

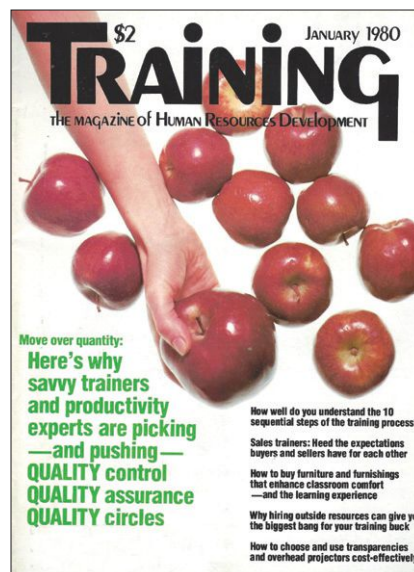
Training Is Golden

Looking back through the years as *Training* magazine celebrates its 50th anniversary. **BY LORRI FREIFELD**

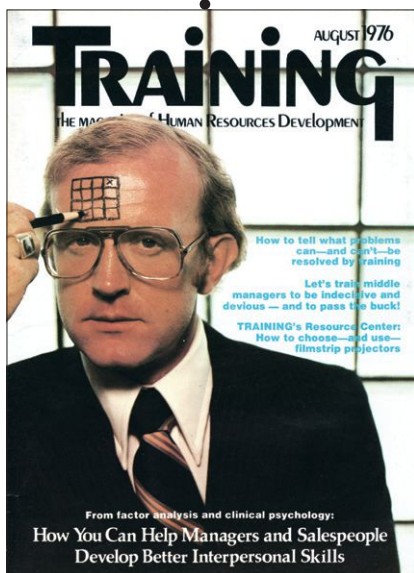
Lyndon B. Johnson was president. The Animals' "The House of the Rising Sun" and Roy Orbison's "Oh, Pretty Woman" topped the song charts, while Mary Poppins ruled the cinema. A gallon of milk cost \$1.06. People called on rotary phones. Magazines such as *Life* and *Look* cost 25 to 35 cents an issue.

It was fall 1964 as *Training* magazine debuted its inaugural September/October issue. Fast-forward 50 years, and the U.S. has its first African-American president in Barack Obama. Singers such as Miley Cyrus and Lady Gaga continue their eyebrow-raising antics. A gallon of milk costs nearly \$4. Millions of people communicate via smart phones. And a large majority of magazines have gone entirely digital.

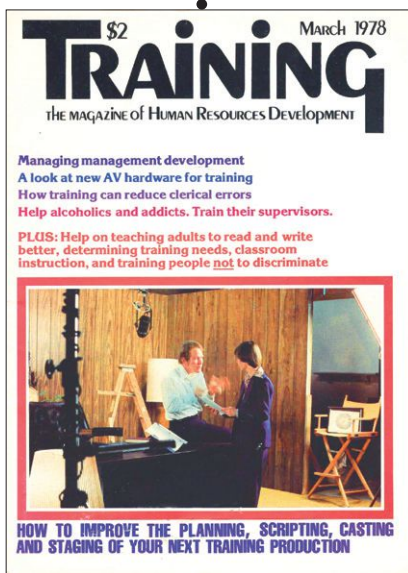
Much has changed over the last 50 years—both in the world and the training industry—and *Training* magazine has been there every step of the way. From classroom training to virtual training, simulations, online learning, social learning, and more, *Training* has detailed the solutions, case studies, and best practices Learning professionals need to succeed. As *Training* magazine celebrates its 50th anniversary, we thought you would enjoy a blast from the past with a retrospective of covers through the years. Here's to another 50 years of *Training*!



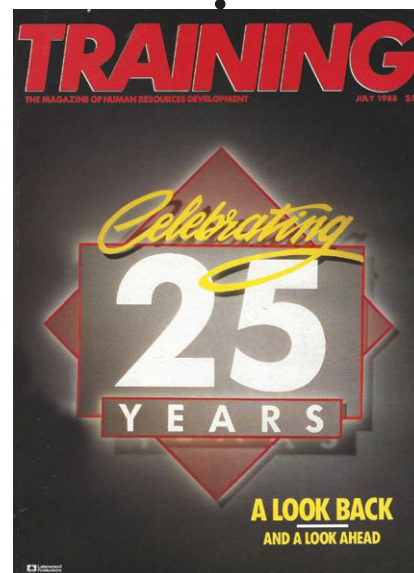
1964



1974

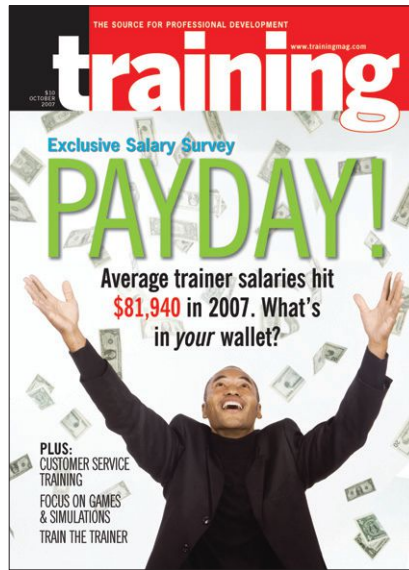


1984





1994



2004



2014

TRAINING TRIVIA

- What magazine did *Training's* first owner, Gellert Publishing, also publish?
 - PhotoMethods*
 - CLO*
 - Billboard*
 - Supermarket News*
- From what company did Lakewood Media Group purchase *Training* in 2010?
 - Advanstar Communications
 - Bill Communications
 - The Nielsen Company
 - VNU
- What has been *Training* magazine's most requested reprint over the years?
 - "The Care and Feeding of Trainers"
 - "Using Subject Matter Experts in Training"
 - "Constructing Tests that Work"
 - "30 Things We Know for Sure About Adult Learning"
- In what year was *Training's* first Industry Report published?
 - 1982
 - 1970
 - 1989
 - 2000
- What two animals did *Training* feature on its cover in 2008-2009?
 - Monkey and cat
 - Penguin and horse
 - Dog and parrot
 - Cow and rabbit
- What was the theme of the 2011 *Training* Top 125 Gala?
 - It's a Small World
 - Belles & Beaus
 - Anchors Aweigh
 - The Crystal Ball
- What kind of dogs does *Training* Editor-in-Chief Lorri Freifeld have?
 - Miniature collies
 - Malteses
 - Miniature dachshunds
 - Golden retrievers
- Who on the current *Training* team has been associated with the magazine the longest?
 - Julie Groshens
 - Phil Jones
 - Mike Murrell
 - Lorri Freifeld



ANSWERS:

- | | |
|------|------|
| 1. a | 4. a |
| 2. c | 5. b |
| 3. d | 6. d |
| 7. c | 8. b |