

# THE EMERALD COAST TRAINER



The Newsletter of the  
EMERALD COAST CHAPTER

October 2006

“They Just Don’t Get It -  
Changing Resistance Into Understanding”

*October Workshop Highlights  
Communication and Interaction Skills*

Internationally known speaker and author Leslie Yerkes will be the featured speaker and facilitator at the Chapter’s October workshop and luncheon, October 10<sup>th</sup>, 8:30 A.M. – 1:00 P.M. Leslie is President of Catalyst Consulting Group, a change management and consulting firm in Cleveland, and is the author of “Fun Works,” and co-author of “301 Ways to Have Fun at Work”, and “Beans.”

The workshop, a highly interactive session, will engage participants in ways to communicate and interact. It will explain how to create conditions under which individuals advance themselves under their own motivation and propel their organization in a positive direction - - and with the least energy loss due to resistance and/or the struggle for power.

Workshop participants will learn a process for building mutual understanding and shared commitment rather than perpetuating resistance and misunderstanding. They

will learn five key behaviors of communication that promote understanding and accountability, and will learn how to coach organizational leaders to deliver important messages and facilitate conversations that promote engagement.

The luncheon and workshop are open to all interested persons who make reservations as part of the monthly meeting of the Emerald Coast Chapter of the American Society for Training and Development (ASTD). The event will take place at Okaloosa-Walton College (OWC) in Niceville, in the Gallery Room, Building K. All who are interested are invited to attend the workshop, which includes a buffet lunch and costs \$75.

REMINDER: The cost for the workshop includes lunch, but the cost remains the same if you do not want the lunch. Additionally, please help us by making your reservations not later than noon on the Friday before the session. You are most welcome to just stop by if your plans change and you are able to attend at the last minute, but we will not be able to provide a lunch for you without that timely reservation. If you must cancel a reservation, please do so prior to noon October 6<sup>th</sup>. Refunds cannot be made for cancellations after that date. To make reservations, contact Charlie Ray at (850) 651-3766, or at [ray@afenlistedfoundation.org](mailto:ray@afenlistedfoundation.org) no later than October 6<sup>th</sup>.

### **MEMBERSHIP SURVEY**

E-mailed directly to each member, the new membership survey will be fun, take only a few minutes to complete, and will be disseminated soon. We want to know your areas of expertise so that we can share that information with members, and we want member input on the kinds of programs you desire in 2007. Returned surveys will be entered into a drawing for great prizes, too! Watch your e-mail. It'll be arriving any day now.

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Coming Events	Mark Your Calendar!	
Nov 14, 2006 11:30 – 1:00	"Identifying Tomorrow's Leaders Today"	Dr. Joe Carnley

To RSVP for the October Workshop or the November presentation, contact Charlie Ray at (850) 651-3766, or by e-mail at [ray@afenlistedfoundation.org](mailto:ray@afenlistedfoundation.org)

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Announcement from ASTD National

**Certified Professional in Learning and Performance (CPLP)  
Testing Window**

The ASTD Certification Institute has opened a new CPLP testing window in October 2006. Now you have an additional opportunity to get certified this year by either sitting for the new testing window or selecting one of the few remaining seats in the November window.

If you have at least 3 years of industry experience and the desire to prove your value, advance your career, and demonstrate your commitment to workplace learning and performance, the CPLP is for you. Consisting of both a knowledge-based exam and the submission of a work product reviewed by a panel of experts, this credential can enhance our earning potential and broaden your career opportunities. Registration is on a first-come, first-served basis and is open now. ASTD recommends a study time of at least ninety days. The cost is \$750 for members and \$950 for non-members. Go to the ASTD national website, [www.astd.org](http://www.astd.org), to register.



## Emerald Coast Chapter 2006 Board Members

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

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### AN IMPORTANT NOTE ABOUT ASTD MEMBERSHIP!!!

It is never too late to join our active and growing chapter of ASTD, nor is it ever too early. Now is the perfect time to begin thinking about your membership for 2007. There will be more exciting workshops, presentations, and luncheons. Your membership will give you reduced rates at those activities, plus access to all the other wonderful benefits of ASTD chapter membership. Consider expanding your individual membership to a corporate membership so that more of your co-workers can take advantage of all ASTD has to offer. Maybe you know another individual who you would like to encourage to become a member. Bring them to the October workshop or to the November event as a guest and encourage them to begin full membership in 2007. For information on joining our chapter, visit our website [www.astd-emeraldcoast.org](http://www.astd-emeraldcoast.org) or contact Carol Barry, Vice-President for Membership at (850) 423-9991, or at [carol.b.barry@cox.net](mailto:carol.b.barry@cox.net). A membership invoice which can be copied, completed, mailed or e-mailed, can be found as the last page of this newsletter.

