

Check out the 2016 Winter Edition ATD-MAC Newsletter!



MADISON AREA CHA Association for Talent Development

Winter 2016

Your ATD-MAC Chapter is excited to
announce

**Welcome New &
Renewing ATD-MAC
Members!**



Tuesday, May 17, 2016

Alliant Energy Center

Madison, WI

- Deborah Smith Cook
- Jo Preston
- Jane Wichman
- Laurie O'Donnell
- Rita King
- Lynn Currie
- MaryBeth Slezak
- Mary Hoddy
- Darcy Luoma
- Kevin Smith
- Kelly Zimmer
- Erin Lavery
- Angela Richmann
- Molly Tull
- Katie Meyer
- Jenn Stangl
- Whitney Wilke
- Jean Anderson
- Linda Hedenblad

Grow! 2016 Learning Summit will offer three unique learning tracks to help you maximize your value.

Indispensable You

*Gain insight and practical skills related to building your **Strategic** side. Learn ways to connect with leadership, communicate the benefits of development programs, and gain a presence at the leadership table.*

Fundamental You

*Get back to the basics of **Facilitation**. Rekindle best practices in the classroom, develop new strategies through networking with others, and remember the basics on which everything else is built.*

Innovative You

*Gear-up for the next big thing by fostering your **Technology** know-how. Hear about new features to inspire your practice, understand how technology is changing the industry, and prepare for where Talent Development is headed next.*

The day will also feature keynote session with:



Randy Emelo

Founder and Chief Strategist at River and author of [Modern Mentoring](#)

Regular Registration

Begins March 1, 2016

Members - \$149

Non-Member - \$179

Non-Member + 1-year New Membership - \$199

Discount available for group registrations!

Register five attendees for the price of four.

Contact grow@atdmac.org for details and to take advantage of this discount opportunity.



In addition to our local chapter, The Association for Talent Development (ATD), formerly ASTD, is the world's largest national association dedicated to those who develop talent in organizations. ATD's members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports the work of professionals locally in more than 125 chapters, international strategic partners, and global member networks.

Not yet a national member? See www.td.org to learn about the many benefits of national membership!

Volunteer Opportunities

Are you looking for a way to get more involved with ATD without a long term commitment? ATD-MAC is seeking volunteers for a six month commitment on the Nominating Committee. Volunteers would work with Jacob Burriss, President-Elect, to identify potential nominations for chapter leadership vacancies next year. If you're interested or would like more information, please contact Jacob Burriss at: president.elect@atdmac.org.

Member Spotlight!

Join the conversation in the [Grow! LinkedIn Group](#). From now until the summit, we'll be posting discussions, articles, and best practices to help you maximize your learning.



Kathleen Cummings

The spotlight has come full circle in 19 years. I was interviewed for the newsletter spotlight after attending my first ASTD (now ATD) event in Dec of 1996. I am still a member and was on the chapter's board for seven years in the following roles: VP Administration, VP Technology, President Elect, President, and Past President.

What I loved best about being on the board was getting to know all the members. It allowed me to become so much more in tune with the Madison area companies and talented learning and development specialists. Being on the board also offered so many learning opportunities. ATD even has an annual Chapter Leaders Conference. Talk about practicing what you preach!

My niche in this profession is software training and technical writing. I am currently managing the learning and support solutions for UW-Madison's Oracle/PeopleSoft Campus Solutions module. My favorite evaluation comments from this year are "Kathleen always manages to make her classes much more fun and interesting than the material warrants!" and "Usually I dread computer training, but this class was both useful and fun."

My most current in-depth learning revolves around learning and performance support strategies, following the work of Bob Mosher and Conrad Gottfredson. A funny story that also comes full circle: In May of 1994 I was to attend a three day seminar by Elliott Masie on "How to Teach People to Use Computers". Elliott could not present, Bob Mosher filled in for him. Fast forward to May of 2015. I just participated in ATD's Performance Support Certificate by.....Bob Mosher and Conrad Gottfredson. (which I highly recommend!)

Drawing this spotlight circle to a close, I can

Save the dates and join us for these other exciting events and learning opportunities!

****Please see our website for registration and location information**

Thursday, Feb. 18, 1:30 – 4pm, Learning Style Refresher by Sarah Gibson

As learning and development professionals, we know different people learn through different methods, but maybe we never learned, or it's been a long time since we learned, the formal information about VARK or Kolb learning style models.

This session will introduce or refresh us to learning style models. Using that base, we'll discuss why and how we build content with the greatest impact for all types of classroom and e-learners.

Thursday, March 17, Using Assessments in Employee Development by Allison Cooley

Assessments have been used (and in some cases, misused) for years by talent development practitioners and others to help identify development opportunities and evaluate whether those efforts have been successful.

In this session, we'll discuss the evolution of the use of assessments and how they are currently being utilized. We will share our research regarding the types of assessments currently available and their effective and appropriate use. We will also record and share your experiences related to assessments - what's worked, what could have worked better and your recommendations regarding assessment use and selection.

Monday, April 18, 1:30 – 4 p.m. Managing Difficult Participants by Lori Gibson

You have your content planned, objectives and desired outcomes are clear, you've done all of your preparation and you're ready to facilitate a great learning experience for your participants! Nothing can stand in your way...except...the participants!

How do you keep things on track and not have an otherwise great

learning experience derailed by disrupters, non-participants, devil's advocates and others who can make the learning experience a challenge?

In this session, you'll have an opportunity to discuss the challenges you face, learn practical tips and techniques for handling the challenges (before, during and after the training!) and create a specific action plan you can use immediately.

Additional Save the Date Opportunities!

Thursday June 16, 1:30 – 4 p.m. Not Just a Knack: Presentation Skills that Will Up Anyone's Game, Kevin Smith

July 2016, Summer Social

Monday, August 15, 1:30 – 4 p.m. Leveraging Business Partnerships for Learning Success, by Patti Coan and Deb Denure

Thursday, September 15, 1:30 – 4 p.m. Learning and Performance Ecosystems(Blending e-learning and classroom learning for greater effectiveness) by Mike Kern

Monday, October 17, Linking Learning to Performance Management, by Mary Hoddy and Shoko Miyagi

Thursday, November 17, Badges and Micro-Certification Trends by Amy Lins

President's Message



Happy New Year ATD-MAC! The year 2016 holds many personal and professional development opportunities for our local chapter members. Sarah and Alicia have been busy planning the 2016 calendar for monthly meetings and speakers. Meanwhile, Jon, Jenn, and Jake have been leading the efforts for our 2016 Learning Summit, coming in May. I want to encourage all ATD-MAC members and guests to attend our learning summit. This is an

still say what was in the Feb 1997 *Precis* spotlight article "the best part of all my jobs, I get paid to learn! How can it get any better than that!"

GIVING TO OUR COMMUNITY:

ATD-MAC has made a \$150 donation to the Second Harvest Food Bank in honor of our members using proceeds from our January Kickoff Event! Thanks for helping us support our community!



EDGEWOOD COLLEGE

A HEARTY THANK YOU to our Platinum Sponsor, Edgewood College! Our deepest thanks for supporting our ATD- MAC chapter and helping us continue to offer great value to our membership with quality programming and networking events!

Interested in furthering your education? Check out the Masters in Organizational Development program offered at Edgewood College!

opportunity to spend a day learning, networking, and enjoying regional and national speakers at an affordable price. Read more in this issue of our newsletter.

I'd like to focus a minute on personal growth. I have been on the board for just over two years now, and I want to share how this experience has helped me grow in a personal and professional capacity. As a 501c3, being on the Board of Directors is a chance to learn more about non-profit and business governance, finance, and administration and sharpen your own business acumen. It is an opportunity to reach out in the community to shape the future of our profession—as President, I had the opportunity to speak to UW students majoring in HR and considering Talent/Learning as their profession. It is a chance to get to know a great group of people more deeply, to work with them to lead and to build something lasting and important. As a *membership organization* we are a local opportunity for you to get involved, build something important in our Madison community, and share your talents with others. Board positions will be up for election in June—and I want to encourage you to contact Jacob Burriss to nominate yourself or someone you think would help our organization grow and thrive. What does it take to be a board member? Desire to contribute and passion for talent development! Many of you know Lori Gibson, she recruited me to the board. I thought, "Me? No way..." But Lori convinced me to give it a go, and I am so glad she did. This has been a wonderful experience and only continued involvement from our membership can keep ATD-MAC strong for years to come.

May 2016 be the best year yet for ATD-MAC and for you personally! My best wishes for a very Happy New Year.

Don't Forget!



You can support your Chapter any time you order anything from national ATD by entering the ChIP code "Ch5089" at checkout! If you're buying books, renewing your membership, or registering for a national conference, a portion of the purchase price will be provided to the Chapter whenever you use the ChIP code!



New Members!

Do you know anyone who would benefit from membership in ATD-MAC? If so, please forward this newsletter on to them so they can get a feel for what we do and what we can offer!

DeeAnna Deane, VP of Membership

Find us on LinkedIn | Join our Linked In Group to get updates on upcoming events and network with other ATD MAC members!

Do you have ideas for our newsletter or would you like to contribute an article to be considered for publication? Please contact Tracy Nelson, VP of Marketing, at vp.marketing@atdmac.org!

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