



Third Annual Regional Conference 2007

**Beyond the Edge...
Maximize Your Competitive Advantage**

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

Beyond the Edge...Maximize Your Competitive Advantage

Have you wondered how to gain a competitive advantage in the training and development field and take your career to the next level? Attend the ASTD Cascadia Chapter's Third Annual Regional Conference and go beyond the edge to learn how! This dynamic, innovative learning experience will take a look at the most compelling and cutting-edge trends and best practices in the industry to help you develop your current professional skills or take you in a whole new direction.

With engaging regional, national and international speakers, and original, interactive breakout sessions you will gain new insights and practical tools to apply in the workplace. This is all about going beyond the edge in innovative and exciting ways, not the least of which is our new venue – the Oregon Convention Center. We are excited about what this offers us, because it means we can offer you, our conference participant, one of the very best conference experiences.

Please join us for an exciting day and a half of learning, networking and connecting to build success and maximize your competitive advantage in 2007!

Featured Speakers



***Jean Lipman-Blumen, PhD
Professor of Organizational Behavior
Peter Drucker Graduate School of Management, Claremont University
Claremont, California***

Gaining the Connective Edge: A New Leadership Model for the 21st Century

Dr. Lipman-Blumen's keynote will address the importance of developing new leaders who can gain the competitive edge in an increasingly diverse and interdependent world. Such leaders have the capacity to see and enhance the potential connections between and among groups who view their agendas, cultures, and values as totally antithetical. The keynote presents the "Connective Leadership Model," with its underlying behavioral achieving styles, as a mechanism for leading effectively in a diverse and interconnected world.

Jean Lipman-Blumen holds the Thornton F. Bradshaw Chair in Public Policy and serves as Professor of Organizational Behavior at the Peter F. Drucker and Masatoshi Ito Graduate School of Management, Claremont Graduate University, Claremont, CA. She is co-founding director of the Institute for Advanced Studies in Leadership at the Drucker Ito School and Director of The Achieving Styles Institute, Pasadena, CA.

Professor Lipman-Blumen has published 7 books and more than 80 articles in professional journals. *The Allure of Toxic Leaders: Why We Follow Destructive Bosses and Corrupt Politicians -- and How We Can Survive Them* (Oxford University) was cited by FastCompany Magazine as one of the ten top business books of 2004. Professor Lipman-Blumen's career has spanned academia, government, and the private sector, including time as special consultant to the Domestic Policy Staff in the White House. She has consulted to various segments of the US and foreign governments, as well as to corporate sector and non-profit groups in the US and abroad. She holds an AB and an AM from Wellesley and a PhD in Social Relations from Harvard University.

Featured Speakers (continued)



Marc Rosenberg, PhD
Consultant, Writer, Educator
Hillsborough, New Jersey

Beyond eLearning: New Approaches to Managing and Delivering Organizational Knowledge

Whether you're new to elearning or at it for a while, the field is rapidly changing. This presentation will challenge you to think differently about your role, introducing new approaches to workplace learning, including knowledge management, communities of practice and performance support, and looks at elearning strategy – where it's been and where it's going. It transcends technology and courseware to new ways of thinking about what elearning really is, and what it can, and can't do.

Dr. Marc Rosenberg is a management consultant, writer, educator and leading expert in the world of training, organizational learning, elearning, knowledge management and performance improvement. He is the author of the best-selling book, *E-Learning: Strategies for Delivering Knowledge in the Digital Age* (McGraw-Hill). His new book, *Beyond E-Learning: Approaches and Technologies to Enhance Organizational Knowledge, Learning and Performance* (Pfeiffer) has just been published. Marc is a past president of the International Society for Performance Improvement (ISPI). He holds a Ph.D. in instructional design, plus degrees in communications and marketing, and the Certified Performance Technologist (CPT) designation. Dr. Rosenberg is a recognized thought leader in the field. He has spoken at The White House, keynoted numerous professional and business conferences, authored more than 40 articles and book chapters in the field, and is a frequently quoted expert in major business and trade publications.



Janet Bennett, PhD
Co-Director
Intercultural Communication Institute
Portland, Oregon

Communication, Culture and Complication: The Training Professional's Guide to Intercultural Interaction

After we've honored, celebrated, and valued diversity, why is it that folks still can't "just get along"? Since the impact of cultural differences is often subtle, it can easily undermine effective training in unexpected ways. Our activities may go off-track, our ground rules may misfire, participant interaction may seem tense, and our instructional design may be unintentionally biased. While we often suspect that there is a "communication problem," we rarely know precisely how to assess what that really means. By understanding culturally related interactions during training, we can more readily diagnose what may have gone wrong. Further, we can then suggest useful ways to bridge the differences, and capitalize on the resources that diversity brings to our organizations.

Janet Bennett, Ph.D., is executive director of the Intercultural Communication Institute, sponsor of the Summer Institute for Intercultural Communication, and director of the Master of Arts Degree in Intercultural Relations jointly sponsored by ICI and the University of the Pacific. She specializes in developing theory and training methods for individuals who teach, train or manage across cultures. As an educator and consultant, she designs and conducts intercultural training for colleges and universities, corporations, social service agencies, and professional associations. She teaches in the training and development program at Portland State University, and publishes on intercultural training and adjustment.

General Schedule

Tuesday, March 6, 2007

| | Beyond Organizational Development | Beyond Performance Improvement | Beyond eLearning | Beyond Techniques | Beyond the Outer Limits |
|----------------|--|--|---|---|---|
| Noon – 1 pm | Registration, Exhibit Hall, Bookstore | | | | |
| 1:15 – 2:30 pm | Gaining the Connective Edge: New Leadership Strategies for the 21st Century <i>Jean Lipman-Blumen</i> | | | | |
| 2:30 – 3 pm | Break, Exhibit Hall, Bookstore | | | | |
| 3 - 4:30 pm | Leadership Strategies for the 21st Century <i>Jean Lipman-Blumen</i> | Building Business Acumen <i>Ajay Pangarkar</i> | Meaningful Play <i>Jerry McCorkle</i> | The Socratic Method <i>Peter Boghossian</i> | What is Your Angle to the Wind? <i>Steve Fulmer</i> |
| 4:30 – 5:30 pm | Communication, Culture and Complication: The Training Professional's Guide to Intercultural Interaction <i>Janet Bennett</i> | | | | |
| 5:30 – 7:30 pm | Reception | | | | |

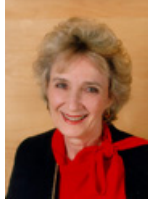
Wednesday, March 7, 2007

| | Beyond Organizational Development | Beyond Performance Improvement | Beyond eLearning | Beyond Techniques | Beyond the Outer Limits |
|----------------|--|--|---|---|--|
| 7:30 - 8:30 am | Continental Breakfast, Registration, Exhibit Hall, Bookstore | | | | |
| 8:30 – 10 am | Beyond eLearning: New Approaches to Managing and Delivering Organizational Knowledge <i>Marc Rosenberg</i> | | | | |
| 10 – 10:30 am | Break, Exhibit Hall, Bookstore | | | | |
| 10:30 – Noon | FUN Management <i>Jinsoo Terry</i> | Motivational Strategies to Retain Talent & Improve Performance <i>Alisa Blum</i> | Building High Performance Internet Teams <i>Shauna Wilson</i> | Beyond Good Participants <i>Troy Lakey</i> | Path to Transformative Training <i>Janet Bennett</i> |
| Noon – 1 pm | Lunch, Exhibit Hall, Bookstore | | | | |
| 1 – 2:30 pm | Enhancing Trust and Collaboration in a Team <i>Sue Hammond</i> | Crucial Confrontations: Creating a Culture of Accountability <i>Todd King</i> | Rapid eLearning: Start to Finish in 90 Minutes <i>Katherine Stevens</i> | Seeing Difference: Using Images to Build Teams <i>Christine Martell</i> | The Traveling Trainer <i>Maureen Orey</i> |
| 2:30 – 3 pm | Break, Exhibit Hall, Bookstore | | | | |
| 3 – 4:30 pm | Guiding Constant Change <i>Chris Edgelow</i> | Linking Learning Strategy with the Balanced Scorecard <i>Ajay Pangarkar</i> | Building Knowledge Management Solutions <i>Marc Rosenberg</i> | Training for an Intercultural Audience <i>Lauran Potter-Torres</i> | Facing You, Facing Me <i>Teresa Marcel</i> |
| 4:30 pm | Board Members close each workshop with closing remarks. | | | | |

Track Workshop Descriptions - Organizational Development

Tuesday
3 - 4:30 pm

*Featured
Speaker*



Gaining the Connective Edge: New Leadership Strategies for the 21st Century

For Advanced Audiences
Jean Lipman-Blumen, PhD
Claremount, California

In a world where interdependence and diversity so often lead to conflict, this workshop is focused on the importance of developing new leaders who can gain a connective edge. Such leaders have the capacity to see the potential connections between and among groups who view their agendas, cultures, and values as totally antithetical.

See biographical information on page one.

Wednesday
10:30 am – Noon



F.U.N. Management For Intermediate Audiences **Jinsoo Terry** San Francisco, California

It is time for change in companies in America and worldwide. The organization of the future needs to be a place where people enjoy to work, where their unique values and contribution are recognized and individuality encouraged, where personnel are nurtured and their worth is acknowledged. Intended for company executives, managers at all levels and HR department personnel, Jinsoo Terry's presentation on "F.U.N. Management" teaches new concepts in developing individuals and teams.

Jinsoo Terry left her successful engineering job in Korea to come to the US. Here she found she had to overcome the challenges that any immigrant faces and it was only her persistence and her willingness to study and find solutions that enabled her to climb to the top of the companies in which she worked. She now owns her own company called Advanced Global Connections which offers consulting and training in multicultural matters.

Wednesday
1 - 2:30 pm



Enhancing Trust and Collaboration in a Team For Advanced Audiences **Sue Annis Hammond** Bend, Oregon

Trust is absolutely necessary for high performance teams. Yet what is trust within a team? How can you pin down this abstract concept? This highly interactive session will introduce you to behaviorally worded items that represent the best practices of high performing, high trust teams. You will analyze the data from an actual team and create recommendation on actions the team can take to enhance their trust and collaboration.

Sue Hammond is a Change Management Consultant and a nationally recognized expert of Appreciative Inquiry, a process that changes the focus from finding out what is going wrong to discovering and expanding best practices in organizations. Her books include *The Thin Book of® Appreciative Inquiry*, a national bestseller and *The Thin Book of® Naming Elephant: How to Surface Undiscussables for Greater Organizational Success*. Sue completed a Master's of OD at Bowling Green Graduate School of Business and holds a MA in English.

Wednesday
3 - 4:30 pm



Guiding Constant Change For Novice Audiences **Chris Edgelow** Alberta, Canada

This enlightening session will provide concepts and tools to training and development professionals who want to add value in their changing organization. Participants will learn how to facilitate organizational change and explore their critical role using the four key competencies of The Integrated Approach to Leading Change™—1) Effective Strategic Leadership 2) Implementing Successful Change 3) Leading People Through Transition, and 4) Engaging Communication.

For the past 20 years, Chris Edgelow has been leading projects, facilitating programs in leadership and organizational transition to help organizations around the world change. Principal and Founder of Sundance Consulting Inc., Chris is a gifted facilitator and down-to-earth speaker, involving his audiences in engaging discussions and challenging exercises.

Track Workshop Descriptions – Performance Improvement

Tuesday
3 - 4:30 pm



Building Business Acumen
For Novice / Intermediate Audiences
Ajay Pangarkar
Quebec, Canada

Increasingly, learning professionals are expected to communicate in the language of business within their environment and with management. C-level decision-makers expect to see results from investment made in all parts of the business and learning and development is no exception. Learning must be accountable and communicated to management in terms they understand. This workshop is a practical and instructional approach to developing the business and communication skills of learning and training staff.

Ajay Pangarkar is the President of CentralKnowledge, leaders in developing measurable strategic learning solutions. Ajay has recently published "*Building Business Acumen for Trainers: Skills to Empower the Learning Function*" and is in the process of writing "*Strategic Alignment: Integrating Learning Strategies into the Balanced Scorecard*". Ajay is the Chair of the Quebec chapter of the Canadian Society for Training & Development and serves as a director on CSTD's National Board of Directors.

Wednesday
10:30 am – Noon



Motivational Strategies to Retain Talent and Improve Performance
For Novice Audiences
Alisa Blum, MSW
Portland, Oregon

Our changing demographics are making it increasingly important for organizations to retain their most talented employees and maximize the performance of their marginal performers. In this session, participants will learn a variety of strategies to enhance motivation and create a high-retention culture. Participants will have the opportunity to participate in skill building activities, and will leave this workshop with strategies that can easily be implemented.

Alisa is the President of Alisa Blum & Associates, which works with organizations to create a work environment that is conducive to improving employee motivation, productivity and retention. Alisa has worked as a psychotherapist; a trainer for Fortune 500 companies, non-profits and public institutions, adjunct professor at 4-year and community colleges; and documentary producer.

Wednesday
1 - 2:30 pm



Crucial Confrontations: Creating a Culture of Accountability™
For Novice Audiences
Todd King, MBA
Provo, Utah

Crucial Confrontations is a skills-based, practical approach for confronting problem behavior, broken promises, or violated expectations. This session will share several practical skills for how to approach a tough conversation in a way that minimizes defensiveness and keeps others engaged in dialogue. Crucial Confrontations can be used to effectively deal with colleagues, participants, fellow practitioners, bosses, peers or personal relationships.

Beginning his career as a senior consultant at Franklin Covey, Todd designed and delivered leadership and team building programs for thousands of senior executives and individually coached hundreds more. Todd serves as an active member of the 2006 VitalSmarts Facilitator Faculty and delivers speeches tailored to the Crucial Conversations® and Crucial Confrontations® programs at workshops and corporate events across the nation.

Wednesday
3 - 4:30 pm



Linking Learning Strategy with the Balanced Score Card
For Novice / Intermediate Audiences
Ajay Pangarkar
Quebec, Canada

The objective of the Balanced Scorecard is to link the organization's strategic objectives and direction to tangible measures encompassing four strategically focused areas. The BSC is an opportunity for senior management and those with responsibility for organizational learning and performance to communicate through a common language, establish realistic measures and targets, and attain the organization's strategic objectives.

See biographical info above.

Track Workshop Descriptions – eLearning

Tuesday
3 - 4:30 pm



Meaningful Play: Multi-media Simulations and Games in eLearning

For Intermediate Audiences

Jerry McCorkle

Portland, Oregon

Increasingly, learning professionals are dissatisfied with the results of lack luster e-learning. When results matter they are turning to meaningful multi-media games and simulations to realize the full power of web-based training. We will review the current research supporting the implementation of simulations and games in adult learning. Participants will experience real world examples of these tools in action. The group will then brainstorm ideas on how games and simulations can help solve their organizations' current challenges.

Jerry McCorkle, Director of Instructional Design, Planet Productions, has over 20 years experience in adult education and training including experiential, classroom, distance and e-learning. Jerry is active in the ASTD e-learning Special Interest Group.

Wednesday
10:30 am – Noon



Building High Performance Internet Teams

For Intermediate Audiences

Shauna Wilson, MS

Corvallis, Oregon

Teams that work over the Internet are challenged by distance, time zones, and cultural differences. Learn new interactive communication methods that will help build trust between remote team members and how to assess your Internet team communication for efficiency and accessibility. Working in small groups, design an Internet Office that will support the Internet Team's cooperation and generate process communication. For remote teams interested in reducing email over-load, increasing productivity, and streamlining communication processes, this is the workshop for you.

Shauna Wilson, president of Amazon Consulting, focuses her talents on performance management, International Standards, and building high performance remote teams. Wilson is an IRCA certified, ISO9001:2000 QMS auditor. She holds a BA in Communication and an MS in Instructional Design and Performance Management Technologies from Boise State University. She recently released *InterneTeaming.com: Tools to Create High Performance Remote Teams*.

Wednesday
1 - 2:30 pm



Rapid eLearning: From Start to Finish in 90 Minutes

For Intermediate Audiences

Katherine Stevens

Portland, Oregon

One of the hottest trends is rapid eLearning. See how to create an effective self-paced eLearning course from start to finish by evaluating content, making it visual, recording audio and adding interactivity. Whether you are a novice, experienced eLearning developer, or training manager, you'll gain tips and practical advice on how to rapidly create eLearning. You will also gain an understanding of the impact that rapid development tools will have on your organization.

Katherine Stevens is an Instructional Design Lead and Project Manager. She holds a master's degree from Oregon State University and has over 10 years experience in designing eLearning. Katherine co-leads the eLearning Special Interest Group (SIG) for the ASTD Cascadia Chapter and is a past president of the chapter. Katherine teaches "Designing Multimedia and Web-Based Training" at Portland State University.

Wednesday
3 - 4:30 pm

**Featured
Speaker**



Building Knowledge Management Solutions

For Intermediate Audiences

Marc Rosenberg

Hillsborough, New Jersey

Knowledge management (KM) will become increasingly important in improving workplace learning and performance, yet most elearning/training professionals are unfamiliar with KM strategy, benefits, design and implementation. As demand for anytime, anywhere information and expertise increases, we will all have to find ways to be more responsive. This session will provide a rationale and overall framework for organizational KM, and the role of training in KM implementation.

See biographical information on page two.

Track Workshop Descriptions – Techniques

Tuesday
3 - 4:30 pm



The Socratic Method: How to Train with a Scalpel
For Novice Audiences
Peter Boghossian, PhD
Portland, Oregon

This workshop will provide those with no Socratic background with the rudiments of what it means to think Socratically and how to use the Socratic method. At the end of the participatory presentation, participants will be able to use Socratic principles to augment their professional lives.

Peter Boghossian is a philosophy professor, corporate trainer, professional speaker, and teaches moral reasoning and critical thinking to inmates in the State of Oregon Department of Corrections prisons. He is on the board of directors for the Players Foundation, holds elected office for the State of Oregon Libraries, is a special advisor to Oregon's Future and is on the Prison Advisory Committee for Columbia River.

Wednesday
10:30 am – Noon



Beyond Good Participants
For Novice Audiences
Troy Lakey
Portland, Oregon

Unmotivated attendees? Disengaged learners? Disruptive participants? This training will provide specific tips to deal with problem behaviors as well as provide an opportunity to participate in a facilitated dialogue in which you share your best ideas with others. Motivations, learning preferences, and techniques will be discussed. New classroom trainers will benefit from this session, though veteran trainers can always use more additions to their toolbelt.

Troy Lakey started as a high school drama teacher and made the jump into the corporate training world. Troy became a software trainer starting with government contract work in DC and then moving to chemical management software in Oregon. Constant travel inspired Troy to look into training via technology. This led to a position as a senior instructional designer for Banfield, the Pet Hospital starting an online training center for their staff around the country. Troy then moved to PSU's Child Welfare Partnership where he helps to provide training for Oregon's child welfare workers.

Wednesday
1 - 2:30 pm



Seeing Difference: Using Images to Build Diverse Teams
For Intermediate Audiences
Christine Martell, MS
Portland, Oregon

Leveraging diversity for higher team performance. Sounds great. But diversity includes so many different factors, it can be hard to know where to start. In this session, we'll use images to help us identify beliefs, values and assumptions. Bringing diverse points of view forward, we can begin to create shared understanding leading to better team interaction, as well as assessment data for the trainer.

Christine Martell is the principal of VisualsSpeak, which develops image-based tools and training for problem solving, team building, and strategic visioning. She has been facilitating with art and creative tools with individuals, companies, and non-profits for eighteen years.

Wednesday
3 - 4:30 pm



Training for an Intercultural Audience
For Intermediate Audiences
Lauran Potter-Torres, MA
Redmond, Oregon

This workshop will help participants gain skills to retain an audience of multilingual and multicultural background, obtain a checklist for putting together a presentation to meet the needs of all attendees and open a discussion on what is working for other trainers and educators who attend.

Lauran Potter-Torres has always been involved in training/teaching with a cross-cultural interface, including corporations, community colleges and Marylhurst University. The interface includes adult communication and organizational skills, second languages, multicultural workforce training and management training and consulting for cultural areas of international business.

Track Workshop Descriptions – Outer Limits

Tuesday
3 - 4:30 pm



What is Your Angle to the Wind?

For Novice Audiences
Steven Fulmer
Portland, Oregon

The art and understanding of perspective, including how you see the world and how the world sees you. **Description:** Every left has a right, every up a down. In other words, there is always a different way of looking at something. This workshop is about understanding your perspective through the metaphor of sailing, and learning to adjust your angle to the wind to be empowered by the forces facing you.

Steven Fulmer is the creator of LifeQuest Mapping™. He started his first successful business at the age of 16, by 35 he was a VP in a \$10 million software company he helped grow from \$300k. He has repeatedly appeared on KATU's AM Northwest and has recently been selected as a contributing author to "Speaking of Success," a compilation book series featuring Jack Canfield, Stephen Covey and Ken Blanchard.

Wednesday
10:30 am – Noon

*Featured
Speaker*



Becoming Interculturally Competent: The Path to Transformative Training

For All Audiences
Janet Bennett, PhD
Portland, Oregon

Training a monocultural audience is a thing of the past. For the professional trainer, daily interactions now consistently involve adaptation to different cultural styles. Most of us can no longer enter our training rooms confident that our participants will share our worldview, our cultural norms, or even our own language. Whether we are designing or delivering training, culturally influenced styles present both barriers and opportunities for our work. By understanding how others communicate, think, and learn, we can capitalize on those opportunities, and limit those barriers. This session will examine how modifications in audience analysis, content, design, and delivery facilitate training across cultures.

See biographical information on page two.

Wednesday
1 - 2:30 pm



The Traveling Trainer

For All Audiences
Maureen Orey
Spring Valley, California

Do you ever feel out of control? Stressed? Overworked? Underpaid? Pulled in every direction? Do the demands of travel push you to the limit? This session will provide new ideas and insight into how to manage your work and your life while on the road. Explore micro and macro balance, and learn about some cool virtual resources to make your life a bit easier. Take some time out of your busy life to put things back in perspective.

Maureen is a dynamic international speaker with over 20 years of experience in the fields of management, training, human resources and diversity. She is the author of two books: "Successful Staffing in A Diverse Workplace" and "Communication Skills Training". She is a certified facilitator of *The Seven Habits of Highly Effective People* and *Effective Project Management* with FranklinCovey. Maureen is a candidate for the ASTD Certified Professional in Learning and Performance.

Wednesday
3 - 4:30 pm



Facing You, Facing Me: The Face Reading Advantage

For Novice Audiences
Teresa Marcel, MA
Lake Oswego, Oregon

Come face-to-face with your intuition and consciously discover which distinct nonverbal cues you are already picking up – and add a few more to your repertoire. Packed with both scientifically researched information on reading faces and popular belief systems that have survived the test of time, this is a presentation which will provide you with several techniques to enhance your ability to consciously notice and interpret another's face for personality traits and emotion.

Trained as a psychotherapeutic counselor at the ReVision Centre of Integrative Psychosynthesis in London, Teresa's passion is for studying and teaching the nuances of human communications, both verbal and nonverbal. She received her MA in Mass Communications from the University of Denver and has a BA in languages from Occidental College in Los Angeles. She recently relocated to the Portland area after a 13-year sojourn abroad in Saudi Arabia and England.



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Sponsors

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Supporters



This program has been approved for 9.75 recertification credit hours toward PHR, SPHR and GPHR 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 is available through PSU.

Location

Oregon Convention Center
777 NE Martin Luther King, Jr. Blvd
Portland, Oregon 97232
800-791-2250

Room Reservations

The Oregon Convention Center does not have sleeping rooms. Several hotels are located close to the Center. A list can be found on the conference web site under "Venue". If a sponsor hotel is selected, details will be included here and on the web site.

Registration

| | Members / Local Affiliates / Other Chapters | Others |
|--|---|--------|
| By February 1, 2007 | \$185 | \$235 |
| After February 1, 2007 | \$230 | \$280 |
| Academic Credit Fee <i>(additional fee)</i> | \$75 | \$75 |
| Student Rate <i>(for students who are already chapter members)</i> | \$95 | \$110 |

Registration is available online. Discounts are available for multiple registrations. Please check the conference web site for special details on registration.

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Conference Web Site: www.astdcascadia.org/conference/2007/index.html