

# Talent “Developments”

[BVATD.ORG](http://BVATD.ORG)

## TECHNOLOGY’S REALITY

### SPECIAL POINTS OF INTEREST:

- Technology’s Reality
- Seeking Volunteers
- Cinco de Mayo
- Knowledge IS Power

Augmented reality and virtual reality have different applications in training. Trainers should not include both in the same genre when considering technology options. Let’s look at how each reality enhancement works and examples of benefits they may provide to learning outcomes.

**Virtual reality (VR)** is an immersive environment, with the ability to enhance experiential outcomes or facilitate virtual collaboration. VR fosters gains in experiential knowledge, improving task proficiency, and assists in acquiring new abilities. VR is being used to train military teams and is effective with team reaction drills and mission rehearsals .

**Augmented reality (AR)** is a real-time, real-world enhancement that is usually accessed using a device’s camera.

When pointed at an object, it



can enhance what is seen by adding call-outs, pointing out notable details, or may even create a 3 dimensional object from a picture. A current application in Engineering is that users can view 3 dimensional buildings from a paper floor plan to coordinate multi-discipline input or to identify

weaknesses in a building’s layers. The military could benefit from this technology by improving the quality of instruction when teaching basic navigation and map reading. The terrain features of a map don’t necessarily jump out at new learners during the few training hours available to the instructor. Ultimately, real ability comes from using a map; but, GPS technology has led to less reliance on maps in the field environment.

The decision to incorporate technology into your training should be based off of anticipated ROI or the ability to achieve outcomes that may otherwise be difficult or time-consuming to obtain.

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## SEEKING VOLUNTEERS

An opportunity has emerged for a service project, working with students enrolled in Texas A&M University’s Education Administration and Human Resource Development Department. We have been asked for a diverse group of experienced HRD profession-

als to serve on a panel that will foster a better understanding of T&D—through a 2-way dialog—intended to help students better understand the working environment and challenges or opportunities. Your experience and wisdom would be valuable to those who may benefit from

interacting with seasoned course facilitators, instructional designers, instructional technologists, course developers, or leaders in the field of HRD. If interested please email Sam Lewis:

[bvatd\\_president@outlook.com](mailto:bvatd_president@outlook.com)

**JAMES BENHAM WILL PRESENT MAY 14TH  
EMERGING TECHNOLOGY**

Demonstrating great talent early on, James Benham began writing code at the age of 11 and by 14 had developed his first application. James is a former member of the Corps of Cadets at Texas A&M University where he graduated with a Master's degree. James founded [JBKnowledge, Inc.](#) in 2001 and serves on A&M faculty as a Lecturer in the Department of Construction Sci-

ence. In 2012, James was elected to City Council Place 6 of the City of College Station, Texas, where he currently serves as Chairman of the Research Valley Technology Council and is on the board of the Brazos Valley Wide Area Communications System. As CEO of JBKnowledge, Inc. James led his company to become a premier provider of technology solutions with clients across

North America, the Caribbean and the Middle East. JBKnowledge, Inc.'s work with Augmented Reality may—one day—be used to improve training content and user experience that cannot be achieved in the classroom alone or with screen based distance training programs. James' dynamic speaking style allows him to share his knowledge in a down-to-earth, engaging manner. [Register Here](#)



James Benham

Chapters receive \$50 ChIP credit for each Learning System sold through the ATD Store when purchasers

**CHAPTER INCENTIVE PROGRAM**

The **Chapter Incentive Program (ChIP)** is a revenue-sharing program that offers chapters an opportunity to earn additional revenue. Through ChIP, chapters can earn thousands of dollars from business they generate for ATD programs and services. Each chapter is assigned a ChIP code.

Every person that uses the source code when making an online purchase on the [ATD Store](#) will be contributing to your chapter's financial health, further enabling you to accomplish your chapter's mission. **BV-ATD's ChIP Code is: CH7207**

Our 2014 ChIP Revenues were **\$200.80**. Be sure to use our code for all your ATD purchases, even your employer's. It benefits us and adds no additional cost to the purchaser. Prior year revenue may be used to provide professional development grants for Members.

**APRILS FIELD TRIP WAS FUN!**

we rescheduled April's program on Cloud Computing and Security until August but continued with our tour of [BinarySpace](#) and JBKnowledge headquarters in Bryan, TX where we received an orientation by co-founder Ad-

am Steele to BCS Startup, Coworking in shared workspaces, and Makerspace. Building on the principles of business incubators, with more integrated resources and less business mentoring. A great opportunity for start-

ups who may not have the technology and space budget of an established company but with the same needs. If you are ever in downtown Bryan, TX be sure to stop and say hi. Start-ups should visit to hear about their offers.



BinarySpace is located at 110 N. Bryan in downtown Bryan, TX

IN THE SPOT LIGHT



Tom and Marlene Lewis

This month, our spotlight is on Marlene Lewis. Marlene is a full charge Bookkeeper and partner in Better Ledger Inc. She has accepted our Chapter as a client for the required annual financial review. Marlene hails from Eugene, Oregon and is a Vietnam era veteran of the U.S. Air Force, where she demonstrated great talent as an air traffic controller. After her service, Marlene performed the same job for the Federal Aviation Administration until August 3, 1981; when President Reagan ordered all striking air traf-

fic controllers back to work within 48 hours or risk termination. Marlene didn't go back, which began the journey of her becoming a bookkeeper—another role for which she possesses talent. Marlene and her husband Tom reside in Tehachapi, CA and will be visiting Brazos Valley to attend their grand-daughter's graduation from A&M Consolidated High School later this month. We are grateful for Marlene and the "special" pricing she has extended our Chapter for the required financial records review.

CELEBRATING CINCO DE MAYO



Cinco de Mayo—or the fifth of May—commemorates the Mexican army's 1862 victory over France at the Battle of Puebla during the Franco-Mexican War (1861-1867). A relatively minor holiday in Mexico, in the United States Cinco de Mayo has evolved into a celebration of Mexican culture and heritage, particularly in areas with large Mexican-American populations. Cinco de Mayo traditions include parades, mariachi music performances and street festivals in cities and towns across Mexico and the United States. In 1861 the liberal Mexican Benito Juárez (1806-1872) became president of a country in financial ruin, and he was forced to default on his debts to European governments. In response, France, Britain and Spain sent naval forces to Veracruz to demand reimbursement. Britain and Spain negotiated with Mexico and withdrew, but France, ruled by Napoleon III (1808-1873), decided to use the opportunity to carve a dependent empire out of Mexican territory. Late in 1861, a well-armed French fleet stormed Veracruz, landing a large French force and driving President Juárez and his government into

In the USA, Cinco de Mayo has evolved into a celebration of Mexican culture and heritage

retreat. Certain that success would come swiftly, 6,000 French troops under General Charles Latrille de Lorencez (1814-1892) set out to attack Puebla de Los Angeles, a small town in east-central Mexico. From his new headquarters in the north, Juárez rounded up a rag-tag force of 2,000 loyal men—many of them either indigenous Mexicans or of mixed ancestry—and sent them to Puebla. Led by Texas-born General Ignacio Zaragoza (1829-1862), the vastly outnumbered and poorly supplied Mexicans fortified the town and prepared for the French assault. On May 5, 1862, Lorencez drew his army, well provisioned and supported by heavy artillery, before the city of Puebla and led an assault from the north. The battle lasted from daybreak to early evening, and when the French finally retreated they had lost nearly 500 soldiers. Fewer than 100 Mexicans had been killed in the clash. Although not a major strategic win in the overall war against the French, Zaragoza's success at Puebla represented a great symbolic victory for the Mexican government and bolstered

the resistance movement. Six years later—thanks in part to military support and political pressure from the United States, which was finally in a position to aid its besieged neighbor after the end of the Civil War—France withdrew. The same year, Austrian Archduke Ferdinand Maximilian, who had been installed as emperor of Mexico by Napoleon in 1864, was captured and executed by Juárez's forces. Puebla de Los Angeles was renamed for General Zaragoza, who died of typhoid fever months after his historic triumph there.



Gen. Ignacio Zaragoza



**A C C E S S   T O   K N O W L E D G E   I S   P O W E R**

A Power Membership is a joint membership with your ATD chapter and our national ATD partner. There are 4 immediate benefits to being a member of both ATDs:

1. Access to ATD's premium content
2. Affordable self-development
3. Local and national networking
4. ChIP code use at sign-up gets 10% returned back to the chapter

Soon it will be possible to join ATD—at the reduced Power Member rate—through our chapter websites one stop sign-up. The cost of a national ATD membership is reduced when you are also a chapter member; the savings are phenomenal for students enrolled at least half time in an accredited college or university. The deeply reduced rate of \$75 (if also a chapter member) cannot be matched by any other self-development opportunity with ATD's content quality.

Young professionals, 30 years and younger, —as well as professionals up to 64—save \$30 off the national ATD membership with a final ATD cost of \$199 which gives them access to most of the premium content

ATD has to offer. Senior professionals 65 and over who are also chapter members can obtain an ATD membership for only \$90!

Under the Chapter Affiliation Requirements (CARE) agreement that we maintain with ATD we are required to have 35% of our Members in the power membership program. The Board of Directors are the only chapter Members required to be Power Members and we usually have no problems getting to 35%. By around 2018 we will be expected to have 50% of our Members with power memberships. The chapter board is in the process of developing a scholarship procedure to award power memberships to Members who apply. This will be funded from the profits we make on our programs. This will ensure we are able to meet the annual expectations for power memberships.

For more information on ATD memberships and Professional Plus memberships [download this ATD brochure](#).

Whether you have a professional development budget through your employer or are seeking an additional resource for your own self-development, please consider a power membership; it's a win-win-win situation.

Top 10 resources at ATD (ctrl+click):

1. [TD Magazine](#)
2. [Premium Content From Our Communities of Practice](#)
3. [ATD Events](#)
4. [ATD Video Library](#)
5. [Watch & Learn Webcasts](#)
6. [The State of the Industry Report](#)
7. [Career Navigator](#)
8. [ATD Social Media](#)
9. [E-Books](#)
10. [Buyer's Guide](#)