



The Exchange

A newsletter for members of the Greater Toledo Area Chapter
of the American Society for Training and Development



Volume 6 • Issue 3 • Spring 2009

President's Corner

More than half of our program year has passed and we are already looking to next year. One of the most important tasks to be addressed is the nominations for our Board of Directors. I have personally served on the Board for three years and have benefited in many ways. I have forged great relationships with my professional peers and developed some very key friendships. You also have the opportunity to build your skills and take on tasks you might not encounter in your day-to-day profession. Dave Hyslop will be our President for 2009-2010 and I would encourage all of you to consider taking a board position. We are always looking for new and enthusiastic talent. Please feel free to contact any current Board Member for more information.

Nomination forms with descriptions of all the open positions will also be provided at our May meeting.

In economic times like these, it might not be possible to attend seminars and conferences, but our group is a low cost/high impact activity that can keep you learning. We hope you will take advantage of this resource.

Right now is a difficult time for many companies. We have seen many of our colleagues lose their jobs and others who have seen cut spending and less opportunity for training. GTAC-ASTD can be a resource for you in these challenging times. Our last meeting of the program year will focus exclusively on helping our members address career issues. Titled "*How to Manage a Career or Job Search in this Insane Economy*," the session will focus on networking, technology, and resources for those looking for a job or trying to maintain their current position. There will be something for everyone in this session.

We look forward to seeing you on May 20 for our final program of the year. A BIG THANK YOU to all the Board members and committee members who helped make this year a success! Your efforts and dedication are appreciated.

Lisa Behrendt
GTAC-ASTD
President

**Mark your calendars for our next
chapter meeting!**

How to Manage a Career or Job Search in this Insane Economy

**GTAC-ASTD Special Mini-Conference
Wednesday, May 20, 2009
7:30-11:30 a.m. (EXTENDED TIME)
Brandywine Country Club**

In this tough economic environment, many professionals are finding themselves in a job search, while others are re-examining career paths. Join us as we focus on essential methods to grow your network and manage your search.

Members and guests are invited to join us as we expand our timeframe into a conference format to enable learning and sharing. Select the programs you attend while networking with others, as professionals share current practices and technologies critical to a search, including:

- ⇒ Networking practices to advance your connections
- ⇒ Using Technology: Managing your LinkedIn and Wiki portfolios
- ⇒ Resources available for job search and career development

Conference format provides:

- **Immediate networking with presenters and colleagues**
- **Areas for informal discussions**
- **Handouts and reference materials**

**Program Cost: \$16 for Members
\$24 for Nonmembers
\$14 for Students**

Watch your email for further details arriving soon! For more information, check out the chapter website at www.gtac-astd.org.

SPRING SCHOLARSHIP INFORMATION

**Applications accepted beginning January 1, 2009 through May 1, 2009.
Scholarship(s) to be awarded at the May 2009 GTAC-ASTD Program Meeting.**

AWARD

At least one award of \$500 will be made each year. The scholarship is to assist in paying the expenses of education including tuition, general fees, books and living expenses. Although the scholarship is not renewable, past recipients are eligible to reapply. Recipients will be selected by the Scholarship Committee of the Greater Toledo Area Chapter of American Society for Training and Development.

REQUIREMENTS

- 1) The applicants will be evaluated on the following criteria:
 - a. Should be an upper division undergraduate or graduate student enrolled full time majoring in a discipline relating to Workplace Learning and Performance, Human Resource Development, Organizational Development, or related field.
 - b. Preferential consideration will be given to students who are members of the GTAC of ASTD.
 - c. Preferential consideration will be given to students who demonstrate involvement in extracurricular activities.
 - d. Preferential consideration will be given to students who have a GPA of 3.0 or higher based on a 4.0 grading system.

- 2) Applicants are required to submit an essay at the time of application. The essay requirements are as follows:
 - a. Address a Training and Development topic.
 - b. Must be in Microsoft Word format.
 - c. Not to exceed 500 words in length.

SUBMISSION

Applicants are required to complete a Scholarship Application Form and submit it along with their essay by May 1, 2009 to: Courtney Tolson, GTAC-ASTD Scholarship via email at: ctolson@ssoe.com ~ OR ~ via fax at: (419) 843-2243.

SPECIAL THANK YOU

We would like to extend a special Thank You to Right Management. Not only did they sponsor our January meeting, but all proceeds from the meeting were donated to our GTAC-ASTD Student Scholarship fund. We greatly appreciate their continued support of GTAC-ASTD programs.

Right Management is the world's leading global provider of integrated consulting solutions across the employment lifecycle with more than 300 service locations in over 50 different countries. They help their clients maximize the return on investment in their people, while assisting individuals to achieve their full potential.

Services are offered in four areas:

- Attract & Assess the best talent in the marketplace
- Develop the best people in your industry
- Engage & Align your people and your organization
- Transition employees through successful outplacement initiatives

ASTD National News Professional Development Opportunities

ASTD 2009 International Conference & Exposition

May 31 – June 3, 2009
Washington, DC

Telling *Ain't* Training Conference

July 15-16, 2009
Crowne Plaza Chicago Metro
Chicago, Illinois

ASTD Chapter Leaders Conference

Preconference: October 29, 2009
Conference: October 30-31, 2009
Crystal Gateway Marriott
Arlington, Virginia

For more information log onto the ASTD web site at www.astd.org.

GTAC-ASTD in Action

An Awesome Program on Customer Service!



On March 18, 2009, the GTAC-ASTD hosted a program titled “Awesome Customer Service.” This program featured eight panelists from four local organizations with excellent reputations for creating great experiences for their customers. Panel members included: Steve Miller, General Manager and Carla Gibney, Customer Service Superstar from The Elephant Bar Restaurant; Jule Payeff, Community Commitment Specialist and Margo Stewart, Wine Manager/Buyer from The Andersons; Becky Taylor, Director of Patient Care Services and Pat Burmester, RN, Director, Emergency & Surgical Services from St. Luke’s Hospital; and Tim Gavin, Director of Volunteers and Dick Weckman, Volunteer, from Hospice of NW Ohio. Each panelist had the opportunity to share their customer service philosophies and training programs from the perspectives of both “Trainer” and “Trainee.” Participants were actively engaged in learning exercises on customer service excellence as well as a lively Q&A session with the panel. The program concluded with a group discussion on how to create awesome customer service in any organization.

The collective wisdom of this very dynamic group summarized their discussions in the following list:

Ways to Create Awesome Customer Service

- ***Select good people***
- ***Have a powerful mission and vision statement***
- ***Model the desired behavior***
- ***Foster a team approach***
- ***Give continuous feedback (use both qualitative and quantitative data)***
- ***Practice and teach service recovery***
- ***Walk in the customer’s shoes***
- ***Seek out customer service best practices***
- ***Share good customer service news (beyond the employee)***
- ***Set clear performance expectations***
- ***Don’t assume that common sense is common (Mark Twain)***
- ***Keep people informed (both internal and external customers)***
- ***Allow for creative service (balance rules and structure with flexibility)***
- ***Know and communicate your key customer service goals and standards***
- ***Don’t assume that employees understand – they must be able to demonstrate the skill***
- ***Make it real and keep it real (customer service is more than a training event)***
- ***Know your customer (find out what they want)***
- ***Leave yourself at the door (it is about the customer)***



Photographs by John Klocinski

SPOTLIGHT ON CHAPTER MEMBERS

Spotlight on Barry Nickerson



Barry Nickerson works for the Ohio Department of Job and Family Services and currently is at Your Job Store; Sandusky, Ohio's version of The Source. He is responsible for helping Erie County residents who are laid off prepare themselves for new employment (i.e., resume development, job searches, training referrals, etc.).

Barry first aspired to be a video/film producer and earned a Bachelor of Fine Arts from the University of Toledo in Theater and Film. He became more interested in how the medium can be used as a learning tool and returned to UT and received a Masters of Education. In 2003 he was designated a Certified Performance Technologist (CPT) by the International Society of Performance Improvement (ISPI).

Previously, Barry worked for what is now FirstEnergy, initially in Public Relations as an Audio-Visual Specialist and at the Davis-Besse Nuclear Power Station in Training. He was the Computer-Based Training Administrator and lead developer of a dozen on-line fundamentals and supervisory training courses. He also championed the development of a common Instructional Skills program for three nuclear plant sites.

In April 2005, the Safety Council of Northwest Ohio awarded Barry along with eight Davis-Besse co-workers a Good Samaritan award for saving an individual from drowning in a pond and sudden cardiac arrest. The incident occurred during a lunch break in a training class.

Barry has been a local chapter member of ASTD on and off for 20 years and a national member for the last 10. He joined to regularly network with other training/HR professionals and have easy access to industry information. For Barry, training all becomes worthwhile when an individual has his/her "Aha" moment; when things "click" and learning occurs, whether that person is an employee or a job seeker.

Barry continues his interest in production with his digital audio recording studio at the Collingwood Arts Center. He also plays bass in a moderately successful rock band. On March 6, 2009, they opened up for a KISS Tribute band, Mr. Sweet, at the Omni (the old University Lanes) on West Bancroft in Toledo.

Spotlight on Scott Lockhart



Scott Lockhart is a registered, Professional Engineer in Michigan and Ohio, with over 20 years of experience as a consulting engineer, primarily serving clients in the solid waste management industry. He worked with a privately held environmental firm, Hull & Associates, Inc, departing after 15 years to work first for a global engineering, construction and procurement organization and then most recently for a small, specialty environmental and construction services firm in Brighton, Michigan. His experience includes engineering and extensive project management of municipal solid waste landfill related projects, environmental permitting and compliance, traditional civil engineering projects and compliance program training.

Currently in transition, Scott joined ASTD because of his interest in his own professional development and to join a group where he could learn more about the training profession, as well as network with a broader spectrum of professionals.

Scott gets energized and derives personal satisfaction from guiding, encouraging and motivating people and seeing the "aha" moment develop, whether that involves helping a client respond to a challenge or prevent one, coaching a kid's soccer team, tutoring a student, or championing a program for Toastmaster's International.

Few people would know that Scott has rafted the Colorado River through the Grand Canyon, been 20 yards from a moose in the wild on Isle Royale, and listened to wolves howl at 4:00 a.m. in the Northern Ontario wilderness.

Please give us your feedback!

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