



# MADISON AREA CHAPTER Association for Talent Development

## ATD Midwest Chapters 2016 Regional Conference Recap



The Midwest ATD Chapters were able to participate in a pilot Regional Conference on November 14, in Chicago, Illinois. This one-day ATD Midwest Regional Conference was held at Hamburger University, McDonald's training campus and brought talent development professionals together from all over the Midwest.

The morning included a networking breakfast and a keynote from **Rob Lauber**, the **CLO of McDonald's Corporation**.

*Rob Lauber is transforming McDonald's learning department to a "globally integrated strategic driver"*



During his keynote, Rob shared the transformation McDonald's learning department is undergoing to take them from "disparate, redundant silos to a globally integrated strategic driver." This transformation includes eliminating many of the 15 learning management systems that are being used to deliver training, and finding new ways to train crew staff to get them operationally proficient more quickly. Rob shared how it is a slow process to undergo such a large transformation, but one that it is necessary to keep the business moving forward.

The afternoon consisted of three blocks of concurrent sessions ranging in topics from onboarding, to coaching, to facilitating virtual training as well as the opportunity to tour the Hamburger University Campus. The tours showed various aspects of the training facility including full mock restaurant set ups for experiential learning scenarios.

## Save the Date! 2017 Program Calendar

**Thursday, January 26, 2017**

**11:30 AM - 1:30 PM**

**Annual Meeting and Holiday Party Luncheon**

*Location: Findorff*

**[Click to REGISTER NOW!](#)**

Please join us for our annual meeting of the ATD-MAC membership and luncheon. During this meeting we will cover the state of the chapter and will also include time for networking.

**Thursday, February 16<sup>th</sup>**

**Using PowerPoint to Make Presentations Shine**

*with Chad Neumann*

*Location: Findorff*

**Thursday, March 16<sup>th</sup>**

**Ensuring Flawless Virtual Events**

*with Karen Vieth, InSync Training*

*Location: Online, Live Event*

**Thursday, April 20<sup>th</sup>**

**Coaching**

*with Brandi Davis*

*Location: M3 Insurance*

**Thursday, May 11<sup>th</sup>**

**Building Resiliency Quotient**

*with Joan Loshek*

*Location: Findorff*

**Thursday, June 15<sup>th</sup>**

**Using High Leverage for Lasting Cultural Change**

*with Jeff Russell*

*Location: Findorff*

**July**

**Summer Social Event**

*More information to come!!*

**Thursday, August 17<sup>th</sup>**

**L&D and Cultural Diversity**

*with Deb Laurel*

*Location: M3 Insurance*

**Tuesday, October 18<sup>th</sup>**

**Managing a Learning Department**

*with Susan O'Hara*

*Location: UW Health, AOB*

**Wednesday, November 16<sup>th</sup>**

**Leading Virtual Team Live Session**

*with Lee Johnson*

*Location: UW Health, AOB*

**Wednesday, December 14<sup>th</sup>**

**Authenticity in Teams**

*with Roger Wolkoff*

### New Ways to Connect in 2017!

Join ATD-MAC's new social media groups to . . .

- Connect with other professionals
- Continue your learning and development
- Keep up-to-date on ATD-MAC offerings
- Challenge yourself to reach your 2017 development goals!



Register for Events through [atdmac.org](http://atdmac.org)



Follow Events and connect with others



Continue the learning in group discussions



Short-bite learning with [@atdmadison](https://twitter.com/atdmadison)

# Membership Messages

## Member Spotlight: DeeAnna Deane



### *How long have you been a member of ATD-MAC?*

I have been a member of ATD for a very long time. I don't remember exactly when, but I think it may have been somewhere around 2004 or so.

### *Provide a little history of your background and how you came to be a member.*

I was promoted into a position which was called Training Coordinator in Human Resources at my prior employer. I had been doing a fair amount of training and development for our production group and was attending occasional events (ASTD at that time!) but didn't become a member until that promotion into the training department in HR.

I enjoyed the people that I met so much that I looked into volunteer opportunities for the chapter (SCWC at that time!) and began hosting the reception table at every event. You probably recognize me by my photo!

### *You have just finished your term as the VP of Membership. What originally prompted you to become a board member?*

I continued volunteering until I accepted a new position of HR Manager – Training Specialist at Teel Plastics in Baraboo. At that point my new manager encouraged me to consider running for a board member position.

### *Anything else you might like to share.*

The networking opportunities as a member are invaluable for anyone wanting to grow their skills and knowledge in regard to talent development. Don't wait – join today!



Don't Forget! You can support your Chapter any time you order anything from national ATD by entering the ChIP code "**Ch5089**" at checkout! If you're buying books, renewing your membership, or registering for a national conference, a portion of the purchase price will be provided to the Chapter whenever you use the ChIP code!

**ATD-MAC Power  
Membership  
Percentage Report:**

**42%**

**POWER  
MEMBER**

**atd+chapter**  
Association for  
Talent Development

### ***Congratulations on a 3% increase from last quarter!***

In addition to our local chapter, The Association for Talent Development (ATD), formerly ASTD, is the world's largest national association dedicated to those who develop talent in organizations. ATD's members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports the work of professionals locally in more than 125 chapters, international strategic partners, and global member networks. Not yet a national member? See [www.td.org](http://www.td.org) to learn about the many benefits of national membership!

[Click here](#) to review the Power Member brochure.

To Join ATD National as a Power Member, [click here](#) and use chapter ChIP code 5089.

## An Open Letter to ATD-MAC Members:

Hey you, I see you there.

I see you struggle to make time for your professional development as well as all your other commitments in work and life. I see you battle between wanting to be more involved in the chapter, and fearing that there simply isn't enough time.

I want to let you in on a secret. I've been there, too. I've had, and still sometimes have, that same struggle.

But, I also want you to know that the times when I have made room for my own development are the times that I have thrived. The chances I've had to connect with others have sharpened my skills and made me, well . . . happier.

In those times, I remember that a huge part of my motivation and joy in life comes from being able to do something today that I couldn't do yesterday.

I remember that taking time for my development, to build my network, and to hone my skills is vital to my ability to meet the goals that are the most important to me.

So, fellow member, as you gear up for the next year, I beg you not to forget yourself and your personal development. Make a commitment to fulfilling your joy.

I'll save a seat for you at the next monthly meeting, and can't wait to know you better.

Sincerely,  
Your fellow ATD-MAC Member

### **Members Wanted**

Do you know anyone who would benefit from membership in ATD-MAC? If so, please forward this newsletter or share ATD-MAC's social media profiles so they can get a feel for what we do and what we can offer!

### **Volunteer Now!**

Are you looking for a way to get more involved with ATD without a long term commitment?

Please contact us at [admin@atdmac.org](mailto:admin@atdmac.org) for questions or interest in volunteer opportunities.

# ATD-MAC Matters



## President's Message

This year has seen remarkable growth for our chapter. We've seen our active membership increase, Power Memberships are up, and we had a very successful Learning Summit in May. Consequently, our financial reserves are strong and we look to 2017 to give back to you and the talent development community.

Our member survey over the summer highlighted some key areas of focus that the Board has discussed. Most notable were calls for more technology topics such as webinar and e-Learning, as well as more advanced speakers. Programming is looking to bring in outside talent on these topics and we also encourage you, our members, to step up and try facilitating a session. Presenting to your peers can be intimidating but really sharpen your skills. I'm going to be presenting a webinar on Agile and SAM in December and we're looking at offering more webinars in 2017 for those that can't get away to an onsite visit.

We also heard that after professional development, networking is vitally important to your membership experience. We're striving to make that happen more by connecting our socials with learning opportunities. Recently, I had the pleasure of meeting with our student Special Interest Group (SIG) at the UW – Madison and I look forward to strengthening that relationship as well.

As we close 2016, this is the time of year to be grateful. I'm honored to serve with such an engaged group of Board members who make it their mission to move the chapter forward. I'm thankful for our members, both regulars and new, that bring such diverse talent and perspectives to our chapter and community. Our success as an organization lies with all of you, and we've been very successful this year. Your participation and feedback have made us one of the strongest chapters in the region. Continue to get involved and if you are thinking of volunteering or presenting, make that your resolution in 2017.

Best wishes this holiday season,

*Jacob*

## Meet Kenn Kosowicz, the new ATD-MAC VP of Administration



As a life-long Milwaukee resident, my career in training naturally led me to involvement in the Southeast Wisconsin Chapter of ATD. I learned, laughed, and cried (not really) with some fine people. Now that I call Madison, home, I felt that joining the Madison Area Chapter would provide the same opportunity. I have not been disappointed. I'm honored to have the opportunity to serve on the ATD-MAC Board and collaborate with a diverse group of people, to continue looking for ways to improve the learning process, and to meet chapter members with experience to share.

## ATD Chapter Leaders Conference Highlights

**Chapter President, Jacob Burris, and Chapter President-Elect, Jenn Stangl,** attended the event to learn more about updates from ATD-National and connect with other ATD chapters.

Aside from the opportunity to network with other chapter leaders, various speakers presented topics to engage and support the work that we do within our chapter. Some of the presenters and sessions included:

### Tony Bingham, CEO



Tony provided an overview of a new certification for those talent development professionals who are in the early stages of their careers or whose professional roles and aspirations are focused on a few areas of expertise. This is both an additional educational opportunity as well as a stepping stone to the CPLP for those interested. More information to come in 2017.

### Michael Bungay Stanier, Keynote Speaker



Michael, senior partner at Box of Crayons, provided an engaging session on the *5 Question Leader*. The session focused on preparing leaders to ask questions that enable and empower individuals to identify their own challenge and solutions.

### Chapter Optimization



**CARE Workshop** where we were able to identify requirements and ask questions leading to ATD-MAC's 100% CARE certification in 2016

**Marketing strategies** for optimizing our chapter outreach to our community

**Social Media and membership engagement** to build our ATD-MAC brand and website strength

**Welcoming new members** through targeted volunteer opportunities and chapter ambassadors

## ATD National News

### ATD-TV Video Library Optimizes Development

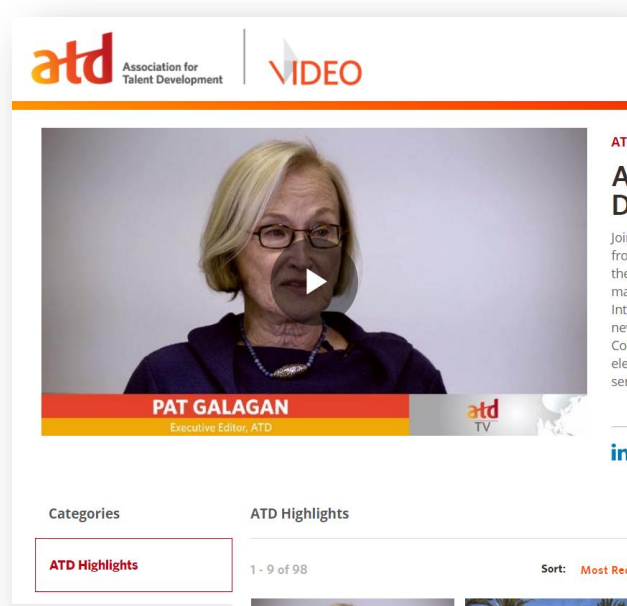
ATD-TV is an expanded feature now available through [videos.td.org](http://videos.td.org)

The page provides hundreds of short-bite videos, full-length webinars, webcasts, and podcasts tailored to your specific development needs.

Categories of development include:

- ATD Highlights
- ATD Chapters
- Career Development
- Global Human Resources Development
- Government
- Healthcare
- Human Capital
- Learning & Development
- Learning Technologies
- Management
- Sales Enablement
- Science of Learning
- Senior Leaders & Executives
- Webcasts
- Conference Session Recordings
- Podcasts

Most of ATD-TV is available to the public; however, some of the specialized content is reserved for ATD National Members. For discounts on membership and access to all premium content, become a Power Member. [Click here](#) and use chapter CHIP code 5089.



### Ways You Can Use ATD-TV Today!

- Curate content for development easier
- Improve your skills and fill your development gaps
- Locate research and best practices for making your business case
- Expand your network to a national level and gain different perspectives
- Stay connected to talent development professionals
- Provide support for stretch assignments and developmental opportunities

## Opportunities to Connect



Connect to our Facebook page to get development tips, connect with other ATD-MAC members, and track upcoming events. Simply click the Facebook icon and Like or Follow the page to get started today.



Follow @atdmadison on Twitter to get small bites of learning to challenge yourself and continue your development as a professional. Simply click the Twitter icon and follow @atdmadison to follow the buzz today.



Find us on LinkedIn through our ATD-MAC Group to get ideas and advice from other professionals and continue the conversation after ATD-MAC events. Simply click the LinkedIn Icon and join the group to find a group ready to discuss and challenge one another.



Visit us at [atdmac.org](http://atdmac.org) to see the latest ATD-MAC news, connect to volunteer opportunities, and register for events. Simply click the ATD-MAC link to the left to launch to our main site.



Do you have ideas for our newsletter or would you like to contribute an article to be considered for publication? Please contact Erin Lavery, VP of Marketing, at [vp.marketing@atdmac.org](mailto:vp.marketing@atdmac.org) or click the email icon.

## Sponsor Recognition

A HEARTY THANK YOU to our Platinum Sponsor, Edgewood College! Our deepest thanks for supporting our ATD- MAC chapter and helping us continue to offer great value to our membership with quality programming and networking events! Interested in furthering your education? Check out the Masters in Organizational Development program offered at Edgewood College!



**EDGEWOOD COLLEGE**