



We use this slide set in the following way:

- 1) Post to chapter website by January (goal)
- 2) Run at all programs in social or networking time (to generate ongoing interest)
- 3) Run at special events

*Showing all events for the year and posting early helps attract and retain members and boosts attendance for all your events in the year.  
We encourage you to consider it!*

# Special Thanks



to the ASTD Sacramento

**Educational Partner 2013**

The College of Continuing Education,  
Sacramento State



**SACRAMENTO STATE**  
COLLEGE OF CONTINUING EDUCATION

**A “shout out” to our Educational Partner in 2013.  
If you were at our presentation, you know they  
CSUS CCE is our “Super-Sponsor”**

When you have a Super-Sponsor, one of your jobs  
will be to maximize the visibility of the super-  
sponsor.

Mention them whenever possible.

They are doing a LOT for your chapter.

Make sure you are returning the favor!

January 19



## Annual Pizza Lunch

With - Highlights of ASTD's State  
of the Training Industry



Hope you didn't miss this great event!

**Start the year with a big draw (attract large numbers) event by simply making it VERY inexpensive  
Everyone Loves Pizza!**

This is a \$10 event for members / \$15 for non-members

- Use to highlight the Annual State of the Training Industry report
- Tell members what is coming in the new year
- Introduce them to the new board
- Introduce everyone to the "Power of Two" – your chapter will benefit and ASTD National will love you for promoting the report and national membership.

# February 19



## A Training Model to Unleash Employee Engagement in Organizations

*Dinner Event*

**Helen Horyza, MS, NCCC**  
President, Scully Career Associates, Inc.  
[www.ScullyCareerAssociates.com](http://www.ScullyCareerAssociates.com)



**Helen Horyza is the founder of Scully Career Associates, Inc. and the creator of Elevations career assessment tool.**

She is also a top notch employee engagement expert and uses elevations to do organizational development and teambuilding work in organizations.

Helen presented a dynamic and fascinating look at how we can make our places of work more engaging and motivational.

Wow, Includes the price of Stephanie's new book - a \$20 VALUE!!!

March 18

Own Your Niche

Monday, March 18

Lunch 11:30AM to 1:30PM

OWN YOUR NICHE  
STEPHANIE CHANDLER

Extended Interactive Workshop *Includes book!*

BACK by Member Demand...  
"She is the best!"  
"My hand was sore... I took so many notes."

**Most chapters will have one or more social medial or other local experts in using books, podcasts, and social media to maximize the visibility and success of the trainer, speaker, coach.**

Our local "find" and expert is Stephanie Chandler and she is amazing. She speaks, writes, has a small publishing firm, runs a local speakers network, has a national non-fiction writers association, and we wonder if she sleeps... We find this topic is of interest all the time and to many of our members and non-members.

If you can't find a suitable local contact, consider reaching out to Stephanie for ideas. She has connections around the country and loves being a "connector". [www.stephaniechandler.com](http://www.stephaniechandler.com)

Let Stephanie know we referred you!

April 22



## Memory Enhancement That Works – For Trainers

*Lunch Time Event 11:30AM to 1:00PM*

Featuring Michael Green from MemorySpring



Michael will show you how to easily unlock much more brain power than you knew you had!



**In this content-rich presentation, Michael Lawrence Green shared real-world tools to build memory strength and elasticity.**

*Here is a snippet from our marketing:*

Do you have to sit by idly and let your memory, the details, and your clients slip away? No! You can take a proactive approach toward improving your performance by attending **Maximizing Your Memory – For Trainers!**

When you decide to enhance your memory skills, you take action to improve your performance and the quality your life. What is your memory worth to you? It's priceless!



# Annual Train the Trainer Program



Fundamentals  
for  
Professional  
Trainers  
2013



## April / May 2013

Thur, April 4 - ½ day (AM)

Friday, April 5 - ½ day (AM)

Thur, May 16 - full day

Friday, May 17 - ½ day (AM)

## Attract new, younger members, and/or those new to the profession

- This is our annual train-the-trainer event. We price it under \$200 for members and over \$200 for non-members (but include a one year membership in the price)
- This sold-out event (4 years in a row) attracts new members! (young members and those new to the profession)

*We sign up an average of 15 new members via each event*

- The program has evolved in the last four years. If you want more info, send us a request for information at [mail@astdsac.org](mailto:mail@astdsac.org)

*We would be glad to freely share information.*




May 30 and 31

❧

**ASTD Sacramento's First  
Super-Session**

*Thur. PM Meeting & All-Day Fri. Workshop*



*Ruth Clarke*  
*Respected author, trainer, designer,  
and speaker at every major national and  
international L & D conference...*

## You Gotta Try a Super-Session!

**This was our first year for a “super-session” and it was a great success. In brief:**

- Get a well-known regionally or nationally known trainer
- Bring them in for a “special” event.
  - In our case we did a Thursday evening regular monthly event (and sold out the house).
- We followed with a full day workshop for 80 (sold-out again).
- We managed to pay the speaker well, make some money, attract many non-members (that we convinced to become members) as well as delivering something unique and innovative to our members.

*We are considering two super-sessions for next year.*



Special Morning Workshop  
Friday, June 28

Growing your Learning  
and Development Career

Presentation and Interactive

Workshop



Featuring Adam Rico

Adam Rico @ [workyouenjoy.com](http://workyouenjoy.com)

This June event was meant to appeal to anyone starting or growing in their T and D Career. That should be just about everyone, right?

- Event was a special Friday morning extended event.
  - We found a good keynote speaker who was a career coach. This guy is good, but you probably have many local folks too.
- We followed with table-top experts talking about their areas of expertise and how to get into them. (examples: how to be a coach, if you are a trainer/developer. How to get into e-learning design, if you are a stand-up trainer)

**Our big mistake** – We forgot to remind our table-top experts. *It is MORE important to ASK GOOD QUESTIONS than talk.* Encourage probing questions, and interactivity.

This was also a session where we were able to highlight the new ASTD competency model and CPLP!

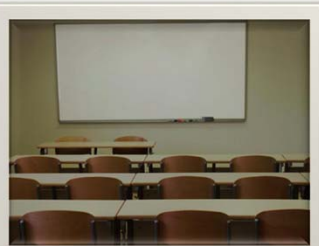
This was what I considered a great event idea, but we failed a bit in execution. Consider it! I'd be happy to chat with you about it if it interests you. Bruce Winner / [mail@astd.org](mailto:mail@astd.org)

July



## No Public Event this Month

Interested in being more involved?  
Consider attending the ASTD Sacramento Mid-  
Year Board Retreat?  
Contact us at [mail@astdsac.org](mailto:mail@astdsac.org)



**We take a month off from programs in July,  
but we use this time very effectively. How?**

We start the year with the new board retreat in January, like many chapters, but for two years now we have used July for:

### **A Mid-year Board Retreat**

**We focus on the OPERATIONAL PLAN!** You have to submit one for ASTD national in January, so why not revisit it again and maximize its effectiveness.

Ask the following questions of Board Members: How are we doing? Are there gaps? What is working well? How can we improve things?

We find this is a GREAT way to easily hold ourselves accountable.

**And We invite potential board members** for the following year. We believe in “Getting new folks in early and showing them what the board is all about.”

**Thursday evening**  
**August 8**

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3<sup>rd</sup> Annual

**Even Bigger and More Audacious than  
Ever!!!**

**Networking Event**

**We'll be  
there!!!**



**This audacious event was just that, we attached ourselves like barnacles to the Sacramento Area Human Resources Association's annual conference networking event and vendor expo. *We paid SAHRA \$20 per head and didn't do a lick of work!***

We had the idea of giving away almost \$1,000 in prizes, the main one being an Apple iPad.

Attendance was good (80 of our members/guests and 161 of SAHRA's) and we increased our draw with the expectation of meeting lots of other HR professionals.

The drawing for the iPad and 4 \$100 gift cards was very popular!

# Friday, September 13



ASTD Sacramento and the College of Continuing Education,  
Sacramento State present the:

## 3rd Annual Northern California Training and Development Conference

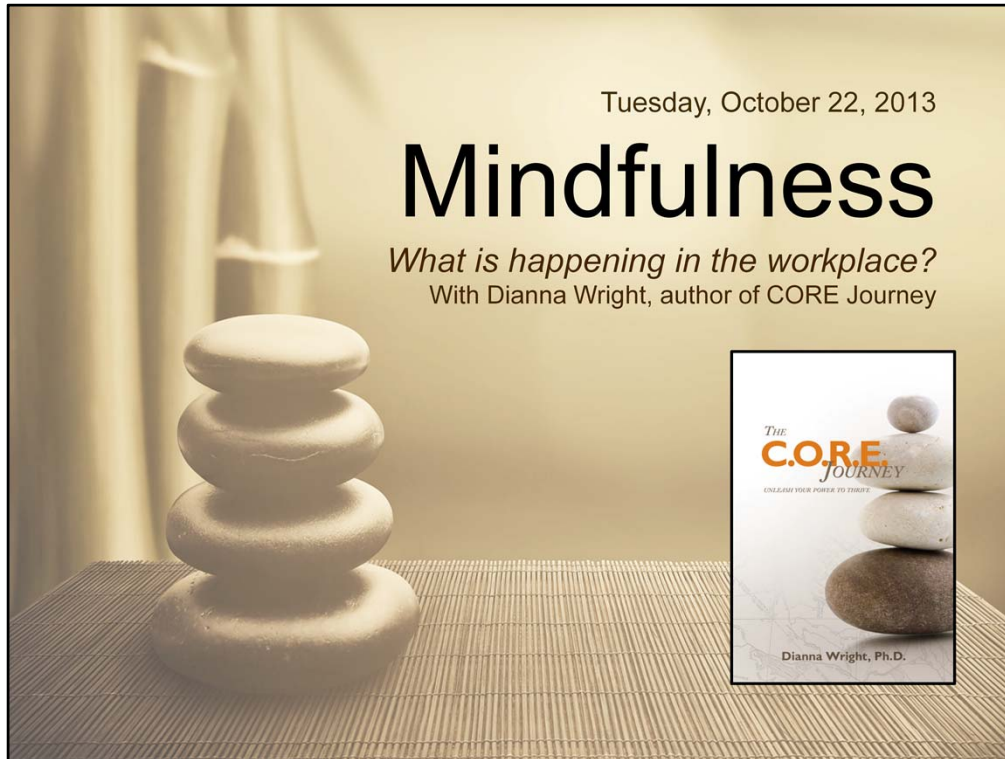
### **Our Annual Chapter Conference**

We only revived our annual conference two years ago, but it is already yielding big results.

**Year one – Demofest 2011** had an e-learning theme, drew over 100 attendees, was a ½ day event, and generated great “buzz” for the chapter.

**Year two – DemoFest 2012** was an all day affair, drew 125, generated 20 new members (via a clever pricing model – which drove our membership to 220 members)... Also principal co-sponsor was a local college that added a lot to the event, provided a great venue, and we think they got a lot out of it too!

**Year three – Name change to the “ASTD Sacramento 3<sup>rd</sup> Annual Northern CA Training and Development Conference”** Our conference sponsor from 2012 became our “super-sponsor” in 2013 and a principal part of the partnership was the annual conference. We think the conference gives them great visibility while the chapter does a lot of the “heavy-lifting”. By the end of the conference in 2013 we had 275 members. We price the event to convert non-members to members. If they buy a membership \$80, then they save \$40 on the event. It is like getting a ½ price membership and it drives membership!



This was one of my favorite events to plan. I think every ASTD chapter should be taking advantage of empirical research from the fields of cognitive neuroscience and psychology and how it is being leveraged to train in the workplace.

At this event we had a new author present some concepts on mindfulness and mindful meditation that are being used in the workplace. Check out her book, "The CORE Journey" at amazon or her site at <http://thewrightcoach.com/>

Great book and Dianna W is the real deal!

If you are interested in similar topics search Google for positive psychology, or Martin Seligman, or grit, or resilience, or give me a call.

This is an area of particular interest to me. I'll be happy to discuss ideas with you. Bruce Winner / [mail@astd.org](mailto:mail@astd.org)



# November 18th



## **DECIDE™ to Be Organized!**

**An Empowering Process of Change - For Trainers**

**Featuring Lisa Montanaro**

*A Lunch Event from 11:30AM to 1:00PM*

Lisa consults nationwide for a growing list of companies and organizations who have given her rave reviews on her presentations. After meeting her - we felt she would be a perfect fit for training professionals who want to improve their work.



Lisa is a Productivity Consultant, Success Coach, Business Strategist, National Speaker and Author.

Growing up in New York and fully intent on taking advantage of her “triple-threat” capabilities as a singer, actor and dancer, Lisa took a 180 degree turn during college and learned sign language in order to teach deaf students. She then enrolled in law school and for the better part of 10 years practiced law in Manhattan.

If that weren't enough, Lisa switched gears again and in 2007, she became one of the first Nationally Certified Professional Organizers. Since there are only a few hundred people with this designation, Lisa is in high demand as a mentor to other professional organizers.

In 2011 her first book *“The Ultimate Life Organizer: An interactive guide to a Simpler, Less Stressful & More Organized Life”* was published by Peter Pauper Press.



Tuesday, December 17

4<sup>th</sup> Annual  
Holiday Spectacular &  
Trainer Throw-Down!

This year with  
Pecha-Kucha 20/20!

What's Pecha-Kucha?  
Check it out at  
[www.pechakucha.org](http://www.pechakucha.org)



### And Finally the Throw-Down!

We invented this event four years ago when we found our holiday event getting a bit stale. The event has created some incredibly engaged members. The Trainer Throw-Down starts as a feel good Holiday Event and adds some craziness and fun.

Years 1-3 the event pitted 6 trainers who had 12 minutes to show their best stuff, compete for a big prize, and walk away with the title of the Annual Throw-Down Champ. It is rowdy and the participants are incredibly creative. We have had improvisational acting demos, singing cowboy motivational speaker/singer combos, graphic arts experts, cool games for trainers, and in 2011 OD Elvis (yes, that Elvis) won with a presentation on “Flow” Elvis style.

This year we are going “**pecha-kucha 20/20**”. Check it out at the web address on the slide. Every contestant has a timed set of Powerpoint slides. 20 slides for 20 seconds apiece. Just over 6 minutes to “show your best stuff”!

*We have **a VERY COMPLETE handout package on the Throwdown** that we have shared with dozens of chapters. Call us. We are happy to share.*

## Your Ideas For 2014?



Email Laura Perez or Alex Read,  
Program Co-Chairs

[mail@astdsac.org](mailto:mail@astdsac.org)

Are your events getting stale?

**Reach out to your members and non-members for ideas.**

We roll this slide at EVERY event.

But we'd love to share event and program ideas with you too. Contact us at [mail@astd.org](mailto:mail@astd.org)

Let's Co-create something spectacular!