

# January 2011



## A word from our President:

### Stitch by Stitch

Thank you all for giving me the opportunity to lead the Emerald Coast Chapter of the American Society for Training and Development. This is an amazing chapter, and I look forward to serving this year. The 2011 ASTD Board has exciting ideas and new thoughts to bring to our chapter.

During the end of each year, I find myself looking back to see what I've accomplished and then look to see where I have areas for growth. Last year, I decided to learn how to knit, and I found myself noticing how each stitch by itself is small but when several rows come together, the stitches become a cloth. While thinking about our chapter, I viewed each of us as stitch. By ourselves, we may seem small. However, when we come together, our strength grows and creates something amazing.

We are in desperate need of committee members. We need your support. Our Board

members are amazing stitches by themselves, but they have the desire and vision to create something bigger. I invite you to invest in yourself and your chapter by serving on one of the following committees. Five committees need you:

**Membership Committee** helps the Vice President of Membership develop and recruit plans and programs to promote the chapter and increase membership.

**Programs Committee** coordinates and facilitates programs and events to meet the professional development needs identified by the membership. This committee works with the Vice President of Programs.

**Hospitality Committee** helps the Vice President of Hospitality to coordinate events and ensure that members and guests feel welcome at meetings and

events.

**Communications Committee** develops and implements programs to keep the members and community informed of the plans, programs, and achievements of the chapter and its membership.

**Recognition Committee** works with the Immediate Past President to develop and implement the Chapter's award and recognition program to ensure that members, volunteers, and area organizations who contribute to the success of the Chapter and industry are recognized for their contributions.

Please add your stitch to the chapter and help us build something great. I look forward to an exciting year.

Sincerely,  
Ruth Edwards

## *January Meeting*

Date:  
Tuesday, January 11th

Time:  
11:30 a.m.—lunch begins  
11:45 p.m.—business mtg.  
12:00 p.m.—speaker

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

Topic:  
The 3-8-5 to the Training  
Needs Assessment Dilemma

Speaker:  
Rhonda Hacker, Okaloosa  
County BCC

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

RSVP with Tracey Tapp  
Astd.ec.hospitality@gmail.com



## *Book Corner*

(if you have read a good training book lately, email [astd.ec.communications@gmail.com](mailto:astd.ec.communications@gmail.com) with the name and author for future newsletter publications)

*The Talent Masters*—Bill Conaty

*ASTD Infoline Collection*—ASTD National Publication

*The Resilient Organization*—Liisa Valikangas

*Successful Onboarding: A Strategy to Unlock Hidden Value Within Your Organization*—Mark A. Stein and Lilith Christiansen

*The Truth About Leadership: The No-Fads, Heart-of-the-Matter Facts You Need to Know*—James M. Kouzes and Barry Z. Posner

*Feeding Your Leadership Pipeline*—Daniel R. Tobin

### Chapter Information

Learn about ASTD Emerald Coast Chapter events, programs, and resources by visiting our web site.

<http://www.astd-emeraldcoast.org>



#### CHAPTER INCENTIVE PROGRAM

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

Our Chapter number is:  
9155

## Need help paying for employment programs?

It seems like everywhere you turn, businesses are asking employees to do more with less...and less...and less. When the opportunity to receive funding comes along, we want all of our members to have the opportunity to be on the receiving end of that funding.

The following article appeared in the December 28, 2010, issue of the *Daily News*. If you are interested, the Workforce Development Board of Okaloosa and Walton Counties can be reached at 850-651-2315.

### The local Workforce Development Board will offer several programs to help people find work

December 28, 2010 10:08 PM

Dusty Ricketts

Daily News

SHALIMAR — To help lower unemployment rates of nearly 9 percent, the Workforce Development Board of Okaloosa and Walton Counties has established several programs with help from nearly \$800,000 from Workforce Florida Inc.

“One of the big hurdles for people to go out and find employment is they just don’t know what’s out there and available to assist them,” said Mary Lou Reed, executive director of the Workforce Development Board.

The agency is offering:

- A program to train and employ people who lost their job because of the Deepwater Horizon oil spill. The Workforce Development Board has funding to retrain and assist up to 55 people affected by the spill. Reed said additional money is available from the state if there is more demand for the service.
- A reimbursement initiative to employers for the costs to train new employees. The board will reimburse employers up to 90 percent of a new employee’s wage for up to six months, depending on the size of the company and the complexity of the new job.
- A program to provide job training and employment services to parents who do not live with their children.
- The Non-Custodial Parents Initiative is designed to help the parents find jobs so they can pay child support.
- A program called the Re-Employment Training Initiative, which gives priority to people who have been unemployed for a year or more.
- An initiative to help people who are still employed. The Workforce Development Board has received a grant to offer training vouchers and testing and certification vouchers to help businesses increase the skills of their employees.

“We like for our businesses to get the best incentives and opportunities to compete,” Reed said.

“...they just don’t know what’s out there and available to assist them.”



## Notice, Never Interpret

I spend a good deal of time in the United Airlines Red Carpet Club. As a matter of fact, I'm writing this article in the Denver Red Carpet Club. As I look around at my fellow travelers, I like to imagine where they are on their journey. Some are waiting for the last leg home. Others are just beginning their journey away from home.

I'm sure you know what it's like. You overhear people on their cell phones negotiating contracts, talking to their kids, or discussing what they had for dinner. And then, there might be the occasion where you see someone in pain. Perhaps that middle-aged man just lost a loved one and he and his wife are headed to a funeral. Maybe that lady who looks pasty and exhausted had surgery last week and she's on her way home to an empty house.

Life, in all of its manifestations, is happening around us at an airport: a family is going to Disneyland; a daughter is flying off to college; a spiritual seeker is on a pilgrimage to India. Sometimes it's obvious and sometimes it's subtle. The only certainty is that everyone is at a different place on his or her journey.

I have no idea where someone is on his or her journey through life when I see them in an airport, nor do I have any idea where someone is on their path when they're sitting in my audience to hear my keynote.

This fact has been brought home to me many times as a speaker. One time, when I was speaking in Las Vegas to an audience comprised of members of all branches of the military, I noticed a man with what appeared to be a scowl on his face. He was dressed in his Navy whites and looked like he did 200 pushups every day before breakfast. After the speech, as he waited his turn to speak to me, he still had that serious look on his face. I thought he was angry with me for something I had said. Instead, he was kind and sincere as he shared with me how much my speech had meant to him. I had completely misinterpreted his facial expressions.

Another time, a woman in my audience appeared annoyed by my every word. She fussed and fidgeted all through my speech. She was a short woman wearing a very professional business suit. I thought she must be a manager or supervisor. When she finally approached, she thanked me profusely for helping her see what she needed to do to change her life. I had completely misinterpreted her body language.

I had interpreted her body language without any understanding of where she was on her journey. I had interpreted her body language to mean that I was doing or saying something wrong.

If you're a keynote speaker, this has probably happened to you. You work hard to develop a speech that inspires and

motivates, that informs and instructs. You rehearse and prepare with the best of intentions. Then you stand before the gathered crowd and deliver your presentation with every ounce of genius you can muster.

And smack dab in the middle of your speech, you see a face that distracts you. He looks bored. Another person is looking down in their lap and shaking their head side to side. You think to yourself, "That person disagrees with me". Someone else is checking his or her email. A man leaves the room. A woman looks at her watch. The meeting planner whispers in someone's ear.

It's easy to go "cuckoo" with all of this going on. It's easy to misinterpret what you see. And it's very easy to take it all personally. But in most cases, it has nothing to do with you and everything to do with them.

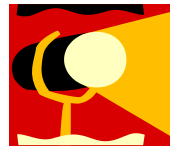
What my experience as a keynote speaker has taught me is this: **Notice, Never Interpret**. It's fine to notice what's going on in your audience, to be aware, to be present. It's dangerous, however, to interpret what you see in someone's face or body language. And it's even worse to assume that it has anything to do with what you are doing or saying.

In my experience, most of the time, what I think is going on with someone is only the surface story. To use a medical analogy: it's the symptom and not the cause. Without really knowing where someone is on their journey, their body language can be completely misleading.

Now, when I notice someone looking at their watch or looking bored, that's all I do. I notice it. I never interpret it. When I'm delivering a keynote, my job is to stay focused on my material and to deliver it at the highest level. And quite honestly, when I have exactly 60 minutes to deliver a brilliant speech that exceeds my customer's expectation, my job is too important to let myself get distracted or taken off course by misinterpreting an audience member. I have a job to do and every second counts.

So the next time you're delivering a speech or presentation and you notice someone who is fussing or fidgeting; or you see someone with a stern look on their face; **Notice, Never Interpret**. You may actually be that someone who, at just the right moment, steps in and says or does something that makes a profound difference in his or her life journey.

By Doug Stevenson, author of Doug Stevenson's Story Theater Method, and The How To Write and Deliver a Dynamite Speech System. Doug delivers keynotes, trainings and coaching. Learn more at [www.storytelling-in-business.com](http://www.storytelling-in-business.com) or call 1-719-573-6195. Copyright 2010, All Rights Reserved; Specific permission granted.



## And the spotlight is on...

### **Ruth Shambo, Human Resource Development Specialist, Choctawhatchee Electric Cooperative (CHELCO)**

Chapter Member since 2009  
National Member since 2010

#### **How do the chapter's programs/meetings help you in your job?**

Some programs provide new areas of interest that I can research further for my Cooperative.

#### **What is your favorite thing about coming to the meetings?**

I love coming to meetings and discovering things, ideas, etc. that I can take back with me to work.



#### **Anything interesting or exciting about yourself you want to share?**

I am currently serving as the Niceville Relay for Life's Education Chair Volunteer. If anyone is looking for volunteer opportunities that fits into their field, we are always looking for helping hands. Our Relay is April 15th and I am always trying to find more ways to get cancer information out the community. This is a great opportunity for trainers to volunteer their skills.

#### **Is there anything you would change to improve ASTD's meetings?**

I welcome change and encourage you to talk to our board members about change and then help create it. I wanted our chapter members to be more informed of the chapter's business. In January, we will be conducting mini business chapter meetings before our presentations. The business meetings will start at 11:45 and will provide a short briefing on board members' projects. Please come early in January and find out how we are working to improve your chapter.

## Coming in February....



**Guest Speaker:** Cory A. Godwin, Chief Deputy Tax Collector for Walton County  
**Topic:** Determining Your Organization's Destiny: Talent, Leadership, and Team Development

As leaders, we have a fundamental responsibility to succession planning in our organizations. This presentation will challenge traditional talent development and performance management practices and offer effective strategies to help you grow and develop future leaders, while creating a culture of teamwork and innovation.

Prior to his appointment to the Tax Collector's Office in 2005, Cory Godwin served as the Assistant Warden of the Walton Correctional Institution. He is a published author and has written many professional articles on the subject of gangs. He has been a presenter at numerous law enforcement seminars, conferences and community events. In addition to personal recognition, work teams under his supervision have received two Davis Productivity Awards and, in 2005, the Walton County Tax Collector's Office was recognized as the Workplace Excellence Award winner by the combined Okaloosa and Walton County Economic Development Councils. Cory is a Certified Public Manager through the Florida State University Center for Public Management and is a Certified Florida Collector Assistant.

By Millbower and Yager



A presenter frantically sets up, presents, and collapses in exhaustion after the session ends. These three stages of a presentation are normal and should be expected— *all presenters experience these steps*. Recognize that they are normal and that the key is to stay composed until the event is over.

### 2010 Board of Directors

Ruth Shambo	President
April Adams	Immediate Past President
Julie Ray	VP of Programs/President-Elect
Rhonda Hacker	VP of Communications
Charles Listak	VP of Finance
Tracey Tapp	VP of Hospitality
Michelle Schack	VP of Membership
Pam Walters	NWF State College Liaison