

# THE EMERALD COAST TRAINER



The Newsletter of the  
**EMERALD COAST CHAPTER**

**September 2005**

## eLearning & Organizational Transformation

Join your ASTD friends on September 13, 2005 for an exciting look at a topic on the minds of trainers and managers everywhere – eLearning!

eLearning, a natural approach for reducing training costs, has emerged as an integral element in organizational transformation. Capitalizing on technology, eLearning enables leaders to accelerate the transformation process by engaging a broader range of employees and partners on focused priorities. Equally important, the effectiveness of eLearning and the transformation process can be evaluated and improved to ensure the desired result.

Presenting this exciting topic will be Bob Seemer, an entrepreneur specializing in business turnarounds since 1990. He co-founded **ets, inc.** which is the premier provider of web-based organizational assessment, strategy, process, and performance management tools for Florida State Government. Over the past 15 years Bob and his team have led business turnarounds for numerous clients including AT&T, Chase Manhattan Bank, Lucent Technologies, and many others.

**Make plans to attend this informative presentation!**

# ASTD Employee Learning Week 2005 is December 5-9



## **Workforce Development is Everyone's Business<sup>(sm)</sup>**

★ Close the gap between worker skills and today's job requirements. Take a proactive approach and recognize the strategic value of employee learning in your organization.

★ Use ASTD Employee Learning Week as the catalyst to:

- Introduce a new benefit to employees—one designed to promote learning and development within your organization.
- Cross-train: Pair up employees and/or departments so they can learn from each other.
- Encourage employees to join and become involved in a professional organization.
- Invite employees to a "Lunch and Learn" event to discuss learning opportunities and skills development in the office and around the community.
- Implement a recurring CEO question and answer forum to disseminate business-critical information to employees.
- Create individual development plans with employees, ensuring that learning is incorporated into all of their goals.

**Stay tuned for further information on Employee Learning Weeks and your Emerald Coast Chapter!**

**From: [Employeelearningweek.org](http://Employeelearningweek.org).**

## REMINDER : MEMBERSHIP CONTEST NOW IN PROGRESS!!

**Contest Purpose:** We believe that others can benefit from what our organization has to offer, so over the course of the next several months, our goal is to add so many new members that we double our meeting participation (33 in April) by December 2005.

Increasing our membership will help fulfill the chapter's mission: providing members training opportunities to continually improve abilities and skills.

1. There will be two (2) opportunities to win prizes and one opportunity to be the Grand Prize Winner.
2. Two periods include: June, July and August and Sept, Oct. November.
3. At the end of each contest period, the ASTD member who brings in the most new (paid) members in the June – August period and then the September – November period will win a **\$50 Gift Certificate to Silver Sands Outlet Mall** PLUS 50 points per new member.
4. For each guest you pre-register for lunch the ATSD member will get 10 points.
5. Expect “SURPRISE POINTS” to be given out at each monthly meeting.
6. The ASTD member with the most points at the Dec. meeting will win a Grand Prize (Gift Basket of items totaling over \$250)

### Contest Rules:

- To register your points, e-mail information concerning your sponsorship of guests and new members to Bridget Carnley at [bcarnley2003@yahoo.com](mailto:bcarnley2003@yahoo.com) or give Bridget or any other officer the information at a monthly meeting.
- To be eligible for the Grand Prize a member must have a minimum of 100 points.
- In case of a tie, a drawing will determine the winner.
- Have fun with the contest!

Coming Events			Mark Your Calendars!		
Sept.13, 2005 11:30 – 1:00	"E-Training: What it is – Do's & Don'ts"	Bob Seemer, Electronic Training Solutions			
Oct. 11, 2005 8:30 – 11:30	"Stop Talking and Start Communicating" ▪ 8:00 a.m. coffee & sign in ▪ half-day workshop followed by lunch from 11:30 – 1:00	Mark Wiskup, Wiskup Communications			
Nov. 8, 2005 11:30 – 1:00	"Salvaging Rather Than Firing"	Don Stringfield, Dale Carnegie Association			
Dec. 13, 2005 11:30 – 1:00	Holiday Celebration – presentation of awards and officers	Dr. David Goetsch, Provost, OWC			
Jan. 10, 2006 11:30 – 1:00	"Speaking Under Fire and Diffusing Verbal Criticism"	Esin Gershaw and Marty Mears, Toastmasters, FWB			

**To RSVP for these great presentations, e-mail Pam Walters at [waltersp@owc.edu](mailto:waltersp@owc.edu) or call 729-5291.**



## Emerald Coast Chapter 2005 Board Members

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

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Publicize your events by sending them to Donna Miller at [dmiller@co.okaloosa.fl.us](mailto:dmiller@co.okaloosa.fl.us).