

## WIIFM – What’s In It For Me?

By Shirley Lee, VP Communications – Dallas Chapter ASTD

Ever wonder what the direct value of belonging to a professional organization is to you or your company? Do you even wonder what you or your associates might get out of attending monthly meetings?

[Skip the Text? Check out the Numbers!](#)

### What’s in Chapter Membership for Me?

SL/01/23/06

Exceptionally discounted rates  
For [monthly program](#) slate  
And other events that are great!

Share news and disclosures,  
Via networking, articles, and ads.  
Tell others about my business,  
Learn more about others  
And find good resources  
Through an extensive mass  
Of [advertising options](#)  
From members to members.

Abounding [volunteer opportunities](#),  
With places to offer my expertise  
Or areas to advance my capabilities.

Access to the [Member Directory](#)  
Where I can find info on members  
I met during a program slice  
By name, company, or city.  
Or I can find other members  
To enquire for ideas or advice  
By knowledge area or industry.  
In common interest matters.

[JobNet](#) and current T&D [Job Postings](#)

### What is Value in Attendance for Me?

SL/02/01/06

For only a few dollars and some time,  
I can get ever so much more.  
I even increase my return on dime  
With Special Interest Groups galore.

Programs which I audience,  
Have expert speaker and topic  
For a fraction of the normal expense.  
A value to be verified  
In more than dollars and cents.

In addition to the speakers,  
There is that networking opportunity  
In a free and friendly atmosphere  
With others in field of T&D.

Special Interest Group meetings,  
SIGs as they are called,  
Provide value repeating.  
Often before and after program,  
They offer topics worth discussing.

[Accelerated Learning](#) encourages  
An approach that enhances  
The learning processes.

[Coaches and Consultants](#) provides

For help in career researching  
And job opportunity advancing.

[Monthly newsletter](#) that is carrying  
Information on upcoming events.  
Plus from experts in T&D field,  
Tips and techniques sharing.  
As well as even more intent  
With interesting articles yield  
What others may be preparing  
Or where industry plans extent.

A website of history and more  
Available at [www.dallasastd.org](http://www.dallasastd.org)  
Containing more options galore.

An environment that promotes  
Development excellence  
And skills awareness.

[Learning Technology](#) provides  
Varying learning opportunities  
About emerging technologies.

[Dallas Area Retail Trainers](#) gathers  
For ideas from retail leaders  
To share best practices  
And discuss common challenges

[Org Effectiveness and Performance](#)  
Reviews issues and discusses  
OD to improve achievements.

There's even more stuff before:  
For new members there's  
Orientation,  
Or for career and job help -  
There's JobNet with celebrations.

**Calculating the Investment of  
Membership**

Annual Membership Fee      \$109.00  
Days per Year (divided by)      365  
Daily Rate (equals)      \$ 0.30

**For less than the price of a soda or coffee  
from your favorite vending machine,  
you can drink from the fountain  
of ASTD Chapter knowledge!**

**Computing the Value  
in Monthly Attendance**

Non-Member/Guest Rate    \$ 40.00  
Member Rate (minus)      \$ 30.00  
Difference (equal savings) \$ 10.00

Member Rate (with meal) \$ 30.00  
Program Hours (divided by)    2  
Per Hour Cost (equals)      \$ 15.00

If SIG also attended, per hour costs = \$10  
Or if 2 SIGs attended, per hour cost = \$7.5

**Where else can you hear excellent speakers  
and share with experts for so little?**

Please share this with friends and colleagues,  
who may not be taking advantage of membership with their local chapter of ASTD.

**About the Author:** Shirley Lee is Dallas ASTD's VP of Communications, serving as the newsletter editor for 2006. She is a consultant/facilitator who helps organizations increase employee and system capacity to produce results. Shirley designs and facilitates a variety of meetings, team building, problem

solving, and productivity improvement events. Her programs include managing time, facilitating meetings, project management simplified, workspace or group organization, and the problem solving process. More information and a productivity newsletter are available on her website: [http://www.geocities.com/slee\\_rightfit/](http://www.geocities.com/slee_rightfit/) or by emailing her at [slee\\_rightfit@yahoo.com](mailto:slee_rightfit@yahoo.com) .