

# Emerald Coast Trainer

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*Chapter Information*  
Learn about ASTD Emerald Coast Chapter events, programs, and resources by visiting our web site.  
<http://www.astd-emeraldcoast.org>

### A Word from our President

Our first meeting of 2010, led by Tracy Tapp and Dr. Julie Ray, had us on our feet and facing the challenges of organizational change head-on with a great interactive exercise. I personally walked away with two very important items I will use in future “change management” situations – 7 times, 7 ways and SARA.



formance evaluation, the evaluator’s role, and keeping evaluations consistent. Remember, we are currently in our 2010 membership drive, and everyone who pays their membership on or before Feb. 9, 2010 will be in the drawing for a FREE national membership.

Last month’s winner was Joyce Szilvasy from CHELCO – Congratulations!

Best Regards,  
April Adams  
President

This month’s meeting will surely be just as interesting because one of our favorites, Dr. David Goetsch from NWF State College will be returning to provide Part II of last year’s presentation on Measuring and Evaluating Employee Performance. He will focus on effective per-

### Highlights from the January Meeting: The Dynamics of Organizational Change

Julie Ray, EdD & Tracey Tapp, MSOD, introduced the Five Secrets to Navigating Change Successfully as: 1. having a plan, 2. involving others, 3. communicate, communicate, communicate, 4. understanding the process people go through and the role of the change agent during each phase, and 5. ensur-

ing that the organizational structures, systems, and processes support the change. Attendees learned that using 7x7 is the way to make information stick: saying what you have to say 7 times in 7 different ways. Employees’ reaction to change was summarized by SARA: Shock, Anger, Resistance, and

Acceptance. Finally, everyone had fun with an activity in which attendees were assigned the role of change agent, strongly opposed to change, or uncommitted. Holding a rope, agents had to convince the others to form a rectangle. It was an effective example of the difficulty in change.

### February Meeting

Date:  
Tuesday, Feb. 9

Time:  
11:30 a.m.

Location:  
NWFL State College  
The Gallery-K building  
Niceville Campus  
(follow the ASTD signs)

Topic:  
Measuring & Evaluating  
Employee Performance

Speaker:  
Dr. David Goetsch

Cost:  
\$12 for Members  
\$17 for Guests  
(includes Lunch)

RSVP with Nita McLaney  
[Astd.ec.hospitality@gmail.com](mailto:Astd.ec.hospitality@gmail.com)



### CHAPTER INCENTIVE PROGRAM

The Chapter Incentive Program (ChIP) is a revenue-sharing program that offers chapters an opportunity to earn additional revenue. When making purchasing (including National membership) be sure to use our Chapter number. This will ensure we receive credit.

Our Chapter number is:  
9155