



CHATTANOOGA AREA CHAPTER
Association for
Talent Development

ATD CHATTANOOGA AREA CHAPTER ANNUAL REPORT



2019

PRESIDENT'S MESSAGE

If you are like me, it is so hard to believe that the holiday season is upon us and 2019 is almost over. My grandfather used to tell me that time goes by faster as you get older and it sure feels like it. It is hard to believe that this is my final message as president of the Chattanooga Area Chapter of ATD.

I want to take this opportunity to thank all of the chapter board members for their assistance and successes this past year. Most of the work they have done is behind the scenes and most members have no idea how much effort they have put in. The chapter would not be as successful without these dedicated and caring individuals.

As a chapter we have continued to build off the success of previous years, building from a strong foundation. I particularly enjoyed our monthly meetings for the opportunity to meet and talk to many of our members. You guys are doing some amazing things every day for training and development in your regular jobs. It is such a joy to listen to the creativity and problem-solving techniques used by our chapter members.

We may be closing out 2019 but we are not done yet. The board is planning some good programs for next year and your support is much appreciated. It is never too late to be engaged with the chapter by attending our events and even the small occasional help is greatly appreciated.

I am excited to turn over the presidency to Maddie Hollis. She is very capable of leading the chapter and has enthusiastically taken on the task of preparing ahead for 2020. Please give her your full support as you have supported me this past year.

I hope you all have a great holiday season and I will see you next year.

David Cox

2019 CHAPTER PRESIDENT

2019 ATD CHATTANOOGA BOARD OF DIRECTORS



David Cox
PRESIDENT



Sandra Neal
PAST PRESIDENT



Maddie Hollis
TREASURER



Doug Dillard
MEMBERSHIPS



Holly Barrett



Karla Byrd
MARKETING AND
COMMUNICATIONS



Mary Sedrick
PROGRAMS

2019 BY THE NUMBERS

FINANCIAL

\$8,660.44

Account totals
as of 1/1/2019

\$12,264.90

Account totals
as of 11/30/2019

\$1,339.35

2019 Proceeds from
ATD's
CHiP program

\$9,908.01

2020 Budgeted
Expenses

MEMBERSHIP

65

Total number of chapter members
as of the last day of the reporting
period.

35%

Percentage of total chapter members who are
Power Members, as of the last day of the reporting
period. Power Members are those who are members
of both the Chattanooga Area Chapter and ATD.

100%

The percentage of members who
indicated on our annual survey that
they would recommend our chapter
to others.

81%

Percentage of total members who
renewed their membership during
the reporting period.

2019 CHAPTER ACTIVITIES



2019 CHAPTER ACTIVITIES



January		February	
Creating Story-Driven Compliance		The Outward Mindset	
March		April	
Leadership, Innovation, and Change Management		Blended Learning Recipes that Work	
May		June	
How to Navigate Office Politics		IT IS CLEAR #METOO MOVEMENT	
July		August	
3 P's of Organization That Leads to Strong Leadership and Performance		Behind the Scenes Tour Employee Training at Covenant Transport Services	
September		October	
ARBINGER INSTITUTE - The Outward Mindset, Seeing Beyond Ourselves		Building UX Into Learning	
November		December	
50 th Anniversary Networking Celebrations How to Grow from Failure		Employee Learning Week	

Looking Ahead...

2020 ATD CHATTANOOGA BOARD OF DIRECTORS



Maddie Hollis

PRESIDENT



David Cox

PAST PRESIDENT



Mary Sedrick

TREASURER



Doug Dillard

MEMBERSHIPS



Holly Barrett

SECRETARY



Manny Cruz

MARKETING AND
COMMUNICATIONS



Bethany Chaffin

PARTNERSHIPS



Lynne Willett

MEMBER-AT-LARGE WWW.ATDCHATT.ORG

Looking Ahead...

2020 CHAPTER ACTIVITIES

January		February	
Why Good Employees Leave (...and how o keep them)!		Creating A Workforce That is Engaged, Not Entitled	
March		April	
Silos and Sandboxes		Behind the Scenes Tour Employee Training at Chattanooga Lookouts	
May		June	
What If Everything You Know About Personality Style Training Is Wrong? (Webinar)		1 -Leading Change 2 - How to Show Evidence of Learning Impact (Webinar)	
July		August	
Honing Your Emotional Intelligence		COMING SOON	
September		October	
Generations in the Workplace		Design Thinking Sprint	
November		December	
COMING SOON		Employee Learning Week	

PARTNERSHIPS AND POSSIBILITIES

Our impact on the world around us often reaches beyond our imagination. At times, figuring out how to make the most of what we do in a large and complex world may be difficult. Thankfully, we don't have to go at it alone. This is true for most areas in life and certainly true in talent development.

Over the last year, I've been blessed with opportunities to expand my personal and professional horizons. ATD Chattanooga has been an integral part of that. From networking to professional development opportunities...to the opportunity to serve others, being a part of our Chapter has reminded me of the value of partnerships and the possibilities that open up when we collaborate with others.

This year, we celebrated 50 years in our community! We celebrated with some networking events where we met new friends and caught up with some others. We discussed the challenges we face with the ever changing learning and development landscape, employee engagement, skills gaps and our roles in bridging them, and how to provide value to our organizations by doing what we do best: lifting up and developing others.

As we look ahead to 2020, our goal is to continue to serve our communities through more enhanced partnership opportunities. We want you, our members, to take advantage of all the benefits we offer by engaging in Chapter activities that are valuable and meaningful to you and the organizations you serve.

We have plans in place for more networking opportunities, the ever popular "field trips", and for the first time, webinars. We are excited of what's yet to come and invite you to partner with us by attending, volunteering, and supporting. We will in turn continue to connect talent and resources, invest in skills development, and build Chattanooga area's workforce. The possibilities are endless when we work together towards a stronger Chapter.

Maddie Hollis

2020 CHAPTER PRESIDENT

P.S. Next time you see Dr. Marilyn Helms, Dean of the Wright School of Business at Dalton State College, ask her about the picture I am holding . You will not be disappointed!

