

THE EMERALD COAST TRAINER



The Newsletter of the
EMERALD COAST CHAPTER

September 2006

“Getting Your Book on the Best Seller List”

*September Luncheon Highlighted by
Presentation on How to Write a Successful Book*

Dr. David L. Goetsch will be the featured speaker at the Chapter’s September luncheon, September 12th at 11:30 AM. Dr. Goetsch is Vice-President of Okaloosa-Walton College, and the author of 50 books on various business—related topics. Six of his books are bestsellers, two translated into foreign languages. He is a consultant and trainer for organizations ranging from small businesses to large corporations. He is also a widely recognized public speaker on business and economic development topics. He is co-founder and past-president of the Okaloosa Economic Development Council and a Board member of the Walton Economic Development Council. Dr. Goetsch has been Northwest Florida’s “Economic Development Volunteer of the Year” twice (1992 and 1996). Dr. Goetsch was America’s Outstanding Technical Educator of the Year in 1984, Florida’s Outstanding Technical Educator of the Year in 1986, Instructor of the Year at the University of West Florida’s Fort Walton Beach Campus in 1982, 1983, 1984, and 1985, and Instructor of the Year at OWCC in 1976. In 2003, Dr. Goetsch was

selected as a Distinguished Alumnus of the University of West Florida. In 2004 he was given the James Campbell Community Service award and in 2005 he was selected as the overall recipient of the Spirit of Freedom Award by the Northwest Florida Daily News and the Freedom Communications Corporation. Dr. Goetsch holds an Associate Degree in Engineering Technology, a Bachelors Degree in Technical Education, Masters Degree in Educational Leadership, Masters Degree in Management, Masters Degree in Psychology, Masters Degree in International Relations/Political Science, and a Doctorate Degree in Education.

The luncheon and presentation are open to all interested persons who make reservations as part of the monthly meeting of the Emerald Coast Chapter of ASTD. The event will take place Tuesday, September 12th, from 11:30 AM to 1:00 PM at Okaloosa-Walton College in Niceville, in the Gallery Room, Building K. All who are interested are invited to attend the session, which includes a buffet lunch and costs \$12 for members and \$17 for non-members.

REMINDER: The cost for each session 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 on September 8th. Refunds cannot be made for cancellations after that date. To make reservations, contact Charlie Ray at (850) 651-3766, or at ray@afenlistedfoundation.org

PLAN NOW FOR THE OCTOBER WORKSHOP

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

Internationally known speaker and author Leslie Yerkes will be our presenter and workshop facilitator October 10th. President of Catalyst Consulting Group, a change management and consulting firm in Cleveland, Ms. Yerkes is the author of “Fun Works,” “Bean,” and co-author of “301 Ways to Have Fun at Work.”

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.

As a workshop participant, you will learn a process for building mutual understanding and shared commitment rather than perpetuating resistance and misunderstanding. You will learn five key behaviors of communication that promote understanding and accountability, and you will learn how to coach organizational leaders to deliver important messages and facilitate conversations that promote engagement.

Reservations are now being accepted. Don’t miss this once in a lifetime opportunity. Call or e-mail Charlie Ray today at (850) 651-3766, or ray@afenlistedfoundation.org.

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 our 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, to register.

AN IMPORTANT NOTE ABOUT JOINING ASTD!!!

It is not too late to join our active and growing chapter of ASTD, and if you join now you are eligible for a reduced membership rate; just \$25 for the remainder of the year. There are still two more great "standard" luncheons this year, plus an exciting workshop and luncheon. Your membership will give you reduced rates at those activities plus access to all the other wonderful benefits of ASTD chapter membership. For information on joining our chapter, visit our website www.astd-emeraldcoast.org or contact Carol Barry, Vice-President for Membership at (850) 423-9991, or at Carol.barry@crestviewit.com. A membership invoice which can be copied, completed, mailed or e-mailed, can be found as the last page of this newsletter.

Coming Events		Mark Your Calendars!
Sept 12, 2006 11:30 – 1:00	"How to Write a Book" By the author of over 50 books	Dr. David Goetsch, VP, OWC
Oct 10, 2006 8:30 – 1:00	Workshop - "They Just Don't Get It!" Changing Resistance Into Understanding	Leslie Yerkes, Catalyst Consulting Group
Nov 14, 2006 8:30 – 1:00	"Identifying Tomorrow's Leaders Today"	Dr. Joe Carnley

**To RSVP for these great presentations, contact
Charlie Ray at (850) 651-3766, or by e-mail at
ray@afenlistedfoundation.org**



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

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INVOICE

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Name: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Annual Membership Dues for remainder of 2006 _____ \$25.00 Individual
_____ \$165.00 Corporate
(up to 5 members)
_____ \$12.50 Students and Retirees

Amount Remitted \$ _____

THANK YOU FOR YOUR MEMBERSHIP!

