



# Metro DC ASTD 2012 Annual Meeting



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# Agenda

- 5:30 PM RECEPTION / NETWORKING / BAR OPENS
- 6:00 PM WELCOME AND OVERVIEW OF EVENING
- 6:05 PM DINNER
- 7:00 PM PRESENTER INTRODUCTION
- 7:05 PM PRESENTATION – SPEAKER DR. ALICE WAAGEN
- 7:30 PM PRESIDENT – THANKS OUTGOING BOARD / INTROUDCES INCOMING BOARD
- 7:45 PM VOLUNTEER RECOGNITION
- 8:00 PM NETWORKING

# Greetings from the President

Hello everyone and thank you so much for being part of our chapter community this past year. I look forward to seeing you around the Beltway in 2013 as well! We've had great activity in the chapter this year and we'll continue to build on that momentum into the next. In fact, we've already planned a number of events! Our Board of Directors and our volunteers are constantly busy planning and managing events, developing online resources for you, and also arranging for services, networking opportunities, and webinars that help keep you connected to what's happening in workplace learning.

We do all of this because our *vision* is to be the premiere association for workplace learning and performance professionals in the metro Washington, DC area. Our *mission* is to enrich the knowledge and skills and increase the impact of our constituents in their workplace learning communities.

Our recent survey to the chapter community revealed that many of you are internal practitioners, learning leaders, project managers, independent consultants, as well as others. The topics of most interest to you include designing and delivering training, improving human performance, facilitating organizational change and managing the learning function. We use your continuous feedback to evaluate and improve our chapter's services and offerings to you.

There is much work to be done. The Metro DC Chapter of ASTD is here to help. Please continue to engage with us. Tell us your challenges and issues and let's work together to find the optimal ways to support one another. The Chapter also needs you and your support. If you're interested in contributing time and energy to the workplace learning and performance profession, please consider being a volunteer with us. All of our work is done on a volunteer basis (with the exception of the accountants we pay) and we are always looking for enthusiastic people who are committed to advancing the profession.

I hope to see you soon! Look for our Beltway Bulletin in your email in-box and check out our website from time to time ([www.dcastd.org](http://www.dcastd.org)). Feel free to email me directly and I'd be happy to chat with you.

Regards,

Foster Rockwell  
President

# 2012 Chapter – Cash Flow

## Metro DC Chapter of ASTD Statement of Cash Flows January - October, 2012

	<u>Total</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	19,421.64
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1120 Accounts Receivable	-1,125.00
1300 Other Receivable	15.75
1500 Prepaid Insurance	354.20
1502 Prepaid - Other	-3,719.79
2000 Accounts Payable	-1,883.15
2100 Accrued Expenses	-45.00
2112 Deferred Revenue - 2012	-13,338.34
2113 Deferred Revenue - 2013	1,820.00
2401 Deferred Rev - Programs	-163.00
Net cash provided by operating activities	<u>\$1,337.31</u>
<b>INVESTING ACTIVITIES</b>	
1600 Property & Equipment, net	-577.49
1655 Software Amortization	0.00
Net cash provided by investing activities	<u>\$ -577.49</u>
Net cash increase for period	<u>\$759.82</u>
Cash at beginning of period	<u>51,366.64</u>
Cash at end of period	<u><u>\$52,126.46</u></u>

# 2012 Chapter – Profit & Loss

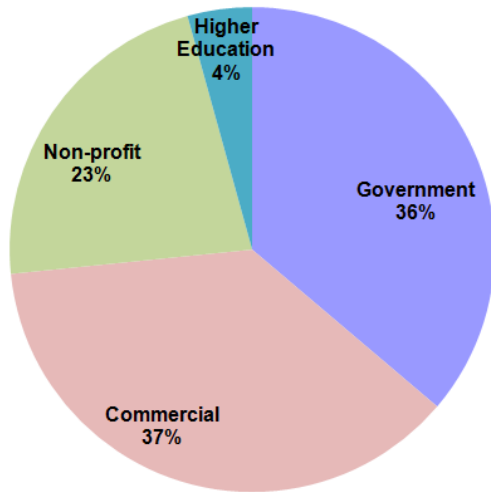
## Metro DC Chapter of ASTD Profit & Loss

January - October, 2012

	<b>Total</b>
<b>Income</b>	
02-0000 Communications	1,750.00
05-0000 SIGS	1,715.00
06-0000 Membership	41,563.34
07-0000 Treasurer	2.56
08-0000 Marketing	5,743.46
09-0000 Career Development	1,105.00
11-0000 Monthly Program Revenue	12,640.00
11-2000 Programs - Virtual	285.00
16-0000 Professional Development Rev	6,606.98
<b>Total Income</b>	<b>\$71,411.34</b>
<b>Gross Profit</b>	<b>\$71,411.34</b>
<b>Expenses</b>	
01-0100 Administration Exp.	5,571.69
02-0100 Communication Exp	350.00
04-0100 Program - Talent Management	1,890.00
05-0100 SIGS Exp	1,622.97
06-0100 Membership Exp	3,694.82
07-0100 Treasurer Exp	9,456.52
09-0100 Career Dev. Exp	915.50
11-0100 Program Exp	21,897.64
16-0100 Professional Dev Exp	3,938.71
18-0000 Technology	2,651.85
<b>Total Expenses</b>	<b>\$51,989.70</b>
<b>Net Operating Income</b>	<b>\$19,421.64</b>
<b>Net Income</b>	<b>\$19,421.64</b>

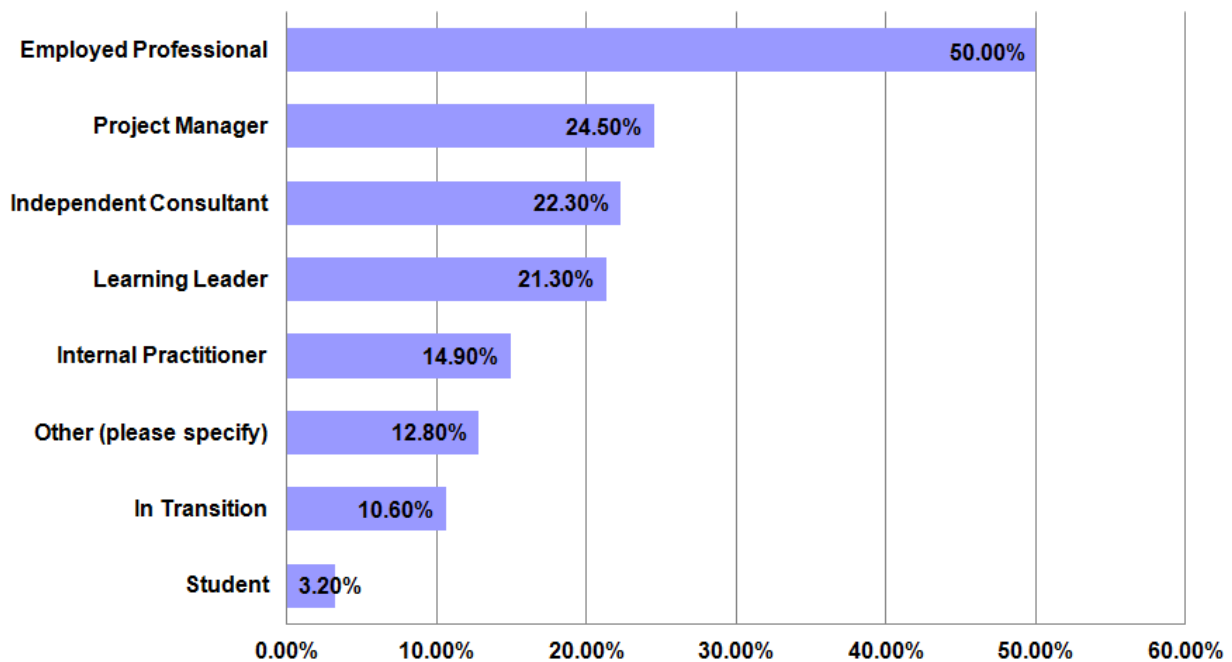
# 2012 Chapter Metrics – Chapter Demographics

### Membership Industries



As the only local ASTD chapter within the DC Metro Area, the chapter continues to see membership spread across the three most prominent local industries. To cater to the constituency, we focus our educational programming on the issues that impact these primary industries and provide resources to enhance the continued learning for practitioners.

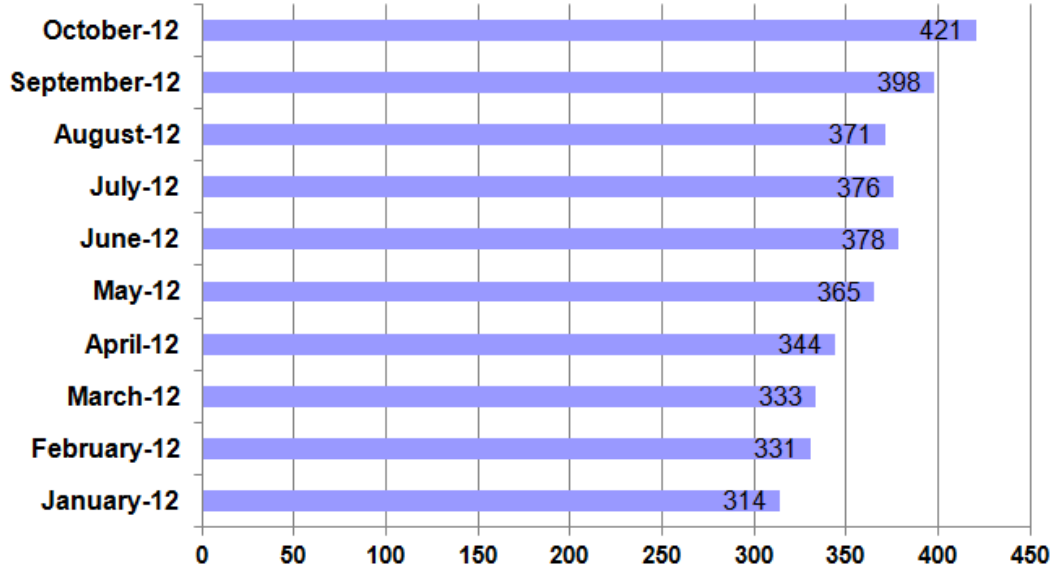
### Membership Professional Roles



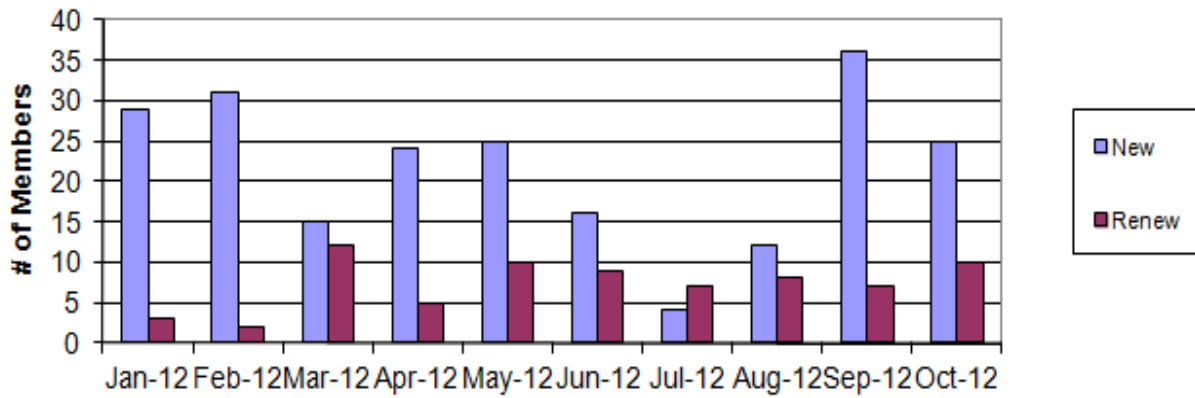


# 2012 Chapter Metrics – Membership Highlights

## Membership Growth

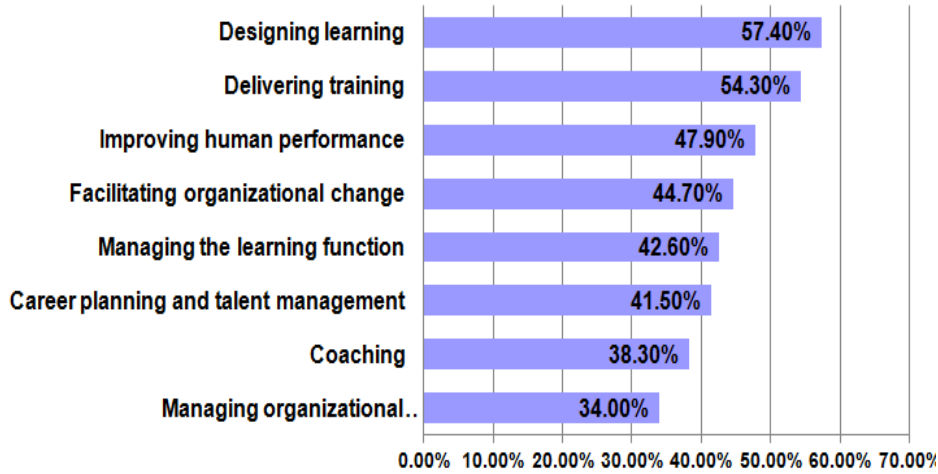


## Membership Activity 2012

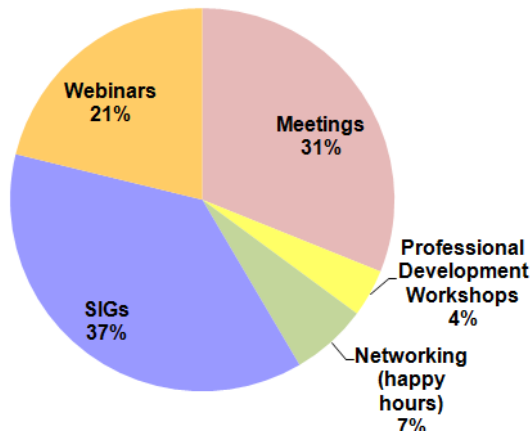


# 2012 Chapter Metrics – Programs

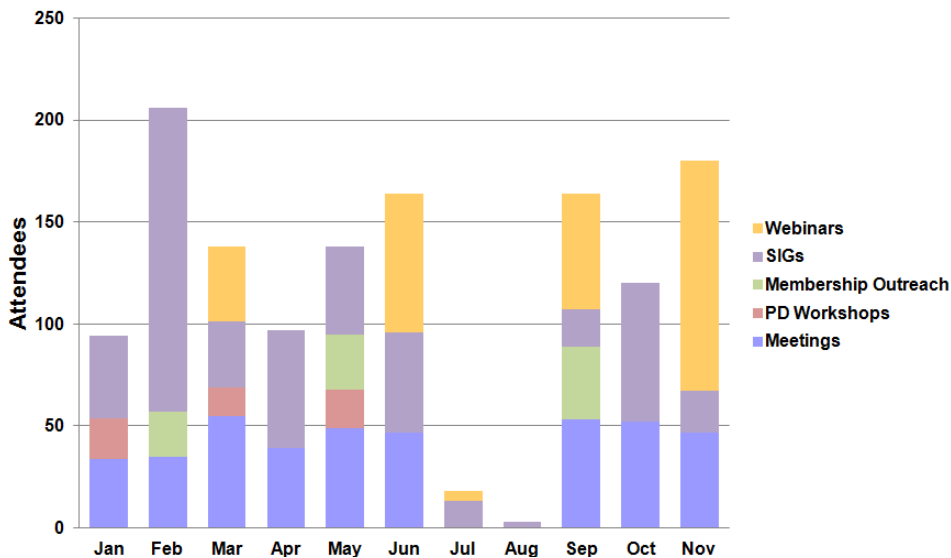
## Program Preferences



## Total Attendance by Event Type



## Attendance by Month by Event Type



# 2012 Chapter Accomplishments

***OUR PURPOSE IS TO ENRICH THE KNOWLEDGE AND SKILLS AND INCREASE THE IMPACT OF OUR CONSTITUENTS IN THEIR WORKPLACE LEARNING COMMUNITIES.***

- \$71,411 in revenue thru October 31, 2012
- Increased Membership by 107 people
- Converted the Metro DC ASTD Newsletter from a weekly communication to the more comprehensive Beltway Bulletin monthly communication
- Hosted over 9 dinner events including a live virtual TED program
- Coordinated over 25 SIGs events
- Organized 3 Professional Workshops
- Coordinated 3 networking events for members to socialize and interact
- Conducted 3 new member orientations to introduce new members to the chapter and available benefits

## **OFFERINGS OPEN TO ALL**

- DCASTD.org Website
- SIGS
- Facebook Group
- Twitter Feed
- Professional Development Events (Dinner Programs, Virtual Programs Webinars, Professional Development Workshops) for Additional Cost
- Podcasts
- Networking Events
- Job Postings
- Resume Review
- Beltway Bulletin Monthly Newsletter
- Meetup Event Social Network
- Metro DC ASTD Blog

## **OFFERINGS OPEN TO MEMBERS ONLY**

- Free Webinars
- Discounted Networking Events
- Discount on Programs
- Discount on Professional Development
- Consultant Referral Service
- Author Blog Posts
- Members only LinkedIn Group
- Leadership and Volunteer Roles
- Adobe Connect Discounted License

# 2012 Volunteers

All of these accomplishments would not be possible without the tireless work of the many volunteers who have supported the chapter this year. We would like to give special thanks and recognition to the following individuals.

## ***Board of Directors***

Altice, Robin  
Brown, Richard  
Elkins, Diane  
Ellis, Erica  
Evans, Andrea  
Grossman, Lilly  
Hamlin, Michele  
Hileman, Rob  
Holloway, Christina  
Moore, Michelle  
Nordlinger, Lorraine Barclay  
Prince, Tiffany  
Reiffenstein, Kathy  
Rockwell, Foster  
Sack, Alan  
Simms-Burton, Michele  
Welcome, Deadra

## ***Communications***

Balgurevich, Mariana  
Fernandez, Ileana  
Slater, Todd  
Tatem, Tom

## ***Membership***

Balgurevich, Mariana  
Billitteri, Mary Lynn  
Kuber, Catharine  
Lanni, Liz  
McDaniel, Gina

## ***Professional Development***

Alexander, James  
Alexander, Shelly  
Berg, Theresa Goley  
Carrasquillo, Maria  
Coffey, Tom  
Cvitkovic, Maria  
D'almeida, Sabrina  
Ferris, Amy  
Henderson, Neal  
Johnson, Kristen  
Jordan, Robert  
Lawson, Letitia  
McAvoy, Dawn  
Medina, AnaLia  
Miller, Tom  
Rainney, Denise  
Reece, Sherrie  
Slater, Todd  
Smith, Diane  
Zalaznick, Joy

## ***Programs***

Cohen, Lisa  
Reece, Sherrie

## ***SIGs***

Dietz, Nancy  
Escribano, Claudia  
Ferguson, Linda  
Henderson, Neal  
Krezel, Alexa  
Linden, Peggy  
Mack, Karen  
Malgeri, Jack  
McDaniel, Gina  
Moran, Paula  
Randel, Michael  
Robles, Rob  
Shields, Andrew

**Metro DC ASTD Chapter, in conjunction with National ASTD, would like to thank the people who volunteered at the 2012 ASTD Leadership Conference.**

# 2013 Board Members

## Executive Committee

Foster Rockwell	President
Tiffany Prince	President, Past
VACANT	President-Elect
Kathy Reiffenstein	VP of Membership
Alan Sack	VP of Finance & Operations

## Board of Directors

Andrea Evans	Director of Membership Outreach
Christina Holloway	Director of Programs
David Heckman	Director of Sponsorships
Diane Elkins	Director of SIGs/COPs
Michele Simms-Burton	Director of Virtual Programming
Richard Brown	Director of Career Services
Robin Altice	Director of Communications
Sherrie Reece	Director of Professional Development

## 2012 Sponsors

