

## For the Love of the Game

When he was 60 years old, Ty Cobb—widely considered one of the best and craftiest players in baseball history—participated in an old-timers game. When he came to bat, Cobb reportedly asked the catcher to take a few steps back, explaining that he did not trust his 60-year-old hands to hold onto the bat. The catcher politely thanked him, stepped back, and watched with astonishment as Cobb bunted the next pitch for an easy base hit.

You can do a lot of great things at the age of 60, particularly if your mind, heart, and soul are still in the game.

As T+D celebrates its 60th birthday, it does so as the leader among workplace learning and performance industry publications. Clearly the magazine's stature and longevity are the result of a passion that has never wavered over those years. With T+D, it has always been about the content, never about kowtowing to individual pressure, the latest fad, or a potential advertiser's desires.

In my relatively short career in this industry, I've seen numerous publications start up with great fanfare, only to fold a couple of years later when they no longer had the substance to serve as an adequate coaster for my water glass. Like many wide-eyed rookies, the ambition and optimism was there, but unlike the decorated veteran, the unwavering passion was not.

Cobb once said "The great trouble with baseball today is that most of the players are in the game for the money ... not for the love of it, the excitement of it, and the thrill of it."

Congratulations T+D on a 60th birthday that we all should recognize as a tribute to your love of the game.

Kevin Oakes  
Chair, ASTD  
Bellevue, Washington

## Passionate debate

I've been reading T+D with increasing interest this year because of the continuing series of articles commemorating the magazine's 60th anniversary.

Something Paula Ketter asked in the

May 2006 issue really caught my eye: "Are we doing too much training and too little development?"

As Paula pointed out, the debate began in T+D magazine in the mid-1970s and it continued through the mid 1990s. The business community moved away from training because of a lack of perceived value. ASTD made a strategic shift toward workplace performance to influence the field. Historically, ASTD has always been a training organization, and it faced real challenges in making its own cultural shift to performance.

I served on the ASTD Board of Directors in those days. It was a heady time as we moved in a new and profound direction that many of us clearly understood. T+D was a needed mechanism for guiding that change. With input from the outside and active debate internally and throughout local chapters, ASTD shaped the practice of human resource development.

So here we are in 2006. Is the debate really over? The issue of training versus development is probably comparable to current debates on global warming and secondhand smoke. Workplace performance does not rely solely on training, but you can't deny its importance in helping organizations excel.

For many members, T+D magazine is the touchstone of the profession. Even if a member never attends an event of any sort, T+D is there every month to provide a forum to debate critical issues, such as training versus development.

I salute T+D and wish it much success in its future years. Thank you for reminding me of this particular passionate industry debate.

Gary W. Craig  
Former ASTD board member  
Senior Consultant, Vector Group  
Denver, Colorado

## Valuable contribution

I recall how thrilled I was to have my first article published in *Training and Development Journal* in August 1975 when the editor was Mike Cook.



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I also remember how thrilled I was to have my most recent article published in T+D in February 2004 when Haidee Allerton was editor. Pat Galagan has been an extraordinary shepherd over a major part of this awesome journey.

Watching the magazine grow, improve, and influence the profession during the more than 35 years that I have been an ASTD member—many of those years as an editorial advisor—has been truly amazing.

Congratulations on 60 valuable years of contribution to our profession!

Chip R. Bell  
The Chip Bell Group  
Gun Barrel, Texas

I started a monthly habit of reading T+D magazine when I first joined the organization more than 20 years ago. Seeing T+D in my mailbox each month is like having an old friend drop by for a professional discussion.

It's nice to see a friend who's willing to admit their age to the entire world. Happy 60th T+D!

Karen M. Nowosad  
Director, The Gardner Associates  
Wayne, New Jersey

## Blast for the past

As you may know, my articles in four 1959 issues of the *Training and Development Journal* made me famous. Since then, my “four levels” have become the basic approach to training evaluation worldwide.

In November 1959, I was asked to write about my 1954 PhD dissertation on evaluating a human relations training program for supervisors. Readers throughout the United States and the world began to call my research “Kirkpatrick’s Evaluation Model” or the “Four Levels.”

My book, *Evaluating Training Programs* was first published in 1993. It has since been translated into Chinese, Polish, Spanish, and Turkish, and the third edition has just been published.

Donald L. Kirkpatrick  
Past President of ASTD  
Professor Emeritus,  
The University of Wisconsin

## Dear friend

As a consultant to the workplace learning and performance field, I feel obligated to stay on top of the latest trends, methods, and products in the industry. Having knowledge of what will deliver the best results for the dollar helps me provide better service to my clients.

Reading T+D every month gives me that knowledge. The articles span a variety of topics that keep me abreast of the changes taking place in the field.