

Editor-in-Chief  
**Patricia A. Galagan**  
pgalagan@astd.org

Editor  
**Haidee E. Allerton**  
hallerton@astd.org

Senior Editor  
**Jennifer J. Salopek**  
jsalopek@astd.org

Web Editor  
**Ryann K. Ellis**  
rellis@astd.org

Associate Editor  
**Eva Kaplan-Leiserson**  
ekaplan@astd.org

Associate Editor  
**Deborah A. F. Koehle**  
dkoehle@astd.org

Contributing Editor  
**Donna J. Abernathy**  
dabernathy@astd.org

Periodicals Coordinator  
**Valerie Small**  
vsmall@astd.org

Art Director  
**Elizabeth Z. Jones**

Production Manager, Creative Services  
**Ron Seal**

Circulation Director  
**Cat Russo**

Director of Sales  
**Karen Broughton**, 703.683.8124  
kbroughton@astd.org

Advertising Coordinator  
**Christopher Palazzo**, 703.683.8175  
cpalazio@astd.org

Northeast/International Representative  
**Mark Stout**, 703.683.8142  
mstout@astd.org

South/Midwest Representative  
**Bridgett Stoddard**, 703.683.8128  
bstoddard@astd.org

West/Canada Representative  
**Kevin Boyle**, 703.683.8127  
kboyle@astd.org

Customer Service/Subscriptions  
703.683.8100 (TDD 703.683.4323)  
www.astd.org

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## Not Just for Call Centers Anymore

When we think of customer service, we tend to conjure up call center agents and salespeople. And that image still holds true. But in these competitive times, as our lead articles demonstrate, customer service should also be part and parcel of every business, even a hospital. After all, most patients have a choice of where to get treatment, and their decisions can affect the bottom line. Judy Schueler's article tells how a Chicago hospital system applied Disney principles of service excellence to improve patient care, reduce employee turnover, and boost financial results.

Getting your frontline people to serve customers well so that they keep coming back takes training and more: A customer-oriented focus requires a thorough culture change and servant leadership—and some one-to-one marketing doesn't hurt, as Andrea Nierenberg's article illustrates.

This issue also continues two series: the one on free agent learners and the other on brain-based learning. Jennifer Martineau and Talula Cartwright describe the implications of the burgeoning FAL market on training suppliers. Ruth Weiss expounds on how the brain affects learning, with her article "Memory and Learning."

So, *please* turn the pages—and *thank you!*

*The Editors*