

September 2002

Volume XII, Number 9

Featured Speakers:
Dave Finnigan



**Juggling Training
Concepts**

ASTD September Monthly
Meeting
September 19, 2002
Sheraton Suites, Tampa
4400 W. Cypress
(between Lois & Westshore)

5:30 Networking &
Registration
6:30 Dinner
7:30 Presentation

\$25 for members with reser-
vations and first time guests ,
\$35 for guests after first time.

Information:
To RSVP, (727) 789-7280, or
admin@astdsuncoast.org

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Vision



ASTD September Monthly Meeting

Juggling Training Concepts

by Dave Finnigan

Admit it, you've always secretly wanted to be able to juggle; and Dave Finnigan wants to teach you how. But juggling is just his cover, what he really teaches is success. Dave's alter ego, Professor Confidence, takes you and your group gently and humorously through the steps from bumbling beginner to mastery in one fun filled hour. You are guaranteed to learn to juggle with three nylon scarves; and you'll learn lots of bonus lessons along the way, like:

- How to take risks without fear of failure;
- How to drop the awful four-letter word, "can't";
- How pondering can get in the way of achieving;
- How to turn off the "worry and hurry" mechanism;
- How to use right and left brains simultaneously, and know that you are;
- How to bring balance to your life by juggling home, work, and friendship;
- How to sweep your mind clear of clutter, shut off the chatter, and really **focus**.

Dave's program involves numerous esteem building exercises which allow participants to release their hidden capabilities, accept challenges and stretch beyond previous self-imposed limits. Everyone participates in individual and group learning, and experiences many "Ha-Ha" moments and that exciting "Ah-Ha" moment when something complex and baffling suddenly becomes crystal clear. Everyone leaves the room changed for the better!

**PARTICIPANTS WILL -
Reinforce Persistence Relieve Stress Gain Confidence
and Exceed Their Own Expectations**

About Dave Finnigan

It doesn't matter how serious or lighthearted your group may be, Professor Confidence will fit right in. His Bachelor's degree from Cornell, his Masters in Public Health from Berkeley, his Doctoral work at the University of Washington, four years in the infantry, ten years working in East Asia in public health programs, and over twenty years running (and eventually selling) his own publishing, video production,
(cont. page 3)

What's Fun Got To Do With It?

by Elvis Keith Lester, *President*

As a trainer, I personally find it most rewarding that I routinely have the opportunity to directly and inadvertently assist others in manifesting their personal and professional goals and outcomes. It is quite evident to me that it is not at all an accident that human wealth and welfare are fostered through the training and development field. I would even venture to say that *purposeful altruism* is a natural and innate drive and trait for most, if not all, successful trainers, coaches, educators, and human relations and resource professionals.

With this having been said, time and again it is proven that the 'most successful' in our field find a way to incorporate the spirit of altruism, sincere interest in giving and the enjoyment of contributing into their practices and projects. When we deliver our services with passion, conviction and commitment and really enjoy what we do, it truly shows and people learn, change and grow at a much higher and accelerated rate.

How excited, focused, committed are you in your pursuits? And does it come through when you train, coach, consult, etc.? How much do you truly enjoy what you do and appreciate the impact it has on those with whom you work and play? Are you having fun... *YET? Think about it!*

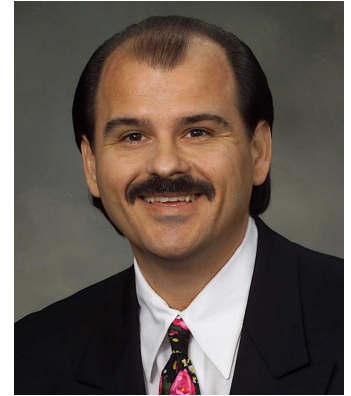
One of my highest outcomes, personally and professionally, is to *have fun at whatever I choose to do*. If something isn't as fun and rewarding as I'd like it to be, I will intentionally *DO whatever it takes to make it so!* This is an 'attitude' that I have fortunately been able to integrate into my practice from the very beginning of my career as a counselor, coach, trainer, consultant, modeler, etc. If you think about it, isn't it true that 'most of us' make an effort to use this guideline in our personal lives, so why not make as much, or even more, of an effort to carry it forth in our professional doings, happenings and endeavors?!?

This leads me to pose a question to you as members:

What can the ASTD Suncoast Chapter do to make a difference in your professional lives, to 2002, and have an even more positive impact on your 'attitude' and 'spirit of giving'? How can we harness the power of altruism as an organization and make a contribution to your personal and professional lives to-day? *Right NOW!*

Please send any of your ideas and responses to me personally at Elvis@execulearn.biz. I am looking forward to sharing this valuable information with the board and our membership towards making the rest of 2002 even more *fun and rewarding for you*.

Elvis Keith Lester, MA, LMHC, NCC
President, ASTD Suncoast Chapter



Elvis Keith Lester
President 2001 –2002

“With this having been said, time and again it is proven that the 'most successful' in our field find a way to incorporate the spirit of altruism, sincere interest in giving and the enjoyment of contributing into their practices and projects. ”

- *Elvis Keith Lester*

Join us for the
August monthly
meeting!

Visit our Website
www.ASTD Tampa.org

2003 ASTD Suncoast Board Nominations

A board nomination form was placed on the web in July, and there were two programs presented to encourage volunteers to consider deeper chapter involvement in July and August. From communication received by the chapter membership, the following slate of officers has been recommended by the current board to continue the work for 2003.

A final reading of the official slate will be read at the September Dinner meeting (Sept 19th) should anybody else be nominated from the floor for any position, they will be added to the ballot and then voting will take place between September 20th and 30th.

Official results will be made available on the web October 1st.

After careful consideration, the current 2002 ASTD Suncoast Board has nominated the following for election to the 2003 board. All are chapter and national members, and have demonstrated a willingness to serve the chapter this year and have expressed a willingness to serve in a board capacity for the coming year ...

- (a) President Rod Jurado
- (b) President-elect Peter Sprague
- (c) Secretary Maxx Hudson
- (d) Vice President for Public and Community Affairs Bob Moore
- (e) Vice President for Communications Jennifer Heelan
- (f) Vice President for Programs Carole Gill
- (g) Vice President for Professional Development Ros Guerrie
- (h) Vice President for Member Services Josee Richmond
- (i) Vice President for Finance and Administration Alicia Jiracek

About Dave Finnigan

(cont. from page 1)

marketing and manufacturing businesses have all helped prepare this thoughtful dynamo for his humorous and enlightening work. Dave has worked with over 200 organizations and corporations, has spent a full day in each of over 2,000 schools, and has personally taught over one million people to juggle. He has organized his life around his passion. Dave Finnigan is truly a Professor of Confidence!

Dave spent the 1980s working with adult groups of all sorts, including Puget Power EDMARK Chicago Parks Risk Mgmt. Assn Idaho Correctional Ed Assn Nat'l Risk Mgmt. Association WA State Div. of Juvenile Rehab. WA Organization for Reading Development Nat'l Assoc for Interpretation King County Convention and Visitors Bureau Int'l Criminal Justice Training Conference US West Hillhaven Corporation National Social Security Admin. Optimists Int'l Minneapolis Gov't Training Service Weyerhaeuser Holiday Inn.

Dave dedicated the 1990s to traveling with his family in a motor home presenting juggling programs in schools throughout the US and instructing at educational conferences. In the new millennium Dave is working with adults once again.

THE MEMBERSHIP COMMITTEE HAS OPENINGS

We are looking for a few more enthusiastic and friendly people to participate in membership activities. Being part of this committee is an excellent way to meet lots of great people and make a positive impact on the local chapter. If you'd like to find out more about this timely opportunity, please contact the VP of Membership, Josee Richmond. Call or email at 727-561-0392; jmrrichmond@hotmail.com

2002 Chapter Officers

President

Elvis Keith Lester
813-221-5466
excel@lion-s.com

Past President

Joy Fletcher

Secretary

Carole Gill
813-621-6506
carole@crg-hrdev.com

VP, Programs & Pres. Elect

Rod Jurado
813-985-5361
Rodjurado@aol.com

VP, Finance & Administration

Alicia Jiracek
727-797-3679
ajiracek@gte.net

VP, Professional Development

Peter Sprague
727-381-5077
GetPeter@aol.com

VP, Marketing

Bob Moore
813-286-7320
bob@effectiveness.com

VP, Communications

John Petrimoulx
813-915-8816
jpetrimo@tampabay.rr.com

VP, Membership

Josee Richmond
727-561-9161
jmrrichmond@hotmail.com

Records Administrator

Lynda Damiata
813-417-7362
admin@astdsuncoast.org

Director, Position Referral

Joyce Thompson
727-942-6422
jthomps9@tampabay.rr.com

ASTD Action Lab

Partnering to Power High Performance (How Training Adds Value as a Capability Builder)

Facilitated by **Celia Szelwach**

September 19, 5:07 – 6:07 p.m.
Sheraton Suites, Tampa, Florida

In a rapidly changing, highly complex, and competitive environment, organizations require improved readiness and sustained capability to survive and thrive. Training will continue to serve as a critical strategic asset in winning the war for customers, profits, and long-term growth. How do your clients and customers perceive the strategic importance of your role? Do they call you to conduct a training class, or do you have a seat at the table with key managers and executives to discuss long-term people strategies? Your customers need solutions beyond just training classes, workshops, and programs. They need you to be a business partner that brings them solutions that will impact organizational results.

Join facilitator Celia Szelwach in discovering and sharing the many ways to deliver and communicate your value as a strategic capability builder. You will gain valuable insights into shifting the perception of your value, and building stronger partnerships with your clients (customers). Most importantly, you'll leave feeling energized and renewed about the critical role you play in building and sustaining high performance.

Celia Szelwach is the President & CEO of Creative Collaborations Consulting, Inc, a veteran, woman, and certified Minority-owned small business (MBE). Upon graduation from the United States Military Academy at West Point, Celia served as an Army Officer and elite Senior Paratrooper at Fort Bragg where she received numerous commendations for her innovative and high performance training systems. Upon completion of her 5-year active duty commitment, Celia joined world-class beverage manufacturer, Tropicana Products, where she served in manufacturing, logistics, and human resources. As an internal consultant with Tropicana, Celia led several key initiatives to redesign work and people processes, to develop a plant training system enabling ISO 9000 certification, to build profitable strategic alliances, and to design a Leadership Development Process for front line supervisors, managers, and executives.

In addition to consulting, Celia is an Adjunct Professor for Warner Southern College and Goshen College, where she has taught, redesigned, and also developed new curricula for their Leadership, Managing Diversity, and Managing Change courses. With over 12 years of experience in organizational development, change management, and training in various operational, staff, and internal/external consulting roles, Celia looks forward to sharing her knowledge and learning from you.

THE LOCAL RESOURCE DIRECTORY

Attention: Independent Trainers, Consultants, Coaches, Facilitators, Vendors and others who want additional market exposure.

The "Local Resource Directory" on our website is the place to put your listing and for only \$75.00 per year. The Suncoast Chapter has recently renewed its membership with the Greater Tampa Chamber of Commerce with a link to our website...great additional potential exposure. You can sign up for the ASTD Suncoast Local Business Directory on line at our website: www.astdtampa.org or call Bob Moore, VP Marketing at 813-286-7320.

September Meeting

Thursday September 19,
2002

Sheraton Suites, Tampa
4400 W. Cypress
(between Lois & Westshore)

Agenda

5:30 Network/Register
6:30 Dinner
7:30 Presentation

Reservations

RSVP by September 13th,
Please call ASTD Chapter's
voice mail system at (727)
789-7280 to make your res-
ervation. Or, log onto our
Web site

www.ASTDtampa.org.

Your reservation is guaran-
teed and it establishes our
commitment to you.

Costs

\$25.00 per person for mem-
bers with reservations. Non-
members pay \$35.00.

Alternative Vegetarian Menu

A vegetarian menu item is
available if it is requested
with your reservation.

Cancellations

Cancellations must be
received by
Monday September 16 at
noon

No shows will be billed!

Visit our
**LOCAL
RESOURCE
DIRECTORY**
On-line ...
TODAY!

Upcoming Events

9 - 3 6 - 8:15 p.m.

Sarasota SIG -- Peggy Bode -- *A High Touch Approach to High Tech Training.* At FCCI Insurance in Lakewood Ranch networking, dinner and presentation-- \$15 -- (See page 7 for more info & directions to FCCI)

9 - 4 7:30—9:30 a.m.

TECH SIG -- PricewaterhouseCoopers (PwC) Consulting Learning and Professional Development Center, Tampa -- (See page 6 for more info)

9 - 13 9:15 a.m.—noon

OD SIG -- THE POWER OF BRANDING OD -- at Drake, Beam, Morin on Rocky Point. For further information contact John Petrimoulx 813-915-8816 or jpetrimo@tampabay.rr.com. No RSVP Required. (See page 6 for more info)

9 – 19 5:07—6:07 p.m.

ASTD Action Lab @ the Monthly Meeting -- facilitated by Celia Szelwach -- **Partnering to Power High Performance (How Training Adds Value as a Capability Builder)** - Sheraton Suites, Tampa; 4400 W. Cypress To RSVP, call Peter Sprague (727) 321-5077. (See page 4 for more info)

9 – 19 5:30 p.m. networking; 6:30 dinner; 7:30 presentation

ASTD Monthly Meeting -- Dave Finnigan -- Juggling Training Concepts -- Sheraton Suites, Tampa; 4400 W. Cypress (between Lois & Westshore) \$25 for members with reservations and first time guests , \$35 for guests after first time at the Sheraton Suites, Tampa. To RSVP, (727) 789-7280 or admin@astdsuncoast.org. (See page 1 for more info)

9 - 20 8:00 a.m.— 11:00 a.m.

Sr Hr SIG -- Jay J. Jamrog -- The Changing Nature of the HR Profession -- Safety Harbor Spa. \$20 for members with reservations and first time guests , \$30 for guests. RSVP Peter Sprague, getpeter@aol.com , with your name, company and title, or by calling the ASTD Voice Mail at 727.789.7280 (make sure to say "Senior HRD" in your message). -- (See page 8 for more information)



Future Programs

October :
Tom Richardson
Put "Pizzazz" in
your training—the
tool of storytelling

November:
No Program

December:
David Glickman
Using Humor in
Training

Welcome New Members

Cindy Benedict
813-289-0052

Patricia R. O'Donal-Finke
Custom Curriculum
Specialist
Specialized Solutions, Inc.
813-779-3366

Lynda Damiata
Proprietor
Bookkeeping With
QuickBooks
813-417-7362

TECH SIG News

WHEN: September 4, 7:30 to 9:30 am
PricewaterhouseCoopers (PwC) Consulting Learning and Professional Development Center
Tampa

What questions do you want answered by your ASTD Technical training colleagues? What topics would you like addressed in future Tech SIG meetings? What experience, skills and expertise can you share your fellow training professionals?

The goal of the Tech SIG is to answer your questions, address your issues, and open the imaginations of you - our members - who are involved in leveraging technology to develop and deliver training solutions. The simple fact is that much of the knowledge and experience that will serve the needs of the group can be found within the membership of the group itself. In our next session, we'll be brainstorming in small groups to identify the most common questions and needs of our ASTD chapter members in the area of learning technology. From this list of issues, we'll define our schedule of programs for the coming year to target the most-common, highest-priority topics, as well as identify SIG members who have relevant expertise on each issue.

You won't want to miss this session as we set the Agenda for the Tech SIG so that we can best meet the needs of our members. All members of the Suncoast Florida ASTD chapter are invited to attend this interactive brainstorming session.

The meeting will be held on September 4, from 7:30 to 9:30 am at the PricewaterhouseCoopers (PwC) Consulting Learning and Professional Development Center in Tampa (Westshore area). Breakfast and meeting facilities are provided courtesy of PwC, which means this event is brought to you for NO CHARGE. (Yes, you read that right...free food.)

Special Bonus Program! Included in the event will be a short tour of this world-class \$50-million facility that brings leading-edge technology into the classroom as well as to PwC Consulting employees around the world. Don't miss this first-hand view of this state of the art learning facility.

RSVP today by emailing Mark Schurr mschurr@telsim.com with your name, title, company, phone number and email address. Or you can call the Suncoast ASTD voice mailbox, (727) 789-7280, and leave your name, company & phone number along with specific mention that you're reserving a place for the Tech SIG meeting.

OD SIG News

When: Friday - September 13, 2002 - (9:15-12:00)
Where: Drake Beam Morin on Rocky Point
THE POWER OF BRANDING OD

At the next OD SIG meeting - September 13, A group of OD SIG members will facilitate a discussion of how to brand yourself as an OD Consultant- as an individual OD Consultant (external and internal) and how to brand the OD profession in the Tampa Bay area. Branding involves creating a reputation so that people with a particular need for your expertise, know where to go. This meeting promises to be beneficial for both individual OD Consultants as well as the OD SIG group as a whole. At this meeting, you will learn or discuss the following:

- Tips and techniques that you can use to brand your OD Consulting Services (whether you are internal or an external consultant)
- Things that you can do to better educate your clients (and prospective clients) about OD and its value to people and organizations.
- Actions that all OD professional can collectively take (and have taken) to brand the field of OD
- Strengths, weaknesses and opportunities and threats to the OD profession
- A new interactive game that you can use to facilitate with any group.

Come join OD SIG members in this highly interactive and engaging discussion about the OD profession! For further information contact John Petrimoulx 813-915-8816 or jpetrimo@tampabay.rr.com. No RSVP Required.

Sarasota SIG News

The Sarasota/Bradenton SIG meets on the first Tuesday of each month at the offices of FCCI Insurance in Lakewood Ranch*. Networking and a buffet dinner begins at 6:00 p.m. followed at 7:00 p.m. with the evening s program. Our calendar for the rest of the year includes great guest speakers on a diverse range of topics. If you are in the Sarasota/Bradenton area and have not taken the time to attend, you ll surely want to mark your calendars and join us for the remaining programs.

Tuesday September 3 -- Guest speaker Peggy Bode will present *A High Touch Approach to High Tech Training*. This workshop is designed to inspire and encourage anyone who is a technical trainer in an extremely low-tech environment. If you are interested in learning a new approach to the daunting task of training the technology-challenged, this meeting is for you! Topics to be covered include:

- ? Buy-ins and outs: tips for setting the right foundation for change
- ? Easing performance anxiety with a few simple techniques
- ? Creating a high touch classroom environment with some very simple space adjustments
- ? Dealing with frustrated trainees without losing your cool

Peggy is the IS Clinical Educator at Hospice of SW Florida. She's currently implementing a new patient information management system and training over 130 clinical personnel to use the software for documentation in the patient s home. She has a Master s Degree in Adult Education and a BS degree in Biochemistry and has been a technical trainer in various capacities for over 15 years. To RSVP, call Steve Goodfriend at (941) 365-4769 or Jack Wolf at (941) 758-1800.

October's session, facilitated by Jack Wolf, Ph.D., is titled, "Performance Consulting Demystified". Jack was one of the first graduates to be certified in the original performance consulting coursework presented by Jim Robinson in Pittsburgh, Pennsylvania. Jack has taken the PC material one step further to create a usable/transferable template for collecting the data you need to support your role as a trainer/performance consultant. A frequent speaker for ASTD chapters around the country, if you've never had the opportunity to witness Jack in action, you ll definitely want to attend this presentation.

In November, Barbara Battin will be back by popular demand. In July, she co-presented a successful session on training administration and coordination with Jennifer Heelan. In November, Barbara will focus her energies on demonstrating a variety of activities that you can use to enhance the learning process. If you ve ever searched for something new, interactive or innovative to spice up your programs, then Barbara has your answer! Fun and engaging, this evening presentation will be sure to give you the tools to make your own presentations interactive, fun and memorable learning experiences.

Last, but not least on the schedule, is our December meeting. We are planning a holiday party and buffet dinner with fun activities for everyone. It will be the perfect way to end a year of great speakers, informative topics and great company. Our thanks to all of you who have attended throughout the year and made our SIG a success!

The Suncoast Chapter of the American Society of Training and Development offers this Special Interest Group Meeting to its members who live or work in the Sarasota/Bradenton area. All visitors are welcome. There is a \$15.00 charge to cover the cost of the dinner. Membership information will be available at the meeting.

Come and network with a great group of individuals and learn valuable techniques you can use in your own sessions. See you there!

*Directions To FCCI Corporate Offices:

Take the University Parkway exit on I-75, go East about 1/2 mile to the second traffic light. There will be a sign that says FCCI, 6300. Turn right. Take the first left into the parking lot and come into the glass front doors (by the flag-poles).

For more information, call or e-mail Steve Goodfriend at 941-365-4769 or steveg@goodlearn.com

A Publication for the Suncoast Florida
Chapter of the American Society for
Training and Development

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www.ASTD Tampa.org

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727-789-7280, [http:// www.
ASTDTampa.org](http://www.ASTD Tampa.org)

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Training and Development.

Submissions and inquiries:
John Petrimoulx, 813-915-
8816, [jpetrimo@tampabay.rr.
com](mailto:jpetrimo@tampabay.rr.com)

Sr. HR SIG News

Senior HRD Forum Meeting September 20th, 8:00 a.m. 11:00 a.m. **The Changing Nature of the HR Profession**

Throughout the 1990s, the Human Resource Institute and a growing number of other observers have been examining a series of dramatic changes in the work that HR performs, the way HR performs it, the skill sets HR has and needs, and the ways in which HR's performance is measured. This is a critical time for HR professionals as they attempt to re-evaluate their role within organizations and develop ways to re-define their position.

Indeed, today HR is not only under more scrutiny by senior management, but the issues that HR professionals confront continue to be more legally and technically difficult to manage and more critical to organizational performance. Hence, the importance of the HR function at all levels in the organization is continuing to grow. This is providing unprecedented challenges as well as opportunities for HR professionals. Most experts agree that HR as we have known it needs to change or at least take on new roles to meet new business challenges. There are, however, many unresolved questions and concerns about the future of HR, how it should change, and the competencies that HR professionals will need in the coming years.

The critical question is, "Why does HR exist and what will the role of the HR professional look like in the future?" Unfortunately, there's no easy answer. This seminar will explore those trends, and while we cannot predict with absolute certainty all the changes in the HR profession, we can analyze the drivers of this trend and present some plausible scenarios on possible outcomes.

Our presenter will be Jay J. Jamrog, Executive Director of the Human Resource Institute (HRI) at the University of Tampa. Jay is a futurist. As the Executive Director of HRI, he has devoted the past 20 years to identifying and analyzing the major issues and trends affecting the management of people in organizations. Currently, Jay and his staff are following approximately 150 demographic, social, economic, technological, political, legal and management trends, and there are over 100 major corporations supporting this research with annual grants.

Over the years, he has helped some of the most innovative organizations gain a deeper understanding of the world's changing business environment and has helped them think strategically about today's actions and tomorrow's plans. Jay has confidential access to some of the most progressive organizations, and he's currently an active advisor to more than a dozen leading corporations. In addition, Jay conducts over 50 seminars annually for major corporations on subjects related to the changing nature of the workplace and workforce. He has had articles published in major business magazines and is frequently quoted in business publications and newspapers.

This informative meeting will be held on Friday, September 20th at the Safety Harbor Spa in Safety Harbor, Florida. (Go to www.safetyharborspa.com for driving directions. Reserve your place today either by emailing Peter Sprague, getpeter@aol.com, with your name, company and title, or by calling the ASTD Voice Mail at 727.789.7280 (make sure to say "Senior HRD" in your message). Your investment for attending is \$25 for members of the Senior HRD Forum or \$30 for guests; you can make your payment at the door. (Please help us keep using this practice & if you rsvp, but later determine that you will not be able to attend, please contact Peter with that information, too!) Breakfast and networking from 8:00 to 8:45 a.m.; program from 8:45 11:00 a.m. See you at the Spa!