

# A Special Message to Our Members

Regularly, we get great questions from our members, questions every member probably wonders about. I wanted to take a minute and share the information with everyone, because as a member it is always your right to know. Equally it's my pleasure to share the information with you as your elected V.P of Marketing for 2010.

## How Are Program Dues Spent?

Looking at the below monthly programs budget projections, you can see for yourself that as a board we never project any profit from our members. In fact we generally project a loss to occur from our member registrations. In an effort to break even on each event, we try to tightly balance the loss created by discounted member pricing with equal profit margins from the non-member/ guests pricing. Here's a typical break down for monthly programs.

<b>Projected Cost Per Person</b> <i>*based on average of 35 attendees</i>		<b>Min. Cost per Person</b>	<b>Max. Cost per Person</b>
Venue/Dinner		\$25.00	\$25.00
AV cost of \$150 to \$300.00		\$4.29	\$8.57
\$25.00 Gift Card for Speaker		\$0.71	\$0.71
<b>Total Cost Range:</b>		\$30.00	\$34.28
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<b>Projected Profit / Loss Per Member Status</b>	<b>Rate</b>	<b>High Margin</b>	<b>Low Margin</b>
Member	\$30.00	\$0.00	-\$4.28
Student	\$25.00	-\$5.00	-\$9.28
Non-Member	\$40.00	\$10.00	\$5.72

## How Are Member Dues Spent?

While program registration fees often cover the overhead of monthly programs, the money you pay annually for membership is what keeps this organization going. Like any other "company" we have recurring hard costs that must be paid in order to conduct business. These include administrative support and expenses, website domain and maintenance, liability insurance, etc. Member dues are the chapter's primary source of operational revenue that allows us to manage the organization and provide a variety of other member benefits.

## Top Five Reasons Members Join / Renewing Memberships with CFC-ASTD?

1. To support their professional development.
2. To stay on the leading edge of the Workplace Learning and Performance profession.
3. To build their professional network.
4. To attend chapter programs that deliver valuable content at the member rate.
5. To give back to the profession.

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## What Is The Difference Between ASTD and CFC-ASTD?

ASTD is an international organization; CFC-ASTD is the local chapter affiliated with the international organization. An individual can choose to be a member of either or both, and both organizations have separate annual dues. Membership in either organization has its benefits, and maintaining current membership in both is highly encouraged. If you must choose, we offer this one mantra: Think globally, act locally.

## How Can I Get More Involved?

Opportunities to get actively involved and even take on a leadership role in the chapter are numerous. Talk to any Executive Board member or Chair at any program, or contact them via e-mail to discover your place. Your unique skills and talents can contribute to our chapter success.

- Mentor / Protégé Program.
- Assume board and committee chair positions
- Serve as committee members and assist with short-term projects. Whether you have a couple hours or are interested in a longer commitment, we need you.
- Help out at monthly programs or professional development events.
- Write articles to share their expertise and knowledge in the quarterly newsletter.
- Assist with the December celebration event/meeting.
- Help with the 2011 International Conference and Exposition. We will need over 300 volunteers to help plan and facilitate the volunteer activities.
- Donate resources (e.g. equipment and facilities for meetings, printing, or silent auction)
- Volunteer or donate to our quarterly community outreach programs, such as Coalition for the Homeless

To find out more about membership benefits and the fun and important volunteer activities, mark your calendars to attend the July monthly meeting, “The ‘Is’ Have It,” where you will gain new insight into the volunteer opportunities that are available.

## Who To Contact?

**Crystal Melton**, President ([president@cfc-astd.org](mailto:president@cfc-astd.org))

**Todd Whisenant**, Past-President ([pastpresident@cfc-astd.org](mailto:pastpresident@cfc-astd.org))

**Lori Erlacher**, VP of Member Services ([Membership@cfc-astd.org](mailto:Membership@cfc-astd.org))

**Daniel Pendleton**, VP of Marketing ([Marketing@cfc-astd.org](mailto:Marketing@cfc-astd.org))

**Martin Tier**, VP of Finance ([Finance@cfc-astd.org](mailto:Finance@cfc-astd.org))

**Charlotte McDonald / Milana Thielen**, co-VPs of Professional Development ([Professionaldev@cfc-astd.org](mailto:Professionaldev@cfc-astd.org))

**Diane Caruso / Jennifer Cain**, co-VPs of Programs ([Programs@cfc-astd.org](mailto:Programs@cfc-astd.org))

**Carole Borne**, VP of Communication ([Communciation@cfc-astd.org](mailto:Communciation@cfc-astd.org))

**Bob Lucas**, President-Elect ([PresidentElect@cfc-astd.org](mailto:PresidentElect@cfc-astd.org))