



Second Annual Regional Conference 2005



Build your community... engage, learn, succeed

November 17–18, 2005

Portland, Oregon DoubleTree Hotel—Lloyd Center

Build Your Community...Engage, Learn, Succeed

Bring yourself and your talents to this conference and walk away with ideas, energy and connections! You will be engaged in designing and creating the workplace community you want: whether that community is a large corporation or a small business.

Come experience dynamic and leading-edge national, regional and local speakers. Through their lively, informative and interactive presentations, you will gain insights and practical tools that you can take back to your workplace.

The conference is designed to provide a forum for learning and experiencing, and, perhaps most importantly, for making connections with other participants. An evening reception, networking with speakers, interactive breakout sessions and services such as exhibits and a bookstore are all geared to help you, the conference participant, engage with other professionals and build relationships that will ensure your success.

Keynote Speakers



Kevin Oakes

President Elect for National ASTD and President of Sum Total (formerly Click2Learn)

Kevin will be the opening keynote presenter and will also provide one workshop on elearning. We have asked Kevin to open the conference with an inspirational message about the value of the work, connecting the work to our learners and our community, and the cycle of creating successful learning in our organizations.

Kevin is the President and Director of SumTotal Systems, the business performance and learning technology industry's largest single provider of technologies, processes and services. SumTotal's award-winning Learning Management System is used by 40% of the Fortune 100, and is regarded as one of the foremost emerging mission-critical technologies in organizations. Prior to the formation of SumTotal, Kevin was the Chairman & PRESIDENT of Click2learn (formerly Asymetrix), which was founded in 1985 by Paul Allen, co-founder of Microsoft. Kevin is the 2006 Chair of the American Society of Training & Development (ASTD), and is a frequent author and keynote speaker on using learning strategically in organizations.



Barbara Schaetti, PhD

Personal Leadership and Cross Cultural Types

Barbara's cutting-edge work on systems thinking and organizational behavior is perfectly in tune with our conference theme, speaking on leadership and management, to social change, at the individual and collective level. The conference will end with a challenging message that encourages attendees to "live" what they're learning at the conference, to use every opportunity to connect, reflect and act.

Barbara is founder and principal of Transition Dynamics and a member of the faculty of the Intercultural Communication Institute. With experience since 1985 in both the private and public sectors, Barbara has a particular passion for helping people cultivate their core intercultural capacity; her professional philosophy is rooted in the transformative potential inherent in a life lived across cultures. She specializes in multicultural team development, expatriate and leadership coaching, and the development of a personal practice to leverage intercultural competence; Barbara is qualified to facilitate the Intercultural Development Inventory. She is a dual national (US and Swiss) raised in ten countries on five continents, and is currently based in Seattle, WA, USA. Barbara is one of the three originators of Personal Leadership Seminars.

ASTD-Cascadia Chapter Second Annual Regional Conference

Schedule

Thursday, November 17, 2005

An evening reception will be held from 6 – 8 pm in the exhibit hall. Winners of the First Annual Impact Awards will be announced and awards presented by Kevin Oakes, Incoming President for National ASTD. Exhibits and Borders Bookstore will be open, along with hors d'oeuvres and a cash bar. Borders Bookstore will be giving a 15% discount on selected books.

Friday, November 18, 2005

	Organizational Transformation	eLearning	Performance Improvement	Coaching and Consulting
7:30 - 8:30 am	Continental Breakfast Registration Exhibit Hall Activities: Sponsors, Exhibits, Bookstore, Espresso Bar			
8:30 - 9:30 am	Welcome: Nancy Seebert, Conference Chair, and Sheryl Alstrin, Chapter President Opening Keynote: Kevin Oakes, National ASTD President Elect and President, Sum Total			
9:30 - 10:00 am	Break Exhibit Hall Activities: Sponsors, Exhibits, Bookstore, Espresso Bar			
10:00 - 11:30 am	From Training Staffer to Business Partner Mark Christensen	Building Business Case Value Kevin Oakes Ray Pitts	Using Cooperative Learning Techniques Judy Gerrard	Managing Career Self-Reliance Bruce Hazen
11:30 am - 12:30 pm	Buffet Lunch Exhibit Hall Activities: Sponsors, Exhibits, Bookstore, Espresso Bar			
12:30 - 2:00 pm	Personal Leadership: Making a World of Difference Barbara Schaetti Gordon Watanabe	Creating and eLearning Course from Instructor-Led Materials Michelle Kelly and Dani Watkins	Interconnecting Training and the Business Jennifer Webster	Talk Your Way to Success Tamara Hufford-Wong
2:00 - 2:30 pm	Break Exhibit Hall Activities: Sponsors, Exhibits, Bookstore, Espresso Bar			
2:30 - 4:00 pm	Using Emotional Intelligence to Improve Employee Productivity The Peases Panel	Lessons from the Online Community Stacy Friedman, Amber Krieger, Daniela Presley	BESTAward Winners PGE MultiCare	A Blended Approach to Leadership Julie Milner and Cathi Row
4:00 – 5:00 pm	Closing Keynote: Barbara Schaetti, Principal, Transition Dynamics Closing Remarks: Nancy Seebert, Conference Chair			

Tracks

Organizational Transformation

Leading change within your organization by strengthening your personal and professional approaches.

eLearning

Using online programs to enhance training and build community.

Performance Improvement

Strategies for improving performance: as a trainer, as an OD professional, as a corporate entity.

Coaching and Consulting

Practical and strategic tools for internal and external coaches and consultants.

**ASTD – Cascadia Chapter
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Track – Organizational Transformation



From Training Staffer to Business Partner: Seven Key Practices to Help Training Professionals Position Themselves as Business Partners

Mark Christensen, President, Learning Point, Inc., Vancouver, Washington

Audience Overview

All

Geared toward all levels of training professionals, this highly interactive presentation will affirm just how valuable training and development is to an organization's success. Participants will learn how to position themselves as a business partner within their organization to build performance, increase organizational effectiveness, and improve competitive positioning.

Speaker Bio

Mark co-founded Learning Point in 1989 and is a key creative force behind its success. He draws on twenty years of experience in the field of management, training, and workforce development. His professional experience has included sales management, human resource management, corporate training, leadership development, and community involvement.



Barbara Schaetti

Personal Leadership: Making a World of Difference

Barbara Schaetti, PhD, Principal, Transition Dynamics, Seattle, Washington
Gordon Watanabe, EdD, Professor, Whitworth College, Spokane, Washington

Audience Overview

5 or more years experience

Personal Leadership is a methodology of two principles and six practices specifically designed to increase effectiveness when working across differences of national, ethnic, and organizational culture. This session will present the principles of Personal Leadership and provide an opportunity for participants to work with the methodology directly in order to handle cultural differences in effective ways.

Speaker Bio

Barbara is founder and principal of Transition Dynamics and a member of the faculty of the Intercultural Communication Institute. With experience since 1985 in both the private and public sectors, she specializes in multicultural team development, expatriate and leadership coaching, and the development of a personal practice to leverage intercultural competence. Barbara holds dual citizenship and was raised in ten countries on five continents. Gordon is Professor of Education & Special Assistant to the President for Intercultural Relations at Whitworth College in Spokane. He is a member of the faculty of the Intercultural Communication Institute and consults with corporate, community, and educational institutions. His work-focus is on the critical role of deep self-understanding in successful cross-cultural negotiations and intercultural team-building.



Gordon Watanabe



Designing the Workplace you Want: Using Emotional Intelligence to Improve Employee Engagement and Productivity

Roger Pease, Partner, InspirationWorks, Portland, Oregon
Valerie Pease, Partner, InspirationWorks, Portland, Oregon

Audience Overview

All

Senior representatives from high tech (Intel), banking (Wells Fargo), health care (OHSU), the non-profit sector (Institute for Police Leaders) and consulting (InspirationWorks) industries will discuss the value of building employee engagement by improving emotional intelligence skills in their organizations and the impact on productivity and profitability. Panelists will discuss their experiences and their results in efforts to improve emotional intelligence in the workplace.

Speaker Bio

Valerie and Roger Pease are cofounders of InspirationWorks, LLC, an organizational development consulting firm providing practical tools for improving employee engagement and satisfaction through emotional intelligence and spirit of the individual. Valerie holds a Masters in Cognitive Science from PSU. Roger received his MBA from Northwestern University.

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Track – eLearning



Kevin Oakes

Building Business Case Value Outside of Traditional Cost-Benefit Analysis

Kevin Oakes, President, SumTotal Systems, Bellevue, Washington
Ray Pitts, VP of Professional Services, SumTotal Systems, Bellevue, Washington

Audience Overview

More than 5 years experience
A typical challenge for today's learning and HR professionals is the ability to present enterprise learning initiatives to executive management in such a way as to show real value to the enterprise. Getting a seat at the table is one step, but effectively communicating the value of enterprise learning to executives is another. Traditional approaches to this challenge will be described and attendees will be introduced to SumTotal's view of the Enterprise Learning Value Chain. Finally, Kevin and Ray will explore how SumTotal has used this framework to develop business cases in two real life examples that attendees will work through in a hands-on exercise.

Speaker Bio

Kevin is the President and Director of SumTotal Systems, the business performance and learning technology industry's largest single provider of technologies, processes and services. Prior to the formation of SumTotal, Kevin was the Chairman & PRESIDENT of Click2learn (formerly Asymetrix), which was founded in 1985 by Paul Allen, co-founder of Microsoft. Kevin is the 2006 Chair of the American Society of Training & Development (ASTD), and is a frequent author and keynote speaker on using learning strategically in organizations. Ray has been a professional in the Enterprise Learning industry for 15 years consulting and implementing learning management systems. He has developed business cases for large and small enterprises that businesses have used to obtain support and funding for their learning initiatives.



Ray Pitts



Dani Watkins

Creating an eLearning Course from Instructor-Led Materials

Michelle Kelly, President, Education Partners, Inc., Boulder, Colorado
Dani Watkins, Director of Learning Services, Education Partners, Inc., Boulder, Colorado

Audience Overview

Less than 5 years experience
You have all the class materials: instructor guide, participant guide, PowerPoint, and wall charts. It's a simple matter to use these materials to create an online course. Or is it? Converting materials for online use requires an understanding of the unique needs of the online learner. This session focuses on an approach for repurposing existing content for online use to create an engaging and successful course.

Speaker Bio

Michelle is the founder and president of Education Partners, Inc., a Colorado-based training services organization. She holds an MS in Education with an emphasis on HR Development and Training. Dani's background includes curriculum design, face-to-face training delivery, and an in-depth understanding of distance learning and collaboration. She holds an MS in Education with an emphasis on Information Learning Technologies.



Michelle Kelly

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Track – eLearning *(continued)*



Stacy Friedman

Neighbors in Cyberspace: Lessons from the Online Community

Stacy Friedman, Instructional Designer, Via Training, Portland, Oregon
Amber Krieger, Senior Instructional Designer, Via Training, Portland, Oregon
Daniela Presley, Instructional Manager, Via Training, Portland, Oregon

**Audience
Overview**

More than 5 years experience

Is your online training environment a place where learners want to be? Does your training program provide opportunities for mentorship and learner feedback? Is your training creating advocates for your content? Consider building community into your online training program. In this interactive working session, the presenters will share lessons learned from Via Training's first forays into online community building. You'll explore ways in which you can build community into your online programs.

Speaker Bio

Stacy has been an instructional designer for 6 years. She was recently part of a team developing and implementing community-building programs for an online training audience of 10,000. Amber has been an eLearning instructional designer for 5 years and a face-to-face trainer and instructor for more than 6 years. Daniela was as a high school teacher for 4 years and a university instructor for 3 years before becoming an eLearning instructional designer.



Amber Krieger



Daniela Presley

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Track – Performance Improvement



Judy Gerrard

Using Cooperative Learning Techniques

Judy Gerrard, Manager, Training and Development, Oregon Department of Human Services, Salem, Oregon

Diane Collette, former Trainer

Audience Less than five years experience

Overview Participate in a play within a play! This workshop will use cooperative learning to teach trainers about these interactive learning activities. The presenters will review the definition and benefits of cooperative learning, share success stories of applying these techniques in workplace training environments, and provide an interactive experience using the tools. You will leave with “how-to” handouts and a toolkit of resources.



Diane Collette

Speaker Bio Judy Gerrard has been in the training profession for 20 years with over 15 years on the front line of designing and delivering classroom training, satellite broadcasts, and video productions; providing internal consulting services to public agencies; and facilitating meetings, planning sessions, and team development. Dianne Collette has 20+ years of experience in designing and delivering classroom training with the last 10 years focused on coaching and mentoring new trainers on instructional design. Having retired from the public sector training community, Dianne has travelled the world assisting with several EarthWatch field sessions where she provides random acts of coaching in interpersonal skills and organization development. She returns to public employment on a periodic basis for the purpose of helping to develop the next generation of trainers.



The Web of Training: Interconnecting Training and The Business

Jennifer Webster, PhD, Business Strategies, Inc, Salem, Oregon

Audience Less than five years experience

Overview By looking through the training glass with a new set of eyes, one that connects training with the organization from top to bottom, participants will see innovative ways to elevate the credibility of their training and OD departments. Jennifer’s fun and interactive style will provide tenured trainers with an opportunity to view training more globally: from senior management’s perspective down to the training classroom. Participants will walk away with a workbook toolkit to use in their organization.

Speaker Bio Jennifer Webster provides consulting services in the areas of strategic planning, facilitation, team and leadership development, process analysis, and curriculum development. She provides services in both the private and public sectors. Her clients include: Sprint Corporation, PacifiCorp, IBM, Mentor Graphics, Goodwill, Department of Human Services, and Tuality Healthcare. Jennifer teaches at Oregon State University and Portland State University in their graduate schools of education.



BEST Award Winners

Hosted by ASTD-Cascadia Chapter and Presented by National ASTD

Audience Everyone!

Overview The winner of this new award will explain the programs and projects that made their companies a stand out in terms of the training and development field.

Speaker Bio Information on the winners will be made available at the conference.

**ASTD – Cascadia Chapter
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Track – Coaching and Consulting



Managing Career Self-Reliance

Bruce Hazen, Principal, Career and Management Consultation, Portland, Oregon

**Audience
Overview**

Suitable for anyone who isn't already happily retired!
Do you question or evaluate the vitality of the work that you're now doing? Do you wonder how colleagues successfully transition into their desired career goals? This workshop focuses on helping you refine your thinking about career strategy. You will hear about key trends to be aware of and follow to be on the edges of your professional turf. Career self-reliance is a balance between being self-directed and interconnected. This balance requires a strong networked connection to both a customer community as well as a colleague community. You will take away practical and strategic tools to market "product you".

Speaker Bio

Bruce is an executive coach and career management professional who applies the diversity of his consulting background to help clients attain measurable development of their professional effectiveness and that of their team or organization. He holds a BS in Industrial and Labor Relations from Cornell University. He also holds an MS in Clinical Psychology and is a licensed therapist.



Talk Your Way to Success

Tamara Hufford-Wong, President / Owner, Tamara J. Whole Communication, Lake Oswego, Oregon

**Audience
Overview**

All
Whether you're a manager, consultant or coach you will learn effective ways to communicate with your team and clients. This interactive and fun workshop will provide several benefits to participants: Accomplish your goals faster and easier; learn respectful and direct communication techniques to eliminate the need for endless meetings and heated conversations with leaders and team members; and gain new insight into what works and what doesn't when communicating in a diverse environment.

Speaker Bio

Tamara is the found of Tamara J. Whole Communication, a company dedicated to creating satisfaction in personal and professional lives through proper communication. She has 25 years of experience working with the public in culturally diverse arenas and 12 years of actor training and experience in LA. She earned her BA in Communications and Public Relations from Marylhurst University.



Julie Milner

A Blended Approach to Leadership

Julie Milner, Sr OD Consultant, The Regence Group, Portland, Oregon
Cathi Row, Sr OD Consultant, The Regence Group, Portland, Oregon

**Audience
Overview**

All
Learn how two OD experts found creative ways to blend traditional instructor-led training with on-line training to maximize transfer of learning within The Regence Group. Their blended approach to learning will be demonstrated through the implementation of two leadership development classes: Situational Leadership II and Managing Change. This dynamic presentation will be delivered in an ongoing game/case study format where participants will have the opportunity to determine possible outcomes. You will learn about several tools and methodologies you can use to create an effective and sought after leadership development program.

Speaker Bio

Julie Milner has over 20 years of training and organizational development experience. She has been with The Regence Group for seven years. She holds BA degrees in Communication and Psychology from the University of Puget Sound. Cathi Row has over 15 years of training and organizational development experience. She has been with The Regence Group for over nine years and holds a BA in Education from Fort Lewis College.



Cathi Row

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Location

The DoubleTree Hotel at Lloyd Center
1000 NE Multnomah
Portland, OR 97232
503-281-6111

Room Reservations

A block of rooms is being held for overnight guests. Room rates are \$79 plus tax single occupancy and \$89 plus tax for double occupancy. Please mention the code “ASTD Regional Conference” to receive these discounted rates. These rates are good until October 21, 2005.

Registration

	Members / Local Affiliates / Other Chapters	Others
By October 6, 2005	\$165	\$215
After October 6, 2005	\$210	\$260
PSU Credit Fee (additional fee)	\$50	\$50

Registration is available online. Discounts available for multiple registrations.



This program has been approved for 6.5 recertification credit hours toward PHR and SPHR recertification through the Human Resource Certification Institute (HRCI). For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.



1 hour of elective credit available through PSU.

Please check the conference web site for special details on registration.

Opportunities for Sponsorship, Exhibitors and Advertising

Please check the conference web site for detailed information about how to become a sponsor, have an exhibit booth or advertise in the program guide.

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