

## ATD Buffalo Niagara Board

2017-2018	Board Position
Sue Czynny	President
Christina Schweitzer	Past-President
Diane Roesch	VP Chapter Services
Kim Stahl	VP Communications
Michelle Nardell	VP Finance
Nicole Hue	VP Marketing
Susan Steck	VP Membership
Lindsay Kirsch	VP Programs

## Chapter Services....Awards!

March 2018

Dear Buffalo Niagara Board,

Congratulations on your chapter meeting the Chapter Affiliation Requirements (CARE) for 2017! This means your chapter successfully met all 18 required CARE elements and is recognized for 100 percent achievement of CARE. Based on your reported joint membership percentage, your chapter is also recognized as a Chapter Membership SUPER STAR with joint membership above 50 percent.

I want to personally acknowledge and thank you and the chapter leadership team for your accomplishments and for going above and beyond the CARE requirement.

ATD recognizes that the value you provide to your members through well run chapter programs, services, and exceptional operations is the result of the individual time, resources, innovation, thought, and dedication you and your team contribute.

Thank you for your time and for partnering with ATD to provide and sustain a vibrant community serving our members and the entire talent development profession. I look forward to continuing to engage with you and the chapter!

Best regards,



Tony Bingham  
 President and CEO



# POWER MEMBER

## atd+chapter

Association for  
 Talent Development

### From the President....

We met our CARE requirements again this year!

It has also been an eventful program year as we launched a monthly webinar series and a new informal social learning event, the Secret, Not Secret Social. We also continued our Coffee Connections Networking and Discussion Group meet-up events.



- ✓ In November we hosted national speaker and writer Dr. Roy Pollack who shared the 6 D model for Training Effectiveness.
- ✓ We focused on philanthropy in December sponsoring an ELW\* event for the Africa Yoga Project.
- ✓ In March we went on an experiential journey at the Buffalo Museum of Science with Marisa Wigglesworth, Kim Stahl, and Erica Swiatek.

\*ELW = Employee Learning Week

## MEMBERSHIP

INCREASED OUTREACH TO MEMBERS.

REVIEWED AND STREAMLINED DATABASE.

POWER MEMBERSHIP INCREASED BY 5% (45% TO 50%) Y/Y

CHAPTER MEMBERSHIP INCREASED BY 5% Y/Y.



5%



5%

## Programming

- Monthly Webinars and National Speakers**
- Update Technology [Zoom and Vimeo]**
- Continue Networking & Discussions at Coffee Connections**
- Launch Informal Learning Experiences**
- Give Back through Employee Learning Week Philanthropy Event**

## \*MARKETING & COMMUNICATIONS\*

### Standardized

Weekly News and Events Newsletter Eblasts

### Created

LinkedIn Business Page

### Posted

Weekly Discussion Question on the LinkedIn Group Page.

### Launched

New Twitter accounts @atdbuffalo and @atdbuffalo2017

### Increased

Facebook exposure through Planable app

### Explored

YouTube Video Posts

Thank you to our event sponsors and friends!

