

Celebrating Northeast Oklahoma ASTD The 2010 Annual Report from the President

With a great line up of monthly programs, return of the Call Center Forum and addition of the After-hour Field Trips, Chapter Awards and a year-end Gala celebrating Employee Learning Week and recognizing award winners, your 2010 Board worked hard to bring even greater value to your chapter membership.

Just as the workplace is constantly changing, your local chapter continues to evolve, seeking to provide more opportunity for professional development, motivation, discovery of new tools, networking and celebration for our chapter members. We hope you found value and that you will invite others who could benefit to join our unique training and development community.

New in 2010

After-hours Field Trips: Some members can't get to the Friday meetings and sometimes, there just isn't time to learn all we would like. With those two needs and wanting to know more about what some of our larger companies do with their training programs—we launched the After-hours Field Trips that included Baker Hughes, AEP and John Zink Institute in the last quarter of 2010. While attendance ranged from a modest four to 10, participants agreed it was informative and another opportunity to connect with other members. We plan to continue with company visits quarterly in 2011.

Awards and Learning Gala: VP of Awards Sue Madden led a committee that worked nearly two years to resurrect the Chapter Awards Program: identifying specific awards, determining criteria, selecting judges and planning an evening Gala during Employee Learning Week to present awards and celebrate the winners. The 2010 Awards went to Hilti, Inc., who has their North American headquarters in Tulsa. The award was presented to Rosalia Cunningham, Hilti's Director of Organizational Development and Chief Spirit Sherpa who was the culture program chief creator and led the training initiative. Selection was based on submission of details of how the initiative aligned with strategic goals, mission and values and how training needs were assessed and then measured—in the areas of knowledge transfer, behavioral change and organizational performance improvement. Also requested were details on creative approaches to marketing and delivery of the program, percentage of workforce impacted, hours of training per person and amount of money invested. The second award for a Distinguished Chapter Member went to Vick Anderson for her service over 15 years as she served in various capacities from newsletter editor and chapter treasurer to mentor, State Conference sponsor and treasurer and chapter advisor. In addition, she has represented the industry as founder of the first NORDAM University and in launching her own company.

The committee enlisted the services of Tulsa's 'Garden Deva' and local artist, Lisa Regan, to design the *Excellence in People Development Award* statue and the *Distinguished Member Award* ...quite unique and created especially for the chapter.

Employee Learning Week: Treasurer Colette Grayson once again beat the drum for Employee Learning Week (ELW) December 6 – 10, 2010. While our community project fell through due to circumstances beyond our control, Colette solicited and received Tulsa Mayor Dewey Bartlett's Proclamation for ELW, reminded chapter members to "preach it" to their organizations and provided a PowerPoint reminder for the November chapter meeting. We hope to reschedule our community effort within the new year.

We celebrated Employee Learning Week as part of our December Learning Gala and Awards Program at Ti Amo Restaurant where we had more than 30 members and guests in attendance.

Knowledge and Project Management Conference: Your NEOK chapter board voted to affiliate with the KPM Symposium last summer because we believe that Training and Development should have a seat at the table whenever anyone is talking about managing organizational knowledge. The chapter managed the conference bookstore, and several members took advantage of learning more about what is going on in this emerging field, at onetime linked to IT and engineering, when data was the only knowledge of concern. With the mass exodus of the baby boomers in the workforce now and in the years ahead, there is more concern about capturing the "head" knowledge of many key high performing employees. Top speakers from across the nation spoke about the urgency, challenges and processes for harnessing the knowledge assets of company, including former NASA astronaut Chuck Precourt and head of PWC's large Florida-based knowledge management center. NEOK members received reduced affiliate conference fees.

On-Going Programs and Chapter Activities:

Call Center and Customer Service Forum: The popular Call Center Forum was again led by Special Events VP Chris Woodard. A total of 27 participants, included 11 members, but attracted 16 non-members. We heard from 10 guest speakers, including Arlyn Fulton from the Persimmon Group as guest lunch speaker. Topics covered the Balanced Scorecard assessment tool, Change Management, Engaging Frontline Employee, WIKIs and Customer Web Support. The day-long event at St. Gregory's University netted the chapter more than \$800.

Summertime "Time Out With Steve Laswell": A summertime opportunity for personal development featured chapter member and business coach Steve Laswell, of Next Level Coaching LLC. Steve helped participants identify what holds them back from job success and provided members a chance to refresh and refocus on personal growth and development, rather than development of others in our organizations.

State Conference: The Central Oklahoma and NEOK chapters have combined time and talent for two great State Conferences in the past, but we were forced to cancel the 2010 conference that was scheduled in Midwest City at request of the Central Oklahoma Chapter. The 2011 State Conference will be *in Tulsa* the first week of October...watch for details via the website and at chapter meetings.

Marketing and New Website: Marketing VP Lindsay Buckner showed her passion for "telling the story" and "creating a sense of community" with new chapter marketing materials

and launch of new website. The website changed to www.myneokastd.org and Lindsay and her husband Josh created short videos where several members share what value they find in ASTD. At end of year, we moved our website to a new host—Wild Apricot—which will allow us to integrate online registration for everyone, regardless of how you choose to pay for an event. Increased visibility on Linked In, Twitter and Facebook also give the chapter an opportunity to promote events and share best practices as well as job postings.

Membership and Attendance: Chapter membership continues to hover just below 100. We had 93 members at close of 2010, having lost Monthly attendance average is about 30-35. However, not always the same 30—so if everyone shows up at the same meeting 2010 year, having lost total of five memberships since close of 2009. We do have some new faces in the organization—some who have never been members and some returning members. If everyone shows up at the same time, we will be over capacity in the room at Philbrook!

Just as the After-hour Field Trips are free to members and non-members pay a small fee, watch for other member benefits in 2011—like reduced fees for the State ASTD Conference.

Chapter Meeting Programs: Chapter members and guests found value in a variety of programs on training and development, leadership, conflict, performance and more. The chapter is working to align programming with the ASTD Competency Model. VP of Programs Kelly Riggs delivered the following line-up:

- January: “Coaching for Leadership: Transforming Potential into Performance”
Presenter: Kelly Riggs
- February: “Got Trust? The Key to Giving 100%”
Presenter: Mary Butler
- March: “Bottom Line Business Relationships: Network Your Way to an Indispensable Role in Your Company”
Presenter: Carrie Smith
- April: “Managing the 7 Difficult Personalities in the Workplace: A Practical Approach to Confronting Difficult People”
Presenter: Maxie Carpenter
- May: “Motivating Without Money: No Cost Steps for Dramatically Improving Performance or Morale”
Presenter: Kristine Sexter
- June: “Character – It Matters”
Presenters: Rodney Ray and Michele Dempster
- August: “Integrating Social Media Into Your Hiring and Training Efforts”
Presenter: Bill Handy
- October : “Immersion Learning Technologies: Using 3D Virtual Environments in the Workplace”
Presenters: Valerie Noll, CPLP and Larry Straining, CPLP
- November: “New Leader Assimilation: How to Fast-Track Leaders in the Workplace”
Presenter: Teri Aulph

Organizational Details:

While chapter members are aware of the many programs, special events and opportunities, there are a variety of details being taken care of by your NEOK Board behind the scenes. No report would be complete without mentioning:

ASTD Leadership Conference (ALC): Five members took time from work and home activities to attend the 2010 ALC in Alexandria, VA in September. Offered each year, the chapter pays for board members to learn ideas program ideas from other chapters, how to be a better leader, tips for improving chapter operations, updates on national requirements and how to bring real value to members. There is always more than you can absorb and more than any one board can do in a year, but it is an opportunity to charge up for the year and bring back best practices for NEOK. Attending in 2010 were President Elect Chris Woodard, VP Membership VP Walt Hansmann, Treasurer Sam Dutro, Marketing/Communications VP Lindsay Buckner and Past President Linda Adlof.

By-Law Review: A committee of past and present board members tackled a review of the current Chapter By-Laws, part of an-going review of the framework for chapter operation. Revisions were sent to the board at the end of the year and will be forwarded to the chapter in 2011 for a vote.

Incorporation and Insurance: The chapter filed for and received Not-for-Profit Certification of Incorporation with the State of Oklahoma. Per recommendation from ASTD National, the chapter purchased General Liability Insurance.

Member Survey: As always, a survey of chapter members went out in December to gauge interest and support for programs and initiatives. This helps the incoming board make plans for the year.

Looking back over 2010, it is amazing all that our small NEOK chapter accomplished. Hats off to all the board member and participants who helped bring new ideas, job tips, networking opportunities or shared their time and talent with others in the field.

Respectfully submitted,

Linda Adlof
NEOK President 2010