



MADISON AREA CHAPTER
Association for
Talent Development
Summer 2015

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

Thursday, August 20, 1:30 – 4, Free and Low-Cost Tools & Resources for Learning Professionals by Jon Zulawski

The pace of technological change has increased exponentially over the past several years. As a result, there are more tools and resources available to learning professionals than ever before. Join us as we share a plethora of online and app-based tools and resources that will aid you in both your personal and professional lives. We will do a brief walkthrough of the different tools and resources available. Following the session, you'll receive a comprehensive guide that provides an overview of what was discussed.

By attending this session, you will learn about:

- Non-traditional tools for developing training content;
 - Free and low-cost alternatives to expensive media development tools;
 - Methods of communicating with learners in a fun and engaging manner;
 - Easily-accessible sources of professional development and industry-related content.
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Did you attend the May 2015 ATD International Conference & Exposition in Orlando?

Jon Zulawski, ATD-MAC Past President did! He summarized his experience as follows:

I had the pleasure of attending the ATD International Conference and Exposition on behalf of ATD-MAC in Orlando in May. Learning professionals from all over the world gathered for several days of networking, insightful breakout sessions, energetic keynotes, and the opportunity to visit with a massive number of industry vendors.

Tony Bingham, ATD's President and CEO, kicked off the conference by welcoming attendees and talking about the transformational changes that continue to impact our industry. He reiterated how important it is to adapt to changes in technology, including the social and mobile tools that continue to play an ever more critical role in our personal and professional lives. This was a major theme throughout the conference and it is something that learning professionals across the world are excited to embrace.

Keynote speakers included Andrea Jung, the former chairman of the board and CEO of Avon; Sugata Mitra, an accomplished professor and previous winner of the TED Prize; and Erik Wahl, a well-known graffiti artist, author, and speaker. All delivered messages that were inspirational and enlightened.

If you've never had the opportunity to attend ICE, I highly recommend it. There are so many

Wednesday, August 26, 4:30-7, Annual Summer Social at the Vintage Brewing Company



Thursday, September 17, 1:30 – 4, Bringing Learning to the Leadership Table by Diane Hamilton

The talent development profession has undergone significant change over the past several years. We’ve seen it in our workplaces. Economic crises, business and competitive forces, demographic shifts and technological innovations have changed the business and TD landscape. We’ve also seen it in our professional association. ASTD transformed. ATD refined/redefined a competency model outlining the skills and knowledge required to be successful in our profession.

TD matters now more than ever. The need for extraordinary TD leadership has never been greater. The relevance of our work is clear. We need to become a partner in strategy execution. We need to move away from counting people in the seats or the number of hits on a learning site and tie our function to organizational goals. We need to specifically define our deliverables related to organizational success.

This interactive workshop will examine how to bring our profession to the leadership table. We’ll discuss ideas to deliver business value aligned to organizational goals. Identify ideas to transform your function and bring TD to the leadership table!

Tuesday, September 22, Online Webinar: Successfully Partnering with Your Business and Vendors to Create E-Learning Solutions by Jacob Burriss

September 30th – all-day special event, 8:30 to 4:30, Respect: Gain Respect as a True Leader by Jason Teteak and Karl

amazing people doing so many incredible things in our industry, and it was a pleasure to spend a few days among them.

Welcome New 2015 ATD-MAC Members!

- **Nikki Andrews**
- **Tony Bitner**
- **Nicole Brown**
- **Deborah Cassidy**
- **Brandi Davis**
- **Roselyn Ebel**
- **Amy Esry**
- **Nicole Knoernschild**
- **Anna Kopp**
- **Kari Lauritsen**
- **Lorrie Simmons**
- **Kimberly Turigliatto**
- **Denise Wilson**
- **Abbie Middleton**
- **Heather Kennedy**
- **Colleen Schreurs**



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

Dettmann from Rule the Room

Become an effective leader at your organization and discover how to be more of your genuine self. Imagine carrying around less burden because you busted through the clutter of thoughts that you're saddling yourself with. In this program, you will learn how to unchain yourself from that burden and draw people towards you. The more people are drawn to you and your leadership skills, the more people want what you have. Earning respect is one of the most crucial skills needed to become a successful business leader, so this program shares some insights about how it's done.

Tuesday, October 15, 1:30 – 4, The Corporate Web: skill transfer for learning and development professionals by Rob Van Nevel and Sarah Gibson

We've seen people transition from one business unit to another and thought, "How did they make that leap?" Or maybe we've even thought, "What do I want to do next in my career and how the heck do I get there?" Join us as we discuss:

- Business trends away from the corporate ladder to the corporate web and the impact on engagement and retention
- How to help others or yourself transfer skills across different roles
- The role learning and development plays in creating corporate webs

November, Date Coming Soon, The Paperless Classroom: Making the Leap by Amy Lins

Everyone is looking for ways to save time and money. Many companies have gone "paperless" with extensive use of SharePoint and other technologies. You've experienced virtual training, but how about virtual participant and leader guides? Have you considered going "paperless" in the in-person or virtual classroom—meaning no printed leader or participant guides—but aren't sure how to get started or whether or not it's a fit for you? Have you successfully made the leap and would

benefits of national membership!

Don't Forget!



chapter incentive program

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!

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.

Member Spotlight!

This month we feature an interview with Cory Erickson of Career Momentum:



like to share your experiences and lessons learned? Our organization successfully made the shift in June 2013 with cumulative savings of over \$75K to date. Join us in this informative hour to discuss the pros and cons, change management strategies, and technology required to make the leap to a (mostly) paperless classroom.

Thursday, November 12, 1:30 – 4, Using Improv Games in Training by Angela Prestil

December, Annual Holiday Party. Stay tuned for details!

*****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).**

President's Message



Greetings from the ATD-MAC board! I hope everyone is having a wonderful summer!

I'd like to give a big shout out to our Co-VPs of Programming, Sarah Gibson and Alicia Steindorf. Our programming this year has just been outstanding. We've gotten great feedback from members, and are planning more fabulous programs for future months. Check out the upcoming programs and special events in this newsletter.

As I mentioned in February, the main focus of the Board this year has been to complete the ASTD to ATD

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

A. I was a member from May 2013 to May 2014 and have returned as a member in May 2015.

Q. Please tell us about your background and how you came to be a member.

A. I have had a 30+ year career in human resources. During that time, I have had the opportunity to be trained as a facilitator and how to design curriculum. I delivered a number of leadership classes to leaders at Thermo Fisher Scientific in Madison, and Gaining Change Skills (from the Who Moved My Cheese? company) to multiple sites across the US and Canada. Now I own a talent management company that works with leaders to make their companies more effective. Sometimes that means teambuilding, sometimes that means executive coaching and sometimes that means employee engagement. I am impressed with the topics ATD-MAC offers and am interested in staying current with topics that are meaningful to today's leaders.

Q. How does membership benefit you and/or your business?

A. Membership in ATD-MAC

transition. We are in the home stretch now! The legal name change is complete, and ATD National has approved it. Our website domain has changed to www.atdmac.org, and we've (almost) completed all updates to our website branding. There are still some various system emails that have "ASTD-SCWC" references in them, and we are working our way through those to update them.

The last step is to update our Chapter Constitution through a vote of the membership. [Here is a link to our chapter website where you can view the proposed Constitution: Home](#) Members will receive an email to vote via Survey Monkey in the upcoming days. Please take time to vote for this important amendment to our by-laws. We must submit the approved by-laws to the national organization for an amended chapter affiliation agreement. Then, we are 100% done with the name transition! Whew!

You elect the Board to advance the mission of the Chapter. As a member association, volunteerism is the cornerstone of our success. There are many opportunities to volunteer. We need some help updating our website, with monthly chapter events, with the nominating committee for future board elections, and with next year's learning summit planning. There are many volunteer opportunities that can fit your schedule and the amount of time you have to give. Volunteering with the chapter is also a great resume-builder and provides leadership opportunities and additional networking (did we mention event discounts for volunteers?)

One last reminder, using our Chapter ChIP code 5089 whenever you purchase anything from ATD National in the store, register for an ATD regional or national conference, or join/renew your ATD membership sends money back to the chapter. We thank those who are using the code and encourage you to use it if you are not already doing so. The money we receive from the ChIP code really helps bring money in to the chapter to pay bills and do more for the membership!

helps me to stay on top of current training and development topics. In addition, the opportunities to be connected to the best T&D professionals in Southern Wisconsin are priceless.

Q. What is your favorite event attended in the past year, and why?

A. Allison Cooley's talk on Introversion/Extroversion - The topic is fascinating to me because great leaders can be introverted but the stereotype is they are extroverted so they can inspire their employees. I also liked Lori Gibson's talk on Influencing Without Authority. She is always a great facilitator.



**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

[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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