



From the President....

Our chapter's mission is to foster a community that works better by providing resources, networking, and development for learning and performance professionals through programs, events and partnerships.

To accomplish this, our focus this year was to:

1. Curate quality and consistent programming.
2. Focus on succession planning and board recruitment.
3. Invest in our brand identity, through strategic communications, marketing and social media presence.
4. Reinforce strong administrative practices and development of partnerships.



In addition to meeting our CARE requirements, we planned consistent programming for our members. We launched our program year with a speaker series event featuring Kristin

Sherry; We enjoyed monthly programming at our **new Venue Partner, Trocaire College** and sponsored events featuring chapter members: **Gina Paigen, Lindsey Zajac, Peter Morris, Deborah Pratt, and Kelly Glosser**, two book club events hosted by **Joal Pappas and Keith Wharton**, and an **Open Mic Night SIG Mc'd by Artrell Williams and Diane Roesch, hosted by Jeni Becker**, and sponsored by Curbell.

- ✓ We have developed professional connections and intentional volunteer and leadership opportunities.
- ✓ We reintroduced a nominating committee and election process.
- ✓ We are working to review, update, and create administrative processes that will set us up for continued success.

We have also faced new challenges, adjusting to virtual events due to covid-19 and voting to provide these events at no cost during the pandemic. We also recognize the need to have open discussions about equality, diversity, and inclusion, as it continues to impact our personal and professional lives.

Thank you for another great year! ~Kim Stahl

Thank you to our Partners, Event Sponsors and Friends!



TROCAIRE
COLLEGE



Gretchen Fierle



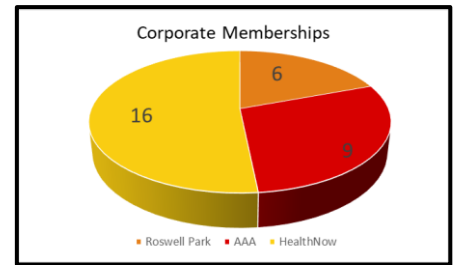
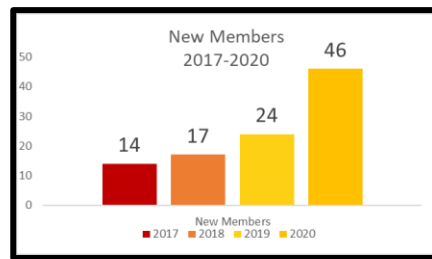
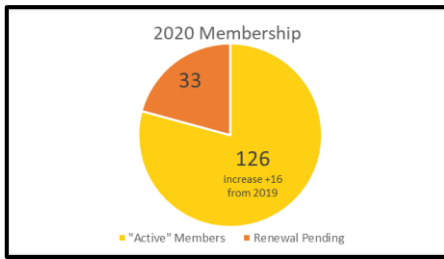
ATD Buffalo Niagara Board

2019-2020	Board Position
Kim Stahl	President
Sue Czynny	Past-President
Usha Sahadeo	President-Elect
Diane Roesch	VP Chapter Services
Erika Rellstab	VP Communications
Cynthia Mazranni	VP Marketing
Michelle Nardell	VP Finance
Roberta White/ Sarah Collins	VP Membership
Katie Marchese	VP Programs
Stan Skrabut	Director of Technology



2020-2021	Board Position
Usha Sahadeo	President
Kim Stahl	Past-President
Deborah Pratt	President-Elect
Diane Roesch	VP Chapter Services
Kelly Glosser	VP Communications
Kim Welborn	VP Marketing
Dr. Yang Zhao	VP Finance
Sarah Collins	VP Membership
Katie Marchese	VP Programs
Stan Skrabut	Director of Technology

Membership



Chapter Services – CARE!

March 2020

Dear Buffalo Niagara Board,

Congratulations on your chapter meeting the Chapter Affiliation Requirements (CARE) for 2019! This means your chapter successfully met all 18 required CARE elements and is recognized for 100 percent achievement of CARE.

I'd like to personally acknowledge and thank you and the chapter leadership team for your accomplishments.

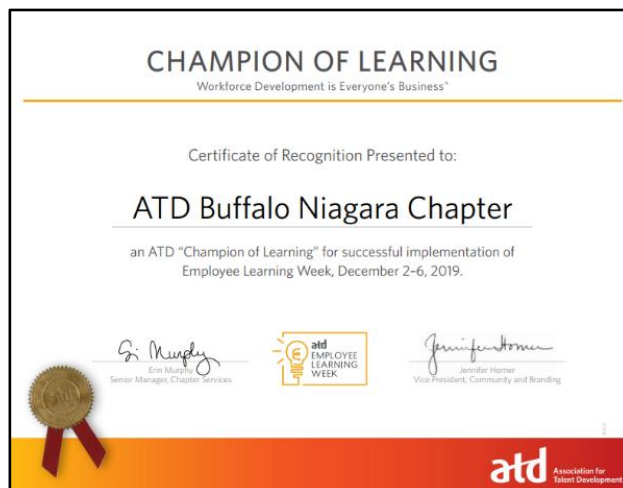
All of us at ATD recognize that the value you provide to your members through well run chapter programs, services, and exceptional operations is the result of the individual time, resources, innovation, thought, and dedication you and your team contribute.

Thank you for your time and for partnering with ATD to provide and sustain a vibrant community serving our members and the entire talent development profession. I look forward to continuing to engage with you and the chapter!

Best regards,

Tony Bingham

Tony Bingham
President and CEO



Celebrating
65
Years

**ATD BUFFALO
NIAGARA**



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Thank you to all our

POWER MEMBERS

A **Power Member** is someone that is a member of both [ATD National](#) and [ATD Buffalo Niagara](#).

**POWER
MEMBER**

atd+chapter
Association for
Talent Development

ATD MEMBERSHIP

www.td.org/membership

- 37,000 members in 120+ countries
- Career-advancing educational programs
- News from TD magazine, e-newsletters, webcasts
- Member discounts on the ATD store
- Save \$30 when you use your chapter's CHIP code

ATD CHAPTER MEMBERSHIP

www.td.org/chapters

- Programs targeted to your community
- Network with local professionals
- Discover career opportunities
- Business development opportunities

Together, we are creating
a world that works **better**.

www.td.org/powermember
www.td.org/membership



atd CHAPTERS
Association for
Talent Development

Ellen Avino

Katy Bailey

Rebecca Boyle

Susan Czynry

Ashley Dietrick

David Fontaine

Tammie-Jo Graf

Trent Hariaczyi

Nicole Hue

Stephaine Huston

Douglas Jack

Gordon Judson

Alicia Loncto

Katherine Marchiano (Quattrini)

Cristina Masucci

Cynthia Mazraani

Andrea Messineo

Michelle Nardell

Pam Nicastro

Kelly Patton

Ann Marie Przybyl

Erika Rellstab

Diane Roesch

Usha Sahadeo

Stan Skrabut

Kimberley Stahl

Pamela Szalay

Christopher Taverna

Roberta White

Emily Zielinski



2019-2020 Programs

	Virtual Events	Coffee Connections Book Clubs Member Calls	Workshops/Signature Events SIGs/Socials
September 2019		Coffee Connections Share Grow Recharge	Signature Speaker Series: Kristen Sherry YouMap! Find Yourself, Blaze Your Path, Show the World!
October 2019		Coffee Connections "Show Your Ink" Book Club Event Hosted by Joal Pappas	Monthly Workshop Gina Paigen Mindfulness: Your Performance Superpower
November 2019		Coffee Connections Share Grow Recharge	Open Mic for Learning Professionals Special Interest Group (SIG) Sponsored by Curbell
December 2019	ELW Webinar Haley Azulay & Elaine Beich Going Solo?	Coffee Connections Share Grow Recharge	ELW Luncheon Brett Spusta Career Drivers Workshop Sponsored by Bridge ELW Learning Social Paint Night Event
January 2020	Webinar Event Lindsey Zajac AQ: The Science of Resilience	Monthly Share Grow Recharge	Workshop Event Peter Morris Before, During, And After Your Presentation
February 2020	Webinar Event Nick Ryberg Talent Optimization	Monthly Share Grow Recharge	Workshop Event John Hulbert Organizational Change
March 2020	New! Chapter Member Call	Virtual Coffee Connections "The Coffee Bean" Book Club Hosted by Keith Wharton	Moderated Discussion Deborah Pratt L&D in the Age of I4R
April 2020	Chapter Member Call Webinar Event Herb Escher Developing Resilience	Virtual Coffee Connections Share Grow Recharge Coffee Connections** Share Grow Recharge	** All Ev Events Moved to Virtual Events due to Covid-19**
May 2020	Chapter Member Call Webinar Events Mike Cardus Navigating Chaos to Complexity Zach Howe Getting Started with Data Visualizations	Virtual Coffee Connections Share Grow Recharge Coffee Connections** Share Grow Recharge	** All Ev Events Moved to Virtual Events due to Covid-19**
June 2020	Chapter Member Call	Virtual Coffee Connections Share Grow Recharge Coffee Connections** Moderated Discussion Psychological Safety Hosted By: Kelly Glosser	** All Ev Events Moved to Virtual Events due to Covid-19**
July 2020		Virtual Coffee Connections Share Grow Recharge Coffee Connections** Share Grow Recharge	Annual Summer Social: Virtual Happy Hour and Game Night

Marketing Accomplishments

INCREASED MARKETING COLLATORAL

Purchased an ATD branded table cloth to be used for events to increase brand awareness

IMPLEMENTED NEW CONTENT STRATEGY

Posted blogs and articles relevant to talent development across LinkedIn and Facebook platforms

DEVELOPED SOCIAL MEDIA STRATEGY

Posted different content on various platforms depending on relevancy. Also, would post content on specific days and times that resulted in more likes, comments, and click-throughs

INCREASED INSTAGRAM FOLLOWERS

The amount of individuals following our page went from 24 to 63. This was done by gaining more brand exposure to other ATD chapters

Day	Followers
Mon	24
Wed	38
Fri	63

BOARD MEMBER?

PRESENTER?

COMMITTEE MEMBER?

WHERE DO YOU FIT?

Grow with us!