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| **Chapter Name**  | ATD Austin |
| **Chapter Number (ex. CH0000)**  | CH7059 |
| **Chapter Location (City, State)**  | Austin Texas |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Sallia Bandy |
| **Email Address:**  | president@tdaustin.org |
| **Phone Number:**  | (512) - 948 - 8623 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [http://tdaustin.org](http://enotification.td.org/track/click/30530608/tdaustin.org?p=eyJzIjoieVl2OEpkYTYtaHVoRmdBWXhxZU44Z0VEUVM4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRhdXN0aW4ub3JnXCIsXCJpZFwiOlwiZjc2NTc2NTE2NDU2NGU4NTgzY2Q2OGFiOWE5NjYwNTRcIixcInVybF9pZHNcIjpbXCI2YTlmOWNjZTc3N2I0NWUzYTYwNWM0YTViMmQ2ODA3MDZlYjdjYzgwXCJdfSJ9) |
| **Submission Title:**  | All in One Board Business Cards |
| **Submission Description:**  | We needed a business card for board members, but if each one ordered 500 cards, they could never use them all before their terms were up. Looking at a previous SOS, we got the idea to do an All in One Business Card. |
| **Need(s) Addressed? Please be specific.**  | Business cards provide a professional and memorable presence for our board members. We use these at chapter meetings, networking events, workshops, ATD ALC and chapter events. |
| **What is your chapter's mission?**  | The mission of ATD Austin is to advance the Austin Area learning and talent development community. ATD Austin is the local chapter of the international ATD professional association. ATD is the world’s leading organization focused on the promotion and advancement of workplace learning and performance. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Business cards show our social media channels, so that our contacts and members can easily get what they need from our chapter. We also list emails and phone numbers, so that members have a personal contact. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.**  | We can't empower people if we don;t know who they are or what they want. This business card provides a personal piece of ourselves for the contact to remember us by. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Any contact, member, or potential members. |
| **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)**  | We used MOO.COM, because they are always running specials, their cards are slightly larger than other cards (we stand out), and the paper has a great feel. We ordered 400 of these cards for $109. The card detail is housed at MOO.COM, so we can reorder easily. |
| **How did you implement: (please give a brief description)**  | The cards are self-explanatory and the board members use them at every occasion. We divided them up among the board members started using them immediately. |
| **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 don't thrown business cards away any longer, saving hundreds of dollars. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Create the list of email addresses and 3 blank lines as a jpeg. It's cleaner and looks better. |
| **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.):**  | Our social media director helped with the m channel names and hashtags. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** SOS@td.org**)**  |  [ATDAustinBusinessCards.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiSWpxdnlwLUZleWtWRG5TNW5qSDRnTWFqV1VrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNVGdtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJmNzY1NzY1MTY0NTY0ZTg1ODNjZDY4YWI5YTk2NjA1NFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Found SOS on ATD website |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiS1VsQWxiX3Zsck1zbGZ5M0daTnFMQzd0ZU1JIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImY3NjU3NjUxNjQ1NjRlODU4M2NkNjhhYjlhOTY2MDU0XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |