

## Hawkeye Chapter ASTD Nominee Information

Name: **Deb Harrison**

Candidate for: **VP of Membership**

Employer/Your Business: **Transamerica**

Position: **Communications, Training & Development Manager**

Years in Training & Development Field: **1**

Years in Hawkeye ASTD: **<1**

Years in other ASTD Chapters: **N/A**

Years in national ASTD: **<1**

Site Location You Usually Attend: **Cedar Rapids**

1. What specific qualifications do you have for this position, from your work and volunteer experience?
  - **Leadership – I have served on several boards throughout the years, all of which have taught me critical leadership skills.**
  - **Results driven – I would be a committed, active member of the board, focused on contributing to meeting the established goals of the club.**
  - **Facilitative – I possess the ability to effectively facilitate meetings and events.**
  - **Strategic – I see the big picture, outside of the box thinking and can outline a plan to get to the end state.**
2. What is your leadership experience in Hawkeye ASTD, other chapters, and other volunteer organizations?
  - **I currently serve as a member of the Hawkeye ATD fall conference committee and am co-chair of the speaker committee. This has been a lot of work, and demonstrates the commitment, drive, and ambition required to successfully plan an event of this caliber.**
  - **I am an active member of Toastmasters, having served as president, secretary, and VP of Education. With all these roles, I took an active part in collaborating with all club officers, including the VP of membership. We organize and conduct lunch and learns, demo meetings, and membership drives throughout the year to generate**

interest in the club. I can offer fresh, innovative, effective ways to recruit and retain members.

- I am a board member for the Shellsburg Public Library. I have served as president, vice president and secretary and can bring different perspectives to recruiting and retaining members.
- I have served on various United Way committees throughout the years, giving me hands on experience in soliciting prizes for those who donate, sending communications, and organizing events.
- I am a current member of Transamerica's Innovation Ambassador group. We promote a culture of innovation throughout our division by holding lunch and learn events, sending emails and surveys for feedback, and planning events.

3. What strengths do you bring to this position?

- **Commitment to the organization**
- **Drive and ambition**
- **Proven leadership from other organizations I've been a part of**

4. What is your vision for this position? What, specifically, do you want to accomplish next year in this role? What are some ideas you have about achieving this?

- **My vision is to increase membership by a certain percentage over the course of my term in office. By setting a goal, it gives something to work toward. The number will be determined by collaborating with other board members to establish an achievable, yet stretchy goal.**
- **I would like to explore recruiting strategies, such as membership drives to get the word out about ATD. For instance, mailings (both hard copy and email), membership drive fairs at colleges and businesses, and advertising methods to bring awareness to the group.**
- **I would also like to organize a membership contest where current members compete for prizes by bringing guests to meetings and getting them to join the organization.**

5. Other comments

- **While new to the organization and the training arena in general, I feel confident that it is the career path I want to stay on. I truly enjoy developing and presenting training plans, and am learning so much from other trainers in the industry, especially those I've met during my time with ATD. I look forward to continued networking and relationship building to grow and expand my skillset. If elected to the position of VP, Membership, I will work hard to bring new members in who will contribute to the awesome network already in progress at Hawkeye ATD.**

By submitting this nomination form, I acknowledge that I have read and understand the responsibilities and time commitment of this position and, if elected, I am committed to meeting these expectations in service to the Hawkeye Chapter.

Deb Hanism  
Signature (electronic or printed)

9/10/14  
Date