

# **DDC Begins New Customer Relationship Management Certificate Program**

## **DDC AND DDSP STUDENTS ATTEND THEIR FIRST CLASS - EFFECTIVE SPEECH**

**By Stacy L. Umstead, DDC Command Affairs**



*Ms. Louise Morgan, M.M.C., Penn State Instructor for Effective Speech.*

On January 29, 2004, the 2nd Penn State University and Defense Distribution Center (DDC) Certificate Program, Customer Relationship Management (CRM), kicked off with 20 employees from the DDC and the Defense Distribution Depot Susquehanna, Pennsylvania (DDSP) in attendance for their first Effective Speech class.

Effective Speech is an introduction to speech communication, formal speaking, group discussion, analysis and evaluation of messages. The course introduces basic theories of speech communication and provides practical experience in speaking in inter-personal, group, and public situations.

This semester's instructor is Ms. Louise Morgan, M.M.C., who brings a wealth of knowledge and background to the class. Morgan holds a bachelor's degree in Theatre

and a master's degree in Communication. Her work experience includes everything from microwave oven demonstrator to playwright to freelance writer and professor.

In her introduction to the class, Morgan comments, "Public Speaking is all about the mind, body, and spirit. The mind allows for critical thinking, the body is the channel for the message, and the spirit is what you will bring to what you are doing. I value strong writing capabilities as it will be very important in this speech class and I value performance and delivery. Together, in this class, we will develop a good program that will allow you to overcome the fear of public speaking."

"I bring something to this class, that is very different from what people expect - Yoga. My students will learn how to do deep breathing exercises relieving the anxiety and stress of public speaking; that is the biggest obstacle to overcome," states Morgan.

The students are equally excited. Kristy Farner, an employee of DDC Logistics Operations states, "We gave our first speech on the first night and I was nervous but I did better than I thought I would. This class wasn't at all what I expected—it is more. I'm very impressed with the instructor; she made everyone feel comfortable."

Karen Goodhart, another employee of DDC Logistics Operations, expressed her surprise at the impromptu speech on the first night, "I thought I was going to hyperventilate while in

front of the class, but I made it. I think I will learn a lot from this course and hopefully will be more at ease when talking in front of an audience."

Effective Speech is one of five classes in the Penn State/DDC CRM Certificate Program that continues through Fall of 2005. Other classes include Interpersonal Communication, Customer Relationship Management, Communication in Conflict Resolution and Negotiation, and Project Management.

This is the second certificate program being offered at the DDC. The Business Logistics Certificate Program was offered in 2001 with students graduating in August 2003.

DDC and DDSP employees interested in the CRM Program may contact Ms. Carrie Case at (717) 770-6566.



*DDC and DDSP employees learn the objectives and expectations of Effective Speech class.*