

**2013 SOS Submission: Central Florida ASTD
CFC-ASTD Members GONE W.I.L.D Retreat
(Weekend Inspiring Learning & Development)**



Submission Date: February 25, 2013
Chapter Name: Central Florida
Chapter ID: 9133
Chapter Location: Orlando, FL
Chapter Membership Size: 200

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Chapter Title: Central Florida ASTD
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Description of Effort:

The CFC-ASTD chapter held its first annual member retreat on October 5-6, 2012. Twenty members from our chapter participated in the Members Gone W.I.L.D. weekend. A member of our Board shared the idea with us from her experience in the Arkansas ASTD Chapter. We wanted to offer an opportunity to build deeper relationships within the Chapter and to share knowledge. We selected a retreat center/facility about 1 ½ hour drive away from Orlando. Earlier in the year, we surveyed the membership to capture interest level and commitment to give up a weekend for learning and networking. Interest was quite high and the majority voted for a Friday night through Saturday afternoon. The purpose of this retreat was to enhance and extend opportunities for collaboration, building partnerships, and for personal and professional development. The weekend offered extensive networking, hands-on learning, sharing best practices and opportunities for lots of fun, learning and laughing out loud. Members completed an 'Adventure Guide' during the weekend capturing key information about their peers. We designed the guide to encourage deeper relationship building while capturing basic contact information.

Need Addressed:

This event supported our need to increase member engagement and provide opportunities for members to network, share their knowledge, expertise, and best practices. More importantly, the facilitators for the learning sessions were members which provided each an opportunity for professional growth and exposure.

Does this effort align with your chapter mission?

Yes, this event supported our mission to Inform, Inspire, and Involve.

Does this effort align with ASTD's mission?

Yes, this event supported ASTD's mission: Empower professionals to develop knowledge & skills successfully.

Target Audience:

We targeted learning professionals and students including Chapter members and non-members too. We offered a combo rate that included a chapter membership to encourage any non-members who wanted to participate in the retreat. Increasing membership was a secondary goal.

Costs/Resource Use: *(Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)*

We recruited volunteers at chapter meetings and formed a committee of about 9 members. No budget was set aside for this event. All expenses would be covered from the revenue collected. Selected member facilitators donated their time and knowledge and invested in the event rate as well. All facilitators were

gifted a free membership year as a token gift for participating. The free year was extended to their renewal date.

How did you implement? *(Please give a brief description.)*

The President Elect of 2012 led this project/event. Committee tasks were divided to ensure a smooth set up and implementation. We had the following sub-committees:

- Logistics Team – to identify, select, and secure the facility
- Retreat Agenda – to plan the learning sessions
- Facilitator Selection – Proposals to facilitate were submitted. Past President, President, and President Elect reviewed and approved facilitators for the sessions.

With the help of the VP of Marketing and Director of Social Media, we continued to promote the event online, at live events, and via email blasts.

What were the Outcomes? *(Include financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

- Attendance – We had 20 attendees who stayed overnight on the premises and 2 attendees who came just for one day. Two individuals registered for the combo rate which included a discounted annual membership rate.
- Financial – Registration rates varied between single or double occupancy, early or late registration, and a combo rate that included a membership for anyone not an active member. Prices ranged from \$99 to \$199. Total revenue collected was \$2480 less variable costs of \$1604 provided an \$876 profit.
- Satisfaction Levels – Qualitative feedback was great. Members enjoyed the networking, the best practice sharing, and more importantly the relationship-building particularly using the Adventure Journal Guide. Quantitative level was a 4.4 out of a 5.0 scale.

Lessons Learned: *(Hints and tips for other Chapters who may be considering a similar effort)*

- While we respected our members' wishes to only offer a one-night stay, we really needed the full weekend to allow more time for the networking and relationship-building.
- We need to upgrade the facility. We wanted to be very mindful of cost and therefore selected a facility that was very nice but the room accommodation left a lot to be desired. Members indicated they were willing to pay more for the retreat in exchange for more comfortable accommodations.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:

- The 2012 President leveraged a tool suggested by our ASTD National Advisor that allowed us to manage expenses. This Excel spreadsheet developed by the Kansas City ASTD Chapter made it very easy to plan for and project our income and expense for the event.

Please email completed forms to SOS@astd.org along with any supporting documents.



Central Florida ASTD Members went W.I.L.D. on October 5 and 6, 2012! It was a great weekend inspiring learning and development. Special thanks and appreciation goes out to all the board and committee members who helped plan and create this first-ever event. The facilitators were awesome and the Life Enrichment Center staff was amazing and supportive too. **So what did we do?**

On Friday night, we opened the evening with J. Lenora Bresler who made us laugh so hard with her hilarious humor, delighted us with her charm, and shared her knowledge of asking the right questions to build great relationships in every area of your life. Then, we proceeded to embark on the networking journey using the Adventure Journals. This networking exercise was extremely unique in that it helped us get to a deeper level of conversation beyond the “what do you do?” We focused on how we can support each other in reaching our goals. We all LOVED this experience so much that we wanted MORE time to spend with one another. On Friday evening, a small group of us continued the networking party at a local bar and restaurant. We had a blast just laughing, sharing, drinking and eating....ah....the simple pleasures of life are best when shared with friends and members.



On Saturday, we started the day with a great breakfast in the Center cafeteria and continued with a full day of more laughing, learning, dancing (okay that was mostly me...I can't help it), sharing, and networking. We had a variety of learning sessions and topics that included E-learning, Leadership, Learner Engagement Strategies, Social Media, and Learning Transfer Strategies. I can attest to walking away from this experience with not only one but several tips and techniques that I can apply with my clients immediately and I'm confident others have too. In fact, asking great questions is where I began right after the session. Talk about increasing learning transfer.

Kudos to all our facilitators: Barry Nadler, Bob Lucas, Bobbie Smith, Carole Borne, Dr. Steve Yacovelli, J. Lenora Bresler, and Matt Hallett who is the winner of a seat at the E-Learning Certificate Workshop to be held in Orlando on November 15 and 16.



Will we do this again? Based on initial feedback, YES, YES, and YES! And we'll probably plan for it to be longer, bigger, and even better with lots more time for networking (we can never get enough), teambuilding, learning, and amazing accommodations. Are you up for the challenge to lead us toward that mission? Just let me know! Here's to a shared passion for learning and development! Anita, the Passionista, Torres!

CFC-ASTD MEMBERS GONE W.I.L.D. RETREAT!

Gone Practice
Games
Best Retreat
Members
Teambuilding
Networking
Sharing
CFC-ASTD
Laughter
Professional Fun
Wild Friendship
Development

- ✓ Need a break from your regular learning routine?
- ✓ Are you ready for some fun, games and richer learning experiences?
- ✓ Interested in expanding your Personal Learning Network, making new friends, and sharing best practices?

YES!!!! Get ready to go on a *W.I.L.D. Journey* with us!

(Okay, not that kind of WILD).

Join us for a *Weekend Inspiring Learning and Development (W.I.L.D.)* with your fellow CFC-ASTD colleagues and members. The purpose of this retreat is to enhance and extend opportunities for collaboration, building partnerships, and for personal and professional development. The weekend offers extensive networking, hands-on learning, sharing best practices and opportunities for lots of fun, learning and laughing out loud. **Watch for more details as we continue our plans to show you an awesome *W.I.L.D.* time!**

When: Friday, October 5th starting at 5:30 pm and Saturday, October 6th ending at 5 pm

Where: The Life Enrichment Center, 4991 Picciola Road, Fruitland Park, FL 34731

For Active Members, investment includes lodging, meals, and materials:

- ✓ Early Registration - Sharing Double w/ Meals - \$99 per person
- ✓ Late Registration – Sharing Double w/Meals - \$119 per person
- ✓ Early Registration - Single Room w/ Meals - \$129 per person
- ✓ Late Registration - Single Room w/Meals - \$149 per person

Early Registration ends on August 31st. Late Registration ends on September 19th, 2012.

COMBO SPECIAL for Non-Members: If you would like to attend the retreat and are not a member of the CFC-ASTD Chapter, we are offering a combo rate special! Become a member for just \$50! That's a \$15 discount on the normal yearly membership rate of \$65. What a great deal! This special offer, plus your registration fee, will allow you to join the chapter at a discount AND be eligible to attend the retreat.

Please note: To ensure proper planning and preparation, REGISTRATION for this event will be CLOSED by 5 pm on Wednesday, September 19th! REGISTER TODAY at www.cfc-astd.org

CFC-ASTD Members Gone *WILD* Conference Agenda

October 5 – 6, 2012 – at [The Life Enrichment Center](#), Fruitland Park, FL

Day	Time	Topic	Presenter
Day 1 – Friday, October 5, 2012 5:00 – 9:00 PM	5:00 – 5:30 PM	Registration and Networking	Adventure Journal Committee to assist
	5:30 – 6:15 PM	Dinner (Cafeteria)	
	6:15 – 6:30 PM	Walk to Meeting Room	
	6:30 – 7:00 PM	Welcome & Opening Introductions <ul style="list-style-type: none"> Keynote Address Information about WILD Adventure Journal 	President, President Elect, Adventure Journal Committee
	7:00 – 8:00 PM	Session 1 – Human Resources <ul style="list-style-type: none"> Instant Insight: 15 Questions to Great Relationships 	J. Lenora Bresler, J.D., SPHR, ASC
	8:00 – 8:10 PM	Walk to Meeting Room	
	8:10 – 9:00 PM+	Session 2 – Personal Learning Networks <ul style="list-style-type: none"> Saturday Schedule/Checkout Reminder Networking Strategies Adventure Journal Networking Exercise 	Brian Kingsbury Adventure Journal Committee
Day 2 – Saturday, October 6, 2012 7:30 AM – 4:15 PM	7:30 – 8:15 AM	Breakfast (Cafeteria)	
	8:15 – 8:45 AM	Checkout must occur prior to 10AM	
	8:45 – 9:00 AM	Walk to Meeting Room	
		Session 3 (Concurrent Tracks)	
	9:00 – 10:00 AM	E-Learning: How to Effectively Evaluate e-Learning: The Story of Pearl White and the Seven Dorks	Dr. Steve R. Yacovelli
		Leadership: The Human Side of Change	Carole Borne
	10:00 – 11:00 AM	E-Learning: Introduction to Captivate 6.0	Barry Nadler
		Leadership: “Stuck Truck” – An Exercise in Learning	Bobbie Smith
	11:00 – 12:00 PM	Session 4 – Facilitation <ul style="list-style-type: none"> What Works – and Doesn’t – in Edutainment 	J. Lenora Bresler, J.D., SPHR, ASC
	12:00 – 12:45 PM	Lunch	
	12:45 – 1:00 PM	Break	
	1:00 – 2:00 PM	Session 5 – Learner Engagement Strategies (Outdoors weather permitting)	Chapter Board Members
		Session 6 – Social Media and Facilitation	
	2:00 – 3:00 PM	Social Media – Using Social Media – Inexpensive Ways to Connect with Your Learners	Barry Nadler
3:00 – 4:00 PM	Facilitation: Facilitation Skills that Increase Learning Transfer	Matt Hallett	
4:00 – 4:15 PM	Closing – Outdoors (weather permitting) <ul style="list-style-type: none"> Closing Address: Personal Action Plans and Evaluation Adventure Journal Verification & Drawing 	President-Elect Adventure Journal Committee	

[Register today!](#) Late Registration extended till September 24, 2012 at 5 pm.



WILD
RETREAT

**Weekend Inspiring
Learning & Development**

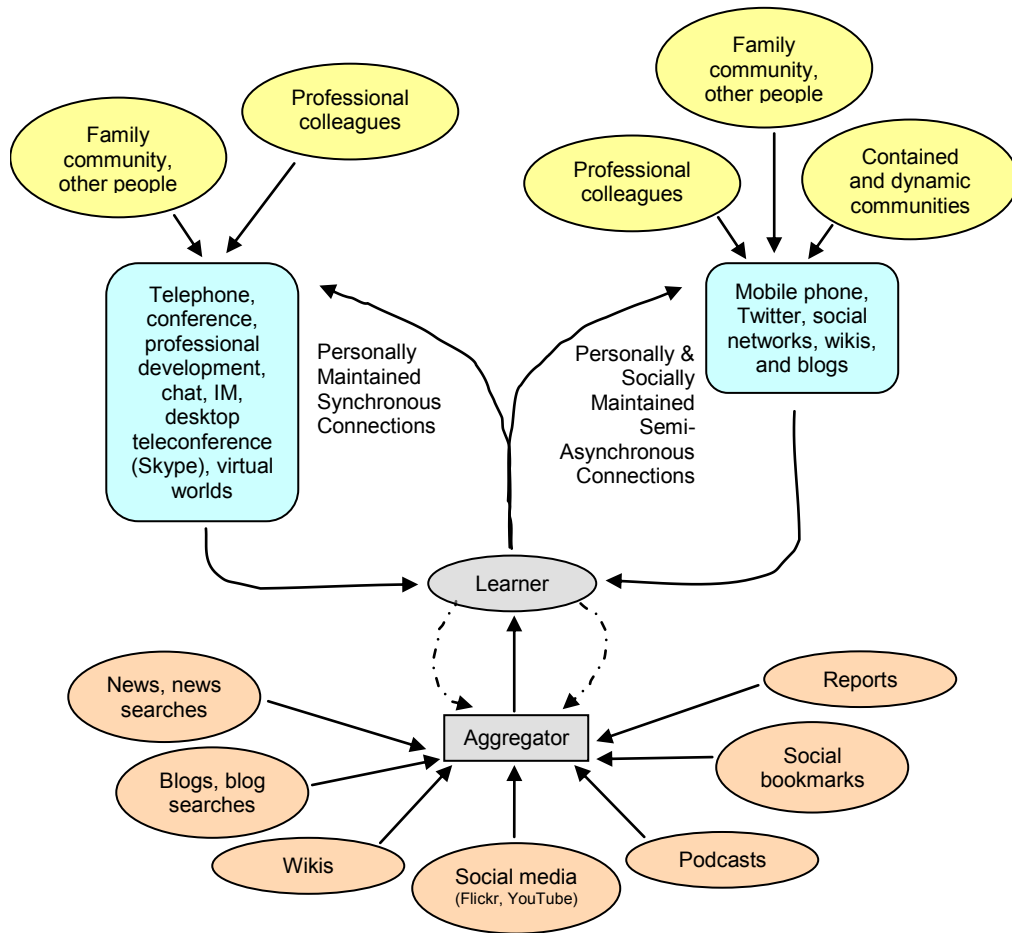


**THIS ADVENTURE JOURNAL
BELONGS TO:**

**OCT
2012**

PERSONAL LEARNING NETWORK

"Grow Your Personal Learning Network" by David Warlick



PLN Tips:

1. Limit number of blog subscriptions.
2. Organize subscriptions by topic or job function.
3. Organize folders in aggregator based on reading frequency.
4. Give yourself permission to switch off your PLN once in a while.
5. Scan through blogs!
6. Allow aggregator to grow temporary limbs to fulfill a short term need.
7. Realize that your network is much larger than it seems.
8. Invest some time but don't allow it to take up all your time. Take 15 minutes a day to learn something new.
9. Use Google Blog Search tool - avoid subscribing to redundant blogs. Subscribe to the blog search RSS feed instead of individual sites.
10. Find good "filter" bloggers like SEGA Tech or S. Downes' OLDaily.

RAFFLE GUIDELINES

1. Use your Adventure Guide throughout the WILD event to capture information and begin to build your own PLN: Personal Learning Network.
2. Complete at least 12 Adventure Partner pages before the end of this WILD event.
3. Bring your Adventure Guide to the closing session for verification.
4. Make sure your verification member removes the attached raffle ticket and deposits it into the raffle.

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ADVENTURE PARTNER



Name:
Job Title:
Organization:
Phone Number:
E-mail Address:

ADVENTURE LOG

What do you consider your areas of expertise?

How do you like to spend your freetime?

What would you like to learn to expand your career or lifestyle?

How can I support you in achieving these/your goals?

ACTION PLAN



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