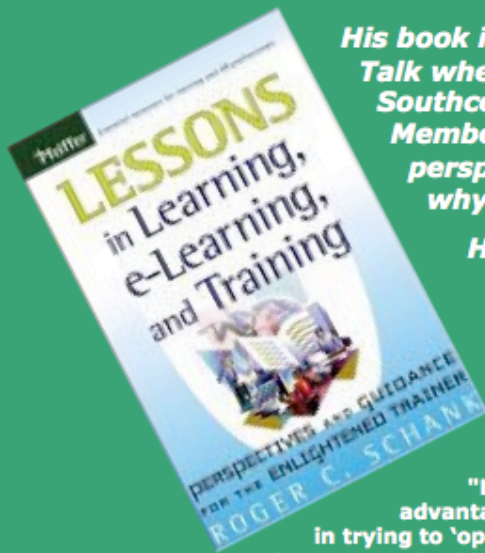


## ALASKA CHAPTER'S BOOK TALK SERIES

### ATTACHMENT 4

# Starting with a Clean Slate

Roger Schank is a strong advocate of meaningful learning activities and questions why our traditional educational systems continue to teach the same old courses again and again without examining what people really need to learn to know how to do.



**His book is the topic of ASTD's Book Talk when Sandi Sturm, ASTD Southcentral Alaska Chapter Board Member, will be discussing his perspective on what trainers do, why they do it, and how they do it.**

**Here's what some noted reviewers have to say:**

**"Stories are the jewels of learning and and Roger Schank is the prince of storytelling. This collection of training stories is a must read!"**  
- Elliott Masie, founder,  
e-Learning CONSORTIUM

**"Learning has become a strategic advantage in business over the last decade, but in trying to 'optimize' that advantage we've sterilized the process. In this book, Roger reminds us that teaching and learning can be fun and effective. It's like having a long personal conversation with Roger - fun, interesting, and illuminating."** - Tom Kelly, vice president, Cisco

**"Roger Schank is a genius; his ideas are insightful, and provocative. His latest book is a must read for those who want to stay at the leading edge."**

- Brandon Hall, lead researcher and CEO, Brandon-Hall.com

**6 - 8 p.m.**

**WEDNESDAY, JUNE 7**

**BARNES & NOBLE**

**200 East Northern Lights Blvd.**

*Sponsored by  
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For more information  
contact Mary Rydesky or Ladonna Lindley at 277-1440  
or link onto the ASTD website at: [astdalaska.org](http://astdalaska.org)