2015 ATDChi Compass

Why We Exist

Opportunity
Advocate for L&D as an essential business partner

Development
Provide learning & development opportunities

Community
Nurture a network of L&D professionals

Culture
Personal
Interpersonal

Best in Class

Membership Recognition
Process Definition
Multiple Touch points
Sponsorship
Membership Growth and Retention

Brand Awareness
Volunteer Participation
Quality Communication
Personal Touch
Leadership Pipeline

Time
Money
People
Return on Investment

Filters

Who & What

Programs, Initiatives, Operations

Board of Directors
Volunteers
Advisors
2015 Executive Team

Advisor to President
Sue Weller, Debbie Pastors
Advisor to Board
Ken Phillips

President
Greg Owen-Boger

President-Elect
Matt Elwell

Past President
Joe Tota

VP Membership (Engagement)
Meighan Newhouse

VP Programming (Member Services)
Andrew Frank

VP Marketing
Adam Kirby

VP Communications (Outreach)
Lauren Ford

VP Finance
Kathy Malcomson

Engage People
Provide Value
Create Awareness & Community
Build External Relationships
Fiscal Enablement & Financial Advisor

Each Team’s “Why”
Scrutinize Every Program / Initiative / Process

- Best in class?
- Identify the WHY

- Now what?
  - Stamp of approval
  - Improve it
  - Cut it
  - Agree to live with it
Membership Team

Engagement

Why = Engage People
Programming Team

Member Services

Why = Provide Value
Marketing Team

Why = Create Awareness & Community
Communications Team

Outreach

Why = Build External Relationships
Finance Team

VP Finance
Kathy Malcomson

Dir. Sponsorship Coordination
Robert Stillman

Outsourced Sponsorship acquisition and retention
One More Sponsor

Dir. Learning Marketplace
Shannon Tipton & Bill Cupuro

Why = Fiscal Enablement & Financial Advisor