

CCASTD

# 2010 State of the Chapter Report



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# Introduction to the report

CCASTD is required by ASTD to submit an annual report to its members on the state of the chapter. On the following slides, you will find a summary of information from 2009, and some of our ideas for 2010. Go to <http://www.ccastd.org> regularly for additional information about this year's activities and plans.

If you have questions about any of the content here, I encourage you to contact me at [debpastors@att.net](mailto:debpastors@att.net), or 708.848.9508.

Prepared & Submitted by  
Deb Pastors  
2010 President, CCASTD

## 2009 Accomplishments Submitted by Norma Kaplan President, CCASTD 2009

- ❖ Executed a major revision of the CCASTD website
- ❖ Renewed a three year contract with WJWeiser – our management company
- ❖ Added the *Director of Social Media* position to the Board  
(in concert with Deb Pastors)
- ❖ Supported members who are dealing with harsh economic realities by offering a *Career Night, Networking events, and Lunch Bunch*
- ❖ Reached out to inactive members to re-engage with the chapter
- ❖ Reached out to national ASTD members to become members of their local chapter (CCASTD)
- ❖ Supported new alliances with CCCL and SHRP
- ❖ Added two new Sponsors – TrainingPros and SkillSoft

## CCASTD Programming - 2009

	# Sessions	# Attendees
Monthly Program Meetings	10	443
PDNs	35	760
Forums	5	70
WLPI	2	15
Special Programming (CPLP)	2	8
Lunch Bunch	7	97

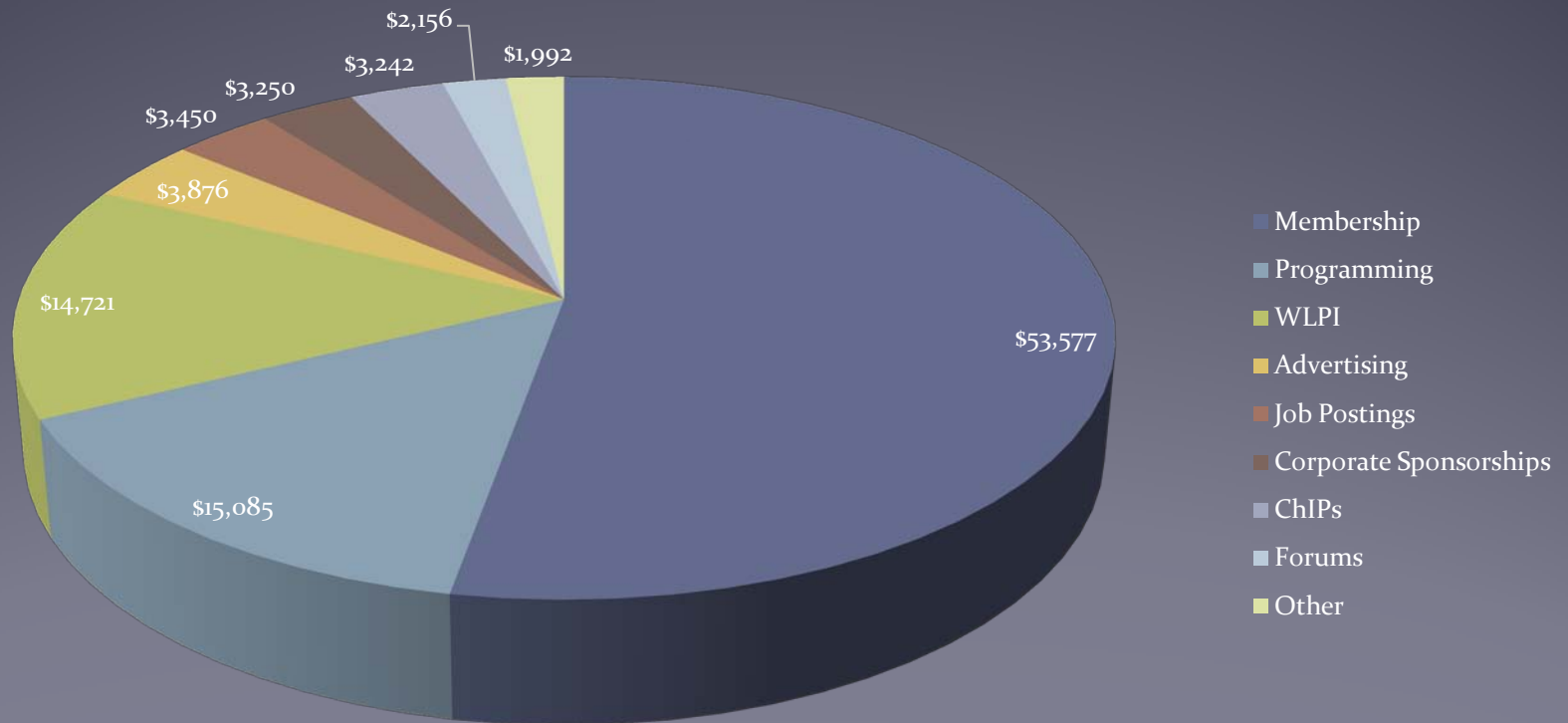
# CCASTD Membership - 2009

516... plus  
276 who hold joint membership with ASTD...  
for a total of 792

25 of our members are Certified Professionals in Learning & Performance

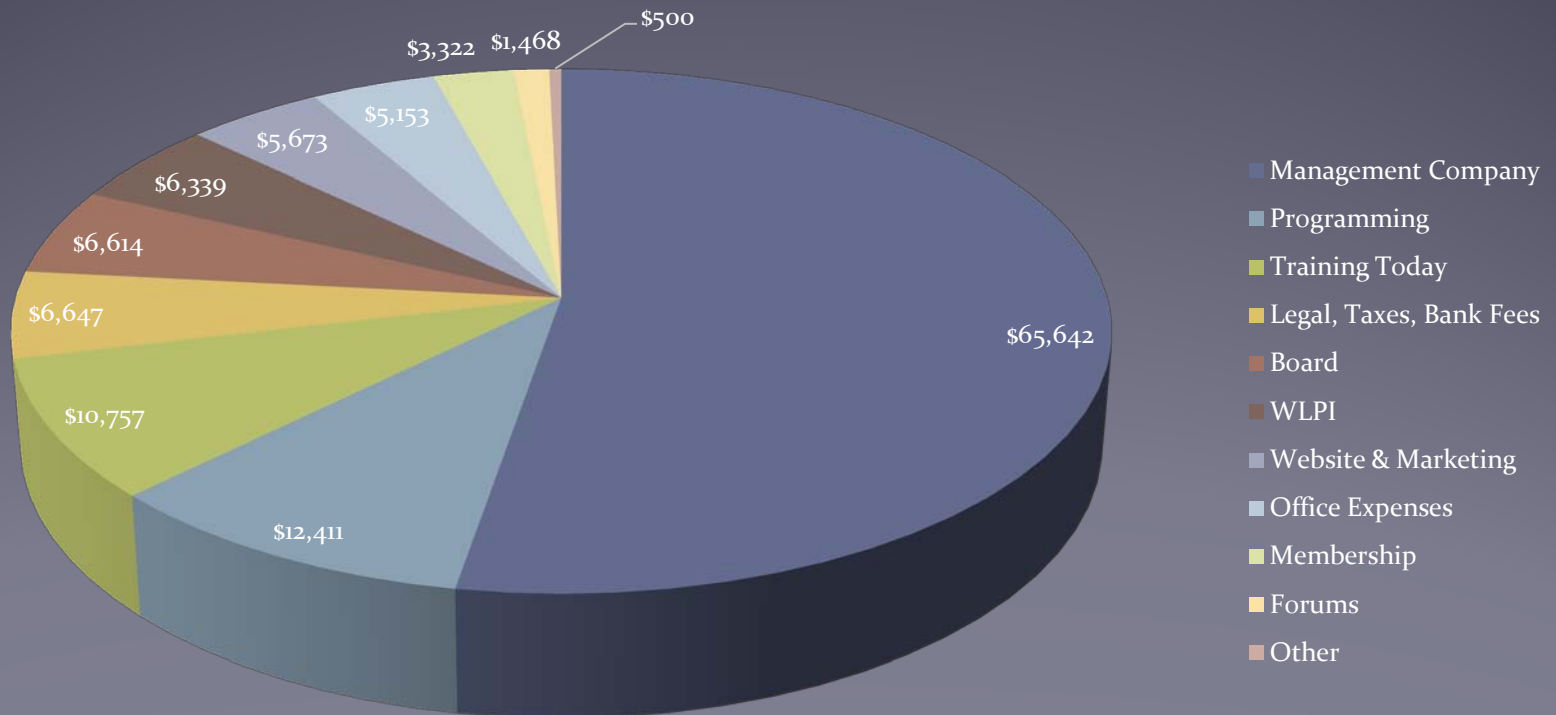
# CCASTD 2009 Income

Total Income: \$101,348



# CCASTD 2009 Expenses

Total Expenses: \$124,525



## 2009 Financial Summary

Assets, 01/01/09:	96,576
2009 Income:	101,349
2009 Expenses:	124,526
Net Loss:	(23,177)
Prepaid Ads:	2,008
Net Cash Decrease:	(21,169)
Assets, 01/01/10:	75,407

2010

Creating Our Future

## 2010 Mission

The CCASTD mission is to provide its members with the tools and resources necessary to ensure their own ongoing development, and deliver exceptional value to their organizations in the area of workplace learning and performance.

## 2010 Objectives

We recognize that the world, and the profession that we love, is ever changing. Our commitment to you – our members – is to find NEW, INNOVATIVE, and INTEGRATED ways in which to deliver on our mission; to ensure that you have the competencies, resources, and development opportunities to provide strategic and tactical value to your organizations.

# New, Innovative, Integrated...

university relations

ICE

ways to approach programming

technologies

opportunities for volunteers

ASTD Competency Model

**INNOVATIVE**

**NEW**

scorecard

decision making

markets

ideas

**INTEGRATED**

ways to connect

relationships with our alliance partners

procedures

board structure

policies

gurus outside of our own field

strategic

# A Not-Very-Often-in-our-Lifetime Opportunity

The **ASTD International Conference & Exposition**, commonly referred to as **ICE**, is in Chicago for the first time in 25 years.  
Mark your calendars for

**May 16-19, 2010**

McCormick Place West, Chicago

Go to <http://www.ccastd.org> for additional information.

We'll see you there!

# The 2010 Board of Directors

Deb Pastors	President
Trish Uhl	President-Elect
Norma Kaplan	Past President
Mallory Gott	VP Communication/Secretary
Tom West	VP Finance
Michelle Filicicchia	VP Marketing
Lee Johnsen	VP Marketing
Yolanda Gomez	VP Membership
Susan Robbins	VP Membership
Joe Martz	VP Programming
Mary Ward	Co Director, WLPI
Joelyne (Joie) Marshall	Co Director, WLPI
Robert Addis	Director, Community Relations
Gwen Onatolu	Director, CPLP
Paula Frangella	Director, Mentoring
Laura Bunte	Director, PDNs & Forums
Dennis Glenn	Director, Social Media
Catherine Marienau	Director, University Relations
Kimberlee Campbell	Director, Volunteers
Shel Newman	Chapter Parliamentarian
Ken Phillips	Advisor to the Board
Louann Swedberg	Editor Training Today
Ken Phillips	ICE Representative