



Annual Report 2009-2010

Hudson-Mohawk Chapter American Society for Training and Development

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President's Letter – September 2010

Dear Hudson-Mohawk ASTD Members,

Every year, the Board of Directors of the Hudson-Mohawk Chapter of ASTD produces an annual report for our membership. It is my pleasure to review the highlights of the year with you that include the following events and accomplishments:

- Maintained 100% CORE compliance that is in line with National ASTD requirements
- Four board members attended the National ASTD Chapter Leaders Conference bringing back useful strategies to increase the effectiveness of the organization
- Continued our “HMASTD Gives Back” charity program
- Continued the HMASTD Borrowing Library as a resource for members
- Created revenue through sponsorship, website and newsletter advertising
- Provided increased opportunities for our members to sponsor and host programs

Our Board of Directors is a hardworking, hands-on governing body. In addition to fulfilling their roles as board members, each serves on at least one other committee within our chapter. Together they tenaciously pursue new programs and services that provide professional development to our membership.

Finally, our Chapter Administrator and Account Executive, Nancy Reilly, provides a professional face for our organization with daily interaction with both the membership and board of directors. We thank her for her commitment to quality and customer service.

In accordance with the chapter bylaws and operating requirements, I submit this Annual Report for the 2009-2010 program year.



Respectfully,

Kim E. Gander, President (2008-2010)
Hudson-Mohawk ASTD

Board of Directors Report

Kim E. Gander, President

CORE (Chapter Operating Requirements)

The Hudson-Mohawk Chapter complied **100%** with all requirements of the CORE report this year, making this nine years in a row. In addition, we reached STAR status with more than 35% joint memberships with joint memberships with National ASTD. We aligned with National ASTD operating standards and signed a new National Operating Requirements agreement. We continued to support the National ASTD CORE mission: “Through exceptional learning and performance, we create a world that works better”, aiming to “be a world-wide leader in workplace learning and performance”. The Board participates in two retreats each year aimed at supporting the goals set forth by National ASTD.

Programs

We thank Denise Mallow and Steve Russell for putting together a schedule of terrific monthly programs. Our members had many opportunities to network with other area trainers and consultants. Programs ran from September to June. This year’s profit was \$1403.00. In addition, Steve led a new Special Interest Group (SIG) for Organization Development.

Finances

Tom Wersten, as VP of Finance, continued to work to strengthen our balance sheet and ensure all taxes were filed appropriately. In April, Tom resigned from the board and Peter Perrone was appointed VP of Finance. Peter worked intensely to learn the system that Tom had created to ensure a seamless transfer of the books.

Sponsorship

Nancy Reilly continued in her role as Account Executive. She brought repeat sponsors to our Annual Conference and was also instrumental in attaining new exhibitors. The purpose of her role is to develop and maintain relationships with organizations that share the interests of HMASTD and to target contacts with current and potential advertising accounts.

Annual Conference

Led by Chair, Natalie Williams, the 15th Annual Workplace Learning and Performance Conference 2010, “Connecting Training and Workforce Development”, was held at the Albany Marriott on Wolf Road, in Albany, NY. Despite the challenging economy, the event generated \$4,106.44 in profit while offering programs that aligned with the ASTD Competency Model.

Membership

As of June 30, 2010, our total membership was 132. We continued our “Program Reward Card” by awarding \$10 in “HM Bucks” towards a member’s regular meeting if they attended 4 programs in the current 2009-2010 year.

Trainer of the Year

At the March 2010 Annual Conference, Mark Grimm was awarded the HM ASTD Trainer of the Year Award. Mark is founder of Mark Grimm Communications, a Guilderland firm that provides public speaking, training, media relations, and message strategy.

Two-Year Plan

The following goals continued to be addressed during 2010:

- Engage our members to assume more active roles within the organization
- Build strong relationships with other professional groups to provide added value and networking opportunities for our members

Website Committee

Led by David Freedman, we instituted the use of Eventbrite to handle online registration for our annual conference. In addition, a committee was formed to determine requirements for a new web host and aid in the selection process.

Account Executive Activities

Nancy brought in additional revenue from 14 job postings in the amount of \$700. Area companies paid \$50 per job, per month to have their job posted. These companies were pleased with the results and would post jobs with us in the future. An additional \$40 was earned from newsletter advertisements.

Board of Directors 2009-2010

Steering Committee:

Kim E. Gander, President

David S. Freedman, President-Elect

Jill Bardwell, Past President

Thomas Wersten, Vice President Finance (July 2010 – April 2010)

Peter Perrone, At-Large Board Member/Vice President Finance (April 2010 – June 2010)

Denise Mallow, Vice President Marketing

Natalie L. Williams, At-Large Board Member/Vice President Special Events

Martha McCormick, Vice President Membership

Tina Graziane-Hoyer, At-Large Board Member

Alan Stern, At-Large Board Member

Christopher J. Perez, At-Large Board Member (resigned 9/2009)

Chapter Administrator & Account Executive:

Nancy Reilly

Program Committee Report for 2009-2010
Respectfully submitted by Steve Russell, VP Programs

Dear Members,

We are very pleased to have been able to offer the membership of the Hudson Mohawk Chapter of ASTD another year of monthly programs and networking opportunities. We wish to thank all of the presenters who offered their time and expertise in providing new and up-to-date learning and development initiatives to challenge and inform our members. The purpose of our monthly meetings is to bring the area's training professionals together to network and share knowledge, and improve member's skills to meet the changing needs of the Capital Region's workforce.

This past year we had the first Special Interest Group (SIG) on Organization Development. Participants had the opportunity to have in-depth discussions and share organizational challenges and use the collective knowledge of the group to analyze and provide ideas participants took back to their workplace. It is the goal of the Chapter to continue offering new SIGs in 2010-2011.

The 2009 – 2010 Program Year was very successful as a result of your participation. We look forward to providing the same high quality programs for years to come! Thank you for your participation! The programs are for you, so please feel free to offer thoughts and suggestions as to what you'd like to see for future programs.

Monthly Program Committee Report for 2009-2010

Program Date	Topic	Presenter	Participants	Profit
September	Improving PowerPoint Presentations	Linda Krykowski, University at Albany	29	\$214.00
October	Social Media 2.0 "Articulate"	Gabe Anderson; Articulate	41	\$397.00
November	Leadership Development	Daniel White; Discovery Consulting	27	\$263.00
December	No program scheduled			
January	Maximizing Email And Electronic Communication	Anne Michael Henry; Mise En Place	19	\$56.00
February	Cancelled due to weather			
March	No program due to Annual Conference			
April	Talent Management	Shem Cohen and Steve Russell; Change Events	15	\$92.00
May	Appreciative Inquiry and Facilitation	Bill Giruzzi; Transformational Conversations	21	\$192.00
June	Curriculum Development	Pamela Smith; Computer Visions	27	\$189.00
TOTAL			179	\$1,403.00

Special Interest Group Report for 2009-2010

Special Interest Group (SIG)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Organization Development		5	9	8	12		7	8			49

Membership Committee Report for 2009-2010
Respectfully submitted by Martha McCormick, VP Membership

Membership Committee Mission

- To recruit new members while retaining current members
- To assess and respond to members' needs
- To communicate members' needs to Executive Board and other committees
- To renew pool of core leaders

Membership Summary
As of June 30, 2010

Individual Memberships: 71
Corporate Memberships: 61

Total Memberships: 132

Membership Incentives

Program Reward Card – Program attendees receive a stamp on their card at each regular monthly program they attend. Four stamps are required in order to receive \$10 “HM Bucks” good for \$10 off any program except the Annual Conference.

Business Card Drawing – Program attendees are encouraged to place a business card each month into a drawing to be held at the June meeting. The more programs they attend, the more cards they can submit. At the June meeting, a drawing is held for one person to win a free HMASTD membership for the coming year.

Membership Programs

Roundtable Topics – Board members continued to facilitate discussions around the morning's featured topic as a way to continue to increase networking opportunities. Topics came from a variety of sources and were often linked to the program of the day.

Annual Conference Committee Report for 2009- 2010

Respectfully Submitted by Natalie Williams, VP Special Events/Conference Chair

This year's Annual Workplace Learning and Performance Conference was held at the Albany Marriott Hotel on Wolf Road in Albany. Our committee consisted of 9 members including the Chapter Administrator.

Our keynote speaker, Jeff Lawrence, from the Center for Economic Growth informed attendees about the growth of the computer chip industry in the local region and the need for new education and training solutions to build the workforce in the next ten years.

Mark Grimm, Communications Chair, sent press releases to 20 different outlets and appeared as a guest on Forum 13, WNYT Channel 13.

Overall, the conference produced annual revenue of \$16,319.82 and profit to the chapter was \$4,106.44. The 2011 Workplace Learning and Performance Conference will again be held on April 1, 2011 at the Albany Marriott Hotel in Albany.

Hudson Mohawk ASTD
YTD Income and Expense
 July 2009 through June 2010

	<u>TOTAL</u>
Ordinary Income/Expense	
Income	
Annual Conference 2010	
ASTD Bookstore Sales	194.05
Exhibitors	3,700.00
Registrations	9,855.00
Sponsors	<u>2,100.00</u>
Total Annual Conference 2010	<u>15,849.05</u>
HMASTD Gives Back	
Fall	445.00
Spring	<u>11.24</u>
Total HMASTD Gives Back	<u>456.24</u>
Interest Income	55.33
Membership Dues Received	
New Members	1,982.00
Renewals	<u>10,111.00</u>
Total Membership Dues Received	<u>12,093.00</u>
Misc. Income	80.00
Monthly Meeting Revenue	
April 2010 Bkfst.	310.00
Feb. 2010	225.00
Jan. 2010	530.00
June 2010 Bkfst	565.00
May 2009	95.00
May 2010 bkfst	510.00
Nov. Program 09	800.00
Oct. Program 2009	870.00
Sept. Program 2009	<u>785.00</u>
Total Monthly Meeting Revenue	<u>4,690.00</u>
National Rebates (Chips)	326.80
Newsletter Revenue	
Ads	<u>110.00</u>
Total Newsletter Revenue	<u>110.00</u>
Web Page	
job postings	<u>400.00</u>
Total Web Page	<u>400.00</u>
Total Income	34,060.42
Expense	
Annual Conf 2010	
Bookstore exp.	130.00
Brochures-All costs	356.75
Committee Dinner	168.00
Hotel charges	10,462.50
HRCI Credit Fees	45.00
Presenters costs	573.89
Registration Fees	-374.67

Hudson Mohawk ASTD
YTD Income and Expense
 July 2009 through June 2010

	<u>TOTAL</u>
Supplies & Copies	386.76
Total Annual Conf 2010	11,748.23
Annual Conf. 2009	
ASTD Bookstore	
UPS	42.50
ASTD Bookstore - Other	62.20
Total ASTD Bookstore	104.70
Total Annual Conf. 2009	104.70
Awards Committee	
Trainer Awards	85.79
Total Awards Committee	85.79
Board	
Board Retreat	734.37
Dues	
Board member Nat'l dues	585.50
Total Dues	585.50
Leadership Reception	650.40
Misc.	
Incidentals	17.00
Total Misc.	17.00
National/Regional Conference	3,803.07
Recognition Awards	
Plaques, etc.	116.00
Recognition Awards - Other	142.66
Total Recognition Awards	258.66
Total Board	6,049.00
Chapter Administrator	
Bonus	250.00
Contractor Hours	9,303.56
Sales Commission	746.38
Total Chapter Administrator	10,299.94
EventBrite	131.11
HMASTD Gives Back Effort	
Fall	527.56
Total HMASTD Gives Back Effort	527.56
Insurance	455.00
Marketing	
iContact Service	85.97
Total Marketing	85.97
Membership	
Dues paid to National	3,537.00
Total Membership	3,537.00

Hudson Mohawk ASTD
YTD Income and Expense
 July 2009 through June 2010

	<u>TOTAL</u>
Monthly Meeting Expenses	
Apr. 2010	207.92
Jan. 2010	448.55
Jun 2010	540.82
May 2010	482.95
November 2009 Program	537.00
Oct. 09 program	752.45
Sept 2009 program	<u>620.80</u>
Total Monthly Meeting Expenses	<u>3,590.49</u>
Monthly Mtg. Speakers Gifts	25.50
Newsletter	
Postage	172.00
Printing	<u>612.96</u>
Total Newsletter	<u>784.96</u>
Office Operations	
Bulk Mailing Permit	370.00
Labels	6.97
Misc.	4.83
Mo. Fee Stamps.com	175.89
Postage	48.22
Supplies	481.48
Telephone	<u>872.54</u>
Total Office Operations	<u>1,959.93</u>
Other Expenses	
Wild Apricot	270.00
Other Expenses - Other	<u>4.93</u>
Total Other Expenses	<u>274.93</u>
Pay Pal	
Credit Processing Fees	<u>507.09</u>
Total Pay Pal	<u>507.09</u>
Sales Tax Paid	50.00
Web Site	
Maintenance Fee	<u>540.00</u>
Total Web Site	<u>540.00</u>
Total Expense	<u>40,757.20</u>
Net Ordinary Income	<u>-6,696.78</u>
Net Income	<u><u>-6,696.78</u></u>