

NEWSLETTER



SACRAMENTO CHAPTER
Association for
Talent Development

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President's Message

TS HAMILTON



*I am going to keep this month's message brief as we are without a Director of Communications and I find myself inserting this copy myself with a looming deadline.

Although this newsletter is meant to celebrate the last three months of 2020, I can't help but look back and celebrate the end of 2020 and the birth of 2021. As things begin to re-open, I have cautiously, optimistically found myself re-establishing my extended network of peers and re-exploring the world around me. Please know that as a Board we are also exploring our operations and programming optimistically and cautiously in the hopes that some day very soon we will be able to return to face-to-face workshops. Stay safe until then.

Q4 REVIEW

OCTOBER -
DECEMBER

The State of Video for Talent Development in 2020

Christian Rockwell

Christian Rockwell brings over 15 years of experience building and leading marketing organizations to support high-growth software technology companies. Christian is Chief Marketing Officer at Vbrick Systems and has held strategy and marketing leadership positions at Sparta Systems, Inc., Misys plc, Oracle and Siebel Systems, Inc. and began his career in strategy consulting.

No one understands the video revolution more than the training and development professionals.

There is no doubt that videos offer better engagement. Research by Forrester indicates that employees prefer watching video by 75% vs. reading emails or web articles.



Annual Year-End Celebration/Transforming & Visualizing Training Data

Trish Conner-Cato

Trish Conner-Cato is a software industry expert with thirty years of experience working with private and public sector clients as both a trainer and consultant. Trish is a certified Microsoft Office Specialist Master and highly qualified advanced data expert. She is consistently requested for projects involving Access, Excel, SQL Scripting, VBA, MS Project, and SharePoint. Her communication style is extremely personable and engaging, and her work history in the subjects she teaches and consults on helps her bring real-world scenarios to each event.

No matter if you are starting with an Excel spreadsheet or extracting data from your LMS, you will see how to clean and organize data. Then we will share how to create visualizations that reveal insights from the data. Lastly, we will build a dashboard to create an ongoing, easy-to-read resource for data-based decisions.



Upcoming Event



atd SACRAMENTO CHAPTER
Association for
Educational Development

PROFESSIONAL SUMMIT 2021:
FROM MAYHEM TO MAGIC
April 14 • 8:30 AM – 2:30 PM

featuring Award-Winning Keynote Speaker DEVIN HENDERSON



FROM MAYHEM...



TO MAGIC!



Breakout Sessions By:

- Holly Burkett
- Cami McLaren
- Dr. Michelle Reina & Dr. Dennis Reina
- Dan McGar

ATD Sacramento Chapter

DO YOU HAVE GREAT COMMUNICATION SKILLS?

We are looking to fill the
Director of Marketing and
Communications role!



OPPORTUNITIES

- Self-growth
- Resume building
- Develop new skills
- Networking
- Work with an amazing team and community!

Contact us at
mail@tdsac.org



ROMPECABEZA!

If a $6 \times 8 \times 11$ wooden block is painted orange and then cut into $1 \times 1 \times 1$ cubes, how many of these 528 cubes will have orange paint on exactly two faces?





BECOME A POWER MEMBER

What is Power Membership?

Joint membership offers learning professionals a unique opportunity to connect with local, national, and international professionals. Joint members can learn about trends in the field, and gain access to research, principles, practices, and templates they can apply directly to impacting organizational results, their community, and advancing their career.

How to join:

Current members of ATD chapters may join ATD for a special annual Power Member rate by using your chapter's **Chapter Incentive Program (CHIP) code, CH8049.**



For more information visit
<https://tdsac.org/Power-Membership>

-or-

www.td.org/membership



2021 BOARD

TS Hamilton, President

Rosalind Sago, Director of Special Events

Matt Clark, Director of Programs

Jen Anderson, Director of Finance

Alice Sandridge, Director of Membership



