**ATD Hawkeye Chapter**



**New Corporate Membership Structure FAQ**

**What is changing about corporate membership?**

To maximize all the membership benefits available through ATD and support ATD Hawkeye Chapter in fulfilling its ATD affiliation requirements, updates are needed related to Power Membership (local chapter and ATD Membership) and Corporate Membership.

* For every five members in the corporate membership, at least two must be Power members.
* For every six to eight members, there must be three Power members.
* For groups of 8 or greater, there must be four Power members.

**When are the changes to corporate membership effective?**

Effective January 1, 2022, our corporate membership will change to this new structure. For current corporate memberships that will be renewing in 2022, these changes will begin upon renewal.

**What are the benefits of the new corporate membership structure?**

Corporate memberships will get one free Train-the-Trainer registration each year they maintain a corporate membership. That is an annual savings of at least $99. (This free registration is available for one of your ATD members.)

Corporate memberships are spotlighted on our website as companies who care about training, development, and networking.

Power Members who are a part of your corporate membership will have the opportunity to connect with local, national, and international professionals. This local plus national membership connects them to a global network of like-minded peers and provides them with a wealth of resources to help them find solutions to whatever challenge they're facing.

**Why are the corporate membership changes occurring?**

For many years, the ATD Hawkeye Chapter has offered corporate memberships as one of the membership options. This membership option served larger companies to bundle individual memberships into a lower cost offering. We are grateful to all our corporate members, as they bring the knowledge, skills, and networking to our chapter.

Starting in January 2022, we are reorganizing our corporate membership to add additional benefits at an affordable cost. These efforts also support our ATD affiliation requirements and help to align our members to the best options for them.

**Who do I contact to learn more or sign up?**

Please contact the VPs of Membership, [laraeheyl@hawkeyeatd.org](mailto:laraeheyl@hawkeyeatd.org%20%20) and [mollymackey@hawkeyeatd.org](mailto:mollymackey@hawkeyeatd.org).

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