



President's Corner

As we sit here in the bone-chilling days of February, I hope Punxsutawney Phil is correct and we'll see an early spring!

Overcome the cold by attending our [March 18th workshop](#) and join Art Fowler, a Certified PMP, to learn how to manage the critical project management role in delivering learning and performance solutions. Those wishing to pay by check or invoice please contact our Chapter Administrator [Nancy Reilly](#).

Our conference committee has organized a fantastic Learning and Performance Conference. Join keynote Rob Moore and nine other presenters on April 1, 2011 at the Marriott on Wolf Road. Session space is capped so sign up early while seats are still available in your [preferred workshops](#). Online registration is open now. If you'd like to assist on the day of the event, please contact Conference Chair, [Natalie Williams](#).

Our [newly redesigned web page](#) is now live! Watch for frequent updates and new and exciting features. We welcome your [feedback](#) for this evolving training community resource.

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HMASTD Winter Workshops

8:00am - 11:00am

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

Friday, March 18, 2011

Project Management For Trainers Art Fowler, PMP at CDPHP

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:

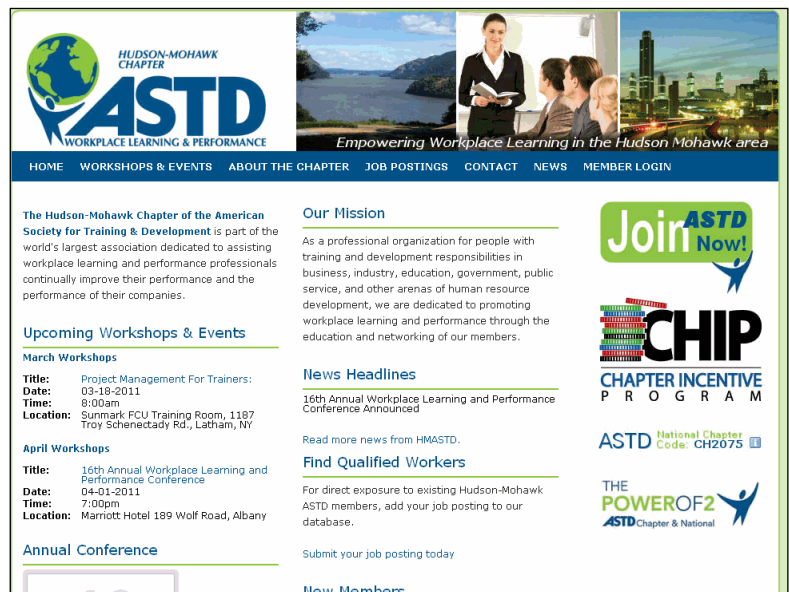
Registration & Breakfast: 8 - 8:45am; Workshop: 9 - 11:00am
Cost: Members \$30, Non-Members \$40, Full Time Students \$20,
Walk-in's charged an additional \$5.

Hudson-Mohawk ASTD Workshop Sponsors



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

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



The Hudson-Mohawk Chapter of the American Society for Training & Development is part of the world's largest association dedicated to assisting workplace learning and performance professionals continually improve their performance and the performance of their companies.

Upcoming Workshops & Events

March Workshops

Title: Project Management For Trainers
Date: 03-18-2011
Time: 8:00am
Location: Sunmark FCU Training Room, 1187 Troy Schenectady Rd., Latham, NY

April Workshops

Title: 16th Annual Workplace Learning and Performance Conference
Date: 04-01-2011
Time: 7:00pm
Location: Marriott Hotel 189 Wolf Road, Albany

Annual Conference

Our Mission

As a professional organization for people with training and development responsibilities in business, industry, education, government, public service, and other arenas of human resource development, we are dedicated to promoting workplace learning and performance through the education and networking of our members.

News Headlines

16th Annual Workplace Learning and Performance Conference Announced

Read more news from HMASTD.

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New Members

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CHAPTER INCENTIVE PROGRAM

ASTD National Chapter Code: CH2075

THE POWER OF 2
ASTD Chapter & National

Networking with Four Associations a Rousing Success

Steve Russell

Networking described in Webster's dictionary is "the exchange of information or services among individuals, groups, or institutions; *specifically*: the cultivation of productive relationships for employment or business." On January 11th, over 40 professionals met this goal when four different associations ([HMASTD](#), [Upstate New York PMI Chapter](#), [The Consulting Alliance](#), and [Albany Capital District IIBA Chapter](#)) came together for an evening filled with vibrant dialogue, discussing business challenges and getting ideas on how to solve them, as well as building new acquaintances. Participant feedback felt this event was highly beneficial on both a personal and professional level.

Participants spent most of the evening "networking" and then each of the four associations had a representative give a short introduction on the mission of their professional organization and why the audience may want to join. Over 90% of the participants requested we hold another networking event. We will host our next networking event in May. Stay tuned for details in our spring issue.

Towards the end of the evening Steve Russell with the assistance of Lisa Giruzzi led the group through a fast paced mind map process identifying workforce development trends and issues facing the Capital District in 2011. The goal of a mind map is to brainstorm and identify key issues and common threads an organization needs to view in a visual manner. The subject of attention is created in a central image. Themes of the topic radiate from the central image on branches. Each branch holds a key image/word printed on the associated line - details radiate out.

This process can:

- Improve a group's capacity to see the bigger picture
- Improve the group's capacity to see detailed information
- Improve the group's capacity to visualize complex information
- Improve the group's ability to see related chunks of information and start a prioritization process.



To get more information go to ASTD's web site and order [INFOLINE: Mind Mapping](#). For Business Advantage or go to Tony Buzan's website: [ThinkBuzan](#) under Community you will find a series of articles on mind maps.

It is often difficult to connect up with each other in our busy world as WLP professionals. HMASTD is committed to continuing to develop our members' skills to solve complex workplace performance issues and find the right resources for your own professional development. If you desire to help with future programs please contact [Steve Russell](#).

HELP WANTED!



Leaders needed. The conference planning committee needs your help. We are now recruiting for the position of 2012 Conference Chair! Please contact the [HMASTD office](#) if you are interested in this position.

HMASTD Member News

Judi Clements, President of Judi Clements Training & Development, has been selected by Union College's Office of College Relations to present Effective Presentation training for their Development staff. Working in conjunction with the College, Clements has developed two customized training modules that will assist Union's Office of College Relations staff in preparing and delivering standard presentations, as well as, performing master of ceremonies and other duties at alumni events.

Judi has also started a new Meetup professional group. The "Seasoned Professional Group" will have its inaugural meeting on Thursday February 24, 2011 at the Clifton Park Panera Restaurant at 2 PM.

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

Diane Lustenader, SPHR, CCP, GRP, President of Lake Associates, Inc. is celebrating her 17th year in business. Diane was recently interviewed by Staples corporate headquarters for a newsletter article and video tape interview at the North Greenbush store that the Staples president is going to excerpt for his Staples 25th anniversary all associates message.

Denise Mallow, Principal of DGM Associates in Human Resource Development, LLC recently earned certification as a Professional in Human Resources (PHR). The certification, awarded by the HR Certification Institute, signifies that you possess the theoretical knowledge and practical experience in human resource management necessary to pass a rigorous examination demonstrating a mastery of the field. "Certification as a human resource professional clearly demonstrates a commitment to personal excellence and to the human resource profession," said Mary Power, CAE, Executive Director of the HR Certification Institute.

President's Corner, continued

We had a great networking event (*see page 2*) in January with the Capital District IIBA, Upstate PMI Chapter and Consulting Alliance sharing Workforce Performance Challenges. The response was so positive that we're looking to host another one this spring. Watch our [website](#) for more details.

Our elections are in May for the next programming year and the nominations committee is actively looking for those who wish to become more involved in the chapter. Working with fantastic, dedicated individuals of our organization is a rewarding experience. The most important thing is that it's fun! Contact the [nominating committee](#) if you or someone you know is interested.

Here's to hoping that fuzzy little marmot's spot-on!



David S. Freedman

Invitation to the Hudson-Mohawk ASTD Conference

As the 2011 Conference Chair, it is my pleasure to invite you to attend the 16th Annual Workplace Learning and Performance Conference, which will take place on Friday, April 1, 2011 at the Marriott Hotel on Wolf Road in Albany.

This year our keynote speaker will be Rob Moore, who will present, Show Up, Step Out & Shine, a 3-step formula for better performance.

Conference topics are also aligned with the ASTD Competency Model making it a perfect event for those in the industries who are seeking or who have attained the CPLP credential.

Along with the keynote speaker nine other highly-regarded presenters will hold conference workshops. Topics include learning and development with social media, how to improve trust and transparency, and the latest on technology tools in training.

I look forward to seeing you there - April 1, 2011!

Natalie L. Williams

Natalie L. Williams, Conference Chair

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](#)

Online Registration Now Available the on the [HMASTD website](#). Register by 2/28/11 to get the Early Bird Rate!



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](#)

Member Spotlight



Elaine Angelo, of DeCrescente Distributing Co., Inc. has twenty years in the corporate education field. She started as a field trainer for Fleet Bank when they automated their teller lines across NYS and needed tellers to go on the road and teach the new teller system. “It was my ‘aha’ moment when I realized I enjoyed getting employees past their concerns and anxieties about learning something new to see them successfully embrace the new system and do their jobs as effortlessly as before.” In 2000, she made a “leap of faith” and left financial services to start a Training Department at the new Gap Inc. Distribution Facility in Fishkill, NY. “Probably one of my most rewarding experiences in corporate training because I was running a training department that served 1,700 Gap associates on a 200-acre state-of-the-art distribution campus that serviced Gap, Old Navy and Banana Republic brands. It gave me the opportunity to formally manage and develop a staff of classroom trainers and two Training Supervisors – that is when I thrive most... when I can develop others to do what I do,” Elaine said. In this role, Elaine expanded her organizational development skill sets – she was involved in Diversity, Mentoring, Performance Management, and Succession Planning initiatives. It was also the first time she developed a corporate university model to promote a quarterly catalog and calendar of education events. In the last ten years, Elaine has spent time in a wide variety of organizations that encompass Corporate America, human services association, and a family-run business. “Training and organizational development is the same everywhere – find out what your customers need and bring it to them in the most engaging way possible.” She has certifications from Achieve Global, HAY Group, OMEGA, DiSC, Caliper Corporation, and Workitect. Elaine was awarded the 2008 HMASTD Trainer of the Year.

Since 2008, as Organizational Development Manager for DeCrescente Distributing Co., she is responsible for all aspects of training and organizational development for Sales, Marketing, Operations and Office staffs. She has developed a New Employee Orientation program that highlights the culture and history of the company, including a “Welcome” 6-pack of mixed beverage products for each new employee.

In addition to training, Elaine administers the company’s performance management process called Talent Management Review (TMR), which leads to the identification and selection of candidates for their STEP (Sales Trainee Exploration Program) and High Potential program. She has created HiPoDS (High Potential Development Sessions) and a Book Club for the HiPo’s, who make a year-long commitment to the formal program along with being paired up with a Senior Management mentor. It is Elaine’s responsibility to coordinate the 360 surveys for management, which involves a personality profile and the creation of an Individual Development Plan (IDP) during their 360 results consultation. She also coordinates the Company Values Recognition Program. This year, DeCrescente is targeting all management to receive 360s and the big project on Elaine’s plate is the creation of competency models for each position within a department, beginning with Sales & Marketing. Elaine received her certification in Building Competency Models from Workitect in 2009, and will finally get the opportunity to put it to the test. “I love the fact that even after 20 years in this business, I can look forward to learning something new and testing my abilities.”

Training Tip: Be strategic about when you provide job aids/handouts during a presentation. If you want to conduct a discussion or begin with an icebreaker or exercise, don’t give out the job aids until afterwards. Or, if you want people to have their focus on you and have to capture their own thoughts, don’t give out handouts at all. Instead, let them know you’ll send them the complete presentation later so they capture only the essential points. Participants often begin reading ahead and reviewing materials, rather than focusing on what’s being said, and if you’re trying to increase retention, it’s better for them to capture the material in their own words anyway. If there’s no time to spare, have handouts laid out from the beginning to avoid spending time with passing around and waiting for everyone to get their copies during the presentation, which can also be distracting.

– Elaine Angelo

Member Spotlight



Alan Krieger is the President and Founder of Krieger Solutions, LLC, a training and consulting firm that focuses on leadership development and building “people skills.” Alan has been running his business since 1992 and works with a wide range of clients. Prior to becoming a consultant, Alan was the Executive Director of a statewide youth organization, the NYS Youth Council.

Alan creates customized training programs for groups from 20-100 participants. His programs range from 1 hour conference presentations to five day intensive leadership development programs. Alan also provides consulting services ranging from facilitating retreats, team building and strategic planning, to conducting organizational assessments focused on training needs, team building, or financial management.

He has just recently started conducting webinars. While he doesn’t think webinars have the same learning impact that a live training program does and they aren’t nearly as much fun to lead, given the current economic climate, webinars have an important role to play in the training world. They limit time away from work, can be conducted less expensively, and can be focused on very narrow and specialized topics.

Alan has also developed two resources for trainers. “A client asked me to include some training videos in a program I was developing. I reviewed 60 different videos and didn’t find one that would promote the kind of training I like to deliver. I finally found one company that offered short video clips and of the 40 in the collection, I was able to use a handful. I decided that I could do it better, so I wrote seven scenes that cover a wide range of topics, hired a professional team of actors and technicians and produced my own. They’ve been a great resource in all my programs.” Alan has also developed his own communication style assessment tool to satisfy clients who liked the DiSC system, but couldn’t afford its cost.

Alan has been a member of ASTD for about 15 years and has presented at the annual conference. He found ASTD to be a great support system and professional development resource in his early years, and was a member of a local SIG for several years. He is also currently a member of the Consulting Alliance, an association of consultants from the greater Capital Region.

For more information, visit his website at www.KriegerSolutions.com

Training Tip: Don’t use training videos that talk at participants. Do use short clips (1-2 minutes) that demonstrate a good or bad technique and ask people to discuss in small groups what they saw in the clip. You’ll be amazed how energized a group can get after watching a good 1 minute clip. You can take that first discussion and segue to having the participants discuss and develop strategies or techniques they can use on the job. Learning is much deeper when it is drawn from the participants. The trainer becomes a facilitator of learning... and is also available to share a few pearls of wisdom along the way.

–Alan Krieger



*Watch for
Hudson-Mohawk ASTD’s own
Employee Learning Week events
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Managing Stress in Tough Times

Jill Bardwell

Managing stress in these tough times can be a challenge. Turning off the TV will help you avoid being bombarded with upsetting news, but invariably you'll get wind of something that troubles you – from economic reports to relationship challenges. Three stress experts offer the following tips on how to cope.

Wendy Hurwitz, MD, a mind/body and energy medicine expert in New York City who provides personal consultation lectures and workshops across the country. She tells us to...

- 1. Detox your diet.** Eliminate what does not nourish you. Sometimes what we turn to in times of stress, such as alcohol, tobacco or sweets, actually impairs our ability to cope.
- 2. Conserve your resources.** This applies not only to money, but also to time and energy. Focus on what you have and what you can do with it.

Loretta LaRoche, a stress-management author, speaker and adjunct professor at the Mind/Body Institute of Massachusetts General Hospital in Boston who specializes in the use of humor. She recommends...

- 1. Live in the moment.** You'll want to avoid the Chicken Little syndrome, mistakenly believing that the sky is falling. Chances are you're not headed for ruin, so focus on what's real – and positive – right now.
- 2. Be more fun.** Don't wait for enjoyment to come to you. Make a conscious choice to bring laughter and camaraderie into your life. Invite a few friends over, no matter how messy you think your house is, or have dinner out with friends, no matter how much you feel like staying home and sulking.

Nisha Manek, MD, a rheumatologist at the Mayo Clinic in Rochester, Minn., says to...

- 1. Breathe deeply.** Concentrate on making each breath slow and measured. Most people who are stressed have erratic breathing, and deep breathing causes you to feel more relaxed.
- 2. Go with the feeling.** Pay close attention to the unpleasant sensation in your gut – sometimes described as “butterflies” or “a sinking feeling.” As you focus on the discomfort, remind yourself that the situation is temporary, and you may find that the feeling goes away.

(<http://www.arthritisday.org/daily-living/stress/managing-stress-in-tough-times.php> ; 2011)



Ever wonder why we have a chapter code? Every time you renew your National membership or purchase ASTD Press books & Infolines, our chapter earns money. Please remember to use our unique code: CH2075

Reuse, Addition, and Subtraction Can reduce Writing Time and Resources

Dennis Douglas

Single sourcing is a methodology for managing information and maximizing its reuse. A formal corporate approach to single sourcing may involve the use of XML and integrated information management systems such as a DMS or LMS.

The principles of single sourcing may be applied by any creator of training – whether or not your company uses this approach. This article focuses on how you can employ single-sourcing concepts to efficiently create training for multiple audiences.

In the current climate, we're often expected to reduce resources and "do more with less." We are asked to perform at higher levels of efficiency and profitability.

In order to meet these expectations, I often use a simplified single-sourcing approach that includes **reuse, addition, and subtraction**. This approach offers substantial gains in productivity and a reduction in time-to-delivery. The only cost is some thoughtful planning.

Describing the Challenge

Assume that you must produce training materials for multiple audiences in a tight time frame. You are expected to:

- Gather data about a business software package [e.g., layout of the interface, the menus, dialogs, and reports].
- Create training on the associated step-by-step procedures.
- Position the information for at least three different levels of users.

Planning Your Approach

Rather than creating unique courses for each audience, consider this approach.

First, divide your production time into four stages:

1. A brief front-end analysis
2. Compiling a single knowledge base for the three courses
3. Creating an initial, comprehensive course
4. Judiciously *adding-to* or *subtracting-from* that course to speed and enhance the process of creating two additional courses.

Initial Analysis

Interview experts who understand the needs of the audiences.

Determine the degree to which each audience requires specific data and knowledge of specific procedures. Validate your assumptions with your approver.

Creating Your Knowledge Base

Combine key facts and explanations derived from source materials with advice from subject matter experts.

Continued on next page



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Reuse, Addition, and Subtraction, continued

Write generic-level, step-wise instructions for frequently-used procedures. Use plain, straightforward language for a generalized audience.

Reuse, Addition, and Subtraction

Create multiple courses from the knowledge base:

Begin with the audience requiring the most thorough knowledge. Include most of your data in their course (base version). It may appear more like a reference.

Copy this for the audience with the second highest needs. *Subtract material* that may not be required at their level. *Add structure* to make the material more user-friendly.

For a third, task-oriented audience, begin with a copy of the second version. *Subtract* much of the reference-level data. *Add* a general introduction to the interface followed by only the necessary step-wise procedures.

Add friendlier introductions and closings, occasional captures, and examples to reinforce the literal descriptions.

In summary, you can employ Reuse, Addition, and Subtraction to create several unique courses, each well-suited to its intended audience, while saving time and costs.

Hopefully, this approach will not only prove to be efficient and productive, but will also reduce your stress!

Good Luck!

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