



## President's Corner

Happy 2011! We hope you enjoyed your holidays with family and friends.

On January 11<sup>th</sup> please join us along with the Capital District IIBA, Upstate PMI Chapter, Consulting Alliance and CRHRA as we discuss the [Workforce Performance Challenges in 2011](#). This will be a fantastic opportunity to network and share training and development challenges that will be facing leaders and the workforce in 2011. This event will be held at the Italian American Center in Albany – cost is only \$18.

We have exciting workshops planned for this year. In February Michael Harrington from New Directions Consulting will provide insight into the world of continuous improvement for HR personnel and in March we are planning [Project Management For Trainers](#). Those wishing to pay by check or purchase order please contact our Chapter Administrator [Nancy Reilly](#).

*Continued on page 3*

## HMASTD Winter Workshops

8:00am - 11:00am

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

### Friday, February 18, 2011

#### Even HR Plays a Role in Production

Michael Harrington, Director of New Training & Strategic Initiatives, New Directions Consulting



We recognize that many times the HR department and staff are asked to play a critical role in the implementation of different projects and initiatives. This training will provide insight into the world of continuous improvement for HR personnel by focusing on the areas of Lean, Toyota Production and Root Cause Analysis, with the hope of encouraging them to be active participants in the implementation of these initiatives. [Reservations and further details](#)

### Friday, March 18, 2011

#### Project Management For Trainers

We all have good intentions, but once we start a new training project along with all the other projects we've got going, the projects can take on a life of their own. In this month's workshop, participants will learn how to better manage the critical project management role to deliver learning and performance solutions in a way that supports business goals. The workshop provides concrete steps to improve project management skills and a method that is repeatable yet flexible. [Reservations and further details](#)

#### Workshop Prices:

Registration & Breakfast: 8 - 8:45am; Workshop: 9 - 11:00am  
Cost: Members \$30, Non-Members \$40, Full Time Students \$20,  
Walk-in's charged an additional \$5.

#### Hudson-Mohawk ASTD Workshop Sponsors



To inquire how you can become a sponsor contact [Nancy Reilly](#)

## Workshops Set for Annual HMASTD Workplace Learning & Performance Conference

Sessions for Hudson-Mohawk ASTD's 16<sup>th</sup> Annual Workplace Learning and Performance Conference have been set. Among those topics scheduled are:

- Learning and Development: It's Going Social and Mobile!
- Using SharePoint in Your Virtual Learning World
- The Power of Group Coaching: How to Maximize Your Training Investment
- Mentoring Relationships - Carry on the Baby Boomers' Organizational Memory
- Applying "Broken Windows" Theory to Training Programs on Workplace Violence
- Finding Your Passion: The Power of Passionate Work

### Conference Seeks Exhibitors and Sponsors

If you are interested in being an Exhibitor or Sponsor please visit the HMASTD website to view the [Applications & Forms](#) or contact [Nancy Reilly](#)

Mark your calendars for Friday, **April 1, 2011, from 8:00am to 4:30pm at the Albany Marriott Hotel**, 189 Wolf Road, Albany, NY.

Further information, the entire schedule and registration will be available in January on the [HMASTD website](#).



Watch for  
*Hudson-Mohawk ASTD's own  
Employee Learning Week events  
April 4-8, 2011*



### Eligibility:

- **Trainer of the Year must be an active member in good standing of Hudson-Mohawk ASTD**
- **Training Organizations must have at least 2 members, and at least 2 members must also be Hudson-Mohawk ASTD members in good standing**

**To Submit a Nomination:**  
For either awards use [online application](#)

*President's Corner, continued*

Our Vice-President of Programs, [Stephen Russell](#), is always looking for suggestions on workshop topics, speakers and for assistance in planning them.

Hopefully you have your calendars marked for our premier event – the **16<sup>th</sup> Annual Workplace Learning and Performance Conference** being held April 1, 2011 at the Marriott on Wolf Road. Watch for details and online registration in early January. For general conference questions or to assist on the day of the event, contact Conference Chair, [Natalie Williams](#).

Exciting news: Hudson-Mohawk ASTD is redesigning our web page! Months in the making, please look for launch in the first quarter of 2011.

Have a need to fill a position? This fall we unveiled the ability to [post and pay for a job](#) on our website. Once approved, the job will go live on our site.

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](#).

The Board of Directors of Hudson-Mohawk ASTD wishes all of our members a safe and happy new year/holiday season filled with family and friends.



## Member Spotlight



As a Past President of HMASTD and the current Vice President of Marketing, Denise Mallow has dedicated the past 10 years to giving back to the training profession in the Capital area. She began volunteering with HMASTD after attending her first annual conference in the late 1990's when it was known as "Trainers' School" and she was "hooked"!

Her primary reason for joining ASTD was to make connections, network and learn from her peers. She credits the professional she has become today with the mentors she met through HMASTD. She quickly became involved with the Trainers' Conference in numerous roles including Conference Chair. She had been lucky enough to work for employers that supported professional development thus allowing her to attend a couple of ASTD's International Conferences. Realizing how lucky she was to experience professional development with world renowned training professionals, her main priority was to "bring the National ASTD experience to upstate NY". Her efforts, along with those of all the chapter Learning & Development professionals who have volunteered to serve on the conference committee, have resulted in the HMASTD Annual Conference being selected as an ASTD Best Practice which continues to be the flagship event of the chapter drawing learning professionals from all over the nation as participants and presenters.

After her 2 terms as President of HMASTD, Denise spent another 2 years as the Vice President Programs. She feels strongly that members should give back and that the HMASTD chapter is the one place they should be able to go to replenish, refuel and rejuvenate their mind, body and spirit. Denise says "The key to our success is the spirit of sharing knowledge among our peers. The history and expertise that they have brought each and every one of us should be shared with the future. Life and technology may change, but the basic principles never change."

After 20 years in the corporate world Denise has decided to move into private consulting. Denise is a certified AchieveGlobal Leadership Trainer and Integrity Systems Trainer and WELCOA certified in Workplace Wellness. As a previous Staff and Development Trainer & Director of HR and Assistant VP of HR Support Services, she has developed and lead training programs across the country. It is her belief that creating a culture that embraces change is instrumental in the success of any organization. Denise's concentration centers on HR administration and training, management and staff development and workplace wellness. She is a past recipient of HMASTD's Trainer of the Year and Training Team of the Year Awards.

Trainer's Tip: The most effective way to learn is to teach. I've found that subjects as dry as business acronyms can be fun to learn if you break them up into small group projects and presentations. Make it fun and have the group teach them back to the larger group. (I usually have them create posters, then keep them on display for the remainder of the class).

-Denise Mallow

## News from National



**Geoffrey Woliner** has been our chapter coach for the last two and a half years. He is excited to announce that he will be taking the next step in his career, transitioning from his role as Sr. Chapter Coach to Account Executive with ASTD's Enterprise Sales team. In this capacity, he will continue working to advance the profession through the promotion of ASTD content, certificate programs and creation of customized learning plans to help companies fill skills gaps. We wish him the best of luck in this new endeavor.

*"The Hudson-Mohawk ASTD conference is an event I look forward to each year, and a professional development opportunity for learning practitioners in the area that's second to none. I've advised other ASTD chapters around the nation to draw upon this conference's best practices when planning their own events, as Hudson-Mohawk is truly an industry leader."*

- Geoff Woliner, Enterprise Sales Account Executive, National ASTD

**HMASTD Special Networking Event**  
**Tuesday – January 11, 2011**  
**5:30pm – 7:30pm at Italian American Community Center**  
**Network with 5 area organizations**  
**All pay \$18 for appetizers (cash bar available) [Register Online](#)**

### **Book Review:** *QBQ! – The Questions Behind the Question* by John G. Miller Kim E. Gander

With economical challenges facing many organizations, news of impending layoffs are of a concern for those companies who already exist with a reduced workforce. Employees who remain may be struggling with how to do more with less. This is the perfect time to re-read *QBQ! – The Questions Behind the Question* by John G. Miller. What? You never read it the first time? Have I got a holiday gift for you!

This 115 page book delves into the topic of personal accountability using humor and stories from everyday life to spotlight a very practical approach to getting more out of what you want, at work or at home, by asking a few simple questions. Have you heard questions such as:

- Why do I have to do it?
- When is XYZ Department going to get their act together?
- Who made this mistake?
- Who is going to fix this?

These "incorrect questions" or IQs, as the author calls them, focus on blaming and complaining, rather than solutions to the problems. Asking better questions, such as "What can I do to remedy this?" or "How can I help?" lead to better solutions, faster. As organizations face challenging times, negativity can often infiltrate the workplace. This book presents a positive approach to incorporating personal accountability into your daily routine. The book doesn't tell you what you can do to "fix" others. The truth is the only person you can fix – is you! Mr. Miller offers many examples of one person making a difference in the lives of customers, organizations and families when the choice for personal accountability is made.

The book is an excellent complement to various training programs, such as new employee orientation or leadership programs. To find out more about the book and how you can use it in your organization, visit [www.qbq.com](http://www.qbq.com) today and give yourself a gift that will really make a difference in you.

## Member Spotlight

Melanie Readdean has been working with Liberty Mutual since 2001. She first started as an agent of auto, home and life insurance out of the Latham, NY office where she was quickly promoted into the Colonie, NY office where she has spent most of her selling career. In 2007 Melanie was promoted into training management as a Regional Trainer for New York and Pennsylvania and was responsible for training all new sales agents within their first two years on the selling compensation plan. When Liberty Mutual reorganized in 2008 Melanie became a Field Development Specialist and all new sales and service representatives were added to her responsibilities. Melanie covers the Mid-Hudson Valley region of New York, including Binghamton and Manhattan as well as eastern Pennsylvania. Melanie is very proud of her LUTCF (Life Underwriting Training Counsel Fellowship) designation which she completed in 2008. Melanie is a member of both Hudson-Mohawk ASTD as well as the national ASTD organization. Melanie also is a member locally and nationally of NAIFA (National Association of Insurance and Financial Advisors) and SITE (Society of Insurance Trainers and Educators). She is an active participant of WIFS (Women in Financial Services). Melanie is extremely proud of her numerous rewards and recognition she has achieved throughout her tenure with Liberty Mutual. Melanie says, "I truly love what I do and look forward to training my new hires everyday – making a true difference in their career".

Training Tips: Wear layers so you can adjust if you are too hot or cold. Don't wear flashy jewelry that will distract the participants. Don't pass out handouts at the end, if you can prevent it! You want their attention on you, not the materials. Don't read from your power point, only have bullet points so it leads to a discussion and everyone feels a part of your topic! Most importantly, be aware of their time away from their day to day operations; start and finish on time.

*-Melanie Readdean*

## HMASTD Member News

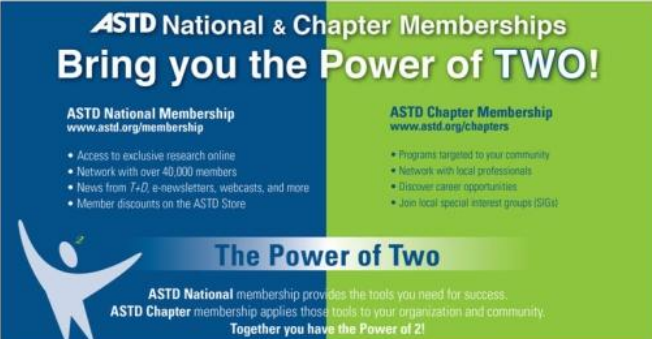
Denise Horan of Integrated Management & Sales Consulting will be holding "lunch and learn" sales and management training programs beginning in 2011. Schedule of the classes will be posted at [Integrated Management's website](#) by the end of January and will run from February – June.



When you need some Flash and "Wow!!!"

Call 518.794.7483  
mogulmarketing.com

ANIMATIONS \* PHOTOGRAPHY \* VIDEO \* TRAINING



**ASTD National & Chapter Memberships**  
**Bring you the Power of TWO!**

**ASTD National Membership**  
[www.astd.org/membership](http://www.astd.org/membership)

- Access to exclusive research online
- Network with over 40,000 members
- News from 7+D, e-newsletters, webcasts, and more
- Member discounts on the ASTD Store

**ASTD Chapter Membership**  
[www.astd.org/chapters](http://www.astd.org/chapters)

- Programs targeted to your community
- Network with local professionals
- Discover career opportunities
- Join local special interest groups (SIG)

**The Power of Two**

ASTD National membership provides the tools you need for success.  
ASTD Chapter membership applies those tools to your organization and community.  
Together you have the Power of 2!

**HMASTD Board 2010/11****President**

David S. Freedman  
[President@hmastd.org](mailto:President@hmastd.org)

**Immediate Past President**

Kim E. Gander  
 Pioneer Bank  
[IPP@hmastd.org](mailto:IPP@hmastd.org)

**VP Finance**

Peter Perrone  
 SEFCU  
[Finance@hmastd.org](mailto:Finance@hmastd.org)

**VP Marketing**

Denise Mallow  
[Marketing@hmastd.org](mailto:Marketing@hmastd.org)

**VP Membership**

Martha McCormick  
 Capital EAP  
[Membership@hmastd.org](mailto:Membership@hmastd.org)

**VP Programs**

Stephen J. Russell  
 Change Events  
[Programs@hmastd.org](mailto:Programs@hmastd.org)

**VP Special Events**

Natalie L. Williams  
 Washington County EOC  
[SpecialEvents@hmastd.org](mailto:SpecialEvents@hmastd.org)

**At-Large Board Member**

Jill Bardwell  
 Hanging Palette  
[AtLarge1@hmastd.org](mailto:AtLarge1@hmastd.org)

**At-Large Board Member**

Ann Lieberburg  
 Sunmark Federal Credit Union  
[AtLarge2@hmastd.org](mailto:AtLarge2@hmastd.org)

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

## Designing On-Line Training

Peter Perrone

There have been many, many articles written on how to design effective on-line training; articles that describe the importance of storyboarding, articles that describe the importance of interactivity, and on and on. What I'd like to share with you are some tips on the mechanics of creating an on-line training piece intended for individual or group use, in an asynchronous environment.

Audio and video components need to be wedded, or welded, into a cohesive whole. I take a simple approach; I use PowerPoint for the core of the video portion, only occasionally adding other video sources. For the audio, I use a \$75 Radio Shack microphone, run through a \$100 "M-Audio" pre-amp that plugs directly into my pc's USB port. While more expensive microphones will be more sensitive, they often are more sensitive to things you don't want to record, such as heating/cooling systems and fluorescent light hums. I record the audio on my pc using an open source sound editor called "Audacity". So for the audio side of things, my total investment is under \$200. Audacity is pretty intuitive; at least, I never took any lessons on it, and I've gotten pretty good at editing out breathing noises, popping "p's", and blown lines. There is a tutorial built-in, but I only rarely need to use it. When I've finished my audio voiceover, I save it as an MP3 file; those are very versatile and work well when combined with the video side of things.

For the video, as I said, I use PowerPoint to create most of the on-screen text and graphics. Keep things simple; don't get fancy with fly-in or fade-in effects. Most screen-capture programs will capture those effects, but they will be jumpy, and not as smooth as they are in PowerPoint alone.

After I have created the PowerPoint, I read through my script and highlight all the places where I'll want to advance PowerPoint to the next line of text or the next slide. That way, when I run my screen-capture program, I can get the timings of the PowerPoint effects to match very closely with the audio.

Now it's time for the wedding, or welding, whichever way you prefer to think of it. I use Camtasia for the screen capture. It sells for around \$200. I know there are others, but I've always been happy with Camtasia. With Camtasia capturing everything the PowerPoint is doing on my screen, I listen to the MP3 through headphones while reading along with the script. That way, I will see my notes about when to click for the next slide or text line. When I'm done, the amount of editing needed in Camtasia is usually pretty minimal; perhaps just a few hours' worth. That "project" can then be saved in a variety of formats: M4P, which can be played through QuickTime, or as an AVI or HTML file for use in a network, and there are others as well.

The final result is an engaging training piece; the audio narrative keeps listeners engaged, and the bullet points, as well as the pause and reverse buttons, make note-taking easy, too.

