

Pensacola Area Chapter ASTD

Meeting Minutes

Date: 2/23/09

Meeting Place: Zea Rotisserie and Grill

Time: 11:30 am -1:00 pm

Handouts

1. Meeting Agenda
2. Meeting Presentation
3. Taylor Performance gifts

I. Business Items

A. Announcements

1. Wendi presents Scott Ginetti, past president, with a plaque, thanking him for his service as past president

II. Meeting Program

A. Speaker, Panel or Discussion

Linda Berke, President of Taylor Performance Solutions, Inc

B. Title of Presentation or Topic of Discussion

“Selling Training in a difficult economy”

C. Specific Conclusions from Presentation

Training departments and staff become a commodity through not expressing their value
Competing with outside vendors becomes difficult, but outside vendors may not always generate the results the company is looking for

Attendees:

Total attendance: 13

Members:

Guests:

Officers and Board Members present:

Wendi Ochs – President

Scott Ginnetti – Past President

Jeff Harris – President-Elect/VP of Technology

Tamika Lee – VP of Communications

Linda Wasserman – VP of Programming

Bob Laverty – VP of Membership

? – VP of Finance