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| **Chapter Name**  | Sacramento  |
| **Chapter Number (ex. CH0000)**  | CH8049 |
| **Chapter Location (City, State)**  | Sacramento CA |
| **Chapter Membership Size**  | Medium (101 - 300) |
| **Contact Person for this Submission:**  | Tom Moore |
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| **Phone Number:**  | (916) - 808 - 1974 |
| **Chapter Board Position:**  | President Elect |
| **Chapter Website URL:**  | <http://astdsac.org> |
| **Submission Title:**  | Trainer Throwdown |
| **Submission Description:**  | We invented this event four years ago when we found our holiday event getting a bit stale. The event has created some incredibly engaged members. The Trainer Throw-Down starts as a feel good Holiday Event and adds some craziness and fun. Years 1-3 the event pitted 6 trainers who had 12 minutes to show their best stuff, compete for a big prize, and walk away with the title of the Annual Throw-Down Champ. It is rowdy and the participants are incredibly creative. We have had improvisational acting demos, singing cowboy motivational speaker/singer combos, graphic arts experts, cool games for trainers, and in 2011 OD Elvis (yes, that Elvis) won with a presentation on “Flow” Elvis style. This year we are going “pecha-kucha 20/20”. Check it out at the web address on the slide. Every contestant has a timed set of Powerpoint slides. 20 slides for 20 seconds apiece. Just over 6 minutes to “show your best stuff”! |
| **Need(s) Addressed? Please be specific.**  | Attract, retain and engage members. Our December event was getting stale and we wanted to do something outside the box to bring in training professionals so they could meet us and spread the word about the new energy at our chapter. |
| **What is your chapter's mission?**  | The mission of the Sacramento Chapter of the American Society for Training and Development is to provide professional development and networking opportunities for our members, customers, and affiliates with a local focus. |
| **Does this effort align with your chapter's mission? Please provide specific examples.**  | - Yes |
| **Does this submission align with ASTD's mission? Please provide specific examples.**  | - Yes |
| **Target Audience: (include information on who will benefit from this approach)**  | Everyone who has attended our Trainer Throwdown events has benefitted in any number of ways. First of all, we have attracted and increased membership by drawing trainers to us to compete in our event and workplace learning and development professionals to be there. We have also educated and entertained our attendees with excellent new ideas and training methods at this fun and exciting event. This year may be our most interesting yet with the 20 slides and 20 seconds each to describe some training related concept! |
| **Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)**  | This has taken minimal board member time compared to other events we have done. Of course we have to have a small committee pick the 4-6 contestants. The attendees pick the winner who gets a $100 prize. It has helped us overall to retain and attract sponsors and we have Twisted Roots Winery pouring wine for free every year! |
| **How did you implement: (please give a brief description)**  | We started with a minimal concept several years ago and keep tweaking it. We send out a call for entrees about a month and a half in advance and then choose the contestants. We have an engaging flyer with a cartoon of Santa about to wrestle with an elf.  |
| **What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)**  | We have sold out the last two years as news of this event has spread. (Approximately 75 people). We typically don't make money on this as food is expensive for this event. Breaking even works for us due to the overwhelmingly positive feed back and excitement we create. Our evaluations come in at an average of 4.5 out of 5 for all categories except food which can sometimes not meet our expectations. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | We have a packet that we share with any chapter that requests it and we have mentioned this at ALC during presentations this year and last. Some tips are to get a good caterer! Ask some folks who have to provide food for meetings on a regular basis like the local Human Resource Association etc. Other than that, put an enthusiastic team together to handle this and make it annual! Members love annual events. |
| **Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):**  | We kind of broke the mold on this one. Hopefully we can provide our "kit" to national so they can put instructions on their website. I am not sure if I will be able to get my hands on the packet before I complete this form. If not, I will send the documents to sos@astd.org on Monday. Our program directors were the primary workers on this but the president and other board members help decide on the ultimate participants. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** SOS@astd.org**)**  |  [2012 Throwdown Flyer.pdf](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD01OCZlbD1lbGVtZW50XzE2) |
| **additional supporting documents:**  |  [ASTD HOLIDAY INVITATION rev 4.pdf](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD01OCZlbD1lbGVtZW50XzIy) |
| **How did you become familiar with the Sharing Our Sucess (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | At ALC, two other chapters said they followed our instruction packet with great results and were going to send this in as an SOS if I didn't! |

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