



# Third Annual Regional Conference 2007

Beyond the Edge...  
Maximize Your Competitive Advantage

March 6-7, 2007  
Portland, Oregon Oregon Convention Center

## Conference At a Glance

Sign up now at the early bird rate (prices go up after February 1, 2007)!  
Discounts are available for multiple registrations. Registration materials available on the conference web site.  
Visit [www.astdcascadia.org](http://www.astdcascadia.org) (link to conference web site on left hand side) for complete details.

### Overview

Whether you are an established industry veteran or a newcomer to the training and development field, the third annual ASTD Regional Conference sponsored by ASTD-Cascadia Chapter will help you take your career to the next level! The conference features a day and a half of cutting-edge presentations by nationally-recognized speakers to help you learn about the latest trends and best practices in the training and development industry. The conference also offers a full schedule with a great opportunity to network with fellow professionals, including an evening reception.

### Why Attend?

This year, the conference will focus on compelling and cutting-edge trends and best practices in the industry. Each educational component of the conference has been designed to align with the National ASTD Competency Model. By aligning with this model, the conference supports the complete range of competencies designated as critical to a successful training and development professional. Maximizing your competitive advantage (part of the conference theme) means using the Competency Model to develop your personal and professional success plan.

### Who Should Attend

Join with other training managers and specialists, independent training professionals, organizational development specialists, elearning professionals, performance improvement specialists and academicians for an incredible learning experience! This means YOU!

### Keynote Speakers

Our featured speakers hail from across the US and are nationally recognized experts in their field. They are generously sharing their expertise and wisdom with conference participants. To hear more from our speakers and about the conference, tune into our podcasts at PodCascadia sponsored by the Chapter. The first one will air in mid-January.



**Jean Lipman-Blumen, PhD**

Professor, Organizational Behavior, Graduate School of Management, Claremont Graduate University  
Pasadena, California  
Keynote Topic: Gaining the Connective Edge: A New Leadership Model for the 21st Century



**Marc Rosenberg, PhD**

Management Consultant, Writer, Educator  
Hillsborough, New Jersey  
Keynote Topic: Beyond eLearning: New Approaches to Managing and Delivering Organizational Knowledge



**Janet Bennett, PhD**

Executive Director, Intercultural Communication Institute  
Portland, Oregon  
Keynote Topic: Communication, Culture and Complication: The Training Professionals' Guide to Intercultural Interaction

### Program Highlights

The theme for the conference, "Beyond the Edge", is a call to attendees to stretch their comfort zone and knowledge base in a wide variety of areas. Getting the most out of the learning opportunities we have designed will "maximize your competitive advantage" and help you grow as a T&D professional. One page flyers and the complete registration packet are available on the conference web site.

We have three keynote presentations and 5 concurrent tracks for breakout presentations over the course of the conference. The tracks include:

- eLearning
- Organizational Development
- Performance Improvement
- Techniques
- Outer Limits

### Networking Opportunities

A major reason for attending an event like this is to learn but also to meet others in your field. The schedule is designed with networking in mind, including:

- All food service, including coffee breaks, continental breakfast and lunch, will be in the exhibit hall and will be set up permanently for the duration of the conference
- We're adding a "lounging" area by the bookstore, complete with chair massage and espresso bar
- All exhibit booths and exhibitors will also be in the food area
- The schedule allows ample time between sessions to sit down and meet people
- A great way to meet other professionals and get a different look at the conference is to volunteer!

Don't forget to bring LOTS of business cards!

### Companies Represented

Here are just some of the companies sending participants to this valuable learning opportunity:

ADP  
First Tech Credit Union  
Fred Meyer Stores  
Harsch Investment Properties  
High Gear Training Institute  
HSBC  
Kaiser Permanente  
LibertyBank  
Momentum Renewable Energy  
Nike

NW Public Power Association  
Oregon School Boards Association  
Providence Health System  
Pyramid Breweries  
Standard Insurance  
Unitus Community Credit Union  
Vanguard EMS  
Via Training  
Wells Fargo  
Willamette Dental

### Sponsors

**Gold:** TBA  
**Silver:** Learning Point, Sonic Foundry, SkillSoft  
**Bronze:** Clark College, Achieve Global, CRM Learning, Spirit Mountain