

Check out the 2015 Fall Edition ATD-MAC Newsletter!

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**MADISON AREA CHAPTER**  
**Association for**  
**Talent Development**

**Fall 2015**

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## SPECIAL EVENT OPPORTUNITY!!!!

**Don't miss the *Crucial Conversations* two-day special event on December 7 & 9!**

Thanks to the donated time of Patrick Hein, certified *Crucial Conversation* trainer, we're able to offer a two-day *Crucial Conversations* event on Dec. 7 and 9. [Join us for this one-time, discounted event.](#)

Here's what one participant said about her recent experience with *Crucial Conversations*:

"Attending the 2-day *Crucial Conversations* training has benefited me in both my personal and professional life. I now take greater responsibility for my part in conversations, I feel more confident having "difficult" conversations and I am more aware of the difference between *facts* and *my stories* in both crucial conversations and communication overall. "

### ***Crucial Conversations* Description:**

Individuals and organizations struggle with honest, clear and productive communication when it comes to high-stakes, emotional or risky topics. Join us as certified instructor, Patrick Hein, teaches us about creating alignment and agreement through open dialogue.

By learning the best techniques for speaking and listening in order to achieve a mutual purpose, we can all become better at helping the best ideas surface, making the best decisions, and moving forward as an organization.

**Cost: \$395 for Members  
\$495 for Guests**

**\*This special pricing is available to our chapter through the generous donation of a certified instructor's time.** *Crucial*

## Highlights from the 2015 ATD Chapter Leaders Conference!

The 2015 ATD Chapter Leaders Conference (ALC) was held October 8-10 in Arlington, VA. Jenn Stangl, VP of Finance, represented ATD-MAC and shares some highlights from the conference below.

I had an amazing experience representing ATD-MAC at ALC 2015. I spent 3 days networking with ATD Chapter Leaders from across the country and attending sessions designed to share best practices and innovative ideas to best support our chapter. Some of the speakers included:

- ATD President and CEO, Tony Bingham, shared updates on the [ATD Talent Management Structure](#) completed through the ATD rebranding.
- Randy Emelo, author of *Modern Mentoring*, spoke about how to be a more effective leader

Conversations materials alone cost \$250 and a regular open registration session is \$895 per person.

Register today!

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

**Thursday, November 12, 1:30 – 4, Using Improv Games for Maximizing Learning by Angela Prestil**

Creating interactive, collaborative learning experiences can be exhilarating or exhausting. If you're looking for ways to make every session you facilitate more memorable and interactive, look no further than improv. Experience this fun, engaging way to make everything from sales training to compliance education more memorable and enjoyable. During our session, you'll have an opportunity to participate in up to 5 improv games to understand:

- 4 Key Rules of Improv
- How improv makes learning stick
- Ways to use improv effectively

Plus, you'll walk away with instructions, debrief questions, and multiple ideas for when to use each game to make your sessions unforgettable. No previous improv experience needed. You won't be *watching* improv – you will be *doing* improv!...all in a safe, supportive environment – unless you say something hilarious! Then it's going on Facebook! (+:

**COMING in 2016!**

- Watch your email for details coming soon on the **2016 ATD-MAC Learning Summit!**
- January 2016 Monthly Program: Copyright for Learning and Development by Amy Lins

**\*\*\*Note: All monthly meetings are held at the UW-Extension building in Research Park from 1:30 – 4 p.m. (1:30 - 2 registration and networking, 2 - 4 program).**

through collaborative learning & developing personal learning networks.

- Barry Altland shared ideas to tap into intrinsic motivators and building acumen as a leader.

ALC provided some great ideas to bring to our 2016 Learning Summit and to upcoming chapter programs. We are excited to build on the success of our chapter and look forward to support from you, our members, as we continue to move our chapter forward.

**Celebrate EMPLOYEE LEARNING WEEK- December 7th-11th!**



*"INCREASINGLY, BUSINESS LEADERS REALIZE THAT THE MOST IMPORTANT ASSET IN OUR KNOWLEDGE ECONOMY IS TALENT, AND A SKILLED WORKFORCE IS KEY TO REALIZING RESULTS. WE ENCOURAGE ALL ORGANIZATIONS TO DEMONSTRATE THEIR COMMITMENT TO LEARNING BY RECOGNIZING EMPLOYEE LEARNING WEEK."*

- Tony Bingham, ATD President and CEO

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## Welcome New & Renewing ATD-MAC Members!

### President's Message



The leaves are changing, Bucky is jumping around, and the air is crisp. Fall is a wonderful time of year! As I write this, a steady stream of cars are passing by our farm on their way to and from the apple orchard next door. Not only is fall an exciting time to be out and about, it's an exciting time in Learning and Development! We have several great programs lined up for the next few months. Looking to spend the last of those 2015 training dollars? Get some professional development for yourself and your team at a reasonable price with no travel by attending our fall lineup of meetings and events. Our VPs of Professional Development are hard at work planning the 2016 calendar. So if you have some specific ideas in mind for topics, or would like to volunteer as a presenter, please contact Sarah or Alicia.

You may not know that in December ATD sponsors Employee Learning Week. I'd like to encourage each of you to participate this year by bringing learning week activities to your organization. What a great, positive way to spotlight learning within your company. Check out our newsletter for more information!

Our chapter is doing well with 2015 event attendance, so we are on the right track with programming. As you know, we are an all-volunteer board of directors and many hands make light work. Our chapter continues to thrive based on the volunteer spirit of our membership. If you have been thinking about getting more involved, but aren't sure you are ready for a board position, we have many volunteer opportunities available in a range of time commitments. Do you want to stretch your skills beyond your current job duties? Build out the volunteer section on your LinkedIn profile? Broaden your

- Christy Beatty
- Samantha Bohrer
- Marcia Christy
- Amy Climer
- Lisa Curley
- Michael Drew
- Don Fariss
- Stuart Gilbert
- Kristin Glesne
- Ed Grindle
- Kevin Hollfelder
- Lisa Jacob
- Mary Jones
- Paul Kern
- Julie Kovalaske
- Andy Krohn
- LouAnn Lunde
- Ben Maas
- Chad Neumann
- Amanda Pope
- Marie Schroeder
- Debra Shipman
- Jason Teteak
- Jill Wipfli



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

appeal to employers? ATD-MAC chapter committee or board experience is just the ticket to help you achieve those goals. Please contact any board member to discuss your skills, strengths, and aspirations. We can match you with a volunteer opportunity. Help us keep great, local programming going strong. Our biannual learning summit is just around the corner, and I know Jon Zulawski can use lots of volunteers!

Have a great fall everyone, and Go Bucky!

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

**Wanted!**  
**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

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**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

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](http://www.td.org) to learn about the many benefits of national membership!

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### 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 Burris, President-Elect, to identify potential nominations for chapter leadership vacancies next year. If you're interested or would like more information, please contact Jacob Burris at: [president.elect@atdmac.org](mailto:president.elect@atdmac.org).

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**Member Spotlight!**

**Jane Wichman, CUNA Mutual Group**



**How long have you been a member of ATD-MAC?**

purchase price will be provided to the Chapter whenever you use the CHIP code!

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**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](mailto:vp.marketing@atdmac.org)!**

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Contact email: [astdscwc@astdscwc.org](mailto:astdscwc@astdscwc.org)



I believe it's been 18 years.  
**Provide a little history of your background and how you came to be a member?**

When I begin my first sales and marketing training role, a coworker invited me to a meeting and I've been hooked ever sense.

**How does membership benefit you and/or your business?**

By developing myself and sharing what I learn with others in the company makes us all better. It's amazing to learn the differences and similarities in our varied businesses. The opportunity to gain best practices, network, and have fun keeps me coming back.

**What is your favorite event attended in the past year and why?**

Of course I love the social events, but *Free and Low-Cost Tools & Resources for Learning Professions* was most helpful to me. We were exposed to many new apps, online tools and blogs that were beneficial.