



AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT
METRO DC CHAPTER

The TORCH

APRIL 2000 - VOLUME 100, NO. 2

Check it Out!

<i>President's Corner</i>	2
<i>Staying Ahead of the Curve</i>	3
<i>Best Negotiating Practices</i>	3
<i>Influencing through Win-Win Relationships</i>	3
<i>Accelerated Learning</i>	3
<i>SIG Update</i>	4
<i>Serve on the Board of Directors!</i>	4
<i>ASTD 2000</i>	5
<i>Calendar</i>	6
<i>Dealing with Professional Exposure</i>	7

Professional Development Day

April 28, 2000

The Metropolitan DC ASTD Chapter hosts Professional Development Day on April 28, 2000. This one-day conference will provide opportunities for chapter members as well as for others in our field to gain the knowledge and skills needed to continue practicing successfully in the next millennium.

There will be in depth sessions in three specific topic areas at the event:

- *Implementing Technology in Training* sessions will provide attendees opportunities to explore the latest technologies used in the training industry and ideas on how to implement the newest tools into your current programs.
- *Managing the Training Function* sessions will focus on insights of lessons learned and discussions about successes in other companies for attendees who manage training efforts in their companies.
- The conference will also have sessions devoted to sharing new techniques and developments in the *Consulting in the HRD/OD Field* track.

Additional general sessions at Professional Development Day will include presentations from two popular speakers. Joanne Sujansky, a renowned expert in the training and organizational development industry, will speak about building personal credibility with customers and clients, whether they are internal or external to your company. For over twenty years, Joanne Sujansky, PhD, has been guiding organizations through change towards excellence. She is President of Training Connection, a Pittsburgh-based management consulting and training firm that she founded in 1980. She is past National President of ASTD, and is recipient of their highest honor, the Gordon M. Bliss Award. She has authored two books: *The Power of Partnering: Vision, Commitment and Action* and *Putting Change in Your Pocket*. She also co-authored *Training Games for Managing Change: 50 Activities for Trainers and Consultants*.

Ronald Culberson will lead the second general session in the conference with his presentation "*Just Humor Them! How to Make Presentations Memorable.*" Culberson is Director of Everything for FUNsulting, a training company based in Northern Virginia. His experiences in various roles as a counselor, quality director, faculty member, trainer, and speaker provide insights for enhancing presentations, workshops and seminars by using humor to support the salient points of a program. His FUN presentation will explore the mechanisms of a dynamic presentation from the point of developing the topic to post-presentation evaluation.

For membership or program information, please call our Chapter Administrators, Kendra Herlig and Vicki Shea, (877) 561-8022 (toll-free) or visit our website for a secure, on-line membership application and event registration form.

www.dcastd.org

The Metropolitan Washington D.C. Chapter of ASTD is a nonprofit organization. This publication does not constitute our endorsement of the statements, products, services, or opinions expressed herein.

Continued on page 5



President's Corner

Financial Picture Brighter Than Anticipated

Good news to share! Our Chapter's 1999 end-of-year financials ended up better than the board had expected. We ended the year with over \$1,000.00 more than was budgeted, largely due to reducing expenses by more than \$18,000. The bottom line is that we ended 1999 with \$33,312.21 in total checking, savings and investments and we were able to add more than \$5,000 to our reserves. After revenue was deferred for 2000 (\$18,001.26), we had \$12,740.44 in total available funds.

We plan to continue monitoring and conserving expenses in 2000 and expect to build our reserves even more. This will allow us to maintain and improve member services and help ensure the long-term success of the chapter.

New Marketing Efforts

Chapter leaders are working on a variety of marketing and advertising initiatives. These efforts will allow us to bring in the revenue that will enhance services for all of our members, while maintaining current member prices for our events and services. Additionally, we hope that it will help us to bring valuable information and resources to all of you. Our efforts will include more advertising on our web site and through our e-group messages, as well as opportunities for event sponsors and corporate sponsors.

Strategic Planning

This year our chapter will be leading a strategic planning initiative that will be implemented beginning in 2001 through 2003. Daniel Feldman, Ph.D. has agreed to serve as Chair, Strategic Planning. You will be hearing more from Dan and his committee in the late spring and early summer. We will be seeking feedback and input from our members in a variety of ways, including surveys and focus groups. Please consider offering your input to this committee. It will give you a voice on the future direction of chapter.

New Board Titles and a New Board Position

The board has voted to change two existing board titles to better reflect the nature of those roles. The *Treasurer is now called VP, Finance*. The individual serving in that role leads financial management and planning efforts for the chapter and does not directly do any bookkeeping or accounting, but rather manages our relationship with our accountants. The *Director, Career Development is now called Director, Career Services*. We found that there was confusion among our membership regarding the difference between the Career Development and Professional Development roles. The Director, Career Services focuses exclusively on leading and delivering services that will help our members manage their careers — position referral, resume review, career consulting, and consultant referral service. Our Director, Professional Development focuses on providing events and programs that contribute to the professional development of our members — conferences and spotlight events on a variety of topics relevant to our profession.

We have also *added a Co-Director, Communication* position. This individual will focus exclusively on our electronic communication

Continued on page 7



Metro DC Chapter

Published quarterly in: March, June, September and December.

Deadline: First of month preceding quarterly publication. Articles must be text-only file on disk or via e-mail. Include phone number with all submissions. We edit for clarity, accuracy, and/or space.

Produced and Designed by Geri McArdle, Director of Communications and Chrissy Thé, ThistleWood Design

Send Submissions to: Kendra Herlig E-mail: ASTDMetro@aol.com

Call or check out our website for rate sheets and advertising information.

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ASTD Metro Chapter Events

Staying Ahead of the Curve: How MCIWorldCom Meets the Diverse Training Needs of their Workforce

Thursday, April 13, 2000

Doubletree Hotel, Tyson's Corner

Internal training functions face a critical dilemma as we enter the 21st century and the information/service economy on which it's based. Employees want and expect organizations to provide access to timely training and career development opportunities over a large range of topics. Yet these same employees expect to remain in their current positions for shorter and shorter periods of time. Additionally, the requirements for ongoing training in technical, functional areas continue to grow as do pressures from executive management to leverage training resources. Standard ROI approaches to making training decisions fail to give satisfactory answers.

Tom Pipal, Director, Corporate Training and Development will present how MCIWorldCom is meeting this challenge by following a conscious strategy of embracing our changing workforce demographics and creating "just in time" course content and deliver channels. Blending internal and external resources, reacting quickly to needs as they emerge, and fostering cooperation and collaboration across functions and training groups are the hallmarks of their approach.

Tom Pipal's role at MCIWorldCom includes overseeing the design, development and delivery of management training and professional development programs; organization development, team building, process redesign and other quality improvement efforts. His involvement in special projects include the development of university-based telecommunications degrees; MCIWorldCom's Diversity

Management Program; Workplace Issues Video and CBT; and funding initiatives with state governments in support of MCIWorldCom training. Tom is active in community affairs and sits on the boards of many organizations including: Court Appointed Special Advocates; the Tulsa Technology Center Foundation; Tulsa Metro Chamber of Commerce; Telecommunications 2000 (a school to career initiative); Career Partners, Inc.; the State of Oklahoma Workforce Investment Act Board; and the OSU Master of Science in Telecommunications Management Advisory Committee.

Best Negotiating Practices™: Influencing through Win-Win Relationships

Thursday, May 11

Bethesda Hyatt

With the escalating pace of change and volume of information available in the global marketplace, the negotiating process has become the focus of all decision making. Being a skillful negotiator is no longer just a requirement for "buyers" and "sellers." Negotiating has become a core leadership competency

and a critical organizational capability. Tom Wood, President, Watershed Associates, Inc., will expand upon key lessons learned through his work with *Global 1000* clients that have made negotiating a core corporate and individual competency. He will present why organizations that have taken a more coordinated approach to the negotiating process forge stronger and more profitable relationships with their clients, suppliers, and employees. In addition, he will present how HR professionals can develop their image of trusted advisors by implementing a coordinated and principled approach to negotiation. Tom will make you think in a new way about negotiation and its role in current leadership practices and how you can incorporate these key strategies into your profession.

Tom Wood, President, Watershed Associates, Inc., is a negotiator who has taught and coached thousands of professionals in the United States, Canada and Europe, including over 60 *Global 500* companies. For 20 years Tom worked in sales, engineering, product management and customer service at industry leaders Wang Global, TRW, Computer Sciences Corporation, and NCR. He landed and negotiated multi-million dollar deals, received sales awards for four consecutive years, negotiated domestic and international partnership agreements and managed national accounts. Tom is a regular closing speaker in NASA's prestigious Academy of Program/Project Leadership. He has been featured in multiple news publications and received a Governor's Citation for his work in building consensus between industry, government, environmental and citizens groups. Tom speaks regularly in the information technology, healthcare, aerospace, hospitality, government, energy, manufacturing, finance, insurance, and chemical industries.

Accelerated Learning: What Is It and How Do You Do It

June 15

Bethesda Hyatt

In this highly interactive session you will learn the ten elements of Accelerated Learning and how to incorporate these elements in your training programs. By incorporating these elements, your participants will have a higher energy level which increases their learning capacity. This session will provide an update on the latest brain research and how that research can improve your training approaches. By the end of the session, you will have a plan for incorporating these ten powerful elements in your future training programs.

Bill Wilson, Vice President of Learning at QEI Design and Training Associates in Alexandria will lead this session. He is also president elect of the International Alliance of Learning and has served on the IAL's international board of directors for 5 years. He is a sought after trainer of trainers, workshop leader and speaker with extensive experience in technical training.

**For registration information, visit
www.dcastd.org or call (877) 561-8022**

2000 SIG Update

Resources Available for You!

Technology Assisted Learning SIG

The purpose of this SIG is to explore the use of technology in delivering the services offered by DC ASTD chapter members. Its main objectives are to explore the use of various technologies and to have the majority of this exploration occur on-line in the chapter's on-line bulletin board space.

Contact: George Takacs takacs@clark.net
(301) 350-7474

Financial Services SIG

The Financial Services SIG provides an opportunity for the many training professionals within the financial services industry to connect, identify shared issues and challenges, and develop resources to support their work.

Contact: Stephanie Groesser groesser@hq.penfed.org
(703) 838-1106

Humor SIG

The Humor SIG offers a supportive atmosphere for anyone wanting to learn about the practical uses of humor. Great talent or skill is not required. At these experiential meetings specially designed humor aids enable participants to originate humor that can be used to inform most upright mammals.

At each meeting, participants can find innovative ways to solve problems, try out new material, refine old material, find ways to make training more interesting, memorable and enjoyable and have fun!

Contact: Art Gliner gliner@erols.com
(301) 588-3561

Organizational Development SIG

The Organizational Development SIG explores areas related to organizational development and change in the workplace. Members network with other professionals who share common interests in the field of organizational development.

Contact: William Moffett wmoффett@erols.com
(703) 329-6464
or Donna Wolverton dwolverton@erols.com
(703) 757-9477

Interested in Serving on the Board of Directors?

The chapter is trying to fill a board officer vacancy. We are seeking a new Director, Administration. This volunteer role works closely with the President to lead and coordinate board meetings and board communication, to manage our relationship with our paid chapter administrator, and to maintain all non-financial records.

Ongoing responsibilities include: board meeting agenda and minutes, confirming location and ordering of food for board meetings, maintaining non-financial records (insurance, legal, corporate, board of directors handbook), serving as central point of contact to provide support and monitor outcomes of chapter administrator. Our board meetings are the 4th Tuesday of each month in the evening rotating among three locations around the beltway. This officer must be committed to attending all board meetings. Special initiatives planned for this year include: working with the board to lead the revision of chapter by-laws, policies and procedures, and board position descriptions.

If you would like to work with a great team and are good with details and follow-up in an administrative/coordinator role, then this could be a great experience for you. It's an opportunity to work behind the scenes on critical chapter operations. Please contact Kathryn Gaines, President, at 301-470-3260 or kathryn.gaines@mindspring.com

New Stress Course

Free Seminar Kit to Independent Trainers

See www.rahman.co.uk/trainers
E-mail info@rahman.co.uk

Chapter Delegations for ASTD 2000 in Dallas!

Receive great benefits and savings when five or more chapter members register for ASTD 2000!

Put together a delegation of five or more registrants from your chapter for ASTD 2000 and receive the special early-bird member rate of \$720 each—a \$270 discount off the on-site registration fee.

Who: You!

- We're looking for people who are interested in attending ASTD 2000.

What: ASTD 2000

- The most comprehensive program on training and performance anywhere. Featuring more than 250 educational sessions and more than 500 exhibitors.

Why: ASTD 2000 is for you if...

- You want a conference that you can customize according to your experience and interest. You can follow one of the nine special interest tracks and gain more in-depth knowledge about a particular area or participate in one of the conferences-within-a-conference including: financial services, consulting, and digital learning.
- You want to hear case studies from high-profile, multinational companies such as Eddie Bauer, IBM, Ford Motor company, United Airlines, and more.
- You want to network with peers from more than 80 countries including India, Germany, Japan, Brazil, Australia, Canada, Great Britain, France, and more.
- You want to learn from the brightest minds in the industry including Carol Kinsey Goman, Thomas A. Stewart, and Jack Canfield who will lead insightful plenary sessions.

Where: Dallas Convention Center
Dallas, Texas

When: Leaders Retreat – May 20, 2000
Pre-conference Workshops—May 19-20, 2000
Conference—May 21-25, 2000
EXPO—May 23-25, 2000

How: Easy!

- Organizing a group delegation from your chapter is simple—all you need are five or more local members to register from the chapter and you receive the early-bird member rate of \$720 each—a \$270 discount off of the on-site registration fee! This fee covers the full conference registration, including the conference social; it does not cover the pre-conference workshops. Individuals will not receive confirmation letters until payment is made. Payment may include a check, Visa, MasterCard or American Express or a purchase order number.

To help you put together a delegation, ASTD has assigned your chapter a group registration code. The chapter president will be sent a registration package that indicates the group registration code. Each individual must fill out a registration form and indicate the chapter group registration code in the right hand corner. Alternatively, your chapter members can call ASTD's Customer Service Center at 1.800.628.2783, specify the chapter name and code, and register for the conference right over the phone.

If you have any questions, please contact Kathy Toney at 1.800.628.2783 ext. 266.

ASTD 2000 International Conference & Exposition : Volunteer Now!

ASTD 2000 will be held May 19 -25 at the Dallas Convention Center. We will be recruiting volunteers to perform over 500 important tasks that will contribute to the success of the conference. This is an opportunity to build your network of professional contacts, attend the conference and learn more about your profession.

For every 1/2 day you volunteer, you will receive a 1/2 day of complimentary registration. Additional conference days may be authorized at a discounted \$100. daily rate. There will be a recognition event and training for ASTD 2000 volunteers on Friday, May 19 at the Dallas Convention Center.

The positions are filled on a first come first served basis. For more information and a volunteer application contact:

Kathy Toney
ASTD
ASTD 2000 Volunteers
1640 King St.
Alexandria, VA 22313

ktoney@astd.org

Calendar

Visit www.dcastd.org for updates and additional information

April

Monthly Meeting, Thursday, April 13, 6:00 pm
Professional Development Day, April 28

May

Monthly Meeting, Thursday, May 18, 6:00 pm

June

Monthly Meeting, Thursday, June 15, 6:00 pm

July

No Monthly Meeting

August

No Monthly Meeting

September

Monthly Meeting, Thursday, September 21, 6:00 pm

October

Monthly Meeting, Thursday, October 19, 6:00 pm

November

Monthly Meeting, Thursday, November 16, 6:00 pm

December

Monthly Meeting, Thursday, December 14, 6:00 pm

Board of Directors' Meetings are held on the fourth Tuesday of each month. For more information, contact Barbara Brown at (410) 455-0300.

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Dealing with Professional Exposure

What are the professional exposures inherent in training? How can a training professional protect her-/himself against lawsuit?

This is a valid question in every profession. Holding oneself out as a “professional” implies that a standard of care will be given that is greater than that expected of the non-professional.

A trainer can be blamed for the inability of the trainee to achieve success, thereby causing economic injury to the trainee and/or his company. This allegation can be based on methods and or procedures used in the training process.

The best risk management is adherence to accepted procedure. This, of course, is true in all professions. Innovation can be risky. Following established methods and maintaining good documentation, on the other hand, is golden as a defense.

The best combination of procedure and documentation, however, will not necessarily prevent a lawsuit. When an individual or company suffers economic damage and perceives that professional services rendered are responsible, there will likely be action taken. The fact that the professional is ultimately exonerated is little comfort when the cost to defend a claim is considered.

The best combination for protection is sound risk management and professional liability insurance. The insurance provides the cost of defense in addition to settlement and sound risk management will help assure a favorable outcome.

Continued from page 2

efforts, including our web site and our e-group messages. Geri McArdle, Co-Director, Communication will continue to work with all print communication vehicles — The Torch, Metro Monthly, and our Member Directory. We expect to announce the new Co-Director in the very near future, as soon as it is official.

Who are we? — Chapter Demographics

You might be curious about your fellow members of the Metro DC Chapter of ASTD. Some demographic information follows, based on information provided on membership applications and renewals. It might give you a better picture of who we are as a chapter. This information is from the last report at the end of October, 1999. Please look for updated information in the next issue.

As you review the numbers and percentages, you’ll see that we are a large chapter that represents a broad range of industries and organizations of both internal and external consultants. I was happy to see that we aren’t “monopolized” by a majority of one type of professional in one industry or one kind of organization. We seem to be very evenly spread out and present a nice diversity that can only enhance learning and networking for our members.

Continued from page 1

The Professional Development Day conference will begin around 8:30 am and end approximately at 6:00pm on Friday, April 28. The location for the event has not been confirmed, however the chapter’s website, www.dcastd.org, will provide more details about the location, dynamic presentations, and other information on the event as they unfold.

To register for this exciting event, contact the Chapter Administrator, 877-561-8022, or submit your registration on-line at our website. The costs for the event are:

MEMBERS: by April 14: \$75
after April 14: \$90
NON-MEMBERS: by April 14: \$90
after April 14: \$105

The chapter is looking for volunteers to assist in planning for this event and/or to help with the registration and session support the day of the event. If you are interested in volunteering some time, please contact Susan Sujansky, Vice President of Professional Development, at (703) 827-7519 or susan.sujansky@wang.com.

DC-ASTD Demographics

Total Members: 741

Industries Most Strongly Represented:

14.9% Training Products/Services	12.8% Government	11.6% Technology
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Internal: 55.8% | **External: 44.1%**

YEARS IN HRD	24.6% 11-15 years	Type of Organization
	22.4% 20+ years	
	22% 6-10 years	
	12.2% 3-5 years	
	10.8% 16-20 years	
	7.7% 0-2 years	
	45.5% Corporation	
	27.6% Self-Employed	
	12.5% Government	
	7.5% Academic	
	6.7% Non-Profit	



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