



Genuine + Professional + Integrity

APTS NEWS

Permit No. : MICA (P) 130/08/2006

A monthly publication by Association of Professional Trainers (Singapore) – October 2007 Issue

Next APTS Meeting on:

25th APTS Meeting - 29th November 2007 (Thursday)

@ Singapore Post Centre, GIG Education Centre,
10 Eunos Road 8, #B2-14,

Singapore 408600 (Next to NTUCFAIRPRICE)

starts at 7.00pm to 10.00pm

www.apts.com

29th November 2007 - ATTRACTION

PROFESSIONAL SPEAKER'S PROFILE

David Goldwich

GOLD STAR
Training & Consultancy

Reach for the stars!

“THE FUNDAMENTAL PRINCIPLES OF COMMUNICATION (THEY'RE NOT WHAT YOU THINK!)”

Mr. David Goldwich
Director, GOLD STAR

Website : www.reachforthestars.us
Email : david@reachforthestars.us
Telephone : (65) 6314-4280
Fax : (65) 6767-7310

David Goldwich is the Principal Consultant of Gold Star Training and Consultancy. Born and raised in Miami, Florida, USA, David has a BA degree in Political Science with a focus on Political Communication, Organization Theory, and Psychology. He has an MBA with a specialization in Business Management and Organization and also earned a JD degree. David practiced law in the United States for more than ten years, and is also trained as a mediator. He has experience managing a small business as well.

Recognizing that lawyers perpetuate rather than solve problems, David began lecturing and training in 1995. He has taught at the tertiary level in the USA and in Singapore, teaching in the areas of law, management, organizational behavior, communications skills, and critical and creative thinking.

David applies the “80/20 Rule” to training by identifying the few critical tools necessary for the greatest improvement and presenting them in a form that is simple to learn and simple to use. Using the psychology of learning and NLP principles in all of his material, he provides delegates with the visual, auditory, kinesthetic, and participatory experiences required for better, faster learning. David’s ability, sense of humor, and wealth of experience enable him to deliver breakthrough changes at all levels. He has trained delegates ranging from Directors to shop floor personnel.

David specializes in the areas of Communication and Presentation Skills, Influence and Persuasion, Negotiation, Conflict Resolution, and Assertiveness. He has written numerous articles on business and communications issues, as well as the book *Why Did the Chicken Cross the Road?: Lessons in Effective Communication*. David has delivered presentations to large and small audiences and hosted a television talk show. As a member of Toastmasters International, he has won multiple speech competitions.

David has trained at companies such as Allianz Insurance Management Asia Pacific, Siemens, Panalpina World Transport, American Express, Vietnam Power Telecom, OCBC Bank, Keppel Corp., 3Com, KBR, BP, Shell, Petronas, Deutsche Bank, and numerous government bodies. He has been living in Singapore since 1999.

PROFESSIONAL SPEAKER'S PROFILE

Tan Chor Hoong

Ms. Tan Chor Hoong

Website : www.tqmconsultancy.com
Email : ch@tqmconsultancy.com
Mobile : 9616-2220

“The 8 Habits of Quality People”

Chor Hoong graduated from the National University of Singapore, first, in Electrical & Electronics Engineering (Honours) and then later in 1987, with an MBA, majoring in Marketing.

Upon graduation, she joined well-known U.S. multinational Texas Instruments (TI) Singapore. TI Singapore was the first company to win the highly coveted Singapore Quality Award (SQA).

It was here in TI S'pore that Chor Hoong received intensive and extensive training in Quality Management, both locally as well as overseas. It was here that she became actively involved in training engineers and managers in Total Quality and 6-Sigma methodologies.

She was Total Quality Culture (TQC) Manager when she left to set up TQM Consultancy in 1990. TQM Consultancy being a natural and logical extension of her career at TI Singapore, Chor Hoong is now dedicating all her time to assist industry in their quest for Quality supremacy through the application of hard problem-solving skills and industrial Statistics as well as the even-more-important inculcation of soft Quality attitudes and mindsets.

Her U.S. training in the Malcolm Baldrige National Quality Award criteria positions her well to assist companies in their quest for the Singapore Quality Award!

Chor Hoong had also had substantial experience in Customer Relationship Management, travelling all over the world to work with customers being an integral part of her job, first as Q&R Engineering Manager and then as TQC Manager.

Chor Hoong's recent appointments by James Cook University (JCU), Queensland University of Technology (QUT) and Nottingham Trent University to deliver the Total Quality modules for their respective Master Degree Programs, are definitely endorsements and recognition of her expertise in the discipline.

Glad to share her extensive experience on the subject with industry, she has published her first book, *The 8 Habits of Quality People*, in 2004. Available at major book stores, the book is foreworded by the distinguished Dr Ahmad Megad, MP for Punggol - Pasir Ris GRC.

From her book, it is crystal clear what Chor Hoong stands for ... a Customer First mindset; thinking out-of-the-box; a tenacious pursuit of "impossibilities"; stronger, more impassioned corporate leadership and a burning passion for excellence ...



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TESTIMONIALS

“ I was grateful for the warmth and welcome I received from the members of APTS. They were friendly and genuinely eager to help the attendees connect with one another to find good networking leads and opportunities. I also enjoyed Dr. Asha's presentation about "Name Cards". It was witty, tongue-in-cheek and informative. I'm looking forward to hearing more of her wit and wisdom. The food was good too! “

Meus Kaveny
Business English & Communications Trainer

“ I attended my first APTS meeting last week. I found a diverse group of people sharing a common passion for training. They were eager to share their knowledge and experience, and they were very welcoming. The meeting was well-run and entertaining. I enjoyed the speakers and found their presentations interesting and informative. This is a supportive group of high-calibre professionals, and an ideal forum for networking. I look forward to the next meeting. “

David Goldwich
Director
GOLD STAR Training & Consultancy
www.reachforthestar.us

“ APTS is an excellent medium for Trainers to leverage on each other's expertise and learn to tap on an even greater market, reaching out to a larger sphere of target audience.

On top of that, I find the speakers well informed and 'leaders' in their own field. You not only add value to your guests, but also do you motivate other trainers to step up and rise to even greater levels in their training career.

Thumbs up to APTS! “

Ruben S. Potter
President/CEO
WINGSTAR COPORATION (SINGAPORE)
www.WingStar-Corp.com



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Photographs of 30 Oct 2007 – 24th APTS Meeting@ Singapore Post Centre

APTS Members & Guests Networking



Group Photos



Professional Guest Speaker, Heather Hansen



President award APTS Certificate to Heather Hansen



Trainer's Tips by Trainer, Isaac Koh



Trainer's Tips by Trainer, See Teck Meng





Professional Trainer's Article By Dr. Asha Karan



By Dr. Asha K. Karan
Public Relations Officer, APTS Exco

TITLE

WHAT DOES YOUR NAME CARD SAY ABOUT YOU?

About the author:

Dr. Asha Karan is a dental surgeon with her own clinic, Smile Makers Dental Clinic. She has a special interest in helping people present themselves effectively.

She is also a public speaker, giving talks on dental health and image makeovers to corporations and community groups.

For more information, go to

<http://www.smilemakers.com.sg/healthtalks.htm>

One of the first things that you design when you want to go into business for yourself is your business name, and name card. Think carefully about what you want your name card to say about you and how the card will say it.

Your Name

If your business is a one-man-operation, your name should be the most obvious item on your name card – because you are selling your personal services. The customer must buy You!

Of course, if you are seeking to establish a company, then your company name must be the most obvious, followed by your name.

A logo is not essential. A logo is meant to be a memory aide – to help your client remember your company name or the nature of your services. Based on that assumption, there are some who feel that the logo should never be bigger than the company name.

What You Do

The person who gets your card must know immediately what you do. Instead of simply stating your designation as, say, “Trainer”, it would be better to specify your area of expertise e.g. “soft skills training for the hospitality industry”.

If you have several products or services, consider listing it at the back of the card so that the front of the card will not be cluttered with too many details.

How to Contact You

These days, contact details get more numerous. No longer is it just a telephone number and address. Contact details now include company telephone, direct telephone numbers (DID), fax number, hand phone numbers, websites and E-mails. Beware that in including all this, the font size may get too small for easy reading!



Your Professional Image

The way you dress, speak and conduct yourself reflect on your professionalism. In the same way, when you present your name card as an introduction at a business meeting, your potential client will be making instant assessments about your professional experience and standing.

The “look and feel” of your card begins with the choice of paper, texture, colour combinations, font choice and layout of information. If it is thought that your handwriting tells your personality, then the design of your name card tells on your business.

Personally, I like to have photographs on the name card. Most people are visual in information processing so a photograph has more impact than a mass of print.

If you do choose to include a photograph, make sure that the photo is well taken and specific for this purpose. Your outfit, including hair, make-up and accessories and even the background props can build or mar your professional image

Your credentials

It is good to include your qualifications if they help to build credibility. It may not be necessary to include all your credentials if they are not directly relevant to your particular business or area of speciality.

If you have won some accolade or been given recognition relevant to your field – terrific! Putting that on your card can be very persuasive in getting a prospect to buy your service.

Catchphrase or Slogan

In our modern world of haste and sound bites, it has become fashionable to include a catchphrase on name cards. This works only if it is short -- ideally six words or less – and memorably captures the essence of your business or service. This can be quite difficult to do and unless it can be effectively done, it may be better to leave it out.

Understand that different people interpret colours and design differently so it is good to have people who share similar backgrounds or values as your prospective clients give you a critique of your name card.

A well-designed name card not only gives information, it builds your professional image and helps people to “buy” You!



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About

APTS



Message from Mark Chin, President,
Association of Professional Trainers (Singapore)

The **Association of Professional Trainers (Singapore)**, or the **APTS**, was established in May 2006 by a group of trainers in both the fields of soft-skills and hard-skills. This is a clear sign that the field of learning, and therefore training, is growing rapidly in Singapore.

Training is about helping others do better in areas they may already be familiar with. This is achieved by introducing new methods, establishing best practices, reinforcing standards, providing new insights and making the task itself more enjoyable.

The APTS aims to assist its members by sharing knowledge and techniques in the field of training in order that their trainees may benefit from higher and ever-improving standards. There are also other programmes that enable its members to reach out to the community at large by organizing training festivals that involve the entire body of APTS members.

The APTS aims to promote the message of “ **Genuine, Professional and Integrity practices in the art and science of Professional Training** “. The pedagogy of Training is an on-going process and the learning journey can never stop if Professional Training is to consistently and constantly scale new heights in Singapore.

The APTS therefore welcomes more Professional Trainers to join its ranks of people dedicated to the art of training their trainees through sharing and participation in its programmes and social interaction in the spirit of sharing and participation.

To all our APTS members who have joined us in the first wave, I congratulate their drive to achieve success and higher standards by committing and sharing their time, energy and expertise in their respective fields with other Professional Trainers in the APTS programmes.

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Yours sincerely

Mark Chin
APTS President



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About APTS



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Its objective is to help its members who are professional trainers, or who are aspiring to be professional trainers, achieve higher standards through its programmes that are dedicated to exposing them to a wide array of training practices from all disciplines.

The aim of these programmes is to enable its registered members and guests to network and gain insights into the skills, disciplines and creativity of fellow professionals in the field of training.

The APTS is governed by its members through the elected Executive Committee headed by its President and guided by its Constitution. An Annual General Meeting is held in accordance to the Constitution.

Membership in the APTS is by application on a prescribed registration form and the payment of the required fee and annual subscription. The APTS Executive Committee will decide on the acceptability of each application for membership and reserves the right to accept or reject any application for membership.



APTS Members Statistics

1. Total membership to date = 38 members
2. Attendance record registered to-date = 82 members including guests.
3. 20th APTS Meeting = 3 members signed up
4. 21st APTS Meeting = 2 members signed up
5. 22nd APTS Meeting = 1 member signed up

Membership Benefits

- ◆ Opportunity to learn new training skills and techniques
- ◆ **Trainer's networking and contacts for opportunity**
- ◆ **Training assignment opportunities**
- ◆ **Learn from well-known experts, gurus and entrepreneurs**
- ◆ Experts' recommendation on ideas and information
- ◆ **APTS Members can use the initial as "mAPTS" in their business card.**
- ◆ APTS member CERTIFICATE
- ◆ **Sharing of "Best Practices" on training & presentation deliveries**
- ◆ **Database of APTS member skills and core competencies**
- ◆ **Sales of training materials and books by members**
- ◆ **APTS Website promotion for qualified professional trainers**
- ◆ **APTS's Toastmaster Club member**
- ◆ **Fiesta event as Professional Sneaker**

APTS Meeting Agenda

- | | | |
|--|---|----------------------|
| ◆ Registration & Refreshment | - | 7.00 pm to 7.30 pm |
| ◆ President's Address | - | 7.30 pm to 7.45 pm |
| ◆ 1st Professional Speaker for the Night | - | 7.45 pm to 8.45 pm |
| ◆ Teabreak & Network Session | - | 8.45 pm to 9.00 pm |
| ◆ 2nd Professional Speaker for the Night | - | 9.00 pm to 10.00 pm |
| ◆ Members & Guests Networking Session | - | 10.00 pm to 10.15 pm |
| ◆ End | - | 10.15 pm |



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Association of Professionals Trainers (Singapore)

Registry of Societies # 2063/2006

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APTS EXECUTIVE COMMITTEE (Office Bearers - Term 2006/2008)

President	:	Mark Chin (email: markchinapts@yahoo.com.sg)
Vice President	:	John Teo (email: johnteo_sg@yahoo.com.sg)
Honorable Secretary	:	Danny Ker (email: danny.ker@psbcorp.com)
Asst. Honorable Secretary	:	Colin Foo (email: saytong@gmail.com)
Honorable Treasurer	:	Ong Kian Boon (email: ongkb@starhub.net.sg)
Membership Officer	:	Patrick Tan (email: patrick_sc_tan@yahoo.com.sg)
Professional Development Officer	:	Lok Kheng Fun (email: khengfun@gig.edu.sg)
Public Relationship Officer	:	Dr. Asha (email: smilemakers@pacific.net.sg)
Program Development Officer	:	Patrick Ang (email: patrick.ang@pacific.net.sg)
Program Development Officer	:	Vijaykumar (email: vjkumar410@yahoo.com)
Committee Members	:	
	•	James Chin (email: james861@singnet.com.sg)
	•	Calvin Yeo (email: netwkcyj@starhub.net.sg)
	•	Herman Yeo (email: yeokee@singnet.com.sg)

MEMBERSHIP INFORMATION

- Membership Fee:
 - Entrance** : **\$S\$50.00** (one-time charge only - payable upon registration) approval of membership within 2 weeks of election by EXCO)
 - Ordinary Member** : **\$S\$120.00 per annum** (annual subscription)
- Membership is open to:-
 - Persons who are working as Professional Trainers and those who aspire to be Professional Trainers in their normal course of work and who are so properly qualified. They shall be admitted as Ordinary Members upon approval of membership by APTS EXCO.**
 - For Membership registration, please write or call to Mr. Patrick Tan, Membership Officer at hp # 9683-3995 or email : patrick_sc_tan@yahoo.com.sg**
- Membership & Guest Payment:
 - For payment of membership fee, please to **Mr. Ong Kian Boon**, Treasurer at email: ongkb@starhub.net.sg
 - Non-member or those who have not decided to join APTS are also welcome to attend, but need to pay \$S\$15.00 for attendance and to cover costs on refreshment & facilities booking. Please make payment to Mr. Ong Kian Boon on the same day at the entrance when you attend.**