

ASTD-OC Calendar of Events

July 23, 2007 6:00 PM – 8:00 PM ASTD-OC Board Meeting

The board meeting is open to all ASTD Orange County members. Contact Donna Jensen at OCPresident@astdoc.org if you are interested in attending.

July 25, 2007 1:00 PM – 5:00 PM It's Your Career – Make the Most of it

Past President and former Career Management SIG Leader Tom Porter, along with current Career Management SIG Leader and Life Coach Rod Kempton team up to share their expertise on career management.

Facilitated by: Tom Porter & Rod Kempton

Location: Doubletree Club Hotel, 7 Hutton Centre Dr., Santa Ana

July 25, 2007 6:00 PM – 8:00 PM Bridging the Skills Gap

"Bridging the Skills Gap" provides recommendations for streamlining training programs and services to help individuals access learning opportunities, and help organizations hire and develop skilled talent.

Facilitated by: Tom Porter & Rod Kempton

Location: Doubletree Club Hotel, 7 Hutton Centre Dr., Santa Ana

August 20, 2007 6:00 PM – 8:00 PM ASTD-OC Board Meeting

The board meeting is open to all ASTD Orange County members. Contact Donna

Jensen at OCPresident@astdoc.org if you are interested in attending.

August 22, 2007 11:00 AM – 1:00 PM Precision Questioning

Deepen thinking in ways that are beyond the reach of debate, dialogue, and brainstorming. Sharpen questions and tighten answers. By practicing "precision questioning," designers, consultants, and project managers can hone their analysis stage to maximum effect.

Facilitated By: Dennis Matties

Location: Turnip Rose, 300 S. Flower, Orange

September 18, 2007 through November 13, 2007 6:00 PM – 9:30 PM Total Trainer

ASTD-OC's Total Trainer program is a series of eight workshops designed to help training professionals develop, facilitate and implement training programs. Taught by some of the highest caliber training professionals from the ASTD-OC chapter, the program takes participants from the initial needs analysis to developing training materials, presenting training and conducting the final evaluations.

September 26 Designing Interactive Strategies/Conducting Training Games and Activities

Two Thiagi Workshops on one day! Learn to design engaging training that encourages your participants to interact with you, each other, and the content!

Facilitated by: Thiagi

Location: Doubletree Club Hotel, 7 Hutton Centre Dr., Santa Ana

Faster, Cheaper, Better – Alternative Approaches to Instructional Design 6:00 PM – 8:00 PM

In this walk-the-talk Thiagi workshop learn when, why, and how to apply principles from chaos, creativity, and self-organizing complex systems to develop instruction for the next generation.

Facilitated by: Thiagi

Location: Doubletree Club Hotel, 7 Hutton Centre Dr., Santa Ana

September 27 Pragmatic Creativity

"Pragmatic Creativity" with Thiagi, addresses how to solve problems and profit from opportunities in today's workplace.

Facilitated by: Thiagi

Location: Doubletree Club Hotel, 7 Hutton Centre Dr., Santa Ana

September 28 High Performance Teamwork

The goal of this Thiagi-facilitated workshop is to empower you to become an effective member of a high-performance team working in an unpredictable environment.

Facilitated by: Thiagi

Location: Doubletree Club Hotel, 7 Hutton Centre Dr., Santa Ana

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President's Message

I first joined ASTD in the late 70's. At that time the organization was comprised mainly of internal training managers getting together to share interests, information, resources, programs, and best practices. If there were any consultants, they were few and far between.

In the 80's volunteerism was at an all time high, and members were eager to work together and to share their knowledge and enthusiasm with others in the field. The camaraderie of the 80's, along with downsizing, afforded many individuals the opportunity to move from internal trainer to external consultant. Individuals who became external consultants at this time were well known by other internal trainers with whom they had worked in a volunteer capacity. The transition from internal to successful consultant was based on the individual's abilities to perform services and provide advice as showcased through volunteerism within the chapter. In the 80's, consultants in ASTD-OC were still in the minority.

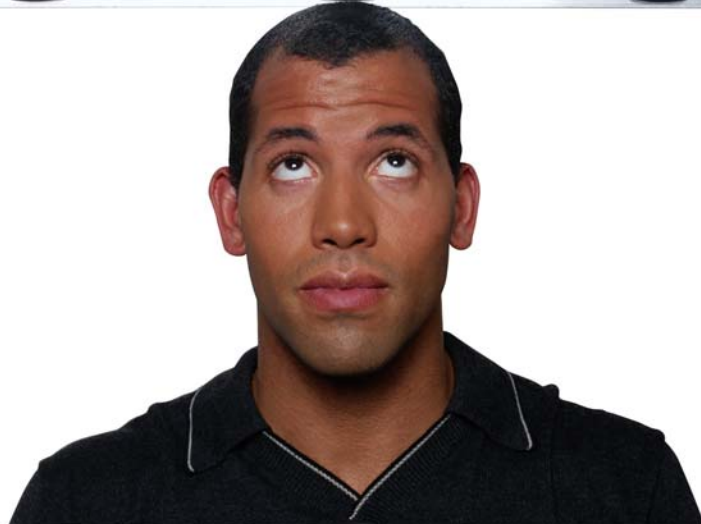
In the 90's, the ratio of internals to consultants began to change drastically and networking for business became prevalent. Numerous books and consultant organizations cropped up that extolled the virtues of joining multiple professional organizations, not as a means of sharing interests or information, but as an effective

marketing tool. The term associated with individuals who performed services and provided advice suddenly changed from consultant to "consultant." As consultants became more aggressive in their pursuit of business, internals began a slow retreat from active participation, and volunteerism within the chapter by both internals and externals decreased.

To preserve ASTD-OC as a profes-

sional organization, increase participation by internals, and reduce the "hard sell" used by many consultants, an unwritten guideline "It's OK to buy, but not to sell" began circulating in the early 90's. This guideline seems to be addressed in the President's Message at least once every year as a reminder to current members and to educate new members who haven't yet learned the ropes.

As President of this chapter, and an individual who has been both an internal and a consultant, I find hard selling in a



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Orange County Chapter

9852 W. Katella Avenue, #187
Anaheim, CA 92804

Phone: 714.527.4785
Fax: 714.527.4210
Email: office@astdoc.org
Website: www.astdoc.org



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.

Use the Orange County Chapter Code – CH8091

Don't forget your CHIP! Support ASTD-OC!

Every time you register for an ASTD conference or workshop, renew your ASTD International membership, or make a purchase on the ASTD International website, be sure to look for a field called "Chapter Code" or "Source Code," and enter CH8091.

Our chapter will receive a portion of your expense to help with our operating costs, keeping membership fees low!

President's Message Continued from page 3

professional organization a very frustrating situation. Therefore, I'd like to take this opportunity to explain "*It's OK to buy, but not to sell*". First, some food for thought.

- ASTD-OC's mission is to help organizations, communities, and professionals in the field of training and human resource development achieve work-related competence, performance and fulfillment.
- The majority of individuals join ASTD-OC for the professional growth opportunities, to share interests, information, resources, programs, and best practices, and to network with other individuals in the profession.
- The definition of network is: "a group of interconnected or cooperating individuals."
- ASTD-OC provides externals with

many venues for marketing and selling.

What this indicates to me is that while externals may feel that face to face is the best way to sell, most internals aren't here to buy. When they do want to buy, they buy products and services from members with whom they are familiar or through ASTD-OC venues that are comfortable to them.

With that in mind, my guidelines for buying and selling are simple.

If you are an external:

- Don't press services or products on individuals the minute you meet them.
- Hand out your business card when an individual asks for it, not before.
- Establish long term professional or personal relationships through volunteer opportunities. Then provide information when the individual has expressed an interest

in your business.

- Use the venues provided by ASTD-OC to promote your business. Use volunteer opportunities to showcase your abilities and services.
- Be a consultant not a *consel/tant*.

If you're an internal:

- Use volunteer opportunities to enhance your skills and learn more about consultants within the organization.
- Use the venues provided by ASTD-OC to look for and hire consultants that meet your needs.
- When you need information or advice, ask a consultant. You'll be surprised at how willing they are to share.

Finally, give consultants a break. If their behavior is inappropriate or offensive to you, let them know. Or let a member of the board know.



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Supervisor Skills Training en Español

By Sheri Long and Carol Hastings

Don, production manager of a printing company, employs entry-level workers from Mexico. He promoted Mauricio, a great performer, to supervisor. Since then, the team has missed three deadlines that cost the company dearly. Mauricio apologized and vowed to honor his deadlines, yet his behavior hasn't changed. Don wonders why Mauricio promises deadlines he cannot deliver and wants to know: how can he correct this?

Conflicts, misunderstandings and performance management problems with immigrant Spanish-speaking employees often reflect cultural differences. Training guru Thiagi explains, "Serious conflicts arise not from major obvious cultural differences, but from unrecognized minor ones."

For example: in Mexico it is considered diplomatic, polite and respectful of authority to provide only positive responses to bosses. Mauricio probably intends to meet the deadline at the time he makes the promise. He may not be factoring unknown glitches and delays into his "yes" response. This can be frustrating to U.S. supervisors who expect teams to meet a deadline. When this doesn't happen in the American workplace, the manager will probably express his frustration and the Hispanic supervisor will most likely walk away muttering to himself, "Doesn't he appreciate how hard I tried to deliver on time?"

Lost in Translation

What does the term "deadline" mean? The Oxford Spanish Dictionary translates "deadline" to *plazo de entrega*, which means "the period of delivery." This shade of meaning offers a valuable clue to the perception of deadlines in many Latino cultures. For example, when I lived in Mexico, my

Christmas card order was not ready when I expected. The friendly explanation was that they got more orders than they expected. They were courteous and matter of fact, and considered this answer completely sufficient.

The Training Gap

Many immigrant supervisors have been hard-working employees who were promoted, struggle with English and have little formal education, let alone training in U.S. business practices and expectations. A client told us, "We expected the employees to know not to use a frayed electrical cord. They were taping it and making it more dangerous." Management didn't understand that these resourceful employees came from countries with few resources and minimal stress on safety laws. The employees did what they had learned — fix the problem with the resources at hand.

Managers in factories sometimes complain that their Hispanic supervisors don't think ahead to replenish supplies to keep production flowing. Instead, they wait until an item is depleted before ordering it.

How to Supervise Mauricio

Here are some ideas for the production manager

1. Don should establish a personal relationship with Mauricio. Latinos work for a *person*, not a *company*. As trust grows, Mauricio may feel safer in providing truthful negatives.
2. Mentor the supervisor; get to know him and teach him how to plan and manage projects. Show him the negative consequences of a missed deadline — the cost to the company and the potential customer loss. When he understands that losing

business could mean losing his job, it feels more real to him.

3. Display a project progress chart so everyone on the team knows the status of all ongoing projects.
4. Work with the supervisor to create a process map showing the responsibilities of each team member and the time required for each step.
5. Teach the supervisor good meeting management skills so he factors all team members' input into realistic delivery dates.
6. Consult specialized bilingual, bicultural professionals who understand the underlying nuances of both cultures to design supervisor skills training in Spanish for the American workplace.

Recognizing that cultural differences are the source of performance problems in the workplace is the first step. Learning new tools to correct them opens a new world of understanding to all involved.

Sheri Long, CEO of Amigos at Work, helps organizations enhance the performance of their Spanish-speaking workforce. Sheri helps management understand the cultural nuances needed to manage this workforce better and trains cross-cultural leadership skills in Spanish and English. Reach her at 949-422-0818 or Sheri@AmigosAtWork.com. Her website: www.AmigosAtWork.com

Carol Hastings is VP of Corte Hispana, a company dedicated to providing Spanish training and translations for Spanish-speaking workforces. Carol conducts training in Cross-Cultural Communication, Sexual Harassment Prevention, Spanish and English as a Second Language (ESL). Reach her at 310-458-6998 or Hastings.Carol@gmail.com. Her website: www.cortehispana.com



Orange County Chapter

9852 W. Katella Avenue, #187
Anaheim, CA 92804

Volunteer for the 2008 Board of Directors!

Dear Members:

As President-Elect (and the 2008 President) of the ASTD Orange County Chapter, I invite you to run for a board position for 2008. As you are aware, our chapter is run by volunteers from the membership. That means that we are in control of shaping the destiny of the Orange County chapter. Our joint efforts provide a forum for a community of professionals in the field of learning and performance improvement. The future of our chapter is quite literally in the hands of those who take on active leadership roles.

During this year and in previous board positions, my experience working with the board has been extremely gratifying. My board positions have enabled me to:

- Contribute to one of the largest and most successful chapters in the country.
- Channel my energy into projects for which I have much passion.
- Build new skills and abilities through my leadership roles.
- Meet incredible people and expand my own knowledge and insights.
- Become better aware of industry-wide issues and gain credibility in my profession.
- Give back to the broader learning and development community.

My fellow board members would say the same, and I can assure you that our future board members will benefit similarly. Board members receive some additional perks:

- You assume a leadership role that is recognized throughout the learning community. No matter in which city, county, state, or country you live, you enjoy membership in a select community with which you can proudly identify. Employers throughout the country recognize ASTD and the significance of being a board member. This is a powerful statement and you have the pleasure of adding it to your resume.
- You have instant recognition and credibility in the learning profession. You have a common language that helps you gain greater access to recognized masters in our profession and opens doors to organizations and people that might have been inaccessible before.
- You get discounts for training, chapter meetings, and ASTD National membership. As a community of professionals innately seeking continuous improvement, we recognize that any subsidization of your professional development can be a unique perk.

Don't miss an opportunity to work with a group of talented, committed, and engaging board members. Several board positions are open beginning January 1, 2008. You can visit our website for the list of positions, and a description of their responsibilities. If you are interested in any of them, please contact me directly. I will be happy to set up some time to talk with you, share my vision for the chapter in 2008 and put you in touch with other board members who can give you additional insights.

This is the time to get involved. Accept the challenge.

Best regards,

Linda Kulp

Leader's Voice – 2007 Perspectives

President-Elect – Linda Kulp

Much of the job of the President-Elect is to learn about what the President and other board members do. I've been doing that.

One of the projects for my office is to revise the board job descriptions. All board members have reviewed their job descriptions. Minor changes may be made. The job of VP of Professional Development is being examined to determine if it should be divided into three separate positions. I have met with a previous VP of Professional Development who agreed.

Two other projects are scheduled for the fall. The office administrator's position will be sent out for bid. We plan to do this every other year.

The annual ASTD-OC survey will be developed and sent out electronically to members. One volunteer has agreed to work on this.

The President and I are organizing a special social to recognize volunteers. This will likely take place in the early fall.

Professional Development – Mark Johnston

From our Total Trainer and newly-piloted Delivery Skills program to our Learning Events and additional workshops, ASTD-OC continues to offer a broad range of programs for its members. We have sought to bring relevant topics through Learning Events that included experiential training and development, and emotional intelligence. We have also sought relevant workshop topics that include web-based training and precision questioning. Plus, we weren't afraid to call in the big names! Look to see Thiagi joining us in September and Bob Pike in October.

If you'd like the opportunity to rub elbows with the likes of Thiagi and Bob Pike, then contact Mark Johnston at VP_ProfDevelopment@astdoc.org. We're looking for an Event Coordinator who can oversee all aspects of each of these big events, from marketing to site management.

Communications – Paul Venderley

The Communications team is responsible for ensuring the following is sent to our membership:

OrangeSpiel

This is a monthly publication, filled with articles once a quarter.

Timely Information e-blasts

These emails go out twice a month to over 1,500 workplace learning and performance professionals.

ASTD Orange County web site.

Designed to be a resource for our members, this lists more than event information. It serves as a networking resource for our members (SIGs, Job Listings, etc.), provides access to resources beneficial to trainers and designers (Professional Development links, Message Board, etc.), and communicates ASTD-OC Board activity.

We're currently in the process of revitalizing our web site. You may have noticed a few changes designed to graphically enhance the site. Content has been upgraded as well. The Resource links have been refreshed, and we're working to renew significant areas of the site that have lain fallow for an unfortunate while.

Is there a resource that you use that would benefit our membership? Let us know! Email me at VP_Communications@astdoc.org.

Marketing – Kari Caldwell

The Marketing team is committed to promoting the personal and professional learning experiences that ASTD-OC provides.

And, we've been busy! Promoting the many innovative programs that the chapter has to offer is a gratifying and

rewarding experience. Working closely with the ASTD-OC Communications team, we have assisted promoting the monthly learning events and workshops through the local media, our website and local sponsorships.

Most recently, we've made a fruitful connection with Jobing.com. Through our sponsorship agreement, an advertisement for ASTD-OC will be featured in their monthly *Go Jobing* magazine, which is a greater Los Angeles recruitment magazine.

Planning for the 2007 Resource Faire is also well under way. If you are interested in learning more about this annual event, please contact Shaé Balloon at Resource-Faire@astdoc.org.

Would you like to be included in the marketing efforts for the chapter? Please contact Kari Caldwell at VP_Marketing@astdoc.org for more information.

Secretary – LeAnn Zambrano

The Orange County Chapter of ASTD is in full compliance with what ASTD National requires of us to demonstrate that we have a strong and healthy chapter. This set of requirements is named CORE (Chapter Operating Requirements) and currently consists of seventeen elements that are considered to be sound operating standards for a thriving chapter. Our annual submission occurred in January 2007, covering the activities of 2006.

As we look toward the next submission in January 2008, your board is preparing to be 100% compliant again. The CORE elements have been revised into five major areas covering the following topics:

- Administrative
- Financial
- Membership
- Professional Development
- Communication

If you have an interest in learning more, please do not hesitate to contact me at OCSecretary@astdoc.org

Transmutation: Shift Happens

By Dr. Gregory A. Cherney

After I graduated from college with a degree in engineering, I was offered a commission by the U.S. Navy to become a nuclear engineer on a ballistic missile submarine. While I was ultimately denied the position due to insufficient depth perception, along the way I learned many concepts in nuclear physics that have helped me on my journey of personal development and discovery.

One concept I found interesting is transmutation. Transmutation is the conversion of one substance into another as a result of nuclear reactions. One of the most interesting examples of this is the conversion of lead directly into gold. Basically, lead is bombarded with radioactive energy that results in a change in the lead's physical structure (it loses 3 protons). When this reaction happens, the element is no longer lead. It's gold. The massive amounts of energy required to accomplish this change makes the conversion of lead into gold an undesirable proposition, but it illustrates a point in personal development more valuable than gold.

You Know More Than You Think You Do

In living systems (of which you are one), change is always occurring to minimize the amount of energy the body exerts. Fortunately for us, our innate intelligence (that part of us that knows how to breathe, heal and run all of our body functions) also knows how to make things happen with the least amount of effort. In other words, we are all born to be fuel-efficient.

Part of how we develop this "fuel economy" is by developing automatic patterns of getting things done. These programs are called habits. Becoming familiar with how habits work can help you create all the health, wellness, and gold you will ever need.

Changing From the Inside-Out

Our habits fall into two categories: internal and external. External habits are the ones we choose and have the ability to change, like our diet and exercise habits. Internal habits are the ones our internal intelligence unconsciously chooses for us. They are the automatic responses created from our life experiences, which dictate how we will respond to any situation.

Both internal and external habits can be changed. You may have heard that external habits usually take about one month to change. Internal habits are usually more deeply ingrained, but can still be permanently changed in a matter of months.

Why is focusing on habits so important? Because we are so energy efficient, we always fall back on our habits. Always. You may have moments where you are motivated to change your lifestyle, but if those changes do not become habits, they will not have a lasting impact on your life. Your habits create your experiences. Your experiences reinforce your habits.

Do You Like What You've Got?

The first step in determining whether your habits are working for you is to look at the results in your life. If the results you have do not match what you want, then you have habits that need to change. As a doctor, I have become frustrated with the typical therapeutic approach used in healthcare today. Essentially, what happens is this: People make poor life choices; they suffer the consequences of those choices and seek the help of a doctor to eliminate the pain; then they go back to making poor choices.

How do you get off the hamster wheel of poor health and disease? Examine and change your habits – both internal and external.

Write Your Way to Improved Health

Keeping a list of your habits is a great way to manage them. Do you have a list of your habits? After all, how can you possibly change something if you are not aware of it? I keep a list of habits in my

planner. Now, I don't keep a list of my bad habits, I immediately convert them into the habit I want to create instead so I can remain focused on creating what I want instead of what I don't want.

Here's how you do it for health goals, but this process can be generalized for any and all areas of your life.

Make a list of the health results you have right now that are not what you want in your life. This can be physical indicators (your blood pressure, cholesterol level, body fat percentage, quality of sleep, or your resting pulse rate) or it can be mental or emotional indicators (your mood, level of clarity, spiritual connection, or joy). Immediately create a second list of opposites – those things you would rather have instead of what you've got.

Once you have a list of your desired results, you have a starting point for

Leader's Voice – continued from page 7

Membership – Lysa Stewart

The Membership team has been focused on ensuring that ASTD-OC members and volunteers are appropriately acknowledged. On June 13, we held our Summer Mix and Mingle at Dave and Busters at the Block in Orange.

We've begun recognizing our valued volunteers on a monthly basis, not just at the end of the year. At each Monthly Learning Event we announce our Volunteer of the Month, and present him or her with a coupon for a free Learning Event as thanks for outstanding work.

I'd like to echo Linda's words in her Open Letter to members. The future of our chapter is quite literally in the hands of those who take on active leadership roles. Interestingly enough, those who take on active leadership roles also find out how much their future is in their own hands. Contact me at VPMembership@astdoc.org or any one of the Membership team to find out what you can do to benefit yourself and your professional community through volunteerism.

change. The next step is identifying the external habits which contribute to the creation of your desired results. For example, it is well known that improvements in your diet and exercise habits can significantly improve your health. Make a list of the habits you would like to develop that will bring you closer to your desired outcomes. Sometimes identifying your "bad" habits is helpful in creating a list of your desired habits.

One of the mistakes made in setting goals is that there is too much emphasis placed on the outcome rather than on the small habits that create the outcome. This is why so many New Year's resolutions fail. Without nurturing the small habits that accumulate into the desired outcome, failure is inevitable. So rather than focusing on the outcome and putting your energy into that, focus on what needs to get done to create it.

For example, let's say you want to lose 20 pounds. Rather than focusing on losing 20 pounds, focus instead on creating healthful eating and exercise habits that will result in weight loss. This approach can be applied to any goal in your life, not just your health. Here's another example: you want to be a more involved parent with your children. You can decide what habit you would like to develop to nurture that goal, such as spending a certain amount of time each week totally focused on playing with your children.

Once you have a list of the habits you would like to create in your life, you can then decide which ones to start. I suggest prioritizing them (1, 2, 3...) and taking on no more than three of them at a time. Use your intuition to determine how much you can realistically handle, given the other demands in your life.

Once you have a prioritized list of your ideal habits, you can begin to implement them immediately. If the habit seems too big to implement right away and needs to be broken down into smaller preparation tasks, you can do that. Take a piece of paper and write across the top the habit you want to create. Then fold it in thirds or draw lines so there are three columns

on the paper. At the top of the left column write "Hunks." On the second column write "Chunks" and on the third write "Bites." There is an old joke that asks: "How do you eat an elephant?" The answer is: "One bite at a time."

Creating habits works the same way as "eating an elephant." You take an "elephant" project and break it into hunks, then smaller chunks, and then tiny bites. This allows you to identify smaller items that need to be done in order for you to permanently develop the habit. Don't spend a lot of time doing this. Just spend enough time to identify your "next actions" toward your goal, such as replacing the shoe laces in your gym shoes, or creating

a list of healthful snacks you can eat instead of junk food.

It is generally accepted that a habit takes about one month to develop. I recommend focusing on it for three months. If you stumble and fall, just get back on the horse. Remember that you are working on creating lifetime habits for wellness. You may experience challenges and problems. They are opportunities to learn how to handle similar situations differently in the future. The overall progress you make toward developing your ideal habits is more important than being perfect with them!

What are you waiting for? Get started converting your lead into GOLD!

Notes from the Field

Mix and Mingle

The evening started out innocuously enough. A few ASTD Orange County members gathered around three tables in Dave and Buster's outside patio, enjoying a balmy early summer evening. When the discussion turned to the educational system's ability to prepare today's youth for the job market: that was it. We jostled through discussions of innovative methods used to reach kids, from fourth grade through the community colleges. The Mix and Mingle ended with the camaraderie of training professionals out on the town, exchanging business cards and promising to do it again sometime.

Our next Mix and Mingle will be this fall. We look forward to seeing you there!



Be True to Your Chapter

In every issue of the OrangeSpiel, we provide opportunities to support your local ASTD chapter. Here's a way we haven't promoted for a while, and takes only six keystrokes!

With acknowledgment, and some apologies, to the Beach Boys, here's a song lyric we call "Be True to Your Chapter."

**When some member tries to buy something from ASTD
Because he thinks the product is great
We tell him right away
"Hey, don't forget your CHIP.
Ain't you heard of it, now?
With it we're number one in the state!"**

**Be true to your chapter now
Just like you would to your girl or guy
Be true to your chapter now
And let those CHIPs fly
Be true to your chapter...**

**We can use it for books
With ASTD publications
And when our memberships we renew.
We're proud to use it now
When national seminars
Come to town
The CHIP gives us revenue.**

**Be true to your chapter now
Just like you would to your girl or guy
Be true to your chapter now
And let those CHIPs fly
Be true to your chapter...**

**CH 80 9I Be true to your chapter!
CH 80 9I Be true to your chapter!
CH 80 9I Be true to your chapter!**

Go ahead. Sing it at the next Learning Event!



Have you heard?

Dr. Cherney Offers Wellness Workshops at No Charge!

Stress ♦ Nutrition ♦ Posture

These 1-hour "lunch & learn" wellness programs are offered as part of Dr. Cherney's Community Outreach Program to ASTD member organizations.

Are they really no charge? Yes, these programs (valued at \$500) are complimentary because of his passion for providing wellness education and the resulting benefit of creating more health in our community.

Interesting Topics:

- **S.W.A.T.: Stress Weapons and Tactics**
- **Stay Fit While You Sit: Keeping Desk Work From Being A Pain**
- **Dine & Dash: Eat and Exercise Your Way to Peak Health**
- **Back School: Higher Education For Your Lower Back**

"Dr. Cherney is an excellent speaker, I really enjoyed the time spent with him."

"Great seminar. Very Informative!"



Greg Cherney, D.C.

For more information or to schedule a program, call (949) 315-1313 or visit www.DrCherney.com

Spotlight on SIGs

Organizational Development

June Event Recap:

Steve Hellman from Experian Americas, spoke on: "Managing Change: A Practitioner's Perspective." He shared that when an organization wants to lead a change management initiative, the team leading the initiative should be comprised of the following types of people:

- Those with appropriate influence, expertise, breadth, credibility, and leadership
- Those involved in the initial conception of the change
- Those who can gather additional information, provide resources to work on the change or develop tools and plans
- Those with project management experience to drive the plan

This team would then take the following steps:

1. Clarify the need or challenge.
2. Conduct change management planning sessions to identify desired outcomes, people issues, and environmental issues.
3. Gauge resistance activity to determine how large an impact the change will have on the organization.
4. Establish a change plan, identify actions to align systems, build competencies, and ensure communication.
5. Create an action plan to prepare the people and the environment.

After implementing the change, it's just as imperative to evaluate and monitor the progress. This can be done through "pulse check" surveys.

July Event: Tuesday, July 10, 2007 ❖ 11:30 am – 1:30 pm

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

Technology and Training

SIG Leaders: Karen Wales ❖ (949) 770-2383 and David Ward ❖ (949) 362-2050 ext. 305

The Training and Technology SIG is on summer hiatus. Meetings will resume in September, at a new meeting location!

Next Event: Introduction to eLearning Technologies ❖ Wednesday, September 12 ❖ 4:30 pm – 6:00 pm

Location: O.C. Fire Authority Headquarters: 1 Fire Authority Rd., Irvine, CA

Authors and Writers

SIG Leader: Teresa Shuff-Trujillo ❖ (714) 525-0882 ❖ TAShuff@aol.com

The Authors and Writers SIG meets monthly to discuss publishing opportunities, both fiction and non-fiction. SIG Leader Teresa Shuff-Trujillo shares her years of experience in the book publishing industry for budding authors and writers.

Next Meeting: Contact Teresa at (714) 525-0882.

Location: Book Workshop: 1501 E. Orangethorpe Ave., Suite 130, Fullerton

Career Management

SIG Leader: Rod Kempton ❖ (949) 387-6850 ❖ rodkempton@yahoo.com

Life Coach and SIG Leader Rod Kempton provides a community of support for those who seek assistance during a transition, or resources for individuals who are in a season of career exploration. No specific meeting topics are prepared. Rather, Rod prefers to focus on the individual needs of meeting attendees to ensure that each is given a path to succeed.

Next Meeting: Thursday, July 12 ❖ 7:30 am – 9:00 am

Location: Diedrich's Coffee House: University Town Center, Irvine (next to Trader Joe's)

Member News

Kari Caldwell is pleased to announce a new addition to the ASTD-OC Marketing team. Steven Brownson has agreed to join the team as the Marketing Materials Manager.

Steven comes to us with many years of instructional design experience and is currently a Senior Consultant with iDesign Learning. Steven also teaches 4th grade and is a faculty member with Chapman University.

His first project will be to help us develop marketing materials for the August events and we look forward to working with him!

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