



**GREATER CINCINNATI  
CHAPTER**

**Association for  
Talent Development**

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# **GREATER CINCINNATI ATD ANNUAL REPORT**



# 2019

# LETTER FROM THE PRESIDENT

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This past year has proven to be another great year for the GCATD Chapter. **Our mission is to be the “go to” resource for best, emerging and relevant talent development practices for connecting workplace leaders.** Armed with a committed group of Board Members and volunteers, we rallied together to design programming that would promote professional development for our members and provide a way to build meaningful connections with others in the field. This year, our Dayton Geographic Interest Group (GIG), served as a prime example of this as we received an S.O.S. (Share our Success) award from National ATD. Our Dayton GIG offers a highly popular series that promotes a hands on, practical approach to learning. **Based on this submission, we are happy to share that we have been recognized as National ATD’s Chapter of the Month for January 2020.**



Below are a few additional highlights from the year:

Our Power of Possibilities Conference hosted 199 people - a variety of participants, volunteers and sponsors. Feedback was positive on our breakout sessions, table talk discussions, happy hour and more! The official launch of our Chapter Sponsorship Program has given clarity to the variety of ways our partner organizations can connect with our members, while providing a revenue source for our Chapter. Our Membership Team hosted our first virtual New Member Orientations. These virtual events coupled with our live New Member Orientations, New Member Checklist and personal outreach is designed to give new and returning members a warm welcome! Our Marketing/Communications Team, coupled with support from Betsy Young (paid Chapter admin) continues to drive our online social media presence and promote dialogue between our members. Our Professional Development Team, Special Interest Groups (SIG) and Dayton GIG provided a healthy programming schedule to serve a variety of interests, both live and virtual.

We owe a great deal of gratitude to our volunteers who give their experience, energy and enthusiasm to make these things happen! If you are interested in joining our team, feel free to reach out me. We look forward to growing our team and working toward an even brighter 2020.

**Mary Tettenhorst**

# 2019 GCATD BOARD OF DIRECTORS

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**Mary Tettenhorst**

PRESIDENT



**Michele Miller**

PRESIDENT ELECT



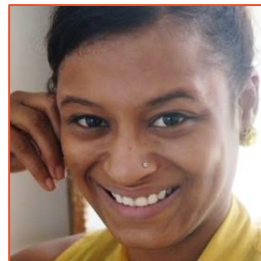
**John Carter**

VP, PROFESSIONAL  
DEVELOPMENT



**Arlene Baker**

VP, MEMBERSHIP



**Channing Nunez**

VP, MARKETING &  
COMMUNICATION



**Pam Nintrup**

VP, STRATEGIC  
INITIATIVES

## Directors

Jennifer Fishwick, Director of Engagement  
Chris Harrison, Director of Social Media  
Kristie Schoonover, Director of Communications

Russ McMahon, Director of Sponsorships  
Beth Robinson, Conference Lead

# 2019

# VOLUNTEERS

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## Dayton GIG Conveners

Bob Riess  
Jonathan Wilson

## OD SIG Convener

Paul Bozik

## 2019 Conference Committee

Beth Robinson, Chair  
Betsy Young, Conference  
Administrator  
Pam Nintrup, Leader Content Team  
Russ McMahon, Leader Sponsor  
Team  
Channing Nunez, Leader Marketing  
Team  
Pam Nintrup, Leader Logistics Team  
Cindy Weingartner  
Michelle Lund  
Lisa Nicholson  
Yashica Gayle  
Christina Heilig  
Michelle Zwelling

## Learning Leaders SIG Conveners

Leah Cridlin  
Jon Ulrich

## Coaching SIG Conveners

Cindy Winegartner  
Michelle Lund

## Chapter Ambassador

Amy Sparks

## Membership Committee

Anna Schumacher

## Professional Development Committee

Travis Nipper  
Sue Schinder  
Nina Talley  
Rochelle Thompson



# FINANCIAL REPORT

## Income

Membership	\$	11,528
Monthly Programs	\$	3,600
Dayton	\$	830
Conference	\$	34,059
Chapter SIGs	\$	95
Special Programs	\$	1,500
Interest	\$	8

Total \$ 51,620

## Expenses

Membership	\$	1,666
Monthly Programs	\$	4,180
Dayton	\$	315
Conference	\$	24,138
Chapter SIGs	\$	761
Communications	\$	5,258
Presidents Expenses	\$	11,506
Treasurers Expenses	\$	5,157

Total \$ 52,910



chapter incentive program

**Total ChIP Earnings: \$2,884\***

\*Included in Membership Income

ATD's Chapter Incentive Program ensures that that GCATD receives revenue when GCATD members purchase ATD products, members, conferences or program registrations using ChIP code CH3044. This money can be reinvested in local programming to support talent development professionals in Greater Cincinnati.

## WHAT DO GCATD EXPENSES INCLUDE?

Presidents Expenses include a variety of expenses including paid administrative support, volunteer awards/recognition and travel/registration for ATD's National Chapter Leadership Conference (ALC). At ALC, Chapter Leaders from across the country gather to develop leadership skills and benchmark best practices for running effective chapters. Treasurers Expenses is largely made up of credit card fees. The largest expense for both Monthly Programs and Conference are facility and food.

# ANNUAL GOALS

## Mission

GCATD is the “go to” resource for best, emerging and relevant practices for connecting workplace leaders.

## Vision

We are the recognized catalyst for creating partnerships to empower the talent development community.

## Strategic Imperatives

Provide Value  
Become Recognized  
Chapter Sustainability

Goal	Owner	Status
Develop KPI Scorecard by end of Q1	Chapter Administration	Complete
Refine BOD Onboarding Process/Tools by end of Q2	Chapter Administration	Complete
Create Chapter Budget for regular review	Chapter Administration	Complete
Offer at least 7 learning events via workshops and webinars, connected to member interests and best practices.	Professional Development	Complete
Develop and implement a Chapter sponsorship program.	Strategic Partnerships	Complete
Schedule at least one event with purpose of member networking w/ current & potential members	Membership	Complete

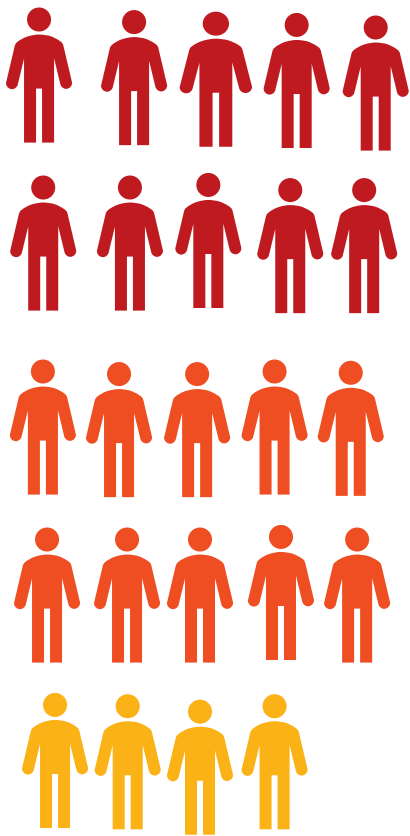
# ANNUAL GOALS

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Goal	Owner	Status
Create and execute a formalized new member onboarding structure	Membership	Complete
Design process for recruitment and retention of volunteers	Membership	Complete
Meet target profit performance	Conference	Complete
Identify partnership opportunities for learning events. Execute on at least one of these organizations in 2019	Professional Development	In Progress
Create operations manual to assist with future planning of learning events by the end of 2019	Professional Development	In Progress
Develop succession plans for the SIG, GIG and EAB leaders	Strategic Partnerships	In Progress
Update GCATD website; improve functionality, provide member resources and promote membership	Marketing/Communication	In Progress
Highlight the value of the local ATD membership by focusing on the value of the local network	Marketing/Communication	In Progress
Target: 233+ Attendees – 184 paid; 16+ Sponsors	Conference	In Progress
Target Participant Feedback Rating: 4.28 Stars Overall	Conference	In Progress
Increase GIG and SIG average attendance by 15%.	Strategic Partnerships	In Progress
Update GCATD Bylaws	Chapter Administration	Not Started
Simplify Nominating and Succession Planning Process	Chapter Administration	Not Started
Create measurable marcom goals to gauge success in driving Board goals and membership value	Marketing/Communication	Not Started

# MEMBERSHIP

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## CHAPTER MEMBERS

118

## POWER OF TWO MEMBERS

111

## STUDENT MEMBERS

8

"It's the only resource that I have to really tap into what Talent Development looks like and how to make an impact."

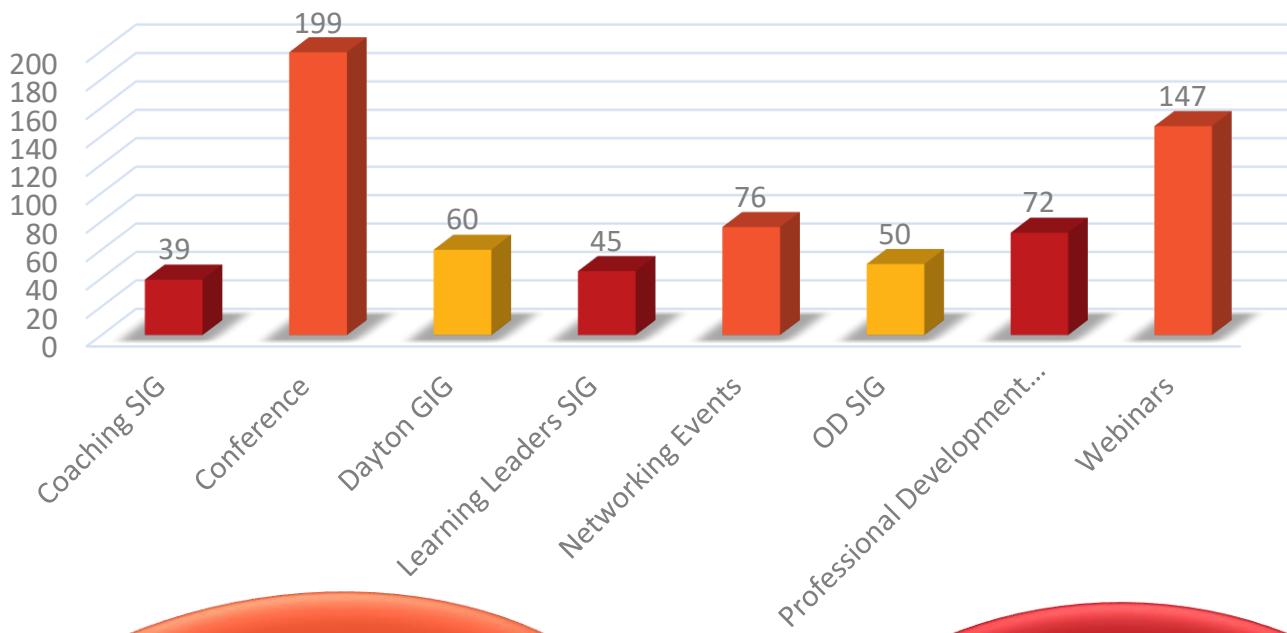
**237 Members as of 12/31/2019**



# CHAPTER ACTIVITIES

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Total Attendance by Program Type



The annual GCATD Conference was an excellent exposition of the L&D field today. The speakers were excellent and the conference was very well planned and executed. It was a tremendous opportunity to make new connections and advance knowledge of the issues and trends that L&D professionals face today."

I have enjoyed the opportunity to learn about some topics that mean the most to the success of my job, mostly in person which is helpful. Being able to talk through struggles with like-minded individuals who perform similar tasks at their job is helpful as well.

Once again, the conference was a great time to build our toolbox while strengthening our network