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| **Chapter Name**  | Hawkeye |
| **Chapter Number (ex. CH0000)**  | CH6101 |
| **Chapter Location (City, State)**  | Cedar Rapids, IA |
| **Chapter Membership Size**  | Small |
| **Contact Person for this Submission:**  | Marcie Van Note |
| **Email Address:**  | mlvannote@mchsi.com |
| **Phone Number:**  | 319-270-2004 |
| **Chapter Board Position:**  | VP Professional Development and President |
| **Chapter Website URL:**  | <http://www.hawkeyeastd.org> |
| **Submission Title:**  | Bud to Boss Workshop Partnership |
| **Submission Description:**  | . |
| **Need(s) Addressed? Please be specific.**  | Being able to bring quality, high caliber programs with very small budgets. |
| **What is your chapter's mission?**  | Our Mission is to provide leadership to individuals, organizations, educational institutions and the community we serve to achieve work-related competence, performance and fulfillment.  |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Being able to bring an internationally known program to our members and community served to provide work related competence. The Bud to Boss program is a program that gives new and experienced leaders a training program that provides the skills needed to be successful. |
| **National ATD's mission is to "empower professionals to develop knowledge & skills successfully". How does this submission align with ATD's mission? Please provide specific examples.**  | Definite support for this mission by providing the knowledge and skills to be a better leader is the primary purpose of this program |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Community and Chapter members benefited from this training. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)**  | Hawkeye ASTD partnered with the Kevin Eikenberry Group (KEG) to bring Kevin’s Bud to Boss two-day workshop to Cedar Rapids. We entered into a partnership where the chapter would be responsible for securing the location and marketing the event. The KEG was responsible for registrations. Hawkeye ASTD received 30% of the gross profit for their work. |
| **How did you implement: (please give a brief description)**  | We secured the location and communicated that to the KEG. We began marketing to members and the community. We asked members to share the information with the companies and communities.  |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)**  | We received 30% of the gross profit. We registered 19 people, which was enough to have the event. We received one membership and $2919 profit. Feedback was very positive. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Find a members company to host the event and offer them a “seat” at a reduced price. Offer a reduced price for members and get a special registration code from KEG. Start personal communication as soon as the dated are picked. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):**  | The KEG provided all the marketing materials including press releases (see attached for an example) we just needed to customize them and get the word out. VP Marketing used social media to communicate the event. We placed ads on the local Chamber of Commerce websites and targeted businesses to send personal invitations. The most successful way was through personal communication. |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | Have submitted previous SOS |

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