



Carol DeVico, ASTD Pittsburgh President

2011 State of the Chapter

Dear ASTD Pittsburgh Members and Friends,

We have wrapped up a roller-coaster year in 2010...where many good things happened, and we faced a few challenges along the way! Here are our 2010 Highlights:

- We created a **new webpage** at www.astdpittsburgh.org that is much more interactive and viewer friendly. With this upgrade, we are able to upload more information, articles, and advertisements in a quick and easy fashion—without the assistance of a programmer to help us! This did cost money to do, but will save the chapter significant money in the long run without all the additional programming costs needed to update the home page every time we want to add new information.
- We converted all of our **member communications to on-line** with the use of the marketing website *ConstantContact*. This site is used by many of the ASTD chapters, as well as other organizations. The value of this new communication method is the speed in which we can get new information, monthly newsletter and programming information to you. Additionally, it saves the chapter significant money in postage and printing costs!
- We also started our **monthly E-Newsletter** with articles, interviews, new members, programming events, photos, and any other newsworthy information. We welcome member articles...please consider sharing your news with the chapter!
- We provided six exciting and well attended **programming events** in 2010. Although we had a few challenges in getting programming to you in the early part of the year, we were able to recover and program some great events...with even more planned for 2011!
- With the resignation of one third of our Board of Directors in 2010, we were challenged...but we have found some **great new leaders for 2011** that will help to not only maintain but grow our chapter!
- In 2010 we continued to look for ways to **cut expenses**—without impacting the value of your membership. As I mentioned, converting to email communication is a great cost saver as well as shopping the chapter's insurance and getting better pricing which saved additional monies. These small changes allow us to continue to keep the membership dues the same and programming events at reasonable rates.
- We also re-started our **Annual Member Survey** which allowed us a glimpse of what you want from your chapter—from meeting locations, content, and times to your interests in working with the chapter.
- Sadly, we have lost most of our **Chapter Sponsors** due to the declining economy the past couple of years so that is one of our principle initiatives for 2011 to build our sponsorships back up! Please let us know if you are interested.

It certainly was an exciting and challenging year for our ASTD Pittsburgh Chapter! I look forward to a more fulfilling and robust programming calendar in 2011 in addition to all our other new initiatives!! Stay tuned...

All the best,
Carol DeVico
ASTD Pittsburgh Chapter President