

FRONTPAGE

They Get It!

We're very excited about this issue because it introduces the Annual ASTD BEST Awards. This first year, we had 74 applications and 23 winners. The winning companies demonstrate that they Build talent Enterprise-wide for business Success with a Through-and-through learning culture.

The 23 range from big companies to small, U.S. and international, and from various industries, including transportation, food, financial services, and telecommunications. We were wowed by the caliber of the applications—the commitment to training and development, its strategic leverage, and the results, both financial and in talent management. This isn't just an award; it is a statement and confirmation of how learning can be a strategic business tool to foster enterprise-wide success, how learning can change and enhance organizational cultures, and how it can achieve one of the higher aspirations of this field—to help people attain their full potential and find deep satisfaction in their work and where they work.

So, please turn to page 24 to find out who this year's winners are and read about how they show and champion training's value day to day.



A handwritten signature in black ink that reads "Haidee Allerton".

Haidee E. Allerton
Editor



The Web
Regular Column
Staff Written
ASBPE
2002

Publication Redesign
ASBPE
2001

Editorial Excellence
ASBPE
1998

Gold Circle Awards
ASAE
(American Society of
Association Executives)
1994

Best Design
OZZIE Bronze Award of
Excellence 1992

Magazine Column
"Working Life"
Clarion Award
Women in
Communications 1992

