

Board rooms and factory floors across organizational America reverberated with one word during 1983: Excellence. The American Society for Training and Development was no different. *In Search of Excellence* was a best seller in the Society's publishing program. The training and development competency study and the National Conference were developed around the theme of modeling excellence. The concept became a unifying goal and benchmark for all ASTD activities throughout the year.

During 1983, ASTD—at national headquarters and in the field—was characterized by excitement and activity; by well directed, hard work; by having firm directions in hand and making strides toward well-defined goals. It was a year of moving toward excellence.

For the field at large, 1983 saw attention focused sharply on human resource development issues. Week after week, national magazines like *Fortune*, *Time* and *U.S. News and World Report* featured cover stories concerning the challenges of retraining workers for high-tech jobs, of developing a productive work force of individuals sorely lacking basic skills.

ASTD members were in a hotter and hotter spotlight as the year progressed, and they needed more and more help from their Society. They needed a strong, unified national voice; a better sense of the size and scope of their profession's work; more sophisticated ways to assess their competence; a host of basic and cutting-edge professional development events and tools.

ASTD responded to these needs with unprecedented depth and range. The Society published the landmark *Models for Excellence: The Conclusions and Recommendations of the ASTD Training and Development Competency Study*; implemented the Member Information Exchange, a critical new professional development tool; established a far-

ASTD AT A GLANCE*

National Membership	22,027	Organization Development	3,553
Chapter-Only Membership (estimated)	27,000	Sales and Marketing	1,350
Chapters	141	Technical and Skills Training	2,312
Special Interest Groups	51	Network Membership	
Division Membership		Minority	809
Career Development	2,024	Women's	2,267
International	1,005		
Media	1,072	Staff	57

*Year-end 1983 figures

reaching national issues agenda; published an important examination of the size and scope of the training and development field; and undertook a major research project to identify accurate, efficient data-gathering methods for the field.

The Society began surveying members as part of a major new product development effort; voted to implement a new governance structure that will better support ASTD's strategic directions; expanded its chapter services activities; produced the largest and best professional development event for the field—the National Conference and Exposition; plus continued to expand and improve dozens of ASTD's traditional member products, services and activities.

While ASTD made impressive progress on a number of fronts, the Society and the field still face many tough issues and unsolved problems. But 1983 will be remembered as a year of well focused resources and dynamic action for this Society, whose members' work is so critical to our nation's social and economic health.