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| **Chapter Name** | ATD Florida Suncoast Chapter, Inc. |
| **Chapter Number (ex. CH0000)** | CH9063 |
| **Chapter Location (City, State)** | Tampa, FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Jenni Stone |
| **Email Address:** | [jenni@atdsuncoast.org](mailto:jenni@atdsuncoast.org) |
| **Phone Number:** | (727) - 242 - 1966 |
| **Chapter Board Position:** | President Elect |
| **Chapter Website URL:** | [http://atdsuncoast.org](http://enotification.td.org/track/click/30530608/atdsuncoast.org?p=eyJzIjoiNGdfVlFhRW9iZG9kUE5rNkRwNXZjMko2bEVJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkc3VuY29hc3Qub3JnXCIsXCJpZFwiOlwiNzNiYjExYzgzYmI5NDhmNGE2Y2Q4MDk0ZjMzMjZiMDZcIixcInVybF9pZHNcIjpbXCIxYmM2OGVhMDBiYmE4NDY1NDNjZTE0ZjEzMWYyZTdiMTkzODQ4YzFkXCJdfSJ9) |
| **Submission Title:** | Read Between the Wines |
| **Submission Description:** | At each of our monthly events, we give away a speaker-selected (chapter-paid) book in a basket. In the basket, we place two bottles of wine, one on each side of the book.  We collect attendees' business cards with their contact information. The speaker randomly selects a business card to give the Read Between the Wines. The speaker gets to keep the business cards for networking and/or for possible prospecting. |
| **Need(s) Addressed? Please be specific.** | Attendees ask speakers for relevant book titles on their topics often. This is a playful way to share a title with attendees while also promoting the chapter giving something away to attendees for attending. |
| **What is your chapter's mission?** | The ATD Florida Suncoast Chapter, Inc. provides its members with the knowledge, skills, tools, and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of talent development, workplace learning, and performance. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | The book in the basket is a book the speaker selects, based on their past readings, that they feel a chapter member will grow from reading. It's a way to promote the profession while making it fun. |
| **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.** | Sharing book titles with attendees and giving away a book to an attendee, especially when the book is on the topic of talent development. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Programs, membership |
| **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)** | The cost of two bottles of wine - roughly $6-10 each, depending on budget An inexpensive basket, roughly $5. A book - between $5 and $20.  Total cost between $20 and $40 per event. |
| **How did you implement: (please give a brief description)** | Our President Elect came up with the idea and purchased everything herself for the first time. It was a proof of concept. We got a lot of great feedback and decided to implement going forward. |
| **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.)** | There are no true measurable data points here. Anecdotal feedback from both speakers and attendees is that they love it. The chapter is admired for going the extra mile for our members. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Consider buying the wine in bulk when there's a good deal. Get speakers to give you their book title in advance so you can purchase at a good deal. |
| **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 chapter President Elect. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **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=eyJzIjoid19YaDQ2V25mdHkwUnlXa1pIUjJlWGlhOEtNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjczYmIxMWM4M2JiOTQ4ZjRhNmNkODA5NGYzMzI2YjA2XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |