



# Hello, Central

JUNE 2010

## ABCs of ROI — June Chapter Meeting

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**Title:** ABCs of ROI

**When:** Thursday, June 17, 2010 **Time:** 6:00 p.m. – 7:30 p.m.

**Where:** Homewood Suites, 3990 Tecport Drive, Harrisburg, PA 17111

**Cost:** \$20 for members, \$25 for non-members, Dinner is included

As today's economy stands on shaky ground effecting budgets and training demands, senior leaders expect strong training results with a positive impact on business. In this session we will talk about the ABCs of ROI and introduce practical calculations to show a positive impact on business drivers. Participants will be able to:

- Understand ROI calculations and its impact to business results
- Immediately implement practical calculations
- Gain buy-in from Subject Matter Experts (SMEs) to help define impact factors and calculations, as well as, next steps to maintaining results

**Speaker:** Jennifer Fetterhoff is the Training Coordinator with Belco Community Credit Union. She is responsible for ongoing strategic employee development including leadership, service and technical skills. She is currently working on her Associates Degree in Business. She is passionate about learning, spending time with her 10 year old daughter, Kerri Anne, and her two dogs, Buttons and Kevin. She is also active within her church and community. Jennifer is the 2010 co-editor of the Central PA ASTD newsletter, Hello Central.

**Registration Deadline:** Tuesday, June 15, 2010

**Cancellation Policy:** Please notify Central PA ASTD by phone (717) 761-2595 or e-mail [astdadmin@centralpaastd.org](mailto:astdadmin@centralpaastd.org) by 11:59pm, Tuesday, June 15th to avoid being billed for the program. Thank you!

## Looking for Leadership Experience? Need a Resume' Builder? Consider Serving as Our Chapter's President-Elect in 2011!

Our chapter is looking to initiate a new position called President-Elect in 2011. This person would spend a year working side by side with the chapter President, learning the ropes and assisting with the leadership of the chapter. Then, the year following that, the President-Elect would serve as the chapter's President. The nice thing is, when we get this position rolling, every President would have a co-leader in their President-Elect to help share the responsibilities.

According to our chapter bylaws, serving as President or President-Elect does not require that you move up from another board position into those roles. So, that means that the President-Elect position is open to every member in good standing. So, if you are looking for leadership experience and/or a title and skills that can help build up your resume' in this tough economy, please consider running to be our 2011 President-Elect! If interested or if you would just like to talk about the position to learn more, please contact Lynn Lehman at 717.503.9999.



## Volunteer Opportunities — Get Involved!

**Programs / Membership / Leadership Positions:** The Central PA ASTD is committed to creative innovation and providing a variety of learning and networking opportunities for our members. If you have a desire to contribute to our chapter in any way, please consider joining the Programs or Membership Teams. Perhaps you have a unique service to offer! Contributing to ASTD in a leadership role is also a rewarding experience. **For more information contact 717-732-1423 or [astdadmin@centralpaastd.org](mailto:astdadmin@centralpaastd.org).**

**Lynn Lehman, V.P. Programs**  
[lynn@lynnsmail2.com](mailto:lynn@lynnsmail2.com)

## October Program Reminder



### Save The Date!

We are pleased to announce that **Ed Betof** has offered to run a full-day workshop for Central PA ASTD on the concepts of his new book, *Leaders as Teachers*, on **Tuesday, October 5<sup>th</sup>**!

#### About Ed Betof

For 10 years, Ed Betof was vice president for talent management and chief learning officer at Becton, Dickinson and Company (BD), a global medical technology company. He was instrumental in developing BD University, which successfully designed and implemented the leaders-as-teachers concept. Since retiring in 2007, he has been senior fellow and academic director of Wharton Executive Education's Executive Program in Work-Based Learning Leadership at the University of Pennsylvania, a first-of-a-kind doctoral program at a major university designed to prepare chief learning officers. He is also a faculty member of the Institute for Management Studies.

Betof's earlier background includes key leadership roles at Hoffman-LaRoche, the Reliance Insurance Companies, and Manchester Consulting, where he created the "Newly Appointed Leader Coaching" process. He holds a doctoral degree from Temple University and has served on the American Society for Training & Development's board of directors. Betof also has contributed to numerous journals and professional publications and was lead author of *Just Promoted!*

*How to Survive and Thrive in Your First 12 Months as a Manager* (McGraw-Hill).

(Source: <http://www.astd.org/content/publications/ASTDPress/LeadersasTeachers.htm>)



*"Ignorance of all things is an evil neither terrible nor excessive, nor yet the greatest of all; but great cleverness and much learning, if they be accompanied by a bad training, are a much greater misfortune." ~ Plato*

## New Membership Dues

To further enhance your Central PA ASTD Chapter membership, beginning July 1, 2010, dues may be paid directly through our website, Event Bright, using a credit card or Paypal account. Annual membership dues for new and renewing members will be \$40.00 and student members \$25.00. We continue to strive to bring value to our members through improved communication, streamlined processes, and an increase in the quantity, types and quality of our programs.

Find great ASTD resources **tailored to your specific needs** with the **ASTD Virtual Catalog**. Just a few clicks and our most relevant content is at your fingertips.



1. Visit the [Virtual Catalog](#)
2. Select areas that interest you
3. Choose the type of resources
4. Click "Build My Catalog", and your customized results will appear.

## T+D Blog

More thoughts, trends, and links from the worlds of training, learning, business, and technology.  
<http://tdblog.blogspot.com/>

## 2010 Central PA Monthly Chapter Events

Want to know what topics will be shared over the next few months? Here is a sneak peak! As details are finalized, information will be shared in upcoming newsletters. Mark your calendars and plan on joining us for these exciting events! If you would like to share a topic at a future meeting event, please contact Martha Furness at [mfurness@phoenixcon.com](mailto:mfurness@phoenixcon.com) for more information.

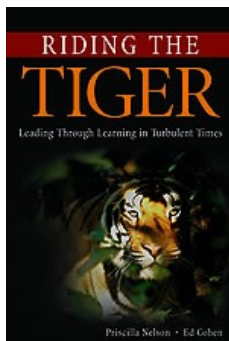
Date	Topic	Speaker	Location
July	No Program		
August 19	TBD	TBD	TBD
Sept 16	Change Management	Josh Stroup	Homewood Suite
October 5	Special Program: Leaders as Teachers	Ed Betof	TBD
Nov 18	TBD	TBD	TBD
December 16	Christmas Social		TBD

## Book Nook

### JUST-RELEASED FROM ASTD PRESS!

#### What Leaders Need to Know to Lead through Crisis

#### Riding the Tiger: Leading Through Learning in Turbulent Times By Priscilla Nelson and Ed Cohen



This is the true story of how people can react, respond and survive in the most extreme imaginable crisis.

*Riding the Tiger* provides a rare opportunity to learn from a catastrophic event that shook the foundation of a thriving global organization. This book gives you a specific, step-by-step approach to take that tiger by the tail and benefit from the challenges of leading during chaotic times.

For more information or to order visit: [www.astd.org](http://www.astd.org)

#### Red Rose Learning Community

The group typically meets for coffee the last Monday of each month at 8:00am. The group discussions are centered around current Industry Specific Magazine Articles. To add your name to the mailing list or receive additional information please contact: Rick Stamm at [rick@teamapproach.com](mailto:rick@teamapproach.com).

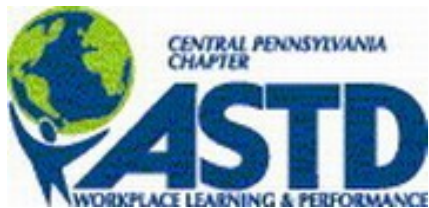


*“There is nothing training cannot do. Nothing is above its reach. It can turn bad morals to good; it can destroy bad principles and recreate good ones; it can lift men to angelship.” ~ Mark Twain*

## 2010 Webinar Series

Want to know what topics will be shared over the next few months? Here is a sneak peak! As details are finalized, information will be shared in upcoming newsletters. Mark your calendars and plan on joining us for these exciting webinar events! If you would like to share a topic at a future webinar event, please contact Melissa Heath [mheath@wellspan.org](mailto:mheath@wellspan.org) for more information.

Date	Time	Webinar Topic	Description	Presenter
June 24th	1:00pm	Leadership in Hard Times	More to Come!	Miles Miller
July 14th	11:00am	Team Effectiveness Assessment	More to Come!	Miles Miller
August 20th	TBD	SBEL—Scenario Based e-Learning	More to Come!	Troy Behlert
September 22nd	TBD	Video Production	More to Come!	Troy Behlert
October 15th	TBD	"Informal Learning: Are we missing a Huge Opportunity"	It speaks to the factors training organizations need to consider when trying to introduce or blend Informal Learning into an established formal learning program.	Bob Mosher
November 18th	TBD	Generating Support of the Training Function	More than ever, it's critical to generate organizational support for the training function. What are some effective and practical ways we can do so within our organizations? - Pitfalls to Avoid - Tips to Try Additional time remaining: informal sharing of tips	Tammy Newcomer
December 15th	TBD	TBD	TBD	TBD



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## Central PA ASTD 60 Years as a Leader in Learning!

The Chapter Incentive Program (CHIP) is a revenue sharing program that offers chapters an opportunity to earn additional revenue. CHIPS includes national memberships, conference registrations, and books published by ASTD. The Central PA ASTD CHIP Chapter Source Code is **CH2007**. Remember to use this when shopping on the [ASTD Store](#).

### Newsletter co-editors:

**Tonya Aument**, Training Development Manager  
Fulton Financial Corporation  
TAument@fult.com

**Jennifer Fetterhoff**, Training Coordinator  
Belco Community Credit Union  
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### Newsletter Guidelines:

Do you want to contribute to the Central PA ASTD newsletter? We'd love to have your submissions! Please send your article in Word format to either of the co-editors above no later than the last Thursday of each month to be included in the next month's newsletter. (For Example: July's newsletter information is due by June 24th)

*Do you like to write?*  
Consider submitting an article for the July edition of the Hello Central Newsletter.

*Thanks for your help and look forward to hearing from you! :)*



## Chapter Leadership Minutes

All of the Board of Directors minutes can be found on the Central PA ASTD website:

- Go to [www.centralpaastd.org](http://www.centralpaastd.org)
- Click on Members Login in the left-hand menu
- Enter your e-mail address and password
- Click Login
- Look for the Board Minutes tab
- Click on the minutes you want to review



That's it! If you ever have any feedback or ideas as a result of reading these minutes, please do not hesitate to contact one of the Board members. See [www.centralpaastd.org/leaders.asp](http://www.centralpaastd.org/leaders.asp) for Board member contact information.

## Vacation Planning

### Top 10 Cost-Cutting Vacation Tips

1. Purchase necessities before you leave and save
2. Rent a condo or home instead of a hotel room
3. Spend the day away from the attractions
4. Find an alternative to airport parking
5. Do your homework on rental cars
6. Limit expenditures for limitless fun
7. Be creating when it's time to eat
8. Take advantage of multi-day passes at the attractions
9. Set budgets for souvenirs
10. Take advantage of coupons

To find out more visit: <http://goflorida.about.com/od/couponsdiscounts/a/costcutting.htm>

