



LAKE SUPERIOR CHAPTER
Association for
Talent Development

ATD Lake Superior Chapter

ANNUAL REPORT & 2022 RECAP

Looking

FORWARD

to

2023

Hello from your Chapter's BOARD OF DIRECTORS for 2023!



Steve Hamlin

PRESIDENT



Barb Bengtson

SECRETARY



José Cabrera

TREASURER



Lisa Munson

PAST PRESIDENT



Juli Lattner

VP COMMUNICATION-WEBSITE



Kim Ellsworth

VP PROGRAMMING



Stacy Johnston

VP MARKETING



Open!

VP MEMBERSHIP



Open!

SOCIAL MEDIA COORDINATOR



Julie Gabel

MEMBER-AT-LARGE



Michelle Nelson

MEMBER-AT-LARGE

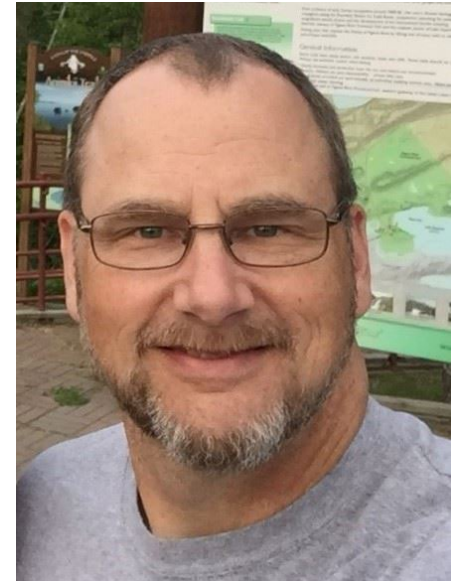


Dawn Johnson

MEMBER-AT-LARGE

Meet the new Chapter President

In the last few programs of 2022, we were all excited about getting back to in-person events for our chapter! We are also thrilled to continue to offer in-person hybrid events as well as online-only events for 2023. Check the events calendar at www.atd-duluth.org and sign up!



My name is Steve Hamlin, and I have been a chapter member, a board Member-at-Large, President-elect, and now I'm excited to take the reigns from Lisa as President. With ATD, I earned the Associate Professional in Talent Development (APTD) certificate in 2019, and I encourage anyone who has thought about professional certification to pursue that goal.

I started teaching the Aircraft Maintenance Certification program at Lake Superior College in 2020 (and love it!). Before that, I trained new hire technicians at a large aircraft maintenance company in Indiana and in Duluth. I have many years of experience in the aviation maintenance field including military, airline and third-party providers. I am also a certified CPR instructor with National Safety Council.

If not out fishing on the big lake, I can usually be found working on something around the house, spending time with family, or signing up for the next 5k race.

Steve Hamlin, APTD

CHAPTER PRESIDENT/BOARD MEMBER

MEMBERSHIP



Lake Superior Vision

To be recognized as a regional leader linking people, learning, and performance.

Lake Superior Mission

To provide for the exchange of information, leadership, and development of individuals, organizations, and community through learning and human performance improvement.

TESTIMONIALS

Being a member of the Lake Superior Chapter ATD has helped me grow professionally and has allowed me to get to know an exceptional group of professionals. The workshops are consistently well facilitated, relevant, and practical. The Board does a great job adding value to our membership in the Lake Superior Chapter. -Jose

Lake Superior ATD has always presented great networking and learning opportunities. In concert with National ATD affiliation and course discounts, membership has benefited not only me but the organization I work for. -Steve

As a Board Member for the Lake Superior Chapter of ATD it is exciting to see the level of engagement of our members. Even as we moved to virtual programming due to the pandemic, our members continued to participate at the same rate or higher. We are lucky to have such a great group of members. -Tiffany

FINANCIAL REPORT

The chapter continues to have a solid financial standing in 2023.

Account Balances as of 12/31/2022:

Checking \$8,132.42

Savings \$4,606.18 (exceeds targeted reserve amount of \$4200)

Monthly program revenue increased by 66% compared to 2021. Most revenue is used to cover the cost of attendee food and supplies for programs and operating expense such as the Chapter's website and insurance. Revenue from membership remained comparable to prior years. Overall, total expenses were less than total revenues, and the chapter has additional funds that can be used to enhance member experiences.

Association For Talent Development - Lake Superior Chapter

Profit and Loss

January - December 2022

	TOTAL
Income	
6000 Monthly Program Revenue	1,328.00
6020 Membership - Individual	868.00
6030 Membership - Corporate	1,393.00
6070 ChiP Commission	20.00
6080 Interest Income	7.37
Total Income	\$3,616.37
GROSS PROFIT	\$3,616.37
Expenses	
6300 Board Planning/Committee Sessions	549.05
6304 Monthly Program Food	321.19
6305 Postage/PO Box	100.00
6306 Reimbursement of National Dues	288.50
6310 Website Expenses	1,056.00
6311 Bank Fees	128.05
6313 Supplies & Materials	75.00
6316 Insurance	400.00
6317 Zoom Subscription	163.21
Total Expenses	\$3,081.00
NET OPERATING INCOME	\$535.37
NET INCOME	\$535.37

SOCIAL MEDIA

We maintain social media presence on two sites – Facebook and LinkedIn. Our strategy in past years was to post equally on each site (one to two times a week) with similar content on each site.

About three years ago, we started to focus more on driving engagement and followers on LinkedIn. LinkedIn is the place that most business professionals find us.

We have continued to grow our following on both Facebook and LinkedIn, although the growth on Facebook is much slower. In 2022, we gained 10 followers on Facebook and 25 new followers on LinkedIn. We typically see more engagement on our posts on LinkedIn.

We are pleased with this steady growth each year and will continue to experiment to see what most engages our followers.

FOLLOWERS BY THE NUMBERS:

	January 2023	Increase in 2022
Facebook	135	10
LinkedIn	187	25



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We're here for YOU!



www.atd-duluth.org