



# CFCEXpress

Inform, Inspire, Involve

Q1 2006

## From Marisa Davis — 2005 Newsletter Editor — 2006 VP Communication

Welcome! As you may have noticed, the 2006 newsletter will be quarterly. We feel that this will give us more of an opportunity to truly make this newsletter "By the Chapter, For the Chapter." Please notice the call for submissions on the last page! This quarter's newsletter is truly "By the Executive Board, For the Chapter!" President Barry Altland, President-elect Lisa Spahn, Immediate Past-president Betsy Montague, and VP Member Services Karen Inscho all have wonderful news to share! We are also debuting a new article "Spotlight on a Member," which will shine on one deserving member each quarter! As I leave the position of newsletter editor, I leave CFCEXpress in the capable hands of our first Spotlight recipient...

## Spotlight on a Member — Tammy Ascolese — 2006 Newsletter Editor

Tammy Ascolese is a new member of CFC-ASTD and ASTD as a whole! She comes to us originally from New York, but she's been in Orlando for six years. She is married to Tom, a FedEx employee, and has a son, Connor (10 months).

Tammy joined ASTD for networking opportunities and to keep up-to-date on the news in the training industry. *She has jumped in head first and is the 2006 newsletter editor!*

We welcome her into our CFC-ASTD "family"!

## Central Florida Chapter Membership: WIIFM?!?

*Karen Inscho*  
VP Member Services

If you can read this, thank a teacher. That's the old adage, right? Well, if you are reading this, you are most likely a member of the Central Florida Chapter of ASTD. We all have reasons for joining the chapter, yet how much do you really know about the benefits of chapter membership?

Our chapter mission is simple: to **Inform**, **Inspire**, and **Involve**. There are many ways you can increase your membership benefit. Here is what's in it for you, and for us all:

- Keeping apprised of industry trends
- Learning about the ASTD Competency Model
- **Networking with others** who face similar challenges
- Sharing your knowledge and expertise with other organizations
- Finding a mentor for self-improvement and/or mentoring others
- Learning new tips, techniques, and secrets
- Developing your leadership skills
- Becoming certified as a CPLP, Certified Professional in Learning and Performance
- **Having fun!**

Our chapter also has Special Interest Groups (SIG's) that meet separately from the monthly chapter programs. This is a great opportunity to connect with people who have similar interests. Check out our website [www.astd-cf.org](http://www.astd-cf.org), for more details.

Speaking of our website, you can register for monthly programs and events, find information about upcoming programs and events, and access Members Only pages, including job postings and our membership directory.

As you can probably see, there are many terrific benefits from involvement in the Central Florida Chapter of ASTD.

**Come and join us!**

## Volume 4, Issue 1

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### Contributors:

- Marisa Davis
- Tammy Ascolese
- Karen Inscho
- Barry Altland
- Lisa Spahn
- Betsy Montague

**NEXT QUARTER**  
Your name could  
be here!

**CONTRIBUTE** an  
article! See back  
for details!

## Programs! Programs! Get Your Programs Here!

*Barry Altland  
President*

How often have you heard that phrase while visiting your favorite stadium or arena? Much as that hawked publication is the "guide" to the event you are attending, so it is with CFC-ASTD's monthly chapter programs. Our calendar of programs serve as the most visible and tangible element of what we offer our members and guests on an ongoing basis. I am sure it is evident to many of you just how much planning and work goes into delivering quality programming to our membership, and your Executive Board, and I especially (being a former VP Programs) have a deep passion for providing high quality learning and network-building events that meet and exceed your expectations!



We have a strong contingent of chapter events planned for the year 2006, coming out of the gate strong with our January and February programs. The first program of the year is one of our two joint programs with the Central Florida Human Resource Association (CFHRA), the local SHRM chapter. Held at the Ivanhoe Hotel, it always proves to be a grand opportunity to expand your network beyond our chapter program attendance and share with other professionals from the area. February 10th was the Learning is Leading: A Conference on Human Capital Investment, a gathering sponsored by the 11 Florida chapters of ASTD held at the brand-new Valencia Criminal Justice Institute facility. With 80 workplace learning and performance (WLP) professionals in attendance, ASTD CEO and President Tony Bingham kicked the day off with a rousing discussion on the future of our discipline. The \$29 registration fee included 8 breakout session options, including a Disney Leadership module delivered by our very own President-elect, Lisa Spahn, a lunch keynote by Dr. Roger Kaufman, and opportunities to build your network across the state! Plans are already under way to make this an annual event, so if you missed out this year, the FL Regional Conference promises to be even bigger and better next year!

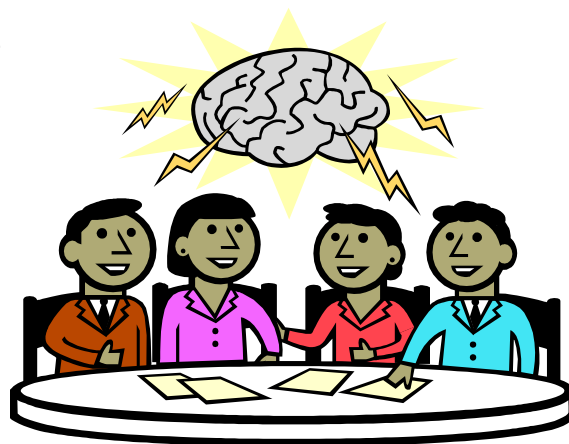
For March 2006, Dr. Mark Morgan returns, as one of the several CFC-ASTD President's Circle members who have volunteered to give back to the chapter as monthly program facilitators, with The Case of the Missing Scorecard. This fun, interactive, and engaging event will focus on the ASTD competency of Measuring and Evaluating.

April 2006 brings long-time member and former Executive Board member Tim Brock to share his thesis work on the topic of Training NASA Astronauts for Deep Space Exploration Missions: A Research Study to Develop and Validate a Competency-Based Training Framework. As part of his program, our chapter members will be asked to participate in a brief survey that will actually become part of Tim's final dissertation. What an exciting opportunity for us to learn more about how competencies apply to real life-and-death space missions and be an active part of our nation's future success in space exploration!

For the rest of the year, we look forward to July's joint program featuring our very own Mary Tomlinson as the featured facilitator, a live, virtual program in August, using a network conferencing platform and a "cluster" format for bringing our members together in smaller groups, another joint program of Roundtable Discussions with the GOOD (Greater Orlando Organization Development) Network on a Friday morning in October, and many more in development!

Check the website at [www.astd-cf.org](http://www.astd-cf.org) on a regular basis, and maintain your local chapter membership to continue to receive timely e-mail notifications of our many exciting programs and learning events!

*Programs . . . Programs . . .  
Get Your Programs Right Here—at CFC-ASTD!*



## Lisa's CPLP Corner

*Lisa Spahn*  
*President-elect*

In 1999, ASTD began using the phrase “workplace learning and performance” to describe the field and profession it represents. In almost all ASTD content, WLP now replaces T&D (training and development). This change occurred because WLP explicitly connects learning – and all of the activities that support learning – to the improvement of individual, group, and organizational performance. According to ASTD, by using WLP, business executives are more likely to see us as the source of learning and performance solutions, rather than the source of learning solutions alone.

Ron Peters, our past ASTD Area Manager, spoke to our Chapter last February. He reiterated these points and introduced us to ASTD's Competency Study. This study led to ASTD's creation of a Certification for professionals in the field of learning and performance (CPLP). For the first time ever, we are being offered the chance to be fully certified by a nationally recognized organization.

Notice that we are talking about a certification, not a certificate. As Ron said, a certificate is what you receive once you attend and complete a program. A certification is what you receive once all aspects of a role are looked at and you have the knowledge to do what you say you are doing. The ASTD Competency Model provides the link to certification. The model provides the content upon which standards are based and answers the question “what”. These standards answer the question “how well”. Certification results in a designation that indicates the individual has met the standards.

The ASTD Competency Model is broken in to three different areas.

- **Foundational Competencies:** Found at the bottom of the pyramid; these define the relevant behaviors for all learning and performance professionals to varying degrees.
- **Targeted Competencies:** Found at the top of the pyramid; these are broad roles, not job titles, that may not apply to everyone. An individual's job may encompass one or more roles, similar to different “hats” one might wear.
- **Areas of Expertise (AOE):** Found at the center of the pyramid; these are unique to the WLP Profession and help define and unify it. AOE's are the specialized knowledge/skills one needs over and above the foundational competencies. **AOE's are the focus of the certification.**



The certification is in two parts. You must pass the first part, a written exam covering all 9 AOE's, to be eligible for the second part. Part two is the submission of a work product in a specialty area, sent to a review board for grading. If you pass both parts, you will receive your CPLP.

### Interested? First steps:

- Visit [www.astd.org/competency](http://www.astd.org/competency)
- You must have 2-3 years of relevant experience
- Visit the self-assessment site
- Test yourself with the sample questions

If you would like to participate in the certification process in 2006, the first registration period begins in May. The written exam will be administered in July. That only allows 8 weeks to study! I am a participant in the Pilot Program that began last year. I am very proud to say that I passed the written exam. I have just submitted my work product sample, which was due March 2, 2006.

In our next newsletter, I will describe what the written exam was like and what you should expect. The sample questions are excellent indicators as to the types of questions you should expect. I won't give you any of the questions. I highly recommend putting together at least one, if not more, study groups. It is a lot of material to study in just a few weeks. When you share study topics with others, it is a much more manageable task.

If you have any questions about the process, feel free to email me at [lisa@astd-cf.org](mailto:lisa@astd-cf.org). I do travel a lot for work – please allow at least 48 hours for a response. If we have enough interested members, perhaps we can register as a group and get a discount on the registration fee. I would like to volunteer to be our Chapter's point person with Headquarters. I would submit all of our questions and provide answers through our group email.

I look forward to hearing from you...

## Getting to the CORE: Chapter Accountability to ASTD National

*Betsy Montague*  
Immediate Past-president

Have you ever wondered how local ASTD chapters are held accountable to ASTD Headquarters? One way is through CORE. CORE stands for Chapter Operating Requirements.

CORE is a set of performance guidelines for all of the Society's chapters. Designed to help chapters deliver a consistent set of benefits to members, CORE consists of [17 requirements](#) covering key programs, services, and activities for effective chapter operations.

### [Where did the need for CORE come from?](#)

The Chapter Operating Requirements were developed in response to feedback from chapter leaders and members.

Feedback from focus groups conducted with ASTD leaders indicated that many chapter volunteers wanted a clear set of standards what their chapters should be focusing on. Auditors outside of ASTD noted the potential liability issues resulting from a lack of formal agreement between the Society and its affiliates on the use of ASTD's name and logo.

### [How were the CORE standards developed?](#)

In 1997, ASTD convened a Baseline and Standards Task Force made up of senior leaders from a wide range of chapters. The task force developed the standards through a series of data-gathering activities with chapter leaders. These included: focus groups with 70 current and past leaders, a written survey sent to over 600 chapter leaders across the country, and roundtable discussions held with 300 leaders at ASTD's 1998 National Leadership Conference. In all of these activities, respondents were asked about the importance of various program and service elements to effective chapter operations and member satisfaction.

We are proud to report that [ASTD Central Florida Chapter has consistently been recognized for 100% CORE compliance!](#)

For more information on CORE: [http://www.astd.org/ASTD/Membership/local\\_chapters/core/core\\_home.htm](http://www.astd.org/ASTD/Membership/local_chapters/core/core_home.htm)



## Bonus Bucks Program—Revised!

*Barry Altland*  
President

CFC-ASTD has enjoyed the fun and excitement generated by the [Annual Bonus Bucks Auction](#) held at the [End Of Year Celebration Program](#) each December for many years. Bonus Bucks have become an integral part of our chapter operation, and many of our members appreciate the tradition.

Given the successful run that the Bonus Bucks Program has achieved, your CFC-ASTD Executive Board felt it time to revisit this initiative to ensure that it remains aligned with the current and future goals of our chapter. In that light, several improvements have been implemented. Bonus Bucks are now officially awarded to monthly chapter program attendees for doing what matters most—participating in the program, and providing feedback on how the program delivered against expectations.



So, beginning with the March 2006 monthly chapter program, featuring Dr. Mark Morgan and the Measuring & Evaluating competency-based "Case of the Missing Scorecard," each attendee will receive \$100 in Bonus Bucks upon their arrival to reward their attendance, and another \$50 as they return their program evaluation sheet (and nametag) upon departure.

There will still be times throughout the programs calendar in which your Executive Board will advertise special opportunities to receive further discretionary Bonus Bucks as an incentive toward chapter initiatives, i.e. canned food drives for Second Harvest Food Bank, chapter membership renewals, etc., thus providing even more opportunities to take part in the silent or live Bonus Bucks Auction bidding at the December program!

## Where do Past Chapter Presidents Go?

*Betsy Montague*  
*Immediate Past-president*

Each year the ASTD Central Florida Chapter members elect a new Executive Board to lead the Chapter. An Executive Board consists of a Chapter President, Immediate Past-president, President-elect and six committee Vice Presidents. While Vice Presidents may remain in their roles, the Chapter President may only serve one year. So, where do past chapter presidents go?

The journey begins when a leader is selected first to be President-elect. As President-elect, their first year is spent observing the Chapter President as mentor. The next year the President-elect becomes Chapter President and the following year, Immediate Past-president—thus serving a three-year Executive Board commitment.

And where do the past presidents go after their three-year term is complete? Anyone serving as president of Central Florida chapter automatically becomes a member of the Past Presidents Circle. The Immediate Past-president is a liaison by notifying the network when there is a Chapter need that includes providing counsel or getting involved.

*Anne Kynast*, 2002 Chapter President showed great dedication last year as she took on the role of Volunteer Chair to the ASTD International Conference. *Sue Clapp*, 1990 Chapter President served as Volunteer Orientation Coordinator and *Gordon Barcalow*, 2003 Chapter President was a duty manager for the event.

Many other members also provided marketing direction and worked the event. It is wonderful to see that long after their terms as Presidents, *past Presidents are still very eager to assist the Central Florida Chapter when a need arises.*

### Here is a list of our distinguished Past Presidents:

1981 – Patricia Burgay  
 1983 – Jean MacCuspig  
 1984 – Al Dagon  
 1985 – Leilani Poland  
 1986 – Joanne Karimi  
 1987 – Ann Meier  
 1988 – Joseph Sefcik  
 1989 – Mark Morgan  
 1990 – Sue Clapp  
 1991 – Carolyn Planck  
 1992 – Carol Tuttle  
 1993 – John Cline  
 1994 – Roberta Schreiber  
 1995 – Bob Lucas  
 1996 – Charlie Walsh  
 1997 – Boni Sivi  
 1998 – James Bunsu  
 1999 – Tony Higdon  
 2000 – Kathie Holland  
 2001 – Michele Carpenter  
 2002 – Anne Kynast  
 2003 – Gordon Barcalow  
 2004 – Charlotte McDonald  
 2005 – Betsy Montague



Where do past chapter presidents go?—not far from the circle!

American Society of Training and Development  
Central Florida Chapter

Founded in 1979 and chartered in 1982, the Central Florida Chapter of the American Society for Training and Development (CFC-ASTD) has grown from 25 members to over 350 members today. Growth and success have been phenomenal during the Chapter's short history. Since its founding, the Chapter has received numerous awards. In 1989, 1990, 1991, and 1992, the Chapter received the National Excellence Award. Service on national, regional and local committees reflects the professional commitment of the members of CFC-ASTD. Several chapter members provide their expertise at the National level by serving on National ASTD committees or as Regional and Industry Group Directors. Members are frequent presenters at regional and national conferences.

*Contact Us:*

*Central Florida Chapter of ASTD*

*(407) 332-2667*

*www.astd-cf.org*

Current Officers 2006

President	Barry Altland
President-elect	Lisa Spahn
Immediate Past-president	Betsy Montague
VP, Member Services	Karen Inscho
VP, Professional Development	Bill Sawyer
VP, Finance	Tab Brannan
VP, Communication	Marisa Davis
VP, Marketing	Bill Fowler
VP, Programs	Crystal Melton
Knowledge Master	Gina Strano
Webmaster	Wendy Dye
ASTD National Advisor for Chapters	Kathy Shurte
Area Manager, Eastern U.S.A	Jonathan Gerstner, Ph. D.

You may reach any of the above members by using the email address format of  
firstname@astd-cf.org

## CALL FOR ARTICLE SUBMISSIONS!!!

*Enjoy this quarter's newsletter? Be a part of the next one!*

*We want YOU to get involved!*

*The focus for the Q2 2006 newsletter is on the Managing Organizational Knowledge competency...*

*If you have experience in this area, and would like to submit an article for publication in the Q2 newsletter, please contact Tammy Ascolese at [ascolese@hotmail.com](mailto:ascolese@hotmail.com), by May 5, 2006 with your article concept.*

*Remember, our chapter mission is simple: to **Inform**, **Inspire**, and **Involve**. So... **Get Involved!** **Inform** and **Inspire** others by sharing your experiences and knowledge!*

*We look forward to hearing from you!*

