



## Leader Connection Newsletter

### This Month in Chapter Leader News

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Read on for news and resources exclusively for ATD chapter leaders.

### Content for You

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**2016 ATD Chapter Leaders Conference (ALC) October 6-8:  
Register Today!**

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ALC brings together ATD chapter leaders from across the country. Your chapter benefits from the knowledge you gain and the people you meet at this can't-miss chapter event. Current and incoming chapter board members are encouraged to attend the conference to network with fellow chapter leaders and share best practices for running an ATD chapter.

Individual registration is \$195. Chapters with five leaders attending the conference may [register](#) as a chapter team for \$780 with [Natasha Porter](#). [Book your room at the Renaissance Arlington Capital View Hotel](#) by September 14, 2016, at 6 p.m. ET for the discounted rate of \$179 a night for single or double occupancy. Be sure to mention the ATD Chapter Leaders Conference.

Don't miss out on the preconference workshop, [Maximize Your Chapter's Marketing and Communication Strategy](#) on Thursday, October 6. You may register for the preconference workshop during the conference online registration checkout process. The preconference rate is \$75, and availability is limited.

Participants arriving early are invited to attend the Thursday evening networking reception to connect and network with fellow chapter leaders. This is also a great opportunity to pick up your badge and conference materials from the registration desk, get a sneak preview of the ATD Store, download the ALC mobile app, and meet your [chapter relations manager](#) (CRM) and [National Advisors for Chapters](#) (NAC).

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**REGISTER TODAY**

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## ATD and Chapter Regional Conferences: Fall 2016



### Registration Open!

ATD, along with the Midwest and Southeast chapters, are collaborating to hold two regional conferences this fall as part of a pilot. Chapter leaders and chapter members are invited to join us for a one-day learning and networking event with a reception the evening before.

You will have a unique opportunity to hear from industry experts and thought leaders, participate in education sessions to learn about emerging trends and best practices in the field, and meet and network with approximately 200 talent development professionals from across the region. [Watch the video](#) from NAC Chair and ATD Board Member Rick Kerner to learn more about these exciting events!

Register today! Chapter members receive the member rate of \$249, a savings of \$50, using the code **ATDChapConf** at checkout.

### **ATD and Southeast Chapters Regional Conference, Charlotte, NC**

October 23: Welcome Networking Reception, 5-7 p.m.

October 24: Full-day conference, 8 a.m.–5 p.m.

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Keynotes: Chris Yates, CLO of Caterpillar, and Britt Andreatta, CEO of Andreatta Consulting

**ATD and Midwest Chapters Regional Conference, Chicago, IL**

November 13: Welcome Networking Reception, 5-7 p.m.

November 14: Full-day conference, 8 a.m.–5 p.m.

Keynotes: Rob Lauber, CLO of McDonald's Corporation, and Chris Yates, CLO of Caterpillar

*A special thanks to our sponsors:*



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**Tony Bingham 2016 Summer Update for Chapter Leaders!**

ATD president and CEO Tony Bingham shares his summer update with chapter leaders, recaps Chapter Leader Day and the International Conference & Exposition, and provides an overview of upcoming events including ATD and Chapter Regional Conferences and ALC. View the [video](#) update now.

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**Customizable ATD and Chapter Membership Brochure Now Available**

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New joint membership activity resource now available! [Use the new, customizable Power Membership brochure](#) to promote your chapter and ATD! Tailor the brochure to add information relevant to your chapter, including upcoming event information and membership details. Include your chapter logo where indicated, add your chapter's contact information, and include photos of your chapter members!

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### **Add Your Chapter's Membership to the ATD Store**

Is your chapter interested in participating in the [chapter membership on the ATD Store program](#)? Review the benefits of participation and determine if your chapter is eligible by reviewing the [requirements document](#). Questions? Contact [Erin Murphy](#).

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### **CARE Joint Membership Pilot Continuing in 2016: Best Practices Wanted**

As part of the Chapter Affiliation Requirements (CARE) 2015-2016 pilot program, chapters must complete three foundational joint membership activities and 10 additional activities, even if the chapter has already met the 35 percent individual joint membership goal. If your chapter has a best practice to share regarding the completion or customization of these activities, submit a [Sharing Our Success](#) (SOS) to be recognized for your chapter's effort, and to share these strategies with fellow chapters. The 2017 CARE Workbook is available at [www.td.org/care](http://www.td.org/care) to gather and document CARE-related information for your chapter. The 2015 CARE Summary is also available on the CARE webpage.

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### **ATD Career Week: September 19-23**

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During this weeklong online event, you'll have access to today's leading career experts. Through a variety of mixed media, the [Career Development Community of Practice](#) will be presenting valuable content for individuals at every career level. [Learn more.](#)

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## **ATD 2017 Request for Proposals Now Open**

The request for proposals for the ATD 2017 International Conference & Exposition is open through August 16. Information about submitting a proposal is available on [www.atdconference.org](http://www.atdconference.org). **ATD 2017** will be held May 21-24, 2017, in Atlanta. Chapter Leader Day is an opportunity for chapter leaders from around the country to network, share ideas, and learn about ATD resources. [Chapter Leader Day](#) will be Sunday, May 21, so plan to arrive by Saturday, May 20.

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## **Employee Learning Week**

Employee Learning Week (ELW), December 5-9, is an awareness campaign highlighting the important connection between learning and achieving organizational results. Visit [www.td.org/elw](http://www.td.org/elw) for more information, marketing materials, and resources to support your promotion of ELW locally.

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## **New ATD Video Gallery**

Check out [ATD Video](#), a newly launched video gallery. The site contains videos for both members and nonmembers. View exclusive content for members, and [access videos specifically for chapter leaders!](#) To access member-only content, log in to the gallery with your TD.org credentials.

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## Share Your Talent Development Success Stories!

As chapter leaders, you're aware of the innovative and exciting talent development stories happening in your backyard. Chapter leaders and members are always welcome to suggest ideas for ATD's publications, research, and videos. Have a [TD magazine](#) or video story idea to share with ATD? Contact [Erin Murphy](#).

ATD is fortunate to hear from members frequently about how much they enjoy the work they do because it has a significant impact on the success of employees and organizations. How about you—what excites you about developing others? How does your work positively affect your peers, colleagues, and organization? What is the most engaging part of your work? Share your story [here](#).

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## ATD Excellence in Practice Awards

The ATD [Excellence in Practice Awards](#) application is available now through September 23. The Excellence in Practice Awards program recognizes results achieved through the use of practices and solutions from the entire scope of talent development. Organizations that submit their practice or program for this category of awards will be notified if they won by January 31, 2017. Winners will be recognized at the Awards Ceremony at [ATD 2017](#) next May.

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## New ATD Event: Core 4 Conference



ATD's [Core 4](#) is a new two-day event that will focus on the foundational elements that every learning and talent development professional should know. These four key topics include instructional design, training delivery, measurement and evaluation, and learning technologies. The event will be September 29-30 at the InterContinental Hotel in New Orleans. Learn more at [core4.td.org](http://core4.td.org).

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## Upcoming Virtual Events

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### [Memorable Meetings: Planning for Successful Encounters](#)

**Wednesday, August 24, 2 p.m. ET**

Meetings are at the heart of many of our most productive interactions. Few of us, however, fully consider and explore the planning, scripting, facilitation skills, and post-event evaluations essential to engaging, memorable meetings.

Join us for this one-hour, highly interactive webcast to pick up pointers on how to produce the most productive board and chapter-member meetings we can. After the session, you'll:

- Be able to describe the role well-crafted agendas play in scripting meetings that foster productive interactions and produce results.
- Gain at least three tips that can create a meeting environment that makes participants want to return for more.
- Have at least three techniques for overcoming obstacles and unexpected disasters that might otherwise derail a productive meeting.

**[REGISTER](#)**



## **Chapter Leader Twitter Chat: Succession Planning**

**Thursday, August 25, 1 p.m. ET**

Are you on Twitter? Want to participate in an engaging discussion about ATD chapters? Participate in the ATD Chapter Leader Twitter Chat on August 25 from 1 to 1:30 p.m. ET. The chat will be moderated by [@ATDChapters](#).

Not sure what a Twitter chat is? A Twitter chat is a live Twitter event, usually moderated and focused around a general topic. The chat uses a hashtag (#) to filter all the chatter on Twitter into a single conversation. A set time is also established so that the moderator, guest, or host is available to engage in the conversation. To participate in the ATD Chapter Leader Twitter Chat, you'll need your own Twitter account. Pose all questions to [@ATDChapters](#) and include #ATDChapters in your message. Visit [Twitter](#) to learn how to sign up.

Be sure to follow [@ATDChapters](#) to get the latest news about the Chapter Leader Twitter Chat. Chats will be transcribed and available on the [Chapter Leader Community](#) (CLC) shortly after the chat.

**REGISTER**

## **Chapter Success**

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**Chapter of the Month**

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### **Rocky Mountain Chapter**

Congratulations to the Rocky Mountain Chapter! The chapter found it challenging to fill the role of vice president of finance/treasurer among its membership. As a result, the chapter contacted the local association of CPAs to find a finance professional who had experience supporting adult learning organizations. The chapter found that having a board member with deep financial knowledge and experience has enabled it to create better financial reporting, allowing the chapter to maintain and build upon its stable financial foundation.

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### **Sharing Our Success**



### **Los Angeles: Succession Planning Program**

The chapter developed a process to fill the role of manager for different committees working under a chapter officer with executive voting powers. All chapter volunteers were interviewed by a minimum of two chapter officers, including the president. Interviews were conducted by phone to

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assess skills and motivational fit. Selected candidates were then invited to the in-person board meeting to meet the rest of the board. For succession planning purposes, a manager can be promoted to director and a director to a vice president as the volunteer serves more terms on the board. This incentive educates and trains newer volunteers in a progressive manner, and recognizes those who continue their service on the board. The program has resulted in a targeted selection of volunteers who are ready to take on the responsibilities of their roles and are better prepared to be successors.

### **Sacramento: Big Give CA Programming Idea**

The chapter designed the Big Give event to allow members to network and share tips, tools, and advice as a group. Members were prepared to contribute a 60-second tip or piece of advice to share with the group. The program directors enforced the 60-second limit and dressed as referees with whistles to add to the fun. As a result, the chapter gained 12 new members in the weeks following the event. Eighty-seven percent of attendees surveyed were “very satisfied” with the event. Additionally, the Golden Gate Chapter replicated the event, further promoting collaboration between the two Northern California chapters.

### **South Florida: Conference Sponsorships**

To offer its members and the South Florida community a robust, full-day conference, the chapter found sponsorship revenue essential. The chapter formed an ad hoc committee to plan and coordinate the conference with a goal to break even. The committee used a prospect list that the chapter has maintained for several years and divided the list to reach out to as many vendors and learning organizations as possible. With a goal of \$6,000 in sponsorship revenue, the chapter exceeded this goal by obtaining 12 sponsors for \$11,000, not including sponsors who donated AV equipment, promotional giveaways, and raffle prizes. Because the chapter

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surpassed its goal, it was able to spend more than budgeted to provide additional giveaways and speaker gifts while still making a profit of \$5,000.

### **South Florida: Membership Strategy**

The chapter aimed to increase membership by 20 percent, equating to a total of 250 active members. The chapter designed a high-touch outreach strategy to connect with new, renewing, and lapsed members. The strategy involved a combination of emails and phone calls that ensured a board member connected with the member. As a result, the number of chapter members from July 2015 to June 2016 increased from 211 to 255. The personal contact created new connections and goodwill that encouraged engagement with the chapter and increased program attendance. The campaign also promoted Power Membership—joint chapter and ATD membership—which increased to 40 percent during this time.

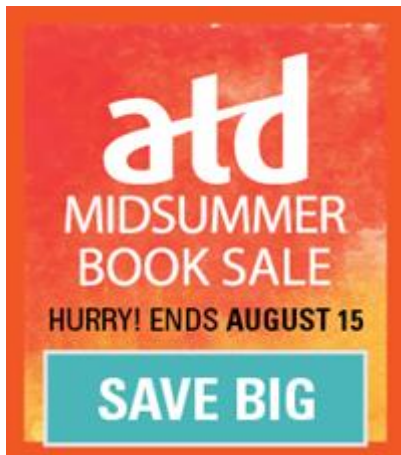
### **South Florida: Strategic Community Partnership**

The chapter established and cultivated a relationship with Barry University, a local, private university that has strong master's and PhD programs in organizational learning and leadership. The chapter helps connect students with many opportunities and expose them to the field, a network of experts and mentors, and practical knowledge. The partnership with the university has grown over the years, and the university now hosts chapter events, acts as a financial sponsor, supports community outreach panels, manages a mentorship program, and funnels its students to the chapter as volunteers and potential members of the chapter's board of directors.

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**Don't Miss the Midsummer Book Sale!**

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Now through August 15: Get 20% off books and *TD at Work* issues when you use the discount code MIDSUMMER16 during checkout. Plus, select books are just \$10, while supplies last!\*

\*Exclusions apply. Visit [www.td.org/midsummer2016](http://www.td.org/midsummer2016) for details.

[Shop Sale](#)

## Important Dates

The [2016 key dates calendar](#) is posted on the Chapter Leader Community (CLC) homepage at [www.td.org/CLC](http://www.td.org/CLC). This is a great planning tool so be sure to note deadlines and important events.

- **August 25:** [Memorable Meetings: Planning for Successful Encounters](#)
- **August 25:** [Chapter Leader Twitter Chat](#)
- **September 19-23:** [ATD Career Week](#)
- **September 23:** [Excellence in Practice Awards Application Deadline](#)
- **October 6:** Preconference Workshop; [ATD Chapter Leaders Conference \(ALC\)](#), Arlington, VA
- **October 7-8:** [ATD Chapter Leaders Conference \(ALC\)](#), Arlington, VA
- **October 23-24:** [ATD and Southeast Chapters Regional Conference](#), Charlotte, NC

- **November 13-14:** [ATD and Midwest Chapters Regional Conference](#), Chicago
- **December 5-9:** [Employee Learning Week \(ELW\)](#)
- **January 11-13:** [ATD TechKnowledge 2017](#), Las Vegas
- **January 13:** [Chapter Affiliation Requirements \(CARE\) Early Submission Deadline](#)
- **January 31:** [CARE Submission Deadline](#)

## Chapter Leader Quick Links

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- CARE: [Chapter Affiliation Requirements](#)
- CLC: [Chapter Leader Community](#)
- CRM: [Chapter Relations Managers](#)
- NAC: [National Advisors for Chapters](#)
- SOS: [Sharing Our Success](#)
- [Chapter Branding Hub](#)

## Stay in Touch



[Contact Us](#)