



President's Corner

Dear colleagues
and friends,

As 2012 is underway,
we at HMASTD wish you a year of
hope, promise, health and happiness!

You may notice the picture alongside
this letter is not the same as it has been
for the past two newsletters. This is
because in December, HMASTD
President Stephen Russell made the
difficult decision to step down from the
Presidency in order to focus his time on
unanticipated family and work issues.
After much Board consideration I have
been asked to serve as interim President
for the remainder of this chapter year.
In May, a new President will be elected
for 2012 -13. Until then, I will do my
best to lead the chapter under the vision
that Steve had shared for 2011- 2012.

For those of you who do not know me,
I have served twice as chapter president
during the last decade. I also had the
opportunity to chair the annual
conference several years ago, so I take
office with a full understanding of the
challenges and deadlines our Board and
Conference Committee are facing.
Fortunately we have a dedicated group
of learning professionals leading all the
critical areas of the organization and I
am confident that we will finish the
year with an amazing conference and
strong monthly programs.

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HMASTD Workshops for February and March

Implications Emerging from the Neuroscience of Learning

Friday February 17, 2012, 8:00 AM to 11:30 AM
Berkshire Bank (Community Room)
151 Vly Road, Albany

Presenters: **Gerald Brokaw and Phil Harnden, Ph.D.** from the
Commonwealth Centers for High Performance (CCHPO) Network

Join our discussion about learning design implications related to the
emerging field of neuroscience and how those findings bear upon
learning activities of all types. You'll find many of these implications
generically applicable to: technical training, education, performance
improvement, compliance training, leadership development, etc.

Prove Your Learners Guilty of Performance!

Friday March 16, 2012, 8:00 AM to 11:30 AM
SEFCU Corporate Headquarters
700 Patroon Creek Blvd, Albany NY

Presenter: **Katy Butler**, SEFCU Learning Specialist and HMASTD
Board Member

Can you provide evidence to prove your learners guilty of the
performance desired as an outcome of your training? Discover why
you should, and how you can ensure that they perform at the
"expected" level. By beginning with intended performance
expectations, you will learn how to measure and evaluate the
effectiveness of your training session - right from the start of your
learning program design efforts. You will walk away with tips and
techniques that will help you lead your learners to successful
performance. You will learn how to prove that your training
contributes to the achievement of overall organization objectives.

Click below for

[Reservations and further details](#)

Workshop Prices:

Registration & Breakfast: 8 - 8:45am; Workshop: 9 - 11:30am
Cost: Members \$25, Non-Members \$35, Full Time Students \$15,
Walk-in's charged an additional \$5.



To inquire about sponsorship opportunities, contact Nancy Reilly

President's Corner, continued

I speak for the entire board in emphasizing Steve's contributions as president so far. We are all aware that his life and work have changed significantly since last May when he ran for office. We respect the decision that he had to make and are very happy that he is going to continue to serve as an At-Large member on the HMASTD Board.

These events are one more reminder that change happens and we as learning and performance leaders are often at the forefront of managing change. My best wishes go out to all of you as you face the challenges of the New Year.

Denise Mallow

Denise Mallow



Member Spotlight

Colleen Hems is a Performance Management Consultant at Capital District Physicians Health Plan (CDPHP) where she has been employed for over twenty years. In that capacity, she is heavily involved with Human Capital Management,

working closely with departments, leaders and staff to help individuals develop their potential within the organization. Within the Corporate Learning and Development Department, she provides coaching and mentoring to leadership staff, targeting specific skill development to reach desired outcomes. She is also expected to identify opportunities for new programs that will enhance employee and team performance, and maintains a focus on succession planning.

Working primarily in a strategic and "big picture" capacity, Colleen merges instructional ability, interpersonal skill and knowledge of systems and business practices that drive organizational success. Like many learning professionals, she did not have a direct path to her current role. Her BS in Business Administration/Management from the College of St. Rose took her to positions in Medical Claims Review where she learned the

business of Health Plan Administration. As her skills and knowledge base developed, it became clear that she had a talent for articulating and explaining things to others. She became a "go-to" person for co-workers who needed assistance or explanation, leading to a position as a department trainer where she designed and facilitated training programs, conducted training needs assessments and assured quality metrics were met and exceeded.

Colleen expresses appreciation for working in a place where there is a strong commitment to employee learning and development. She takes pleasure in helping people reach their full potential and states emphatically that "There is never a day I am bored. I learn something new each day and am challenged on a regular basis!" As part of her approach to working with people, Colleen tries to help them see their own strengths and use them to build on perceived weaknesses. She recounted hearing someone describe a weakness as "strength misused" and finds that concept useful when helping people assess themselves.

Over time, Colleen's growing knowledge of CDPHP's practices, people and history has yielded a rich understanding of the organization and its leadership demands. That plus her business and systems background enable her to provide powerful coaching and mentoring of leaders in all areas and at all levels.

Colleen's Tip for Trainers

When presenting material, do not over utilize Power Point. Keep the number of slides to a minimum and the content of the slides to bulleted points. Participants are often trying to read the content of the wordy slides instead of concentrating on the important content that is being delivered. Start with a strong introduction to "hook" your audience. Engage the audience during the presentation, make it personal (What's in it for them?), and make sure you have a strong closing that leaves the audience walking away wanting to learn even more on the topic!

SAVE THE DATE ↔ SAVE THE DATE ↔ SAVE THE DATE ↔ SAVE THE DATE



**HMASTD 17th Annual
Workplace Learning and Performance Conference**

**Tuesday – April 10, 2012 @ Albany Marriott
189 Wolf Road, Albany, NY**

Our conference is a premier training event that draws interest from Syracuse to New York City and showcases top training, performance and organizational development experts in the Northeast. Attendees can expect to learn about breakthrough solutions for our region to embrace economic globalization; a systematic approach for workforce development and how to maximize their role in this new age of workforce development.

Tony Bingham, President and CEO of the National ASTD organization since 2004, will attend and deliver the keynote address. Bingham and co-author Tony Jeary published *Presenting Learning* in 2007, and more recently coauthored *The New Social Learning* with Marcia Conner. Tony is a powerful communicator and speaker, bringing a compelling message of the relevance of performance and learning professionals to organizational effectiveness and success.

Online registration is now open. Register by February 29, 2012 and take advantage of the Early Bird discount! Click here to go to HMASTD website conference page: <http://hudsonmohawkastd.org/workshops-events/annual-conference/>

Conference Committee Members:

David S. Freedman: *Conference, Brochure & Online
Registration Chair*

Mark Grimm: *Press & Communications Chair*

Tricia Karaman: *Registration & Evaluation Chair*

Nancy Reilly: *Administration, Exhibitor & Sponsor Chair*

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Tricia Wendell: *Presenter Chair*

Natalie L. Williams: *Immediate Past Conference Chair*

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Are you working on your CPLP Certification?

If you are ready for the knowledge exam, be aware that the next deadline to register for the May 18 – June 9, 2012 **Certified Professional in Learning and Performance® (CPLP®) Knowledge Exam** is Friday April 6, 2012.

All HMASTD members are welcome to borrow our ASTD Learning System – CPLP prep. Contact Peter Perrone at 518.464.5268 if you are interested.

HMASTD Member News

Judi Clements, President of Judi Clements Training & Development has been selected by TrainHR (<http://www.trainhr.com/>), an internet training company specializing in human resource training webinars, to present a series of webinars on documentation, performance management, civility in the workplace, and a number of other workplace skills. The programs are open to both organizations and individuals.

St. Peter's Health Care Services was named by Leadership Excellence to the Leadership 500. The Leadership 500 is an annual ranking of the best individuals, teams, and organizations in leadership development practices and employee motivation-productivity. The team ranked 32 in the category of Non-Profit Organizations.

Mark Grimm Communications has launched a free webpage featuring short video clips that offer online communications training. [Grimm Academy](#) offers a series of 60 – 90 clips that examine a pressing communication issue for individuals, businesses and nonprofits.

The first two videos now online confront dealing with nervousness when speaking and a specific example of a great speech. Others will be added soon that involve media, message clarity, and crisis communications.

“Grimm Academy has free tuition and is open to everyone,” said [Mark Grimm](#). “I wanted to provide quick, clear, and visual instruction that will immediately help the viewer at no cost to them.”

Hebert Performance Training is celebrating 15 years serving nationwide clients in the areas of customer service, leadership, team building, presentation and training skills, sales, and workplace communication.

Joan Hebert, MBA, MS, principal of **Hebert Performance Training** (<http://www.heberttraining.com/>) will present April 10 at the Hudson-Mohawk ASTD 17th Annual Workplace Learning and Performance Conference in Albany, NY. Joan will present "*Training Techniques to Knock 'Em Out of the Park*".

HMASTD Membership is Valuable!

When HMASTD members are surveyed as to why they like being members of their local ASTD chapter, most cite networking as a priority. Much of this networking occurs at our outstanding monthly workshops, Annual Conference and our networking events.

A new way to optimize your membership is to join our new LinkedIn group. You can join just by clicking [here](#) and signing on. Our site is monitored by board member Lisa Ryan and open to questions and discussions related to workplace learning and performance.

Another benefit of membership is easy access to opportunities to earn CEUs to maintain certification for CPLP, PHR and SPHR. HMASTD events are perfect for credits in the Human Resource Development area. HMASTD members get all this and more! Contact [Chapter Administrator Nancy Reilly](#) to join or make sure your membership is up to date.



HMASTD Board 2011/12

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www.astd.org/chapters

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

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!

ASTD members enjoy benefits to ensure professional success.

Don't forget our chapter code: CH2075



Ever wonder why we have a chapter code?
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