

THE EMERALD COAST TRAINER



The Newsletter of the EMERALD COAST CHAPTER

FEBRUARY 2005

Leigh Grantham
President

MOVING FORWARD WITH VISION

I'd like to thank those who participated in our 2005 Member Survey and/or the Strengths, Weaknesses, Opportunities and Threats (SWOT) Session at our January meeting. Congratulations to **Nancy Murphy**, who won the \$20 Applebee's Gift Certificate in our random survey participant drawing. The Board felt like the real winners in receiving all the helpful feedback from you.

A total of 17 surveys were completed. Some of the results included:

Number one reason for joining Emerald Coast ASTD:

The desire to improve training & development skills

Number one reason that prevents members from attending more programs:

Too busy at work to attend

Best meal time to attend:

Lunch (followed closely by breakfast: consequently, the Board is looking at having at least one breakfast meeting this year)

Best day of the week for you to attend:

Tuesday

Top four services (combining very important and important ratings):

- 1. Monthly programs**
- 2. Meeting networking**
- 3. Chapter Newsletter**
- 4. Membership Directory**

We were able to incorporate your thoughts and ideas from the survey and SWOT analysis session (see our website at www.astd-emeraldcoast.org for the final SWOT document) into our **2005 Goals**:

- 1. Meet member needs**
- 2. Establish clear and easy-to-follow chapter processes and procedures**
- 3. Promote chapter (enhance visibility and increase membership)**
- 4. Develop succession plan**

Of course **meeting member needs** is the most important of those goals. To reach this goal, we need your continued involvement. Your creativity and fresh ideas are vital to keeping this organization serving you in ways that renew, refresh and challenge. This month, our committee chairs will be recruiting members to update and improve services. This is a great opportunity to have an impact on our organization and gain personal and professional enrichment, as well. ***The volunteers in our chapter ensure our continuation and success in the future.*** Please give careful consideration if you are approached to serve on a committee. Or, if you'd like to volunteer in your area of interest, please contact:

Communications—Donna Miller (dmiller@co.okaloosa.fl.us)

Hospitality—Pam Walters (waltersp@owc.edu)

Membership—Becky Spence (rspence@uwf.edu)

Programs and Marketing – Bridget Carnley (bcarnley2003@yahoo.com)

I hope to see you at our February meeting, where certified speech-language pathologist Deborah Boswell will present **Vocal Power: Is Your Voice Working For or Against You?** Deborah, the 2004-2005 President of the National Speakers Association of Alabama, shared an article for this newsletter; see it on page 5. A special thanks goes to **ResortQuest International** for serving as corporate sponsor of this program.

In closing, the notice below outlines a scholarship fund honoring one of ECASTD's founders, Bill W. Peebles. A donation has been given by the chapter in memory of this wonderful gentleman and his many contributions.

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NOTICE FROM UNIVERISTY OF WEST FLORIDA FOUNDATION, INC. Bill W. Peebles Jr. Scholarship Endowment Campaign

In honor of Bill Peebles' commitment to public service, higher education and the University of West Florida, a scholarship endowment has been established within the UWF Foundation.

With the support of Bill's family, the creation of the Bill W. Peebles' Jr. Endowed Scholarship fund will provide scholarship support for UWF students. Our goal is to endow this fund at a \$20,000 or greater level so it can permanently honor Bill Peebles...in essence, creating a legacy to honor Bill.

Method of Payment:

- Pledge** – amount \$ _____
- Check** – payable to UWF Foundation-Bill W. Peebles Jr. Scholarship
- Credit** – charge \$ _____ to my Visa MC American Express
Card # _____ Exp. _____

Name _____

Address _____

Phone (day) _____ (evening) _____

Email _____

Send to:
UWF Foundation, Building 12
11000 University Parkway
Pensacola, FL 32514

Thank you for considering this request. Judy Byrne Riley will be coordinating the initial efforts in garnering support. Her phone number is 850-678-1561 and email is rileyjb@cox.net. Stephanie McLeod from the UWF Development Office will be the University contact. Her telephone number is 850-857-6111 and email address is stephaniemcleod@uwf.edu

Vocal Power: Is Your Voice Working For or Against You?

Deborah Boswell

Professional Speech Services of Alabama, P.C.



You depend on your voice to deliver your message. Your listener expects you to be informative and interesting. What happens when you know your content, but your voice is boring...or even worse, irritating? How can you project your voice more effectively? What can you do to prevent vocal fatigue? Can you reduce nasality in your speech? Learn easy exercises to improve your vocal delivery.

Boswell is a certified and licensed speech-language pathologist. She provides communication training, including regional and foreign accent modification, presentation skills, vocal delivery, listening skills and professional business communication skills. She received her bachelor's degree in education from Auburn University and her master's degree in speech pathology from the University of Montevallo. Boswell is the 2004-2005 President of the National Speakers Association for Alabama. She is also Vice-President of Membership for the National Association for Women Business Owners-Birmingham chapter.



When?

11:30 a.m. – 1 p.m.
Tuesday,
February 8, 2005

Where?

OWC
Niceville Campus
Building K, Gallery

Cost

10 for Chapter Members
\$15 for non-members
(includes lunch)

RSVP

No later than noon
February 4, 2005
To Pam Walters
waltersp@owc.edu
or
(850) 729-5291

THE ART OF UNDIVIDED ATTENTION: LISTEN LIKE YOU MEAN IT!!

By Deborah B. Boswell

"Don't go to her with that problem...she won't listen to what you are saying!" "When I have a conference with my manager, I usually can't get a word in edge-wise." "He listens, but he never acts on what he's hearing." These are some of the comments I hear from my clients. Unfortunately, listening is becoming a lost art. Actually, it isn't an art but a skill that you can develop. We think of communication skills in terms of speaking. Effective communicators listen more than they speak. These individuals understand that they must listen to learn and not to respond.

Once you decide to listen, you must commit to LISTEN. In other words, you need to suspend your judgments, self-talk and prejudices. You will also need to stop your multitasking and eliminate distractions. The powerful listener knows that he must get into the "movie" of the speaker. Just as you go to a movie and become completely absorbed in the story line, so should you absorb yourself with the speaker's message (literal meaning of the words) and metamessages (an unspoken meaning conveyed through tone or history of the relationship). We must listen with *all* of our senses.

If you want colleagues to listen to you when you speak you have a responsibility to organize your thoughts, speak with appropriate inflection, and have a meaningful message. However, the primary responsibility for effective communication falls on the listener. Take a cue from this charming Mother Goose nursery rhyme:

*A wise old owl sat in an oak.
The more he heard, the less he spoke;
The less he spoke, the more he heard.
Why aren't we like that wise old bird?*

Pay attention to your listening skills at work and when you are training. You will reap powerful rewards if you do!

Deborah B. Boswell
President-Professional Speech Services of Alabama ,P.C.
Deborah@professionalspeechservices.net
www.professionalspeechservices.net
205-987-8080

IT'S TIME TO PAY 2005 DUES!

Dear Members:

Please renew your membership in the Emerald Coast Chapter of ASTD now and continue your association with the local community of workplace learning and performance professionals! Our local chapter connects you in many ways to what's going on in your own backyard:

- Regular contact with peers and colleagues at meetings
- Proximity to local career support programs and services
- Leadership opportunities close to home
- Local learning opportunities
- Newsletters, web site, referral services, community outreach programs, social activities, and more

We value you as a member and encourage you to renew! If you have questions, please call Dr. Becky Spence, V.P. of Membership, 678-5009 ♦ rspence@uwf.edu. or remit using the invoice below. Thanks!

INVOICE

ASTD EMERALD COAST CHAPTER
P.O. Box 1766
NICEVILLE, FL 32578-1766

Name: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Annual Membership Dues for 2005 _____ \$30.00 Individual
_____ \$100.00 Corporate
(up to 5 members)

Amount Remitted \$ _____

THANK YOU FOR YOUR MEMBERSHIP!



Emerald Coast Chapter 2005 Board Members

President ♦ Leigh Grantham ♦ 729-1156 ♦ lvgrantham@chelco.com
 Past President ♦ Juda McAdoo ♦ mcadoo@owc.edu
 President-Elect ♦ Donna Miller ♦ 689-5870 ♦ dmiller@co.okaloosa.fl.us
 Secretary ♦ Joyce Szilvasy ♦ 892-2111 ♦ jszilvasy@chelco.com
 V.P. of Membership ♦ Dr. Becky Spence ♦ 678-5009 ♦ rspence@uwf.edu
 Vice President of Programs ♦ Bridget Carnley ♦ 837-6870 ♦ bcarnley2003@yahoo.com
 V.P. of Hospitality ♦ Pam Walters ♦ 729-5291 ♦ waltersp@owc.edu
 Vice Pres. of Finance ♦ Karen Sledge ♦ 892-1100, x2210 ♦ karen.sledge@eglin.af.mil
 V.P. of Communications ♦ Donna Miller ♦ 689-5870 ♦ dmiller@co.okaloosa.fl.us

Chapter Website: <http://www.astd-emeraldcoast.org>
 National ASTD Website: <http://www.astd.org>

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Coming Events	Mark Your Calendars!	
Feb. 8, 2005 11:30 – 1:00	ASTD Luncheon: "Vocal Power: Is Your Voice Working For or Against You?"	Deborah Boswell <i>Professional Speech Services</i>
March 8, 2005 11:30 – 1:00	ASTD Luncheon: "Tools & Techniques for Engaging Distracted Learners"	Lenn Millbower * <i>Offbeat Training</i>
April 12, 2005 11:30 – 1:00	"Enterprise Learning at Delta Airlines"	Don Bolen*
May 10, 2005 Time T/B/A	"Taming the Paper Tiger" (half-day workshop)	Lee Donald
October, 2005 Time & date T/B/A	"Stop Talking and Start Communicating" (half-day workshop)	Mark Wiskup

* = Presenter at the 2004 ASTD International Conference

Publicize your events by sending them to Donna Miller at dmiller@co.okaloosa.fl.us.

Need an exciting, new opportunity? Check our Job Bank at www.astd-emeraldcoast.org