



President's Corner

At last spring has finally arrived - who'd have thought we'd have snow in the end of March?! With a new season come new ideas and concepts that we can develop and grow our creative talents. It was great to see nearly 150 workplace learning and performance professionals do just that when they attended our 16th Annual Workplace Learning and Performance Conference on April 25, 2011. We had fantastic sessions and keynote. Some presenters have supplied [updated session handouts](#). We hope to see you Friday, April 27, 2012 (this is a change from our original 2012 date) at the Albany Marriott for our 17th Annual WLP Conference. Look for conference details and online registration in late December 2011/early January 2012.

Congratulations to our 2011 Trainer of the Year, Natalie Williams, Employment and Training Program Director at Washington County EOC/Employment and Training and our 2011 Training Organization of the Year, the Center for Education's Training Team at St. Peter's Healthcare Services. We'll be changing our selection criteria and processes for next year, so look for more information in the coming months.

Are you up to the challenge of leading next year's conference planning team? We are now recruiting for the position of 2012 Conference Chair. If you'd like to be involved in a rewarding experience,

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HMASTD Spring Workshops & Events

8:00am - 11:30am

Sunmark Federal Credit Union's Training Room, Latham, NY

Friday, May 20th

Points on the Board
Christopher Guldner, Consultant

Friday, June 17th

Breaking up is Easy to Do
Chris Conto & Leanne Robinson-Maine, NY Network

[Reservations and further details](#)

Workshop Prices:

Registration & Breakfast: 8am - 8:45am; Workshop: 9am - 11:30am
Cost: Members \$30, Non-Members \$40, Full Time Students \$20,
Walk-in's charged an additional \$5.

Hudson-Mohawk ASTD Workshop Sponsors



*Looking for sponsors for the 2011-2012 programming year.
For more information on how you can become a sponsor contact [Nancy Reilly](#)*



received an email, please contact the [HMASTD office](#) at 518.765.4080.
Deadline for ballots is May 31, 2011.

The **election** for next year's Board of Directors is underway and is open to HMASTD members. Watch your inbox for the link to the ballot. If you have not

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A Decade of Reflection by Denise Mallow

It seems like just yesterday when I was given my first opportunity to expand my professional horizons to the formal world of Training and Development. I'd spent several years training physicians, hospitals and providers networks in the policies and procedures for working with various insurance carriers in the region, and I knew that developing materials, presentations and facilitation of training programs was what I truly loved. I also had a sincere desire to expand my career into the field of Human Resources. At that time I'd never even heard of The American Society for Training and Development, let alone the Hudson- Mohawk Chapter of ASTD!

As I reflected on those early days and where I am today, I was struck by the number of HMASTD mentors that I have had over the years and the impact they've had on my life...

It was in the late 1990's that Deb Seeley gave me my first opportunity. She was at the time, the Director of Human Resources for Healthcare Underwriter's Mutual, and she brought me on as a Training Specialist. She saw potential in me and agreed to mentor me in the world of workplace training and development. The first thing she did was to introduce me to the American Society for Training and Development and sent me to Dallas, TX for my first national convention. I was like kid in a candy store! I had the opportunity to listen to and meet top training experts like Ken Blanchard and Eric Harvey. I was like a sponge... running from session to session trying to maximize my experience. I remember the excitement I felt like it was yesterday! That same year Deb also sent me to Washington D.C. to go through my AchieveGlobal certification. Once again, I had the time of my life... I'd never been to Washington so just experiencing the sights was amazing to me. The AchieveGlobal certification gave me the basic facilitation skills training I needed as a new trainer. The skills I learned during that week in Washington are the foundation of my facilitation style today. I will be forever indebted to Deb for giving me life changing opportunities.

Deb ignited in me, the fire to develop myself professionally. I needed to watch and learn as much as I could about the world of workplace learning and development. Not long after she left HUM, I received an invitation to Hudson-Mohawk ASTD Annual Trainers' School... and so it was in the beginning. I attended my first Trainers' School and I was hooked! That day I met training professionals who would become my mentors for several years. People like Karen Gardiner-Harvey, Anna Watkins, Mary Helen Rosenstein, Judi Clements and Alan Dorn were all training professional whom I aspired to be like. They were the leaders of HMASTD at that time and more than happy to take a new trainer under their wing and share their knowledge. From that point on I made it my priority to get involved in our chapter of ASTD. From my early years of securing presenters for our Annual Conference (the name has evolved from the original Trainers' School), to leading the conference committee and then leading the chapter, I can honestly say that for as much as I've given of myself, I have received back many times over.

I share this story because I realized recently that I'm no longer the new trainer, but rather, I'm the seasoned professional! I equate it to the feeling I had when I realized I was no longer the youngest in my workplace setting... I can now be one of those amazing training professionals who were there for me... those wonderful people who mentored me to become a "Trainer of the Year"! Now I can be the mentor!

In today's difficult economic times, new trainers may not be given the same opportunities to travel to national conventions that I was given in the beginning. The good news is that our chapter of ASTD is able to provide "a little bit of national" to our members through our Annual Conference and Monthly Program Meetings. In addition, we have a membership of training and development professionals that are second to none. I'm still inspired by my HMASTD peers! People like Peter Coombs, Robin Perry and Diane Lustenader to name a few, are still guiding me as I begin my new consulting endeavor.

I've shared just a few of my experiences with my HMASTD mentors over the years. It's my hope that I'll have several more opportunities to learn from them and serve as a mentor as my career moves forward.

If you'd like to serve as an HMASTD Mentor, please [contact](#) our Chapter Administrator, Nancy Reilly.

President's Corner, continued

with a dynamic team for our premiere event of the year, please contact the [HMASTD office](#) if you are interested in this position. Mentoring by our previous Chair and conference team included – what a great deal!

We have some fantastic [professional development workshops](#) remaining and we are hosting an encore of our [Capital Region Networking Event](#). Join us as we share and discuss our work, best practices, tips for finding great opportunities, and ways we're navigating through these challenging times. We're also starting to plan the fall's workshops and events. If you have any suggestions, please contact Vice-President of Programs, [Stephen Russell](#), who is always looking for suggestions on workshop topics, speakers and for assistance in planning them.

Hudson-Mohawk ASTD thanks you for your support during the year at our innovative workshops, events and Annual Conference. Please patronize our sponsors. I'd like to formally thank our board of directors and most importantly our collective right-hand - Chapter Administrator and Account Executive, Nancy Reilly.



It's time to be counted... the elections for next year's Board of Directors is underway. Please take a few minutes to cast your ballot. If you didn't receive the email with the link to the ballot, please contact the [HMASTD Office](#).

If you would like to be involved in any facet of Hudson-Mohawk ASTD or have any suggestions on any aspect of the chapter please contact [Nancy Reilly](#).

Have an enjoyable summer and remember you can register for any workshop and event online – watch for the fall events coming soon...

David S. Freedman

Check out our newly redesigned web site!
<http://www.hmastd.org>

Leadership Opportunity!

Looking for motivated, driven, members - are you up to the challenge of leading next year's conference planning team? We are now recruiting for the position of **2012 Conference Chair**. If you would like to be involved in a rewarding experience, with a dynamic team for our premiere event of the year, please contact the [HMASTD office](#) if you are interested in this position. Mentoring by our previous Chair and conference team included - what a great deal!

HMASTD Member News

Joan Hebert, MBA, MS, Principal of Hebert Performance Training, a NYS Woman-Owned Business Enterprise, is celebrating 14 years serving nationwide clients. Joan specializes in leadership, presentation/training skills, team building, customer-focused sales, and workplace communication skills. “It’s hard to believe HPT was started 14 years ago! I am pleased to say I enjoy delivering programs for clients today, as much as I did when I started the business in 1997,” said Hebert.

Denise Horan, has just completed two private training workshops for Harvard Clinical Research Institute in Boston (Value Selling & Negotiation Skills) and for O’Connell & Aronowitz Law Firm (Marketing Yourself) . I am also offering lunch and learn training workshops that are open to the public. This is a series of 10 workshops focusing on specific sales, marketing and management topics. In the Fall, I will offer goal setting and strategic planning workshops. I am also preparing a new seminar on “body language”.

Diane Lustenader, SPHR, CCP, GRP, was selected by the president of Staples to appear in the company’s 25th anniversary all associates celebration video for internal use only. Diane’s unsolicited letter recognizing the management and associates at the North Greenbush store was first picked up for an interview in their employee newsletter and then it spiraled into this video. The video was launched at the national GM meeting in February and is now making its way around the country as their associates celebrate 25 years!

Thompson Reuters commissioned a chapter on group incentive plans from Diane Lustenader for their 2011 Compensation Guide. It is coming out this year. The editor, Bill Caldwell, the former president of WorldatWork personally invited Diane to write Chapter 41 “Variable Pay Plans”.

The NYS Association of Professional Land Surveyors is publishing an article Diane Lustenader wrote on the NYS Wage Theft Prevention Act in their spring magazine issue.

A national firm that specializes in the financial services industry, BalancedComp, selected Diane Lustenader to write about affirmative action compliance on their site. Most banks and credit unions are required to comply with EO 11246. You can see Diane’s piece at <http://balancedcomp.com/pages/affirmative-action-plans>

Capital Region Networking Event

Tuesday, May 17th 6:00 PM to 8:30 PM – [Reservations & Details](#)

Italian-American Community Center, Washington Avenue Ext., Albany

To kick off the summer, please join the Hudson-Mohawk American Society of Training and Development (HMASTD), Capital Region Human Resource Association (CRHRA), The Consulting Alliance, Upstate NY Project Management Institute (UPPMI), Capital District International Institute of Business Analysts Chapter (IIBA® Chapter) for our second regional networking event at the Italian American Center on May 17th. Based on the overwhelming positive feedback from participants at our first event in January we are hosting a second event.

16th Annual Conference & Awards Held



The St. Peter's Center for Education Training Team was awarded the HMASTD Training Organization of the Year; the team includes Keith Bemis, Cheryl Grosso, Christine McCarthy, Maureen Pierre, Denise Ringer, Suja Thomas, Penny Wall & Tricia Wendell



Natalie L. Williams, Director of Training for the Washington County EOC, accepts the HMASTD Trainer of the Year Award from Awards Chair, Rue Heron



Jill Bardwell is recognized for her years of service to the organization as she concludes her tenure on the HMASTD Board of Directors by HMASTD President David Freedman



Conference attendees network between sessions

Save the Date:
Hudson-Mohawk ASTD 17th Annual Workplace Learning & Performance Conference
Friday, April 27, 2012 at the Albany Marriot

HMASTD Member News (continued)

Workplace Learning at St. Peter's Recognized for National Excellence

St. Peter's Health Care Services is among a group of Fortune 500 companies and other industry leaders named to the 2011 LearningElite, a national designation for companies and organizations with the best education and development programs for their employees.

Presented by Chief Learning Officer magazine, the 2011 LearningElite “recognizes industry leaders that use exemplary learning and development to deliver significant business results.” Organizations were evaluated in 5 categories-learning strategy, leadership commitment, learning execution, learning impact and business performance results. St. Peter's joins 42 other companies, including AT&T, Bristol-Myers Squibb, FedEx Corp., General Mills, and IBM Corp., on the 2011 list.

In addition to offering ongoing training programs each year, **Denise Ringer**, Director of Education and Organizational Development partners with Senior Leaders to establish educational priorities on a quarterly basis. A blended learning approach including classroom instruction, web based training and simulation is used to support the unique learning needs of our workforce especially clinicians who must balance learning with the demands of providing patient care on all shifts.



[Use Chapter Code CH2075 and Register for ICE Today!](#)

Member Spotlight



Denise Horan, the founder and principal of Integrated Management & Sales Consulting, provides results oriented solutions to help organizations grow revenues, find new marketing opportunities and develop effective sales and management leaders. Recent engagements include: strategic marketing plans, executive coaching, comprehensive sales and marketing upgrades, as well as sales, management and customer service training.

Clients include: Transfinder Transportation Management Systems, HSBC, Time Warner, Harvard Clinical Research Institute, Aflac, Bespoke Software, O’Connell and Aronowitz Law Firm and Barr Laboratories, ConvaTec / Bristol Meyers and Stryker Biotech in conjunction with Total Learning Concepts. Prior to establishing Integrated Management & Sales Consulting, Ms. Horan was Vice President of Sales and Marketing at Eastern Connection, a regional parcel express service, where she led a twenty-eight-member team across thirteen states. Under her leadership, Eastern Connection generated record sales growth while reducing sales costs to produce unprecedented earnings.

Prior to establishing Integrated Management & Sales Consulting, Ms. Horan was Vice President of Sales and Marketing at Eastern Connection, a regional parcel express service, where she led a twenty-eight-member team across thirteen states. Under her leadership, Eastern Connection generated record sales growth while reducing sales costs to produce unprecedented earnings.

In addition to having articles published in Office World News, Parcel Shipping and Distribution, and The Capital District Business Review, Ms. Horan has been quoted in various news publications and trade journals. Recent seminars include: *Marketing Yourself*, *Successful Sales Strategies*, *Strategic Planning Made Easy*, *Mentoring Relationships*, *Marketing and Ethics for the legal industry*, *Leading and Managing for Success* and *Trade Show Strategies*. Ms. Horan is a graduate of Syracuse University with a Bachelor of Science in Psychology; she also earned a Masters of Business Administration from the University at Albany. Ms. Horan has served as an adjunct professor at The Sage Colleges, trains entrepreneurs for the Entrepreneurial Assistance Program at The Albany Colonie Chamber of Commerce and is an instructor for The Smart Up Program at The Rensselaer Development Center of the Rensselaer County Regional Chamber of Commerce. In addition, Denise teaches Marketing & Ethics for The Albany County Bar Association and Marketing Your Practice for The New York State Bar Association. Denise is also a member of The Consulting Alliance and serves on the board of the Women’s Employment & Resource Center and The Executive Women’s Golf Association.

Training Tip: I have found that the most effective training is a workshop format that is about two hours long. In today’s hectic environment, most people do not have the time or the attention span to sit in an all- day training session. The retention rate of a short session is far better than a long session. This means that the session must get right to the point, provide valuable examples for quick comprehension and must be interactive. The more people participate individually or in group exercises, the better the retention. The workshop evaluations will indicate that this is true. I also like to use quotes to make my points.

– Denise Horan

Member Spotlight



Dennis Douglas Principal, Mind Over Matter, Inc. has been a member of ASTD and related organizations during the last fifteen years while working as an instructional designer, technical writer, and trainer in New York and New Jersey.

He is an independent consultant to commercial and industrial software developers – creating end user documentation for their software interfaces and developing training courses for end users. He works extensively with the client companies (for whom the software is being developed) to assure that the courses meet the precise needs of their workforce.

Dennis worked at Telcordia Technologies for nine years. They develop the operational software for the Bell corporations and other communications firms. He trained BellSouth technicians on SONET-ring management software prior to the Atlanta Olympics, wrote and implemented train-the-trainer courses for Pacific Bell (SBC) and created end user training for international clients such as Telecom Italia and Telkom South Africa.

A recent four-year project with Siemens Transportation Systems and New York City Transit involved collaborating with subject matter experts in Princeton, New York City, and Vienna while creating courses for the operators of a subway train arrival information system.

Dennis considers himself a “translator” - converting highly technical information into useful tools for the worker such as quick references, step-wise procedures, and practical examples. He always includes end users in the process to make the materials more useful. He takes great pleasure in seeing new software implemented successfully. His type of consulting often involves a front-end analysis and needs assessment. Dennis then interviews the design engineers and developers and studies their source materials on which he will base the user-level references. Those references form the basis for instructor and participant guides that are used in live and hands-on training, as well as web-based references and stand-alone learning modules.

For more information about Dennis and his consulting, visit <http://www.mindovermatter.net>.

Training Tip: “Ask participants which procedures or software activities they use most frequently. They’ll appreciate your focusing attention on topics they truly need.”

–Dennis Douglas



***Hudson-Mohawk ASTD will promote
an Employee Learning Week activity
at our May 17, 2011 Special Event***

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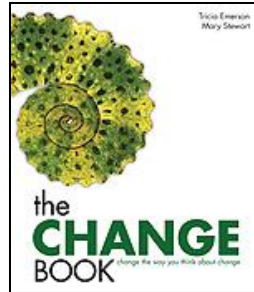
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The board can also be contacted
 by emailing [Nancy Reilly](mailto:Nancy.Reilly) or
 calling the HMASTD Office at
 518.765.4080

ASTD Press Book Recommendations**[The Change Book](#)****[Consulting on the Inside](#)****[ASTD Leadership Handbook](#)**

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