do list and check-in with yourself weekly. Ask yourself if you are building the relationships you need and are seeing the results you want. If you are, congratulate yourself. If you aren’t, refocus and make it happen!

*Susan K. Gerke is the president of Gerke Consulting & Development. She can be reached at (949) 831-7088 or [sgerke@sbcglobal.net](mailto:sgerke@sbcglobal.net).*

## Remember the Code!

Making a purchase from the ASTD Store or registering for a National ASTD event? Our chapter will receive a rebate on part of your investment, if you enter the chapter code **CH8091** in the “Source Code” box, that appears during the checkout process. One chapter generated over \$7000! So, **remember to enter CH8091 into the source code box** and you’ll help your chapter generate rebates.



Celebrate ASTD's 60<sup>th</sup> Anniversary  
**Attend the 2004 International  
Conference & Exposition**  
Washington, DC, USA on May 23-27.

Featuring expert keynote speakers, sessions by industry "legends," an EXPO showing the latest products and services from the training supplier community, hundreds of educational sessions, and plenty of networking opportunities, the ASTD 2004 International Conference & Exposition is an event all learning and performance professionals must attend. Let's have a large Southern California contingency at this conference!

Learning sessions are organized into nine educational tracks, allowing attendees to cater their professional development and learning toward specific needs and interests.

New this year, ASTD has partnered with Harvard Business School Publishing (HBSP) to present a pre-conference workshop, *Training Directors Business Boot Camp*, designed to help training directors prepare for their biggest business challenges.

Highlights of the ASTD 2004 International Conference & Exposition include:

**Three keynote speakers:**

- **Henry Mintzberg**, Professor of Management at McGill University in Montreal, Canada;
- **Richard Teerlink**, Former Chairman and CEO of Harley-Davidson, Inc. and author of *More Than a Motorcycle*
- **Candice Carpenter**, Founder of iVillage.com and author of *Chapters: Create a Life of Exhilaration and Accomplishment in the Face of Change*

**Legends Sessions** will feature the following industry experts who have helped to shape the learning and performance profession over the years: Arie de Geus, Gloria Gery, Geary Rummler, and Peter Senge. These individuals will share experiences and insights on topics like organizational identity, the anatomy of performance, and global learning.

**The EXPO** is where hundreds of training suppliers will showcase their latest products and services.

**Educational sessions** in nine tracks will be featured throughout the event, including careers, e-learning, leadership and management development, learning as a business strategy, measurement and evaluation, organizational culture and change, performance improvement, personal and professional effectiveness, and training and specialized training programs.

**Certificate courses** in Training, ROI (Return on Investment) and HPI (Human Performance Improvement) are available to attendees who want to enhance their learning and development experience during ASTD 2004.

**For more information** about the ASTD 2004 International Conference & Exposition, visit [www.astd.org](http://www.astd.org) or call the ASTD Customer Care Center at 1.800.628.2783.

## O Lucky Man!

By Geri Girardin, ASTD-OC President Elect 2005

O Lucky Man! That's you and me—we have the privilege of assisting our clients to elevate the level of their thinking. Nothing could be more important. Yet, at times, we may opt to protect our position while betraying our mission. We may respond to statements and requests from our customers in a reactive way by offering training solutions and not act as true consultants and human performance practitioners.

Something to bear in mind, as we attempt to construct and navigate through those courageous conversations, is that uninformed people don't know they are uninformed. It's up to us to inform them—not by pontificating but rather by the gentle art of asking questions to draw out attitudes and points of view that would not normally be displayed in surface conversations. We have a responsibility to move people from the familiar to that which they do not know and do not understand. The true purpose of education (and thus, our true purpose) is in fact to move people from comfort to discomfort. A better-educated workforce is ours to cultivate.

While we want the best for our clients and are recognizably passionate about the development of their people, we should think carefully about the approaches that we subscribe to in order to help our clients get to seminal questions about purpose tied to business reason.

We evaluate, diagnose, plan, and execute so that in the end we have a strong community that is capable of having meaningful dialogue. When we encounter the opportunity to engage in meaningful dialogue up front, we should not shy away. I encourage you to embrace the remarkable opportunity you have to make a difference in your sphere of influence through the cultivation of the hearts and minds of your clients.

**Geri Girardin**  
**Senior Education Liaison**

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## Renew on-line

**You can renew your membership online! Just go to our website [www.ASTDORG](http://www.ASTDORG) and click on**

**Member Benefits > Join. Don't delay.**

## ASTD TechKnowledge 2004 Conference and Exposition

Did you miss the conference when it came to town in early February? It was a dynamic five-day event that was both engaging and stimulating. Michael Rogers, Practical Futurist, opened the conference by sharing his thoughts and insights about a generation that will require that their information be customized. Tamar Elkeles, the Vice-President of Qualcomm's Corporate Learning Center, spoke at the Closing General Session about changing work patterns and the evolution of training programs. In between was a cornucopia of sessions dedicated to equipping us with insights into and knowledge about the current e-learning landscape.

This was also an opportunity for me to meet with members and leaders from other chapters and the National Society. As one who has embraced the concept of being a life-long learner, I was bolstered and encouraged. To peruse the Speaker notes at [www.astd.org](http://www.astd.org), (click on the left-hand bar).

ASTD Techknowledge— another way that ASTD brings learning to you.

Geri Girardin MAOL  
2004 ASTD-OC President Elect

## Enhance Your Online Profile

Would you like more people in the business community to know about your company, services and/or skills? As an ASTD-OC member, you may upgrade to an Enhanced Profile. In addition to standard profile information, you may include a logo or headshot, specialty areas, keywords, background, philosophy, services, and awards. And to provide the most exposure possible, every time someone accesses the [astdoc.org](http://astdoc.org) home page, a different profile appears! To signup, go to [www.astdoc.org](http://www.astdoc.org) >Login>once logged in, click on Desktop>My Profile>Enhance your Listing (on the menu on the left). To renew your listing, call (714) 527-4210.

For basic login instructions, please refer to the article, "Are you still using *Traditions and Transitions*" in this issue.

# ASTD-OC and Chapman University Human Performance Improvement (HPI) Program

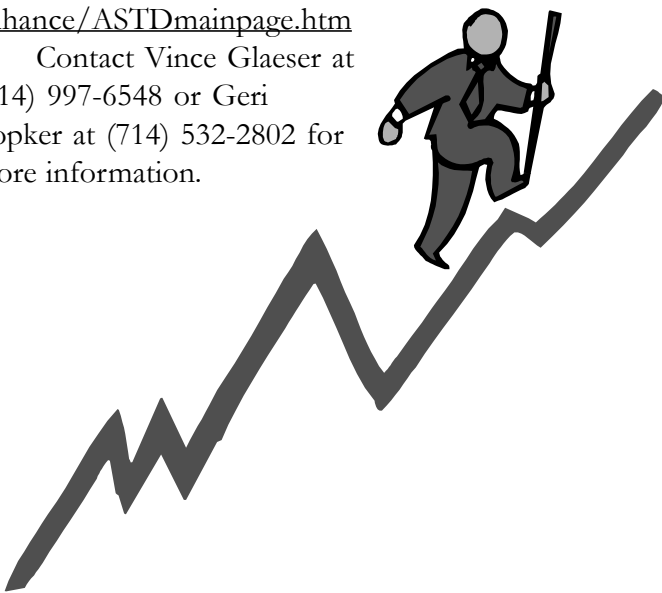
Human Performance Improvement (HPI) is continuing at Chapman University!

This series prepares people to transition from training to Performance Consultant/Human Performance Technologist. The class is NOT a requirement to apply for the Certified Performance Technologist (CPT), but it does give the learner the knowledge and skills to be able to apply these principles and to be able to submit them for the CPT. Participants will receive ASTD's Certificate of Successful Completion of the HPI Series. It looks great on a resume too!

For more details, visit us at:

<http://www1.chapman.edu/enhance/ASTDmainpage.htm>

Contact Vince Glaeser at (714) 997-6548 or Geri Lopker at (714) 532-2802 for more information.



## It's time to update your contact information!

Have you recently moved, changed jobs, been promoted, or acquired a new phone number?

The ASTD-OC Communications team receives over *100 erroneous email addresses a month!* It takes a considerable amount of time to research each one. Many of you have new jobs and we need a new email for you. Some of you gave us your work address, but your employers will not allow us to send non-work related email to you.

To update your contact information, do the following:

- From the homepage, log in by selecting **Member Login**
- Enter **User Name**: First initial/Last name (Mary Jones would enter mjones)
- Enter **Password**: First name/First letter of last name (Mary Jones would enter maryj)
- Once you log in, the **Member Login** icon will change to **Desktop** and **Logoff**
- Select **DESKTOP**
- The **Quick Reference** menu will appear, showing the icon **My Profile**.
- Click on **My Profile**.
- Here you can change your password and update your contact information. Remember to hit **Save!**

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# Special Interest Groups

## Coaching

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Contact: 949.721.5732  
motykoppes@cox.net  
3rd Tuesday, monthly 5:30 – 6:30 pm  
John Laing Homes  
895 Dove Street, Suite 200  
Newport Beach, CA 92660  
949.265.2479

## Authors & Writers

Leader: Susan Gerke  
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sgerke@sbcglobal.net  
First Thursday, monthly, 7:30-9 a.m.  
The Volunteer Center  
1901 E. Fourth St., Ste 100, Santa Ana

## Business Book

Leader: Open  
Contact: 949.307-5015  
If interested in leading this group,  
Contact Tara Marvin, SIGs Manager at  
949-307-5015

## Career Management

Leader: Tom Porter  
Contact: 949.250.9541 x301  
Tom\_Porter@LHH.com  
2<sup>nd</sup> Tuesday monthly • 7:30-9:00 a.m.  
Diedrich Coffee –  
Michelson & Jamboree

## Student

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Orange, CA 92868

## Consultants

Leader: Jennifer Shirvani  
Contact: 949.388.6764  
jennifer@penumbra.com  
2nd Wednesday, monthly • 4:00 –  
5:30 pm  
Lee Hecht Harrison  
2415 Campus Drive, Suite 250  
Irvine, CA 92612 • 800.313.3805

## Training & Technology

Co-Chair: Paula Powers  
Contact: 949.733.0801  
paula@powertd.com  
Co-Chair: Rob Henderson  
562.598.8808 ext. 224  
rob@cbpmail.net  
1st Wednesday, monthly  
Networking: 4:15 - 4:30 pm  
Presentation: 4:30 - 6:00 pm  
See [www.astdoc.org](http://www.astdoc.org) for meeting  
location

## Community Service

Working Wardrobes  
Chair: Barbara Hubert  
Contact: 949.713.6548  
e-mail: HubertBJ@hotmail.com  
1st Wednesday, monthly  
Working Wardrobes  
12914 Haster Street  
Garden Grove, CA 92840  
714.971.9090

## SIGs Manager:

**Tara Marvin**  
949.307.5015

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