**MEMO**

**To: Jess Havran, Director Learning & Development**

**From: Krishna Clay, Sr. Associate, Learning & Development**

**Date: July 1, 201**

**Subject: Proposal for financial support to attend ATD Leaders Conference 2016**

**Overview**

The ATD Leaders Conference (ALC) is being held in Arlington, VA October 6-8, 2016. This conference is for current and upcoming board members to network with fellow chapter leaders and share best practices for running an ATD chapter.

As 2016 President Elect for ATD Nebraska, I am responsible for understanding and preparing to manage the operation and growth of a chapter of 275 members. As the 2017 President, I will provide leadership and direction to the Chapter and board members. I have also been selected as a presenter at the conference, facilitating a session titled, *Do You Have Your Chapter Affairs in Order*.

While I am not in a leadership position in my current situation here at First National Bank, I am responsible for encompassing strong leadership principles, transferring knowledge and working effectively with various teams across the enterprise. Additional professional development opportunities to sharpen my leadership skills and abilities to develop others are beneficial to First National Bank.

**Proposal**

I will be attending ALC in October and would like to advocate for financial assistance from First National Bank to attend. In exchange for assistance, I will present what I learn at the conference to my team and will utilize the knowledge to enrich the training and project support I provide to First National Bank employees.

I have been selected to speak to this national audience of leaders from a large pool of Workplace Learning Professionals from across the country.  I will be representing the ATD Nebraska Chapter as well as First National Bank.  As a presenter, I have earned a complimentary registration to the conference, a savings of $195.

**Rationale**

Having attended this conference in the past, I have been able to bring the following benefits to First National Bank:

* My network of Workplace Learning Professionals has grown exponentially, both locally and nationally. I have been able to reach out to this network for additional information on various projects and programs within both eLearning and classroom design, as well as on a broader scale.
* Many ideas I have generated in my Instructional Design initiatives are directly tied to the knowledge I gained through ATD. At the conference, there will be sessions on engaging your members and your volunteers. The information is easily transferred to employee engagement.
* Several sessions at ALC focus on trends in Talent Development. I am able to stay current and propose ideas to help First National Bank move forward in e-learning and training as it relates to workplace learning.

**Cost**

The estimated cost to attend ALC is itemized below:

***Registration:*** $0 (since I am presenting at the conference)

***Airfare:*** $450 (includes taxes and fees)

***Baggage:*** $50 (1 bag each way)

***Hotel:*** $200 (3 nights sharing with 1-2 others)

***Meals:*** $150 (some meals included in the registration cost)

**Total Cost:** $850

**Conclusion**

My attendance at ALC will not only make me a better leader for my ATD Chapter but will offer my team members and the departments I work with at First National Bank additional knowledge. Thank you for your consideration.