

Training Scene

American Society for Training & Development
Newsletter of the Greater Boston Chapter

This Months Feature

SEPTEMBER 8, 2005: **PRESENTING AT YOUR BEST -- WHAT WE'VE LEARNED FROM TOP TRAINERS**

Laurie Rose Schloff
The Speech Improvement Company

Thursday
September 8, 2005

5:30pm - 6:00pm
Registration, Networking &
New and Prospective Member Orientation

6:00 pm - 7:00 pm
Dinner

7:00 pm - 9:00 PM
Program

Sheraton Lexington Hotel
727 Marrett Road
Lexington, MA 02421
781-862-8700
www.sheratonlex.com

Members: \$35.00
Non-Members: \$45.00

Register by September 7

Register After September 7
Add \$5.00

*Members' guests may attend at the
member fee as long as fees are paid in
advance*

Outstanding trainers are also outstanding presenters and speakers. This informative and highly interactive workshop focuses on tips to keep you interesting and your listeners interested. Topics covered include advanced techniques in oral image, movement and gestures, and high interest content. We will also explore how to use the famous four Es including examples, experiences, editorials and emotions, to make your presentations come alive. Come ready to speak for success and have some fun!

Presented by: Laurie Schloff, Senior Coaching Partner/Director of Executive Coaching, The Speech Improvement Company Inc.

About our speaker:

Laurie Schloff (BS., MS.)
Senior Coaching Partner

Continued on Page 3

Cancellations: In the event of the cancellation of a program due to inclement weather, notification will be left on our voice mail. Please call 617-731-2783.

To register please send check to ASTD
Greater Boston Chapter
PO Box 67262, Chestnut Hill MA 02467

For information or to register online:
<http://www.massastd.com>
ASTD - phone: 617-731-2783
fax: 617-731-6315

Pre-registration and
prepayment are required.
Register today by calling the
Chapter Office at
(617) 731-2783
or log on to:
massastd.com

Find Us a
New Member
and attend a
Dinner Meeting
FREE!

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(617) 731-2783 for information on how to
contact any Board member.

Training Scene

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Direct requests regarding submitting articles
or advertising to: Chapter Office, ASTD,
PO Box 67262, Chestnut Hill, MA 02467
Phone: (617) 731-2783

Submissions:

Articles and announcements
for inclusion in Training Scene
may be emailed to:
trainingscene@massastd.com

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While local chapter dues are still
submitted directly to GBASTD, when
you renew your national membership,
buy a book, or register for a national
conference, please use our chapter
source code "CH1025" and our chapter
will earn a revenue share.

As an important part of ASTD and the
profession as a whole, GBASTD is a non
profit organization that strengthens our
community, and helps people build skills, network with peers and find jobs.

On-line, type our source code at "Checkout"; on a paper form write the source
code on it.

Your support will be greatly appreciated!

Contact:
laurie@speechimprovement.com

As Director of Executive Training with THE SPEECH IMPROVEMENT COMPANY, INC., Ms. Laurie Schloff has a nationwide reputation as a trainer and coach in areas of presentation skills, leadership training, fear of speaking, conference coaching, and facilitation skills. She is a member of the IPO/VC coaching team and also heads the group workshop, The Business Speakers Training Camp, Presentation Skills.

Laurie is the author of two popular books - *Smart Speaking* and *He and She Talk*. Her books have been published in German, French, and Chinese. *Smart Speaking* has been described by Communication Briefings as “one of the best books ever written about speaking.”

Laurie is a frequent guest expert on radio and television. She has been a guest on Oprah and the Today Show and a contributor to magazines including *Cosmopolitan*, *Woman’s Day*, and *Entrepreneur*. She is known as a popular and humorous speaker at conventions and organizations ranging from the American Bar Association to The National Association of Women's Business Owners.

Ms. Schloff's range of clients include: GE Aircraft Engines, Sun Microsystems, Bank Of America, Fidelity Investments, MassMutual Financial Services, The Bose Corporation, The Society Of Actuaries, The TJX Companies, The Anti Defamation League and the American Bar Association.

Ms. Schloff received her undergraduate degree in speech

pathology from Rutgers University in New Jersey and her graduate degree from Columbia University in New York. She holds her Certificate of Clinical Competence from The American Speech-Language-Hearing Association and is a member of the Speech Communication Association. She founded the Fear of Speaking Association in 1989.

Ms. Schloff's experience, friendly relaxed style, humor, and insight make her a valued member of THE SPEECH IMPROVEMENT COMPANY, INC.

1614 Beacon Street, Boston (Brookline), MA 02446/(617) 739-3330/1-800-LETS RAP/fax (617) 232-9430

www.speechimprovement.com email: info@speechimprovement.com helping people communicate worldwide since 1964

Dinner Meeting Comments– June Meeting

Myron Cohen

In June we were spell bound by Captain Larry Brudnicki, USCG (Ret.) the real-life Captain of the Coast Guard ship “USCGC Tamaroa” that performed two dramatic rescues during the worst storm in more than 100 years, which became known as “The Perfect Storm” and inspired the book that was on the NY Times best-seller list and the blockbuster movie.

It was a hot evening, and nothing could go wrong -- except – the air conditioning was not working, the din from the traffic on route 95 disruptive, and we had not anticipated the need for a microphone, so the doors had to remain closed during the presentation.

Notwithstanding all of this, Captain Brudnicki kept us facinated as he recounted his story, but more importantly as he recounted the decisions that had to be made by himself, the pilot of the US Army Air National Guard helicopter that was also involved in the rescues, and Captain Brudnicki's superiors back in Boston.

From the decision to anchor his 265 foot vessel behind the cover of Cape Cod; to the order to proceed to the rescue area; his decision to transit his large vessel through the Cape Cod Canal during the storm to cut precious response time; to the decision of the helicopter pilot to ditch his helicopter

in the ocean due to a lack of fuel; to Captain Brudnicki's decision to turn his vessel broadside to the seas to facilitate the rescue of the helicopter crew, decisions had to be made relative to putting the ships crew and the crew of the helicopter at risk in order to protect the lives of those who were also at risk.

Captain Brudnicki lived up to his promise to teach us how decisions can and were made under extreme conditions. We all left the meeting a bit more hot and tired than we had been, but happy we had made the decision to attend the meeting.



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Advertise in the electronic version of *Training Scene* and reach over 900 Training and Development professionals.

Also receive, FREE of charge, a listing and link to your own website on our homepage.

Call (617) 731-2783

SIGs To SIGI's (Share Ideas Gain Insights)

Jacki Rose

Open to all Greater Boston ASTD Chapter members who are looking to brainstorm, network, and share ideas with each other in the Training Industry. Each month there is a topic of discussion along with a roundtable brainstorm of individual needs.

We are no longer requesting you to be

a part of one specific Special Interest Group (i.e. consultant, corporate, transition). We have realized that most trainers, no matter what their area of expertise, are coming with the same issues and are able to benefit from sharing ideas together and gaining insight. For now we are changing the group from SIG (Special Interest

Group) to SIGI (Share Ideas Gain Insight) for all to join in. Betsy LaMond of LaMond Training is your facilitator and organizer.

Anyone interested in participating should contact the Greater Boston Chapter office at 617-731-2783.

Train The Trainer- "ASTD Training Certificate Program ©ASTD"



The GreaterBoston Chapter ASTD will be hosting ASTD Nationals "Training Certificate Program ©ASTD". We are in the process of finalizing the details for the three day program to be presented in Boston on the 1st - 3rd of November, 2005.

If you, or someone you know, might be interested in participating in this program, please let us know by faxing the following form to us at the Greater Boston Chapter of ASTD office. The fax number is 617-731-6315.

YES: I am interested in attending a Train the Trainer Program.

Name _____

Company _____

Address _____

Phone _____ Fax _____

Email _____

**Mark Your Calendars Now!
Register Early and Save**

Program Location:

The Sheraton Lexington Inn,
727 Marrett Rd., Lexington, MA, just
off of Route 95 (128) on Rt. 2A, Exit
30B (All programs are held at this
location unless otherwise noted.)
781-862-8700

Dinner Meeting Agenda:

Registration and Networking:

5:30-6:00

Dinner:

6:00-7:00

Program:

7:00-9:00

**September 8, 2005 (Dinner
Meeting)**

*Presenting at your Best—What
We've Learned from Top Trainers,*
Laurie Rose Schloff, The Speech
Improvement Company, Inc.

Outstanding trainers are also out-
standing presenters and speakers.
This informative and highly interactive
workshop focuses on tips to keep you
interesting and your listeners inter-
ested. Topics covered include
advanced techniques in oral image,
movement and gestures, and high
interest content. We will also explore
how to use the famous four Es
including examples, experiences,
editorials and emotions, to make your
presentations come alive. Come ready
to speak for success and have some
fun!

*** Special Program: October 6,
2005, 8:00 A.M.-12:00 Noon
(Breakfast Meeting)**

*Training and Technology Sympo-
sium*

*Join us as we exam the latest trends
in how current technology is used in
training:*

Registration and vendor tables:

8:00-8:30 am

Panel Presentation (6 diverse panel-
ists):

8:30-10:30:

Break:

10:30-10:45

Q & As

10:45-11:30

Vendor Tables

11:30-12:00

*** Special Program: November 1-3,
2005 (all day), Boston MA
Train the Trainer, ASTD "Training
Certificate Program" ^{®ASTD}, taught
by a national ASTD instructor**

Learn and practice the tools of the
trade through our 3-day training
program for new and developing
trainers. Key topics include: identify-
ing and determining the need for
training, writing effective learning
objectives, applying adult learning
concepts to training, creating support-
ive learning climates, customizing
training, creating training activities
and alternatives to lecture, strategies
for different learning needs, effective
questioning techniques, facilitator and
participant preparation, adjusting to
varying backgrounds and learning
styles, addressing challenging partici-
pants, presentation and facilitation,
and evaluation. Participants will have
a chance to practice their new skills

and receive feedback on their
progress.

**November 10, 2005, 7:00 P.M.-
9:00 P.M. (Dinner Meeting)**

*Creating a Goal Achievement
Culture,* James Desrosiers,
GROWTHco

Today we are all "busy," but are we
productive? Now, more than ever, there
is an increasing focus on the amount
of lost productivity during each
workday. According to a new survey
by Salary.com the average worker
admits to frittering away 2.09 hours
per 8-hour workday, not including
lunch and scheduled break-time.
Salary.com calculated that employers
spend \$759 billion per year on
salaries for which real work was
expected, but not actually performed.
Join us for this highly interactive
session as James DesRosiers shines
some light on these current challenges
and helps us to discover ways to
create a goals achievement culture.

Highly effective concepts and tools will
be shared, allowing attendees to
transfer key ideas back to their
workplace. Learn how ordinary
employees can achieve extraordinary
results through a high-level goal
setting process, time management
strategies, motivational techniques,
and productivity enhancements.
Attendees will receive a Goal Setting
Worksheet and actually set a goal they
wish to achieve within seven days of
the program. James will lead attend-
ees, step-by-step, through his high-
level goal setting process that can be
used for anyone, in any department,
for short or long-term goals, at work...

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or even at home!

December 8, 2005, 7:00 P.M.-9:00 P.M., (Dinner Meeting & Chapter Holiday Party)

Join us for a fun-filled evening including:

- Trainer’s Yankee Swap and get that training tool or prop you’ve always wanted and get rid of that tool you’ve grown tired of or have too many of
- Training and Networking Tips and Tricks (Exchange ideas with your colleagues whether you are an in-house trainer, consultant, or professional in transition.)
- In addition, we are exploring the idea of arranging for a light and fun filled workshop such as Feng Shui in the Workplace, or The Use of Humor in Training to top off the evening. (More details to come!)

January 13, 2006, 7:00 PM-9:00 PM (Dinner Meeting)
The Leadership Maturity Model™ (LMM), Matt Carlen, 7th Wave Solutions

What’s so different about the Leadership Maturity Model™? The Leadership Maturity Model (LMM)™ and its associated assessments take a leap beyond common competency model assessments by gauging performance effectiveness of individual leaders within an organizational leadership system. The unique quality of the LMM™ framework lies in assessing the cause and effect of the leadership system’s impact on the performance of the organization’s leaders. This allows

organizations to identify the strengths, weaknesses and opportunities for change within the organization’s leadership system.

Based on the principles of the Capability Maturity Model® (CMM), the world-wide standard for organizational process maturity from the Software Engineering Institute at Carnegie-Mellon University, the LMM addresses the effectiveness of leaders within the context of their existing organizations. Through this highly interactive program learn about the:

- Developmental requirements for each individual leader – and the organization as a whole – to achieve the characteristics that result in

leader maturity necessary to fully and effectively lead their organizations

- Systemic, organizational challenges that may adversely affect the ability of its leaders to lead, and opportunities for dramatic improvements in overall effectiveness of its leaders

Future 2006 dinner meeting dates: February 9, March 9, April 6, May 11 and June 8.

Stay tuned for upcoming information about our speaker line up.

To Register: Please visit our website www.massastd.com or call the office at 617-731-2783.

***Special Program Ideas under Consideration: Starting January 2006**
(Evening programs, special seminars, or courses. Locations to be determined.)

Please let us know which programs would be of interest to you when you register.

- Developing and Launching on-line courses, Program Length _____
 - Evaluation, Program Length _____
 - Competency Modeling and Succession Planning, Program Length _____
 - Humor in Training, Program Length _____
 - Suggestions _____
- _____ Program Length _____

Prepay Your Dinner Meetings and Save – **New Member Benefit**

Purchase Your Season Pass to the Greater Boston Chapter, ASTD Meetings Now and Save: Ten Meetings for the Price of Nine!

We are currently offering two value option programs, one for individuals and one for corporate members, to save you both time and money. These offers are valid only for our September 8, 2005 to June 8, 2006 Program Year, during which we will be hosting 10 meetings (9 dinner meetings and at least one breakfast meeting, on October 6).

Individual Member Meeting Coupon Book: This book will allow members to attend all 10 meetings for the price of nine from September 8, 2005 to June 8, 2006. So that we can plan accordingly we would ask that if an

individual is unable to attend one of the meetings to please notify us in advance of the meeting as a courtesy. These books are available for purchase only until September 8, 2005.

Regular Meeting Price	\$350
Less discount	<u>(\$35)</u>
Net Price	\$315

Corporate Member Meeting Coupon Book: This book allows a company to purchase a book of 10 meeting passes for the price of nine as long as at least one of the company's employees is a Greater Boston Chapter ASTD member. Passes must be used for programs between September 8, 2005 to June 8, 2006. These passes can be shared among different members of a training and/or management team based upon their interests. So that we can plan accordingly, we would ask that individuals pre-register for the

programs of their choice and let us know if they will be using a meeting pass. One pass is required for each individual attending a meeting. These books are available for purchase from now until June 8, 2006.

Regular Meeting Price	\$350
Less discount	<u>(\$35)</u>
Net Price	\$315

**Please note that our Train the Trainer program and other special programs, other than our October 6, 2005 Technology and Training Symposium, are excluded from this offer.*

For Greater Boston ASTD membership information and to purchase season coupon books please contact the office at 617-731-2783.

The Greater Boston Chapter Welcomes It's New members

Lisa Murray
Boston University

Rebecca Hunt-Kasarjian
Boston University

Sharon Smith
nSight, Inc.

Phyllis Smith
Simmons Graduate School of Management

Debra McKee

Elaine MacLellan
IDX Systems Corp

Alan Freitas
Boston training Inc.

Dina Beach-Lynch
WorkWellTogether.com

Mark Bucco
ideas Aloft/Aloft Group

Have you moved?

Have you recently gotten a new E-mail Address?

Have You Been Getting E-mail from US?

On occasion we E-mail information that we consider of importance to the membership.

If you have not been receiving these messages recently, we may need to update our records.

Please call us at:

617•731•2783

or e-mail us at:
info@massastd.com

Reach Over 950 Training and Development Specialists

Advertise With ASTD

Advertising in *Training Scene* is a simple and cost effective way to reach over 600 members of the Greater Boston Chapter of ASTD.

Training Scene is published ten times per year and advertising is available at the following rates per insertion:

1/6 Page Ad	(2 1/4 X 4 1/2")	\$60
1/3 Page Ad	(2 1/4 x 10")	\$75
1/2 Page Ad	(7 1/2 x 4 1/2")	\$115
Full Page Insert	(8 1/4 x 11")	\$150

Discounts:

10% for five pre-ordered, pre-paid insertions

15% for ten pre-ordered, pre-paid insertions

OR

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