



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.

Upcoming ISA Events

October 22-24, ISA's 2018 Sales & Marketing Conference

Join us for a deep dive into the latest topics that are most important to sales and marketing leaders and professionals. At ISA's 2018 Sales and Marketing Conference, you'll turn ideas into results and create a valuable network with others in the field. [Register by 9/24/2018 with this link](#) for a special discounted rate of \$1099. And don't forget—the hotel cutoff date for our negotiated rate expires on 9/24/2018!

October 24-25, C-Level Forum: Registration Deadline extended to 9/20/18!

The Fall ISA C-Level Forum will be held at the Hyatt Regency Tysons in Tysons Corner, VA. While there are no registration fees (C-Level Forum seats are included in your dues), you must register no later than September 20th in order to reserve your seat. Registrations are managed on a first come, first serve basis, so don't put it off. [Register online here](#) to guarantee your spot in Tysons Corner.

November 9, 1-2 PM EST ISA's Webinar Series: Go Digital or Go Broke

Whether you're thinking about what your company's digital footprint should be, aren't sure how to go to market with a digital offering or simply find the learning technology landscape confusing, this webinar is for you. Join us to pick up practical advice, lessons learned and actionable strategies from presenters Mike Esterday, Sam Herring and Ann Roesener. [Register here.](#)

March 17-20, 2019, ISA's 2019 Annual Business Retreat: Fearless & Focused!

The breakthrough event of your year is fast approaching. Find out what's in store for you and your team by checking out the [sneak-peek flyer](#) and [schedule at-a-glance](#). Bring as many team members as possible to expand your company's access to ISA's industry-specific, trustworthy network. To take advantage of the early bird discount for your team, be sure to [register by December 14, 2018](#).

Renewal Season Is Here And So Is Your Chance to Win

If you have not already, [renew your ISA membership](#) by **Halloween, October 31**, and you'll automatically be entered to win one of these valuable prizes:

- One complimentary second registration to ISA's 2019 Annual Business Retreat
- Complimentary hotel accommodations for a 2019 C-Level Forum

On the Blog

[Everything You Wanted to Know About GDPR, But Didn't Know to Ask](#)

In a two-part webinar as part of ISA's Webinar Series, Ralf Wolter, founder of High-Performance Consulting & Coaching, offered practical insights into the new E.U. regulation and how it affects ISA firms, along with a number of helpful tools and reference resources. [Check out the blog for highlights](#) from the webinar, as well as links to view the recordings and download the slides.

Member Mentions

In August, ISA member [Elaine Biech](#) was listed as #1 on *The Washington Post's* bestseller list for her latest book, "The Art and Science of Training." Congratulations Elaine!

New ISA Members: Every time a new member joins ISA, we enrich our collective insights, knowledge and experience. ISA extends a warm welcome to our newest member:



In the News:

ISA member [CPP](#) has created a new industry conference called [PeopleFWD 2018](#). The event is designed to bring HR professionals and business leaders together so that they can develop a shared understanding and common language to address today's tough issues. If you are interested in learning more, visit peoplefwd.com or contact Jeff Hayes, CPP's CEO, at jhayes@cpp.com or Suresh Balasubramanian, SVP/GM at Suresh@cpp.com.

ISA member [Psychological Associates](#) recently announced two promotions: [Christel Barbee](#) has been promoted to Director of Human Resources, responsible for handling the company's payroll; overseeing benefits administration; and working with onboarding and training, talent management and internal

project management. And [Melissa Joost](#) has been promoted to Operations Manager, responsible for integrating and overseeing the company's products and services, directly supervising the administrative team, and implementing procedures and goals for the operations staff. Congrats to Christel and Melissa!

Have a great week!

Pam

Pamela J. Schmidt
ISA Executive Director