



# FLAME



<http://www.arkansaschapter.asted.org>

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**ARKANSAS CHAPTER**  
Association for  
Talent Development

## A Message From Our Chapter President:



### The Arkansas ATD Board Needs You!

Ever wanted more from your Arkansas ATD membership? Consider a position on the Board of Directors,

or a volunteer position supporting one of our programs! As you probably have noted through the years, the more you contribute to an organization, the more you get out of it. We have a number of opportunities for personal and professional growth, either in front of the group or behind the scenes.

A chapter like ours is the product of many talented individuals working as a team for the benefit of all. Our chapter is organized under Vice Presidents for a number of responsibilities, like Programs, Membership, Administration, Marketing, Finance

and our President-Elect, a vital part of our chapter succession plan.

If you've ever wanted to know more about these positions or the committees and volunteers that support them, just ask. If you hear something interesting, come join us. As always everyone is welcome to our monthly Board meetings to see how the Board functions. We normally meet the first Tuesday of each month at 5:30 pm at Community Bakery on Main Street in Little Rock. Come on down and join us to learn more!



**Register by April 17 to take advantage of the \$5 Early Bird Registration discount:**

<https://www.eventbrite.com/e/chapter-meeting-using-pdfs-to-create-training-materials-tickets-16420006682?>



Arkansas Chapter

Join us for our February chapter meeting!



### The Benefits of attending ATD Chapter meetings:

- Networking Opportunities
- Professional Knowledge
- Enhance Training Skills
- Growth Opportunities
- Monthly Meetings
- Great Speakers
- Excellent Location
- Fine Food



Barry Robb has been working in instructional design and delivery for almost 25 years. He earned his degree in Instructional Design and Technology in 1991 through the Community College of the Air Force. He also has degrees in Health Physics and Electronics Engineering. He's worked in design and delivery for Flight Safety Services, Boeing Aerospace Operations, University of Oklahoma, Remington College, Allied Wireless Communications Corp, AT&T, and now Cardinal Health.

### *Using PDFs to Create Training Materials*

Guest speaker Barry Robb will present an interactive PDF and share what he's done to change the landscape of training at Cardinal Health. He will demonstrate both an electronic version of a participant journal that they call the eJournal and an interactive version that mimics a web page. .

### Coming In May:

### *Instructional Design Best Practices: Why Quality Matters*



**Sharonda Lipscomb, UALR**

Looking for a committee to join?

Look no more—Join the newsletter team and put your skills to work!

Give us a hand, email us at

www.arkansasastd@hotmail.com





### A Unique Opportunity from the Memphis ATD Chapter if you use Adobe Captivate:

Need to brush up on your Adobe Captivate skills? Or learn them from scratch? Dive in and learn how to use Adobe Captivate in this hands-on series of workshops presented by Joe Ganti, an eLearning Guru and President of *eLearning Joe*. You don't need any experience with this engaging software to join the class; learn beginning and advanced techniques along with best practices. Get slick production tips, tricks and best practices that will make your e-learning the best it can be. Receive expert guidance

on building lively customized interactions, screen characters, innovative quizzes, high-quality recording, and effective collaboration with other software.

**Do I need to attend all three days of workshops?** It depends on your level of use

**Current Captivate 8 users**  
Pick and choose the days you want to attend.

**New Captivate 8 users**  
You are highly encouraged to attend all three days if you're new to Captivate 8, even if you have used previous versions of Adobe Captivate. The changes to the tool are THAT significant!

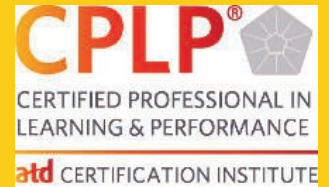
**What should I**

**bring?** You should bring your laptop with a working version of Adobe Captivate 8. (Note: Captivate 8 is a significant change from earlier versions, so be sure to have Captivate 8 installed. Prior versions do not have all the features of Captivate 8.)

**What if I don't have Captivate?** You can download a free 30-day trial version of Captivate from Adobe.com. to those not attending the workshop. If you use Captivate on a regular basis, find out more about this opportunity at:

<http://www.astdmemphis.org/event-1865600>

### EYE ON IT



Wondering how to become a Certified Professional in Learning and Performance? While it's the ASTD Certification Institute that provides the CPLP® program, CPLP® exams, and the assessment process, it's ASTD that will set you up with the right preparatory training materials programs.

There are no required study materials to prepare for the CPLP®, but here are the resources offered by ASTD to help you prepare:

- ◆ **CPLP Study Prep Workshop**
- ◆ **CPLP Prep Online**

### MEMBERSHIP

Renewal

Join-Learn-Benefit

#### Option 1: Mail

Mail your payment to:

**Arkansas Chapter of ATD,  
PO Box 3642, Little Rock  
AR 72203-3642**

**ATTN: Membership**

#### Option 2: Credit Card

Log onto our chapter website at

<http://www.arkansaschapter.astd.org/>



**What is "POWER MEMBERSHIP"?**  
ATD Power Members draw on both local chapter and national resources to enhance their practice and value to their employer. An ATD Power Member can also take advantage of discounts for various ATD conferences during the year that can actually save up to and over the cost of national membership, as well as national member benefits based on their membership tier. If you would like to "Have the Power", click [here](#) to find out more!





# atdChIP

chapter incentive program

## DID YOU KNOW?

When you buy something on [www.astd.org](http://www.astd.org) using our chapter source code **CH7037**, ASTD will donate a percentage of your purchase to the chapter? What are you waiting for?

### *Our Vision*

To be a Workplace Learning and Performance Leader in Arkansas

### *Our Mission*

To connect people and resources in the field of Workplace Learning and Performance by providing professional and development opportunities.

## ANNOUNCEMENTS & UPCOMING EVENTS

### **April Chapter Meeting, April 21st**

**NLR Chamber Building, 11:30 am**

### **May Board Meeting, May 5th**

**Community Bakery, 5:30 pm**

### **May Chapter Meeting, May 19th**

**NLR Chamber Building, 11:30 am**



## The Association for Talent Development

We are making a world of difference.

Let us make the difference for you!