



Bold Thinking. Smart Growth.



What's happening in the world of ISAers? Our ISA NewsFlash keeps you connected with the latest member news and opportunities of interest.

In the News:

ISA's long-time member Cynthia Clay, NetSpeed Learning Solutions, has recently received some challenging health news. As a result, NetSpeed has been restructured and is "now a lean machine with a contract team". Two members of the virtual team are available for additional contract business or even full-time employment (information provided below). Please join ISA in wishing Cindy good health and support.

Matt Boblett, Webinar Producer and Client Services Manager

Matt Boblett has been with NetSpeed as Webinar Producer and Client Services Manager for two years. He is an expert in Apple technology and troubleshoots all things Apple. He is technically competent and has been responsible for planning client projects and schedules in Microsoft Teams. He has delivered Virtual Facilitator training programs in multiple conferencing platforms including: Adobe Connect, WebEx, Zoom, Citrix Go To Training, and other platforms. Matt has that magical combination of strong interpersonal skills and great technical skills. You may reach Matt at mboblett@netspeedlearning.com or 425-501-2298.

Holly Koziol, Marketing Support Manager

Holly Koziol is Marketing Support Manager, based in New Hampshire. She has worked with NetSpeed for ten years and handled all marketing support activities, including email blasts, monthly newsletters, online advertising, social media activities, and all the marketing support that precedes and follows monthly marketing webinars. Holly is a skilled graphic designer who has handled the training and marketing materials. As a talented administrative team member, she has organized and managed the marketing calendar, the Salesforce account, Survey Monkey, and Constant Contact accounts. Animated videos have been added to her list of competencies. You may reach Holly at hkoziol@netspeedlearning.com or 603-455-0058.

Upcoming ISA Events

August 23, 1-2 PM EST - ISA's Webinar Series: Generationally Savvy Selling with Anna Liotta

The first rule of selling -- "Know your customer" -- is as true today as it ever was. Unfortunately, following that rule is harder than ever; your market is divided up among the generations -- and each generation has its own wants and demands. With FIVE DISTINCT GENERATIONS™ playing active roles as buyers, how to sell now can be difficult. Join us on August 23rd -- generational expert Anna Liotta will show you how to get agreement and close the sale, even when you're pitching to more than one generation. [Register here.](#)

October 29-30, C-Level Forum: Registration Deadline to register is 9/10/19!

The Fall ISA C-Level Forum will be held at the Hyatt Regency Tysons in Tysons Corner, VA. While there are no registration fees (*ONE C-Level Forum seat per member is included in your dues; additional seats may be purchased*), you must register to reserve your seat. First come, first serve registrations are due by September 10th. [Register online here](#) to guarantee your spot in Tysons Corner.

March 15-18, 2020 - ISA's 2020 Annual Business Retreat

Coming soon! Watch your in-box for the 2020 Annual Business Retreat preliminary program info in August. You can find out what's in store for you and your team by checking ISA's "draft" [schedule at-a-glance](#). Bring as many team members as possible to expand your company's access to ISA's industry-specific, trustworthy network. Don't forget to take advantage of the early bird discount for your team.

Mark your calendar now!

Member Mention

ISA past president and honorary member [Steve Cohen](#), along with Kevin Wilde (former CLO for General Mills) co-authored an article titled "Power Up Your L&D Partnerships". The article was featured in the July/August 2019 edition of *Chief Learning Officer* magazine. Thanks Steve! [Click here to read the article.](#)

Have comments, suggestions or news to contribute to ISA's NewsFlash? [Let us know!](#)

Have a great weekend!

Pam

Pamela J. Schmidt
ISA Executive Director