



Press Release  
June 17, 2010

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## **CNY BEST Awards**

The winners of the Third Annual **CNY BEST *Learning and Performance Awards*** were announced at the CNY ASTD (Central New York Chapter of the American Society for Training & Development's) CNY BEST Awards Ceremony on Thursday, June 10, 2010.

The CNY BEST *Learning and Performance Awards* recognize excellence in learning and performance practices in the CNY area. Organizations, Consultants and Individuals who linked learning to strategic growth were recognized as CNY's BEST in Learning and Performance.

Nominations for this year's CNY BEST Learning and Performance Awards represented a wide-range of organizations and individuals. Each nomination was evaluated by a panel of local and national judges for demonstrations of how their learning and performance programs linked to the strategic growth or success of the organization.

The CNY BEST *Learning and Performance* Consultant recognized for helping link clients' learning to the client's strategic growth or success was **Syracuse University School of Education Instructional Development & Design Department students Kevin Forgard, Ashley Poor and Leigh M. Tolley**. Kevin, Ashley and Leigh were

engaged to help SRC find a cost-effective and unique way to engage all employees as part of SRC's government contractor annual security training requirement. With their help, SRC reached out to its 800+ employees with a new spin on security awareness training - interactive training that simulates the workplace through the eyes of newly hired employees. Three security briefings were released that resulted in the quickest turnaround period of completion since SRC began tracking participation. SRC complimented the ability of these consultants to translate the client's narrative ideas into a comprehensive and engaging product that connected with the learners.

The keynote speaker for the CNY BEST event, Tony Bingham, President and CEO of National ASTD (American Society for Training & Development), talked about the top challenges of CEOs. A global survey of CEOs chose "excellence of execution" as their top challenge followed by "keeping consistent execution of strategy by top management." These executives are becoming increasingly aware of the crucial role that people, and learning and performance, play in growing their companies. Companies are aligning their training with the company's key strategies and metrics. Tony also addressed the power of informal learning and the social media connection for reaching, attracting and training talent. Learning is 10% formal and 70% informal, therefore, a modernization of our learning functions to incorporate web-based solutions for knowledge transfer is important for 21<sup>st</sup> century learning.

(photos attached):

- 'consultant src\_edited' – photo of Kevin Forgard, Ashley Poor and Leigh M. Tolley accepting their CNY BEST Consultant award. From L-R, Ashley Poor; Paul Liberatore, *Welch Allyn, Inc.* and CNY ASTD President; Leigh M. Tolley; Kevin Forgard; Tony Bingham, *ASTD*

### **Background of 2010 CNY BEST**

CNY ASTD received nominations representing a wide-range of organizations including: Aspen Dental Management, Inc., Greg Tearney's Karate, Time Warner Cable of Central New York, AmeriCU Credit Union, JOBSplus!, Loretto, Northside Collaboratory, Ridge Training, Inc., Syracuse University –Instructional, Development & Design Program, Liberty Resources, Inc., CNY Works, Emerald Training Consultants, New York State Weatherization Directors' Association

Judges evaluated the nominations for demonstrations of how their learning and performance programs linked to the strategic growth or success of the organization. The distinguished panel of judges represented local and national organizations included: Karen DeJarnette, Director, Workforce Development, Empire State Development Corporation; Peggy Dudarchik, Senior Vice President & Chief People Officer, Sensis Corporation; Kim Gailor-Layton, Manager of Training and Computer Services, New Horizons Computer Learning Center of Syracuse & Rochester, NY; Cathy Gaynor, Partner, Productivity Leadership Systems LLC; Darlene Goetzman, Partner, Global Learning; Carol Hill, Director of Workforce Solutions & Community Relations, CenterState Corporation for Economic Opportunity; Michael Irwin, Program Director, CNY Works; Gregg Lawson, Director H R Education and Development, Loretto; C. Paul Liberatore, Senior Manager of Sales Training, US & Canada, Welch Allyn, Inc.; Ellen Loughrin, Learning and Organization Development Manager, SRC; Denise McGraw, Sr Director of Learning and Development, Time Warner Cable of Central New York; Sherry Mossotti, Executive Director & CEO, Leadership Greater Syracuse; David Sokolowski, Managing Director of Training and Development, Aspen Dental Management, Inc.; James Sunser, Vice President of Continuing and Extended Learning, Onondaga Community College; Bob Zimel, Senior Manager, Talent Management and Development, The Children's Place; ASTD National Advisor to Chapters.

**CNY ASTD** (CNY Chapter of American Society for Training & Development) is the local association dedicated to learning and performance professionals. CNY ASTD's mission is to connect learning and performance professionals throughout the region and

contribute to the growth of the profession. Currently, CNY ASTD has over 150 members from various businesses.

CNY ASTD

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