

Word Wars

What is the difference between "multiple" and "several"? It seems to me that a lot of people say "multiple" when they mean "several." I'm looking at the March 1987 "Issues" department where Mary Jo Elenburg of Professionally Write mentions "multiple readers." I see this usage all the time. I know the difference between several vitamins and multiple vitamins, and between several births and multiple births. But what are multiple readers?

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[According to Webster's Ninth New Collegiate Dictionary your definition of the word multiple is correct: "consisting of, including, or involving more than one" (as in multiple births). But the definition continues: "many, manifold" (as in multiple achievements). —PLF]

Perfect Timing

Lynda McDermott's article, "Keeping the Winning Edge," (July 1987) is timely. I've been searching the literature for supportive documentation for a presentation on office management. Since my thrust is on building a lean and mean team utilizing hourly paid yuppies, Ms. McDermott's article is perfect. She has put together the elements that describe much of our Center's strategy. Some elements she named for me; in other areas she gave me new direction for developing broader visions.

Since my goal for the Center is financial success and continual staff development, Ms. McDermott's strategies will be immediately applied. Thanks.

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Disillusioned, Depressed, and Disgusted

Does anyone out there have a real job?! I just finished scanning the July 1987 issue and am becoming suspect. I have long feared that the makeup of ASTD had become distinctly oriented toward those in the consulting profession. Just look through the ASTD Membership Directory—it seems every other entry is for Jim (or Jane) Doe, Doe and Associates. I won't even discuss presenters at the ASTD National Conference.

Not that I have it in for consultants. Instead I have it in for the trench professionals working day to day in training who don't have the time to write the articles I'd like to read. It really is a sad state of affairs. Take the July 1987 issue (please). There were eleven feature articles. Of that number, every single one was either authored or coauthored by a consultant. Two were authored by professors, one by a *Journal* editor, four were coauthored by consultants, and four were authored exclusively by consultants.

I joined ASTD over eight years ago to exchange ideas with colleagues in the training profession who had similar experiences. That's not what I've found, however. In two ASTD chapters the membership has changed dramatically to a point where over half the membership spends time trying to sell me something or "network" for a job. Cut me a break! Most of the senior members of our chapter no longer attend meetings because of this phenomenon and instead have their own clandestine meetings on the side.

Please don't misunderstand. I am not necessarily criticizing the quality of *Journal* articles, nor the ideas they present. I just want to hear from someone who is older than 25 and who works full time in training for an organization whose business is not consulting on training.

Perhaps I ask too much. Those of us in such a state don't have the time to pen anything longer than a letter to the editor.

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[Note that by our count, four articles in the July Journal were coauthored by internal practitioners. Our mailbox is always open to training professionals who train. We hope to publish more quality articles from internal practitioners such as Nancy Kuhn's "Merging High Touch with High Tech" (June 1987), Witham and Glover's "Recapturing Commitment" (April 1987), and Rick Behring's "A Caravan of One: Looking Beyond the Desert" (March 1987) —PLF]

Tell Us What You Think

The issue of corporate trainer certification has provoked many hot debates. Should trainers or HRD practitioners be required to demonstrate their mastery of a certain body of knowledge and a certain set of skills? Many feel that certification will enhance trainers' professional image. Others, however, believe it is utterly useless or will only lead to restriction of services. Still others maintain that although it's a good idea, it would be too difficult to put into practice.

We'd like to hear your opinions. Send your viewpoints to "Issues," *Training & Development Journal*, 1630 Duke St., Box 1443, Alexandria, VA 22313.

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