



President's Corner

When autumn starts to show its colors I'm reminded of the changes this time of year brings. As we get back into the routine of work and school, we look towards professional development, in which Hudson-Mohawk ASTD's workshops can play a role.

Our October and November workshops will give you some of the tools you need:

- Friday, October 15, 2010:
[Innovation for Performance and Organizational Success](#)
- Friday, November 19, 2010:
[How to Spark a Culture of Innovation](#)

These are a series of workshops on *Energizing Change Leadership* with Newell Eaton, both at Sunmark Federal Credit Union's Training Room. You can pay for both programs at once with our enhanced online registration – just add them to your online cart before you checkout. Those wishing to pay by check or purchase order please contact our Chapter Administrator [Nancy Reilly](#). Come to fantastic workshops and we'll throw in breakfast!

Our September workshop, with our new location and food offerings, was well received.

Continued on next page

HMASTD Fall Workshops

8:00 am - 11:00 am

*Sunmark Federal Credit Union, Training Room
1187 Troy Schenectady Rd - Latham, NY*

Friday, October 15, 2010

Innovation for Performance & Organizational Success:

First in a two-part series for

Energizing Change Leadership

This opening workshop has three aims. First, it seeks to develop personal drive and commitment to achieving innovation. Second, it provides participants with the skills, processes and practice to foster a culture that supports colleagues in their efforts to make new ideas happen. Third, it provides an innovation framework against which to self-assess current performance and identify pathways for growth. [Reservations and further details.](#)

Friday, November 19, 2010

Energizing Innovation Teams:

Second Part of series

How to Spark a Culture of Innovation

In this high-energy, activity-punctuated session each participant is requested to bring a business leader with them to participate in the seminar. This seminar teaches innovation tools that can be used immediately for working together more creatively, productively and effectively and sends a message that the corporation is taking action to help groups work together to create more innovative results. Participants leave this program energized, more creative, and more productive when working with others. [Reservations and further details.](#)



Newell Eaton is a Partner with New & Improved LLC, where he works to facilitate intentional change. Some of the organizations to benefit from his training, coaching and facilitation include Cadbury-Adams, Novartis, Novo Nordisk, Pfizer, Otis Elevator, Tarragon Realty, the Boys and Girls Clubs of America, the Sustainable Hudson Valley Network and the UN Mission of the United Kingdom.

For both sessions:

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

HMASTD Member News

Denise Horan of Integrated Management & Sales Consulting has been selected to present at the New York State Training & Development Council's conference in October. Denise will present a workshop on "Mentoring Relationships".

Diane Lustenader, SPHR, CCP, GRP of Lake Associates has been selected to write the Variable Pay chapter of the Thompson Reuters Compensation Guide with a publication date in 2011. William Caldwell, CBP, CCP, Editor and former president of WorldatWork, selected Diane to research and write this 40+-page chapter.

Alan Stern of Stage Right Organizational Development, Inc. will offer "Manager as Mediator" on Monday, October 25th from 9:00 am to 4:30 pm at the Albany-Colonie Regional Chamber of Commerce, 5 Computer Drive South, Albany, NY. The cost is \$195 per person. Register at www.mediation.eventbrite.com. For further information call 518-692-9779 or 888-692-9779 or email alan@stagerightorg.com.

Denise Ringer, MS, RN, FACHE, CPLP of St. Peter's Health Care Services was selected to serve again this year on ASTD's CPLP Work Product Scoring team. Denise traveled to Alexandria, VA at the end of September for a three day session.

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President's Corner, continued

We are tweaking some logistics and, as with everything, we are constantly looking to improve. If you have any suggestions on workshop topics or speakers please contact [Stephen Russell](#), Vice-President Programs.

Do you have a presentation that you believe would be great to share with colleagues? Consider being a presenter at a conference which draws approximately 150 training professionals - our premier event of the year – the 16th Annual Workplace Learning and Performance Conference to be held April 1, 2011 at the Marriott on Wolf Road in Albany.

The [call for presenters, exhibitor and sponsor applications](#) is posted on the website. The deadline for speakers is **November 19, 2010**, however if you need more time to apply, please contact our Chapter Administrator [Nancy Reilly](#). Presenter specific questions should be directed to Presenter Chair, [Tricia Wendell](#). For general conference questions or to assist in the planning, contact Conference Chair, [Natalie Williams](#),

If you or someone you know needs to fill a position, you can now [post a job](#) on our website, including remitting payment. Once approved, which will usually take less than one business day, 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 ideas for the chapter please contact [Nancy Reilly](#), or feel free to [contact me](#) directly.

Enjoy the season and the scenery!



Conference Seeks Presenters, Exhibitors and Sponsors

The 16th Annual **HMASTD Workplace Learning and Performance Conference** will be held Friday, April 1, 2011, from 8am to 4:30pm at the Albany Marriott Hotel, 186 Wolf Road, Albany, NY.

We seek dynamic PRESENTERS with compelling programs on topics relevant to workplace learning and performance as well as EXHIBITORS and SPONSORS with the foresight to value a great marketing opportunity.

If you are interested in being a Presenter, Exhibitor or Sponsor please visit the HMASTD website to view the [Applications & Forms](#).

HMASTD is the Hudson Mohawk chapter of ASTD (American Society for Training and Development) the world's largest association dedicated to workplace learning and performance professionals. For more information on ASTD, go to www.hmastd.org.

Creating a Personal Marketing Plan

What do you think about when you hear someone talking about his or her “marketing plan”? You probably are thinking they are talking about their company’s plan to promote their products and services. Have you ever considered creating a personal marketing plan to promote “you”? If you are a business owner, work in professional services, sales or just want to get ahead, consider a personal marketing or “visibility” plan.

What is a personal marketing plan and what should be included in the plan?

A personal marketing plan is an extension of your goals. Most business professionals plan their goals but fail to plan the execution of those goals. A personal marketing plan can help you execute your plans and achieve your goals. Your plan should include your goals, an assessment of your current position with respect to the competitive landscape, promotional avenues that reflect your personality and style, and a calendar of events.

What are the steps to preparing a personal marketing plan?

1. Identify your goals. List five business goals.
2. Assess your position. What challenges are you facing? Where do you shine?
3. Analyze your style. Are you comfortable promoting yourself and how?
4. Decide how best to promote yourself. Include networking events, public relations announcements, associations and boards, advertising and social media options.
5. Prepare to execute by planning all of your events and goals into a calendar.

Where should I network? How should I be visible?

These are very good questions and differ by individual. If you are outgoing and like to attend events, your plan should include targeted networking, involvement with an association and maybe even some TV advertising. If you are shy and dread the thought of networking in a room of strangers, consider using social media networking options, writing articles or doing some public relations to make your achievements visible.

Let’s use an example to help with your planning: You are an attorney who is a little shy but you do not mind attending events with other lawyers. You must bring in new clients to your firm if you want to make it to the partner level. Your boss suggested networking events but you are not feeling good about being in a room of strangers. What should you do?

This attorney’s personal plan may include the following:

1. Bar Association events for referrals from other attorneys
2. Pro Bono or charity work for visibility and referrals
3. Articles for the Bar Association newsletters or chamber newsletters, sharing knowledge with readers
4. A full LinkedIn profile with social media networking – alumni and business contacts
5. Conducting a CLE – continuing legal education seminar

Why is the personal marketing plan so important to my success?

Your time is valuable. Use your time to be where your target market resides. It is important to promote yourself within or outside of your organization to move forward in your career. The things you do in addition to your daily workload can be the key to your future. Your visibility shows others who you are and helps them decide whether they want to do business with you. It may also get you a promotion!

Take some time this Fall to plan your personal marketing plan and have a successful 2011!

Denise Horan, principal of *Integrated Management & Sales Consulting*, can be reached at 518-877-0285 or denise@imsconsulting.net.

HMASTD Board 2010/11

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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

Member Spotlight



Lisa Hebert Ryan is an owner and the Executive Vice President of MicroKnowledge, the leading technology training and consulting company in Tech Valley. In her role at MicroKnowledge, Lisa is responsible for professional development of trainers and consultants and for leading strategic planning, sales and marketing projects for the 24-year-old company.

Lisa started her career at MicroKnowledge as a technology instructor in 1993. She consults with businesses on the use of technology in the workplace, effective staff training and the change in job responsibilities as a result of implementing technology. Lisa is a skilled trainer in a variety of software packages, including several proprietary software applications, network operating systems, business applications and programming languages. She has also created content for over 20 computer courses.

In addition to her role as Executive Vice President of MicroKnowledge, Lisa has served on a number of industry and community boards and committees. She has been a board member of the YWCA of the Greater Capital Region and a co-chair of the IT Accessibility Committee of the New York State.

As a member, Lisa finds great value in ASTD's help in staying current with trends and challenges in the industry. In addition, ASTD provides a forum for exchanging ideas and an opportunity to focus on skill development.

Trainer's Tip: Always listen to what the class participants are saying about their technology and needs. They are giving you valuable information that can be integrated into training, thereby making the training content more relevant to them.

-Lisa Ryan

The Website Gets Better and Better...

It's efficient and easy to post job openings.

Employers can now upload and pay online for their job postings. (Final approval of job content will be made by our Account Executive, Nancy Reilly.) This allows new jobs to be posted quickly and better serves our members who are searching for jobs.

Employers who wish to post job openings can go directly to www.hmastd.org or contact [Nancy Reilly](mailto:Nancy.Reilly). HMASTD members can access job openings after logging on to the website.

Member Spotlight



Monica Prediletto is a Retail Learning Specialist for Pioneer Bank. After completing her degree in Childhood Education in 2008 from the College of St Rose, and facing the shortage of open teaching positions in the Capital District, she accepted a job as a teller at Pioneer Bank later that fall. But shortly after starting in the branch, she was invited to become part of Pioneer's newly restructured Training Department. Monica found this opportunity exciting, and she was able to see the department itself evolve and also witness her own professional development.

As Retail Learning Specialist, Monica has many roles in her department. She participated in the development and implementation of courses for retail staff including: Principles of Teller Performance, Foundations of Customer Sales and Service, and Developing Head Teller Skills. She developed a mentor program designed to support the learning and assimilation of new tellers. In addition, she created a seminar for time and task management using Outlook and a program on Harassment Prevention. Monica also oversees online delivery of compliance programs for the entire organization.

Monica's experiences at Pioneer Bank have allowed her to take her degree in Childhood Education and apply it to workplace learning and performance. She quickly learned how her skill set for teaching children could be adapted to working with adult learners!

Since joining HMASTD in 2009 Monica makes a point to attend the monthly workshops, finding them a valuable resource for enhancing her skills in adult learning.

Trainer's Tip: The number of minutes a young student can stay focused is estimated at the child's age plus two. Adult attention spans do NOT equal their ages plus two! Learning activities should have duration of 15 to 20 minutes. After this point, take time to reenergize the learning. This can be done by: taking breaks, changing subjects, or getting learners moving with different activities.

-Monica Prediletto



SAVE THE DATE

Friday, April 1, 2011
Albany Marriott Hotel
 189 Wolf Road,
 Albany, NY 12205

Hudson-Mohawk ASTD
Annual Conference



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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!

Congratulations to HMASTD member, **Denise Horan**, of Integrated Management & Sales Consulting. Denise won a free membership renewal from the drawing at our June workshop.

Drop your business card in the basket at the registration table when you attend workshops. Cards are collected at each one and the drawing for a free membership renewal is held at the June meeting. The more workshops you attend, the better your chances of having your own card drawn. Don't miss out!

HMASTD Member News, continued

Judi Clements Training & Development has published over fourteen training videos on YouTube on a variety of staff and management topics. The easy-to-use videos supplement the face-to-face training programs Clements delivers on supervision, communication, wellness, and customer service. They also serve as excellent previews of Clements' training topics and style.

Each video is three to five minutes in length so that employees can view them both during the work day and at home. According to Clements, "People are so busy that they look for quick training tips to recharge them during the day. Each of my videos highlights a key training idea they can apply immediately on the job."

Clements has videos that focus on both staff and management development. Among the most viewed videos have been "Performance Appraisal" and "Stepping up to Supervisor." Most of the videos are recorded live at Clements' training programs. Viewers can get a good sense of Clements' interactive training style, as well as, the response trainees have to the programs.



UAlbany Magazine has chosen to include **Lisa Giruzzi**, owner of Transformational Conversations and her book, 31 Days to Transform Your Life for the fall issue featuring alumni that have authored a book. "I am truly honored and proud to have been chosen," Giruzzi commented. To read the web version of the article, visit:

http://www.albany.edu/ualbanymagazine/fall10_features_author_author_giruzzi.shtml. To celebrate, Lisa is offering a special discount on the book. To take advantage of this offer visit <http://www.TransformationalConversations.com>, click on the book and use the coupon code YEAH.



Mark Grimm's analysis of how the media handled the Quran burning controversy was featured on a Liz Bishop segment on CBS-6 Albany and on a panel discussion on WEXY-AM 1520 in South Florida. Grimm also did two recent interviews on his book, Everyone Can Be A Dynamic Speaker: Yes, I Mean You! One was for TJWalker.com and the other for SellingBooks.com (both available at markgrimm.com). HMASTD's 2010 Trainer of the Year, Grimm is a former TV news anchor/producer who runs a media consulting/public speaking training firm and teaches journalism at Siena.



Stay tuned for Hudson-Mohawk ASTD's Employee Learning Week events in the Spring