



The Flipchart | February 2015



## **A Message from the President**

Greetings ATD Memphis friends,

I hope you began 2015 with the best positive attitude you can have. The Board is fully charged, and there are great programs and topics this year. The February luncheon is promising to be a great one. One of our own Board members and backbone of our Chapter, Sheila Bentley, is the presenter. She will share how to start your own consulting business, how to carve out a niche, how to stay on the cutting edge, how to price your services, and other strategies for maintaining a successful business. It is scheduled for February 10, 2015 at 11:30 a.m. For



registration, please visit our website www.tdmemphis.org. We are also in the process of converting to our new name "Association for Talent Development (ATD) – Memphis Chapter".

I would like to thank my fellow board member, Barbara Taylor, Logistics Chair, for her contribution, support and enthusiasm during many years with our Chapter. We will miss her dearly. Consequently, I am inviting current members to join our Board. The Logistics chair, Student Relations chair, Member Recognition chair, and other committees and roles are open. There are lots of projects in the Chapter, big and small, in which you can help us. The strength of our Chapter is due to your participation and feedback. The more active you are within the Chapter, the stronger we will become. Please contact me at 901-372-5683 or president@tdmemphis.org, if you are interested in making our Chapter even greater.

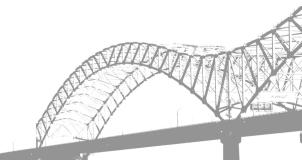
You will also find in this newsletter in our 2014 Annual Report. We had significant accomplishments because of the commitment of the Board members and the support of members like you and guests who joined our events throughout the year.

Sincerely,

Dickmar Tejada Interim Chapter President







Association for Talent Davelopmen





Promoting workplace and learning performance since 1978.



### The Life of a Consultant: Glamour, Panic, and Everything in Between

February 10, 2015 | 11:30 - 1:00 pm Bethel University, 5885 Ridgeway Circle

Registration: tdmemphis.org

With 30 years of consulting experience with clients across the country and from a broad range of businesses and organizations, Sheila Bentley of Bentley Consulting, is familiar with the ups and downs of a consulting career. She will share how to start your own consulting business, how to carve out a niche, how to stay on the cutting edge, how to price your services, and other strategies for maintaining a successful business.



#### About the Speaker: Sheila Bentley, Ph.D., Bentley Consulting

Sheila has a long history of experience in the business of learning with 30 years of consulting on a broad range of communication and leadership topics with a specialization in listening training. Early in her career, she acquired valuable knowledge about engaging learners as a junior high and high school teacher in Scottsdale, AZ. She started Bentley Consulting in Arizona in 1983 with clients such as Sperry Flight Systems (now

Honeywell), Motorola, and the Arizona Department of Economic Security.

Her clients base expanded across the country to a wide variety of businesses including companies, such as IBM, Dell Computers, Nike, FedEx, Autozone, The Disney Store, International Paper, Methodist LeBonheur Healthcare, Entergy, Honeywell, Johnson & Johnson, The New York Times, Pfizer, Schering Plough, the U.S. Army, UT Medical Group, Bank of America, Wells Fargo, the U.S. Border Patrol, the IRS, and numerous other government, professional, and nonprofit agencies. She has also continued to be involved in education, serving as adjunct faculty at The University of Memphis and Arizona State University in the Colleges of Education for a combined 24 years, teaching courses such as curriculum development, classroom management, and a number of methods classes. Her education clients include the Tennessee Department of Education, Vanderbilt University, the University of Memphis, Memphis City Schools, Shelby County Schools, Metro Nashville Schools, Knox County Schools, Jackson-Madison County Schools, and others in Tennessee.

Sheila has been a member of ASTD for almost 30 years, first in the Valley of the Sun Chapter in Phoenix before moving to Memphis in 1986. She is a past President of the Memphis chapter of ASTD and of the International Listening Association. She currently serves on the Collierville Environmental Commission, the Collierville Literacy Council Board, and is a past president of Leadership Collierville.









# **III** January Luncheon

#### You Should Have Been There!

Last month, Chuck Jones led an engaging session, Be Your Own Training Video e-Learning Voiceover Artist. Luncheon attendees learned how to turn scripts into high-quality, professional audio content for training products. To learn more about networking and events offered by the ATD Memphis chapter, visit tdmemphis.org.



#### **New and Renewal Members**

## Thank you

On behalf of our chapter we want to express our thanks to the people who either joined or renewed their membership during January 2015.

#### **NEW MEMBERS**

Allen Savage LaJean Grannan Lessie Lynn

#### **RENEWAL MEMBERS**

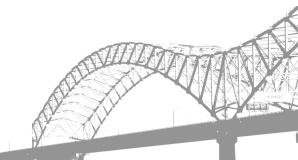
Deborah Adams **Edward Schwartz** Fair Josey Joan McGrory

Justin Keeton Pattie Barnes Sheila Bentley















#### Member Spotlight



### **Barbara Taylor**

You may not be aware of much of the work that Barbara Taylor has done for ASTD-Memphis because much of it has been "behind the scenes." But you would be very aware if she hadn't done her job because you might miss out on lunch. Barbara has been the Logistics Chair for many years, which means she has researched potential

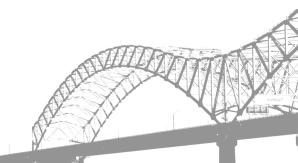
sites and taken care of reserving the location for our monthly luncheons, choosing the menu, handling registration and reservations, turning in the luncheon count, and then greeting everyone as they come in to the meeting, handing out door prize tickets and name tags and making sure that all is in order with your reservation. In short, making sure that you get your lunch, sometimes at the expense of her lunch. In addition, Barbara has provided the location for the Board's monthly meeting, as well as being an attentive hostess while we are there.

Barbara has been an active ATD (formerly ASTD) Board member for more than 15 years. She always has a positive attitude and supports new initiatives and projects in the Chapter. She always welcomes members and guests with a big smile at the registration table. She was the recipient of the George P. Aldrich award in 2005 due to her significant contributions to our ATD Memphis Chapter. She also represented our Chapter in the ATD Leadership Conference in Washington. During all of those years, Barbara has coordinated the logistics not only for the monthly luncheon, but also for conferences and special events the Chapter has organized. Just to name one, Barbara played a key role in organizing the logistics for a South Regional conference that our Chapter hosted in 2007 with ATD members from Arkansas, Louisiana, Mississippi, and Tennessee.

Thank you, Barbara, for your contributions to ATD Memphis!







Association for Talent Developmen





Promoting workplace and learning performance since 1978.



## News from ATD Memphis

## **2014 Annual Report**

I am pleased and honored to report to you that 2014 was a great year for our ATD Memphis Chapter. The Board members volunteered their expertise and time to make our Chapter even greater. The Board remains focused on providing informative and educational events for our members in the learning field. The Board's commitment to our Chapter is demonstrated by these successful 2014 initiatives and accomplishments:

- Complied with all standard required components from ATD National in order to receive a 100% Chapter Operating Requirements (CORE) for the year.
- Offered eleven monthly luncheons in which participants had the opportunity to network, exchange information and listen to a speaker. Topics for the presentations covered different areas in the learning field. We had three published authors speak at our lunch meetings. (Maden Birla of Memphis, Jimmy Brown of Little Rock AR, Joe Gruttadauria of Boston MA).
- Relocated the monthly meetings to Bethel University to provide more meeting space.
- Coordinated four evening networking events.
  - Networking Event: Cooking class and tour at L'Ecole
  - o Company Tour: ServiceMaster
  - Professional Development Master Mind Group
  - Holiday Social at L'Ecole Culinarie School. [The chapter paid \$10 towards the cost of admittance for everyone that attended the holiday party].
- Created a task force with some new initiatives to gain new members:
  - \$5 discount as a thank you to new members
  - Each monthly meeting, two drawings were held for \$5 lunch discounts.
  - The board dissolved the Auction Bucks so more members might join the holiday party
- Presented the President's "You Rock" award at the monthly chapter meetings.
- · Prepared and sent outstanding monthly newsletters, The Flipchart, with updated information about the Chapter to all current members.
- Conducted an annual audit review for 2014. The Audit Committee followed guidelines of ATD National to perform their review.
- Prepared a Risk Management Assessment for the Chapter.
- Conducted a Member Satisfaction survey to measure the opinions of Chapter members.
- Approved funds for the 2014 President to attend the 2014 ASTD International Conference and Exposition in Washington.
- Began the process of changing to the new ATD Memphis Chapter name











The Flipchart | February 2015

Regarding the finances for 2014, the ending balance was \$6,105 on December 31, 2014. The Chapter has a CD for \$1,000 and opened a new CD for \$3,500 in January at Regions bank. Gross revenue for the Chapter in 2014 was \$9,510 (event participant fees, membership dues, advertising and ATD Chapter Incentive program). On the other hand, expenditures were \$9,763 (events, ICE Conference, Chapter Insurance, website, speaker gifts, post office, supplies, bank fees, Paypal fees and others).

Unfortunately the expected number for new members and renewals was not reached. As a matter of fact, the membership decreased in 21 members (23%) from 92 to 71. Since membership dues are the major revenue item, the Chapter income is vulnerable.



In order to guarantee the financial health of the Chapter, the Board set a goal to increase the membership base (new and renewals members) to 100 members by the December 31, 2015. We are counting on you as a member to renew your support as well as to encourage your peers and friends to join our ATD Memphis Chapter.

Finally, I want to thank you, our members, and the Board members for making 2014 a great year for our ATD Memphis Chapter.

Dickmar Tejada Chapter President Interim











Association for Talent Developmen





Promoting workplace and learning performance since 1978.



## **Get Involved with ATD Memphis**

## **Calling All Presenters!**

ASTD Memphis is seeking presenters for luncheons throughout 2015. If you or someone you know can share expertise in one of the following fields, please contact our 2014 VP of Programs, Chuck Jones, at programs@tdmemphis.org.

- Knowledge Management
- Coaching
- **Integrated Talent Management**
- Managing Learning Programs
- **Evaluating Learning Impact**

- Learning Technologies
- **Training Delivery**
- Instructional Design
- Performance Improvement
- Change Management

### **Member Recognition**

If you are in interested in nominating someone for the monthly member spotlight, please email us at marketing@tdmemphis.org with a brief bio and professional headshot. Each month we will select and recognize one member from the local chapter. This is an excellent opportunity to get to know others in the organization and grow your network.

#### Newsletter

ATD Memphis is searching for training and elearning professionals to submit articles and reviews for publication in the ATD Newsletter. If interested, send an email to newsletter@tdmemphis.org.

#### Join the Board

We have three vacant positions, Member Recognition Chair, Student Relations Chair, and Logistics Chair. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

Send an email to president@astdmemphis.org if you are interested in getting involved.







