



Chapter Leader Connection Newsletter

Supporting Chapter Success

January ATD Updates

Happy New Year! We are updating our records for 2025. In the meantime, please pass this newsletter along to new board members.

The CARE Submission Deadline is Here!

It's crunch time for your chapter's CARE submission! The submission deadline is **January 31, 2025**, but **submit by January 17 to be entered in a raffle** to win a complimentary ALC registration for your chapter! Survey links were sent to each chapter's CARE contact in October. Any questions? Reach out to your chapter's [NAC](#) or [CRM](#)!

Happy ATD Member Month 2025!

We are excited to celebrate [ATD Member Month](#) with a series of engaging events including resume workshops, exclusive previews, and more! ATD will host its **annual sale** which will include a **10% discount on all memberships** purchased via the ATD Store **January 13-17**. **Renew before the Chapter Leader rate increases on February 1, 2025!** More information is available below.

Register for ALC 2025

The 2025 ATD Chapter Leaders Conference (ALC) will be held in conjunction with ATD25, **May 16–17, 2025, in Washington, D.C.** Registration is \$119 per person. Learn more and register [here](#). We encourage chapter leaders who are planning to attend ALC to book travel and lodging early to take advantage of discounted rates.

Chapter Teams for ATD25

Whether attending in person or virtually, form a team of at least five chapter members to access **discounted registration rates for ATD25**. Once your chapter has identified five attendees, submit [this form](#) to set up the team, and the chapter's CRM will provide the chapter with a unique discount code to use during registration.

Prepare for Chapter Affiliation Requirements (CARE) Submission

All CARE contacts should have received the unique link to access the submission portal in October. To ensure your chapter is prepared, create a plan with the board to submit CARE on time. Leverage the [CARE resources](#) to support you through the submission process.

The CARE survey submission deadline is **January 31, 2025**. If you submit the survey by the **early deadline of January 17, 2025**, your chapter will be entered into a raffle to win a complimentary registration for the ATD Chapter Leaders Conference (ALC).

ATD Chapter Services is hosting a final drop-in office hours session to answer any questions regarding your chapter's CARE submission or the CARE survey platform. Register ahead of time to block time on your calendar:

- Tuesday, January 28: 1 to 3 p.m. ET – [Register here!](#)

If you cannot attend office hours and have questions regarding your chapter's CARE submission, please contact your [Chapter Relations Manager](#).

Celebrate ATD Member Month & Renew Before the 2025 Rate Increase

Happy [ATD Member Month](#)! We are excited to celebrate ATD members all January long. From yoga classes and meditation to our **annual members-only sale from January 8-12**, there is a lot to get excited about. The ATD Member Sale will offer significant savings on membership, publications, courses, and other ATD favorites. As part of the sale, we will also offer a **10% discount on chapter memberships sold via the ATD Store**, making this a great time to promote joint membership!

To support your efforts, we've put together an assortment of [digital marketing materials](#) for chapter leaders to promote the upcoming sale and celebrate their membership. Additionally, we encourage you to use the hashtag **#ATDMemberMonth** in your social media posts throughout the month of January to amplify the celebration.

The ATD Member Sale is also the best time of year for Chapter Leaders to renew their ATD membership. **As of February 1, 2025, the Chapter Leader rate will increase to \$219**, so January is the last month to take advantage of the \$199 rate with a complimentary upgrade to Professional Plus – **upgrade during the week of the ATD Member Sale and you'll receive a 10% discount on top of the lower rate!**

Innovation & Recognition



SAN ANTONIO CHAPTER
Association for
Talent Development

January Chapter of the Month: San Antonio

In 2024, the San Antonio Chapter redesigned its annual Learning and Performance Summit (LEAPS) to align with the ATD Talent Development Capability Model and meet community needs. This effort focused on cultural awareness, inclusion, and tailoring talent development strategies to local challenges, benefiting chapter members, sponsors, and the broader community. The chapter strengthened its connection to the community by including community members in the planning process, featuring local speakers, embracing regional culture, and partnering with area organizations. As a result, ATD San Antonio increased conference attendance, generated additional revenue, and recruited new sponsors to support the event. [Learn more here.](#)

Sharing Our Success (SOS)

The SOS program helps chapters improve by sharing and finding easy-to-use ideas, resources, and practices. Submit your chapter's best practice to gain recognition, share your knowledge, measure your accomplishments against established criteria, and be considered for a Chapter of the Month award. [Learn more and submit here.](#)

Chapter Essentials

Connect With Fellow Chapter Leaders

Join the [ATD Chapter Leaders LinkedIn Group](#) to share resources, ask questions, and celebrate successes with other chapter leaders. Please note that you must be an active chapter volunteer to participate in this group.

Looking for Assistance?

[Chapter Leader Community](#)

[Chapter Services](#)

[National Advisors for Chapters](#)