



Rebuild the People, too

EVERY DAY in the office I walk several times past a certain poster on the wall. Its message is the mission of ASTD. *Through exceptional learning and performance we create a world that works better.* Nice words, but I will admit they seemed somewhat abstract until recently.

An interview on National Public Radio with Michael Olivier, the secretary of economic development for the state of Louisiana, brought those words into sharp focus for me. Olivier noted that a newly skilled workforce will be required for a new New Orleans. "We want our people back," he told the interviewer. "We want them to have an opportunity to have quality jobs. We are going to put a great deal of time and effort and money into training. We are going to need a significant workforce to come back and to build anew."

Anyone who ever wandered away from the French Quarter or the Garden District in the Big Easy brushed up against the poverty that engulfed portions of New Orleans prior to the Katrina catastrophe. Dozens of rebuilding plans and visions of a renewed city aim to erase, or at least mitigate, those pockets of poverty. Almost all of those plans talk of jobs. And to fill those jobs, in many cases, a differently skilled workforce will be necessary.

A world that works better. In New Orleans that new workforce—with new skills—is going to be every bit as vital as repaired levees and electricity. If the powers that be—federal, state, private, and non-governmental organizations—don't commit themselves to rebuilding the human capital as well, then what is the point? If those groups are capable enough to scrape away the battered infrastructure in New Orleans, and across the devastated Gulf Coast, and build new shiny neighborhoods that enable new businesses, let's hope they are also bright enough to know that the knowledge infrastructure has to be rebuilt as well. You know that of course, being in the business, but don't take it for granted that others do. Now is the time to remind folks that learning makes the world work better.

Rex Davenport
Editor
rdavenport@astd.org



CONTACT US

RESPONSES sent to Mailbox are considered available for publication and may be edited for length and clarity.

Please send comments to

Email: mailbox@astd.org. Provide your name, organization, and location. Your email address will be published unless you request otherwise.

Mail: *T+D*, 1640 King Street, Box 1443, Alexandria, VA 22313-2043

Fax: 703.683.9591

Website: tdmagazine.astd.org

Author Guidelines:

Go to tdmagazine.astd.org.

Submissions:

Send to submissions@astd.org.

For made-to-order or electronic reprints:

Call The Reprint Outsource, 717.394.7350 (bulk) or to purchase single copies online, go to the ASTD Online Store at store.astd.org.

For permission to photocopy:

Copyright Clearance Center, 978.750.8400, www.copyright.com.

Request back issues:

ASTD's Customer Care Center, 800.NAT.ASTD.

Questions about your subscription?

Contact 800.NAT.ASTD or subscriberservice@astd.org.

Do you want to advertise in *T+D*?

Contact Eric Brandt, sales specialist: 703.683.8175 or ebrandt@astd.org.



ASTD
1640 King Street, Box 1443,
Alexandria, VA 22313-2043

Vice President
Content
Patricia A. Galagan
pgalagan@astd.org

Editor
Rex Davenport
rdavenport@astd.org

Managing Editor
Paula Ketter
pketter@astd.org

Associate Editors
News
Eva Kaplan-Leiserson
ekaplan@astd.org

Books
Josephine Rossi
jrossi@astd.org

Contributing Editors
Tora Estep
Tish Few

Art Director
Elizabeth Z. Jones

Publications Assistant
Clover Soares
csoares@astd.org

Circulation Manager
Marnee Beck
mbeck@astd.org

Manager
Supplier Sales & South/Midwest/
West/Canada/Asia/Pacific
Richa Batra, 703.683.8127
rbatra@astd.org

Northeast/Europe/Middle East
Account Executive
Mark Stout, 703.683.8142
mstout@astd.org

For ad specifications, contact
Eric Brandt, 703.683.8175
ebrandt@astd.org

Customer Service/Subscriptions
703.683.8100
www.astd.org

PRINTED IN THE
UNITED STATES OF AMERICA

©2005, ASTD Inc. All rights reserved. Opinions expressed by contributors are not necessarily those of the Society. The appearance in *T+D* of advertisements and product or service information does not constitute endorsement by the Society. The publisher has not investigated the claims made by any advertiser; product information is based solely on material received from suppliers. Send editorial communications to the editor. Send inquiries concerning subscriptions and membership to the Customer Care Center. Printed by Cadmus Specialty Publications, 2901 Byrdhill Road, Richmond, VA 23228-5867.