From: SOSForm@astd.org[SMTP:SOSFORM@ASTD.ORG]

Sent: Monday, December 29, 2008 10:59:02 AM

To: Membership Fax

Subject: Chapter Recognition Submission Form - chapter: Charlotte Chapter of ASTD

Auto forwarded by a Rule

Submission Date: 12/29/2008 10:59:01 AM

Chapter Name: Charlotte Chapter of ASTD

Chapter ID: 4067

Chapter Location: Charlotte, NC

Chapter Membership Size: Medium (101-300)

 \_\_\_\_\_

Contact Person for this Submission: Owen Davis

Email Address: odavis@trainingfolks.com<mailto:odavis@trainingfolks.com>

Phone Number: 7049985530

Chapter Title: President Elect

Alternate Contact Person: Amy Horne

Email Address: odavis@trainingfolks.com<mailto:amyphorne@bellsouth.net>

Phone Number: 704-845-8119

Chapter Title: Administrator

 \_\_\_\_\_

Chapter Website URL: <http://www.astdcharlotte.org>

Password if needed: n/a

Title of Effort: Day of Learning

Description of Effort: Day of Learning is a one-day conference with multiple tracks and is the main event of Charlotte ASTD's Employee Learning Week activities. It's purpose is to provide advanced learning practitioners with a local, high quality professional development opportunity. The conference is co-sponsored by Charlotte ASTD and Bank of America.

Need Addressed:

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: The target audience included learning professional and leaders in the greater Charlotte area.

Costs/Resource Use: The strategy for managing the event cost (allowing for a small fee for attendance) was to gain vendor/sponsor participation. Sponsorship included speakers, vendor booths, and meals. This approach allowed the almost 200 attendance to pay only $49.00 for the day (including meals).

How did you implement: Led by Past President Dawn Adams Miller and in partnership with Bank of America (led by Scott Sutker), a small event team facilitated all the decisions running the event like a special project. The event model included a keynote with Elliot Masie, three learning paths covering areas of Designer/Abstract, Developer/Technology, and Management Functions and a CLO panel discussion (panel included Bank of America, Wachovia, Lowe's Home Improvement, Belk, and Ninth House). The day's events wrapped up with a social and door prize drawing. The Day of Learning was linked to the Employee Learning Week and inluced Governor and Mayor proclamations.

What were the 0utcomes: The outcomes of the event included: An attendance satisfaction rating of 4.63 Net proceeds to the chapter of almost 8,000

Lessons Learned: Keys to success: Pick a date and location early in the process, confirm facilities early. Identify key message and themes and communicate and promote often. If corporate participation is desired - find leaders within the corporation for sponsors.

This form was submitted at: <http://www.astd.org/membership/ChapterLeadership/sosForm>

-----Message Disclaimer-----

This e-mail message is intended only for the use of the individual or

entity to which it is addressed, and may contain information that is

privileged, confidential and exempt from disclosure under applicable law.

If you are not the intended recipient, any dissemination, distribution or

copying of this communication is strictly prohibited. If you have

received this communication in error, please notify us immediately by

reply email to Connect@principal.com and delete or destroy all copies of

the original message and attachments thereto. Email sent to or from the

Principal Financial Group or any of its member companies may be retained

as required by law or regulation.

Nothing in this message is intended to constitute an Electronic signature

for purposes of the Uniform Electronic Transactions Act (UETA) or the

Electronic Signatures in Global and National Commerce Act ("E-Sign")

unless a specific statement to the contrary is included in this message.

While this communication may be used to promote or market a transaction

or an idea that is discussed in the publication, it is intended to provide

general information about the subject matter covered and is provided with

the understanding that The Principal is not rendering legal, accounting,

or tax advice. It is not a marketed opinion and may not be used to avoid

penalties under the Internal Revenue Code. You should consult with

appropriate counsel or other advisors on all matters pertaining to legal,

tax, or accounting obligations and requirements.