

**Meno Consulting Managing Partners Motivate  
the Trainer in Latest Issue of T + D Magazine**

Morgantown, W.Va., January 26, 2010 - Meno Consulting managing partners Dan Leidl and Joe Frontiera recently wrote an article for T+D Magazine, the official publication for the American Society for Training and Development (<http://www.astd.org>).

Entitled *Achieving the Impossible: Motivation Tips for Trainers*, Leidl and Frontiera focused on an often-overlooked aspect of training: how can trainers continue to stay motivated. “Keeping participants motivated often takes priority over keeping trainers motivated, but a trainer, or any instructor, has lost the battle before it’s been fought if he or she is not motivated to discuss the material and engage with participants,” says Leidl. The article can be found on the T+D website (<http://www.astd.org/TD/>), although an ASTD membership is required to log on.

ASTD (American Society for Training & Development) is the world’s largest association dedicated to workplace learning and performance professionals. ASTD’s members come from more than 100 countries and connect locally in more than 130 U.S. chapters and with more than 30 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

Meno Consulting represents a progressive approach to consulting services for corporate, non-profit, and athletic organizations, focusing on leadership and team development. The primary mission of Meno Consulting is to optimize individual and organizational performance through the promotion of effective teams and leaders.

For more information on Meno Consulting and its services, go to [www.menoconsulting.com](http://www.menoconsulting.com).