



*Bold Thinking. Smart Growth.*



*So what's happening in the world of ISAers? Our ISA News Flash keeps you connected with the latest member news and opportunities of interest.*

### **ISA Turns 40**

In 1977, a group of CEOs and presidents from prominent training companies gathered for a “cocktail party for competitors” at the (then known as ASTD) ATD Conference in Atlanta. They candidly shared concerns, talked about the issues of the day, and explored ideas and best practices for furthering their own expertise as well as the effectiveness and success of training — as a function, a profession and an industry. They came from competing companies but their ultimate goals were the same: to help organizations enhance and accelerate people performance and business results.

The first ISA membership roster consisted of 19 firms. Today, as we celebrate our 40<sup>th</sup> anniversary, there are more than 75 of you--each continuing to inspire, share and ignite bold thinking for smart growth, all in pursuit of common goals and values. Thank you for your commitment, contributions and passion for what you do. Because of you, ISA remains strong at 40 and ready for the future!

### **New Website Feature: The ISA Blog**

Have you visited [ISA's new website](#) yet? We're continuing to add new features and content, and one of our newest additions is [the ISA Blog](#). This is where we'll be sharing ideas, tips, learnings from our webinars and other events, and best practices from our members, so be sure to check in monthly for the latest posts. Have suggestions or want to contribute? [Let us know!](#)

## MARK YOUR CALENDAR: Upcoming ISA Events

### ISA's Webinar Series: *Navigating the Value Creation Journey* January 26, 1-2 PM EST

Join us next week as Richard Aldersea, Chief Strategy Officer of FMG Leading, explores strategies for navigating barriers to growth. You'll learn where your firm is on the value creation journey and what adjustments to make in 2018 to make it your best year yet. [Register today.](#)

### ISA's 2018 Annual Financial Benchmarking Study **Deadline to submit: February 2**

Participate in ISA's Financial Benchmarking Study by February 2<sup>nd</sup> and you'll get access to a wealth of useful comparative financial performance data—and an invitation to the invitation-only Financial Benchmarking Session at the 2018 Annual Business Retreat. [The 2018 survey form is available online here](#), or you can access the [Excel spreadsheet version here](#). You must submit your completed survey by February 2<sup>nd</sup> to get access to this valuable information.

### ISA's 2018 Annual Business Retreat: Reimagine! **March 18-21**

The breakthrough event of your year is fast approaching. [Check out the flyer](#) or [brochure](#) for a quick peek at what's in store. Plan to bring as many team members as possible to expand your company's access to ISA's industry-specific, trustworthy network. Hotel rooms are \$100 less per night than in previous years, but **the room block is filling up fast, and you must book by Feb. 23<sup>rd</sup> to get the ISA rate.** [Sign up yourself and your team today!](#)

## 2018 Early Renewers

Thank you for your participation in ISA's 2018 early renewal campaign! Those of you who renewed by October 31, 2017, were entered into a drawing for one of three prizes. **Congrats to the big winners: Biz Group** (complimentary 2<sup>nd</sup> registration to the 2018 Annual Business Retreat), **Hudson Institute of Coaching** (two complimentary hotel nights to the July or October 2018 C-Level Forum), and **Interaction Associates** (complimentary 2<sup>nd</sup> registration to the 2018 Sales & Marketing Conference).

## ISA's 2017 ISA Compensation Study-Thank You to Participants!

A big thank you once again to the **45 ISA member firms** who participated in the 2017 ISA Compensation Study. We've been hearing nothing but high praise for both the aggregate and company-specific reports compiled by Industry Insights.

## Industry News

Richmond Events will hold **The CLO & Talent Management Forum** at The Phoenician Resorts, Scottsdale, AZ, September 16-18, 2018, attracting senior-level delegates from companies like Accenture, Bank of America, Chipotle, CIGNA, Deloitte, Genentech, Google, Marriott, SAP and more. The Forum offers training, learning and performance consulting companies special marketing opportunities to attend and meet one-on-one with delegates. Wondering if it's right for your firm? ISAers Michael Bungay Stanier of Box of Crayons and Kevin Cope of Acumen Learning can share their experiences from past events.

## Member News

**New ISA Member Firms:** Every time a new member joins, we enrich our collective insights, knowledge and experience. ISA extends a warm welcome to our newest members: **Authentic Leadership Institute, markempa, TalentSmart, Inc.** and **Teneo Results.**

	
<p><b>Joshua Kobb</b> COO <u>Authentic Leadership Institute</u> jkobb@authleadership.com www.authleadership.com</p>	<p><b>Brian Carroll</b> CEO <u>markempa</u> brian@markempa.com www.markempa.com</p>
	
<p><b>Jean Greaves</b> CEO &amp; Co-Founder <u>TalentSmart, Inc.</u> jmg@talentsmart.com www.talentsmart.com</p>	<p><b>Lisa Leitch</b> President <u>Teneo Results</u> lisa@teneoreresults.com www.teneoreresults.com</p>

**Dede Henley Named Forbes Contributor:** Congrats to Dede Henley, Owner and CEO of Henley Leadership Group, who has been chosen as a regular contributor to *Forbes*. Check out her first article, [How To Disrupt The Guy Culture](#), which was selected as an Editor's Pick!

**VitalSource® Acquires Intrepid Learning: Congratulations to Sam Herring and team!** VitalSource®, the leading platform for institutions, campus stores, publishers, and companies to create and deliver educational and training content, has acquired the assets of Seattle-based corporate learning-technology leader Intrepid Learning. Intrepid Learning's and VitalSource's corporate and professional business platforms will launch under the brand Intrepid by VitalSource™.

Have a great week!

Pam

Pamela J. Schmidt  
ISA Executive Director