



ATD BUFFALO NIAGARA



From the President...

Our chapter's mission is to foster a community that works better by providing resources, networking, and development for learning and performance professionals through programs, events and partnerships.

To accomplish this, our focus this year was to:

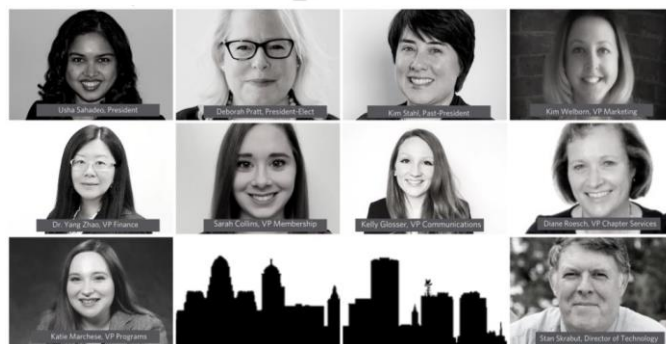
1. Curate quality and consistent programming in the era of COVID-19.
2. Focus on succession planning and board recruitment.
3. Invest in our brand identity, through strategic communications, marketing and social media presence.
4. Reinforce strong administrative practices and development of partnerships.
5. Develop a mentorship program – MentorNow!

We are proud of our small, but mighty, team of volunteers that have kept the chapter running this past year. We collaborated to bring engaging virtual programming to our member community, as well as developed a new Mentorship program. We are also in the process of planning our first full-day conference in 6+ years!!

Highlights:

- ✓ We enjoyed monthly programming featuring chapter members: **Stan Skrabut, Latise Hairston, Karl Shallowhorn** and **Kelly Glosser**. We also cultivated exciting new programming partnerships with **Dale Carnegie** and **FranklinCovey**.
- ✓ Our new mentorship program, **MentorNow**, developed by **Deborah Pratt** and **Katie Fowler**, and led by **Mentorship Director Tracie Cornell** and **Director-Elect, Adam Lai**, kicked off in May 2021 with 14 participants!
- ✓ Our Conference Planning team, led by **Kim Stahl** and **Shantey Brown**, are planning the “**Connecting You to What Matters: Learning, Results, PEOPLE, Ideas, and the Future**” **Hybrid conference** experience at **TReC** on December 9, 2021, featuring **keynote speaker, Kendra Brim**, Director of Diversity, Inclusion, and Opportunity at Nardin Academy.
- ✓ Membership communications were improved to increase readability and branding. Membership reporting oversight was also streamlined.

ATD Buffalo Niagara Board



2020-2021	Board Position
Usha Sahadeo	President
Kim Stahl	Past-President
Deborah Pratt	President-Elect
Diane Roesch	VP Chapter Services
Kelly Glosser	VP Communications
Kim Welborn	VP Marketing
Dr. Yang Zhao	VP Finance
Sarah Collins	VP Membership
Katie Marchese	VP Programs
Stan Skrabut	Director of Technology

2020-2021	Board Position
Deborah Pratt	President
Kim Stahl	Past-President
Shantey Brown	President-Elect
Christa Meer	VP Chapter Services
Kelly Glosser	VP Communications
Kim Welborn	VP Marketing
Dr. Yang Zhao	VP Finance
Joal Pappas	VP Membership
Katie Marchese	VP Programs
Nick Koziol	VP Sponsorships

Annually, ATD Buffalo Niagara aims to achieve 100% of our Chapter Affiliation Requirements (CARE), which are a set of performance guidelines designed to help chapters deliver consistent benefits to members. In spite of pandemic headwinds, we kept ATD Buffalo Niagara Chapter doors open virtually and achieved 99% of the CARE metrics in December 2020. In early 2021, we turned our attention to hitting the Power Membership metric, which increases the number of local members that have unlimited membership access to resources and support by being a member of both ATD National and ATD Buffalo Niagara.

The past year has also been challenging for many of us due to the pandemic. Some of our members experienced lay-offs, furloughs, and job loss, leading to a dip in our membership numbers. We are happy to report that our membership has begun to rebound, thanks, in-part, to new Corporate Memberships with M&T, Roswell, Independent Health, and UB! 😊

Thank you to you for your support of our local chapter!



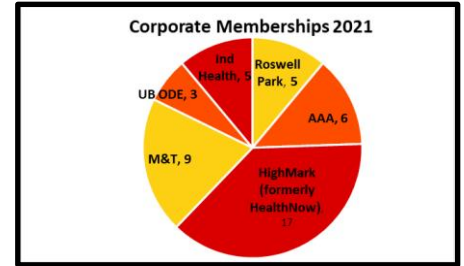
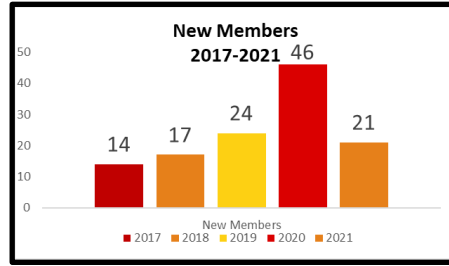
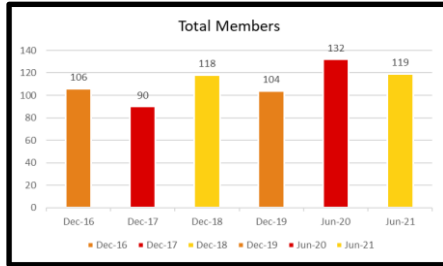
Thank you to our Shining Stars!

The 2020-2021 year wouldn't have been possible without the help from our incredible volunteers. From planning events, to facilitating sessions for our members, our volunteers made a huge impact on our success! Visit our Volunteer Page at atdbuffalo.org to see our list of shining stars.

Check out the amazing work our volunteers helped us with this year:



Membership



Chapter Services – CARE!



March 2021

Dear Buffalo Niagara Chapter,

Thank you for submitting your Chapter Affiliation Requirements (CARE) report for calendar year 2020.

Although your chapter did not meet all required CARE elements to receive CARE recognition, I'd like to thank you and your chapter leadership team for your efforts toward meeting this goal. All of us at ATD value and appreciate your ongoing service, leadership, and commitment to your chapter, ATD, and the profession.

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!

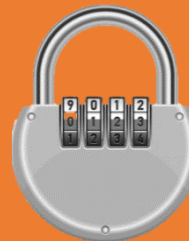
Best regards,

Tony Bingham
President and CEO

Help us exceed our Power Membership percentage in 2021!

Chapter + National Membership!

A WINNING Combination!



sharing our success



Congratulations! The Buffalo Niagara Chapter has been selected as the October 2020 ATD Chapter of the Month.

This award recognizes your chapter for its many accomplishments, including Chapter Affiliation Requirements (CARE) achievement, Sharing Our Success (SOS) submission acceptance, and overall chapter strength, growth, and innovation.



Thank you to all our

POWER MEMBERS

A **Power Member** is someone that is a member of both ATD National and ATD Buffalo Niagara.

Angela Alico Merrill
 Ellen Avino
 Katy Bailey
 Jeni Becker
 Rebecca Boyle
 Carlton Brock
 Tracie Cornell
 Ashley Dietrick
 Elizabeth Eimer
 Mary Ellen Frandina
 Chelsea Gill
 Kelly Glosser
 Tammie-Jo Graf
 Adam Lai
 Alicia Loncto
 Katie Marchese

Cristina Masucci
 Andrea Messineo
 Wendy Mornelli
 Pam Nicastro
 Alex Ognibene
 Deborah Pratt
 Tina Prygon
 Ann Marie Przybyl
 Diane Roesch
 Usha Sahadeo
 Stan Skrabut
 Kimberley Stahl
 Taylor Walsh
 Kim Welborn
 Jennifer Wells
 Yang Zhao

ATD NATIONAL MEMBERSHIP

- A network of 30,000+ members in 120+ countries
- A growing library of essential checklists, tools, and templates
- Industry-leading insights from *TD* magazine, whitepapers, and member-only newsletters
- Save \$30 when you select your chapter from the Chapter Incentive Program (ChIP) dropdown menu at checkout.



ATD CHAPTER MEMBERSHIP

- Regionally specific programming designed with your unique needs and work in mind
- A network of local leaders and industry peers
- Business and leadership development opportunities
- Access to career opportunities

Together, we are creating a world that works **better.**

td.org/PowerMember
td.org/chapters

REACHING OUR MEMBERS

MARKETING & COMMUNICATIONS ENHANCEMENTS

MONTHLY E-BLASTS

We are sending e-blasts to our member community each month sharing information on upcoming events, local job opportunities, ATD National promotions, and what we're currently learning about. We also send an email to all contacts with event and membership details.



WEB CONNECTION

We spent time re-designing our website this year, and we did it with our members in mind. Our website is easy to navigate with many resources for engagement. Our social media posts are shared weekly with event details and helpful talent development resources.



MEMBER SPOTLIGHT

We love getting to know our members! Each month, we spotlight a new member to learn about their talent development journey and experiences with ATD. We now share this information via e-blast, social media, and we have a dedicated Member Spotlight page on our website.



MARKETING & COMMUNICATIONS COLLABORATION

Its all about teamwork. Our marketing and communications team worked together to build a cohesiveness around our member reach strategy. To streamline our efforts, a Marketing & Communications request form was created for all requests.





MENTOR NOW PROGRAM

atd BUFFALO NIAGARA CHAPTER
Association for Talent Development

In Spring 2020, ATD Buffalo Niagara board members believed the need for member career development would be significant due to the increasing unemployment rates in the region due to COVID19 lay-offs and furloughs. Board members conjectured that members would be cut-off from employer career development resources due to the hardships of the pandemic. Deborah Pratt, President-Elect, and Katie Fowler, Buffalo Niagara ATD Member, met in July 2020 to vision a new mentoring program for ATD Buffalo Niagara.

To determine members' career development needs and appetite for a mentoring program, a survey was developed and sent to all members. The survey showed that the majority of respondents were women who experienced themselves at a mid-career level, and were seeking leadership positions and/or leadership career development opportunities. Using this data, a peer mentoring program design was framed and presented to the board. The

board voted to move ahead with a peer mentoring program called Mentor Now.

Over the fall, the Mentor Now program design was developed to be a seven-month, brief peer mentoring program. It would be led by a Director and Director-Elect of Mentorship. The Mentor Now program cycle would be 12 months. In January and February, the Directors set up the new program. From March to April, Mentor Now is promoted and peer mentors are recruited. In May/June, a peer mentor orientation is held. From June to December, peer mentors co-create their leadership/career development journey under the guidance of the Mentor Now leadership.

In its inaugural year, Tracie Adams and Adam Lai lead Mentor Now with 16 peer mentors participating. Tracie and Adam led the Mentor Now orientation on May 11th, 2020.



Thank you to our shining stars!

**Katie Fowler
Deborah Pratt
Tracie Cornell
Adam Lai**

For their work on the Mentor Now Program

Alone we can do so little. Together we can do so much

-Helen Keller

2020-2021 Programs

	Virtual Events	Coffee Connections Book Clubs Member Calls
July 2020	Virtual Summer Social MURAL: Using Visuals to Create Meaningful Experiences Hosted by Claudia Lopez and Ismet Mamnoon	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
August 2020	Two-Part Webinar Series: Improving Your PowerPoint Presentations and Improving Your Webinars and Virtual Meetings Hosted by Stan Skrabut Leadership Through the Lens of the 12-Steps Hosted by Karl Shallowhorn	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
September 2020	Cracking the Confidence Code Hosted by Amy Salapski	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
October 2020	Two-Part Virtual Workshop: Fostering a Culture of Equity, Inclusion, and Belonging Hosted by Latise Hairston	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
November 2020	#IAmRemarkable Virtual Workshop Hosted by Rosemary Okoili and Jessalin Lam Managing Stress in Uncertain Times with Dale Carnegie Hosted by Herb Escher	Virtual Coffee Connections Share Grow Recharge
December 2020	Overcoming Imposter Syndrome Hosted by Emily Malkowski Setting the Conditions for Psychological Safety Hosted by Mike Cardus	Virtual Coffee Connections Share Grow Recharge
January 2021		Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
February 2021	Cultural Humility Hosted by Dr. Joel Perez	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
March 2021	Webcast: Unleash Your Potential with the ATD Talent Development Capability Model - Your Blueprint for Impact Hosted by Morgean Hirt Using Excel for Basic Learning Analytics Hosted by Dr. Sy Islam and Thomas DePatie	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
April 2021		Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
May 2021	TWO-PART Virtual Workshop: 12 Steps to Building and Growing a Successful Talent Development Firm and the Impact of COVID-19 Hosted by Dr. Stephen Cohen	Virtual Coffee Connections Share Grow Recharge Virtual Happy Hour
June 2021	Unconscious Bias: Understanding Bias to Unleash Potential Hosted by Mignonne Anderson Goode	Virtual Coffee Connections Share Grow Recharge



Programs 2020-2021

Learn more at <https://atdbuffalo.org/>



683 EVENT ATTENDEES

"The capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice."
Brian Herbert

Planning Committee



49 TOTAL EVENTS

20 INDUSTRY EXPERTS

Employee Learning Week





Thank you for a truly fantastic year, ATD Buffalo Niagara!
We couldn't have accomplished all we did without YOU!







SAVE THE DATE!

EMPLOYEE LEARNING WEEK



HYBRID CONFERENCE

12.09.21

In-Person & Virtual

Our conference vision is to curate a unique hybrid experience that will connect you to the core elements for success: Learning, People, Ideas, Results, and the Future.

HOW WILL YOU CONNECT?

By joining us, you will engage in opportunities to grow together as a diverse, inclusive, and creative community.



VENUE



616 Niagara Street,
Niagara Falls, NY 14303

PRESENTERS

TO BE ANNOUNCED

SPONSORS



SPONSOR THIS EVENT!
CONTACT
SHANTEY.BROWN@ATDBUFFALO.ORG

KEYNOTE

CONNECT TO PEOPLE



KENDRA BRIM
Director of Diversity, Inclusion, and Opportunity at Nardin Academy

CONNECT TO LEARNING

CONNECT TO IDEAS

CONNECT TO RESULTS

CONNECT TO THE FUTURE