



2016 ANNUAL REPORT



Project Management Institute
Atlanta Chapter

PMI Atlanta Chapter Overview

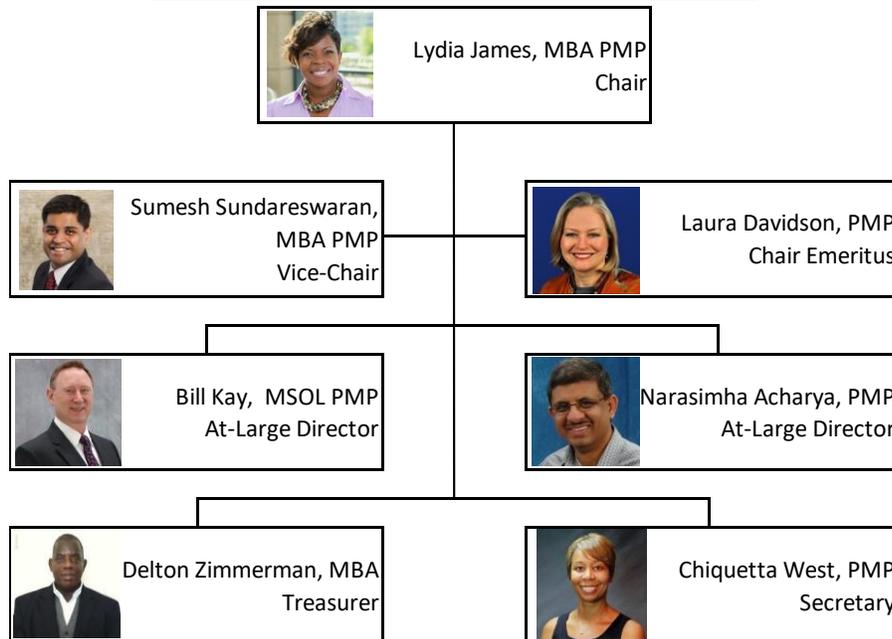
PMI Atlanta serves project managers in Metro Atlanta, and we're an active resource to corporations, community and government agencies throughout north Georgia. With over 4,700 members, PMI Atlanta is the second largest chapter in the US and third largest in the world. Our professional expertise spans across industries; we're the professionals building healthcare information technology systems, the engineers developing smarter public transportation, and the planners growing our communities more efficiently.

Benefits of membership in Atlanta Chapter

PMI Atlanta is made up of project management professionals from many different organizations. Our members have years of project management expertise across numerous industries. Networking with others provides an opportunity to share best practices and ideas.

The chapter provides opportunities for networking with project management peers through breakfast, lunch and dinner meetings, held at venues around Atlanta to make the chapter events

PMI Atlanta Executive Board of Directors



readily available to our chapter members throughout the city. Dinner meetings are held every other month, typically on the second Monday of January and every other month through the year. PM in the AM is a breakfast meeting that began this year to provide a convenient networking event in the morning. At the events we have a speaker to provide information and presentations on topics of interest to professional project managers.

PMI members receive significant discounts on relevant, reliable, and timely information on the practice and profession of project management through the PMI® James R. Snyder Center for Project Management Knowledge & Wisdom. Information is accessed via reference/research and current awareness services, which utilize resources such as literature search services and Internet search engines, to provide answers to project management related questions. Document delivery/reprint services are also available and provide copies of articles from PMI periodical literature upon request.

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2016 PRESIDENT'S MESSAGE

Two years ago we set out to improve our member's experience with PMI Atlanta and I am happy to say we did. We took a step back, evaluated valuable feedback we received from the project/program management community and we made positive changes.

We committed to: -

- **Deliver quality versus quantity.** After evaluating the events we were hosting, we realized that we had the opportunity to scale back on the number of events and focus on the key themes where members had strong interests. Additionally, we piloted a new event – "PM in the AM" to give local PMOs an opportunity to share best practices and thought leadership. As a result, we realized an increase in event participation and engagement across all events.
- **Provide more networking opportunities.** We hosted six networking events throughout the year. The networking events included prominent recruiters in the Atlanta Metro area with real jobs. Members were able to connect with recruiters and many have secured new jobs. In addition, we dedicated an entire month to career development that resulted in record-breaking participation and sponsorships.
- **Foster a collaborative environment.** We set out to create an inviting and engaging event that allowed the project / program management community to connect on a personal level with chapter leaders and provide an opportunity to address questions and provide feedback. Many of our committees hosted a table to discuss the benefits of volunteering, learn about certification and training offerings and how to connect with Toastmasters. In fact, we instituted a new tradition where a Toastmaster opens our monthly dinner with a celebratory toast.

Our successes of 2016 are a direct contribution to our volunteers. We are a 100% volunteer lead organization and the leaders that have stepped up to make every event happen sacrificed their time to further the growth of project and program management. Volunteers don't just do the work -- they make everything happen!

2017 Plans

As we look towards 2017, we have revised our vision and mission to ensure that we are representing the local project and program management community.

Vision: To be the go to source for project and program management in the Atlanta Metro area.

Mission: Making a positive impact on the project management profession by providing a community for professionals to connect, enhance their skills and give back to the community or practice.



Lydia James
President/Chairman
2016 - 2018

2017 Strategic Imperatives:

- Facilitate events that will allow members to **connect** with other experts and employers in the project management profession.
- Provide training for professionals to **enhance** their technical and leadership skills.
- Recruit volunteers to **give back** to project management through PMI Atlanta and our local community.

It is our goal to provide a local connection to a larger mission. We are passionate about project management, our members and volunteers.

Lydia James

2016 President

PMI Atlanta Chapter

2016 Board of Directors



OPERATIONS



Andreas Burkart
VP Operations
2016 - 2017

Support & Admin

Jessie Stanton, Chapter Administrator

Event Registration

Kathy Morison, Event Registration

Norma Alexander, Event Registration

Manuel Rogers, Event Registration

Event Management

Kathryn Wilson, Event Coordinator "special events"

Teresa Edwards, Event Coordinator, Network Events

Greg Smith, Event Coordinator Dinner Events

Board Liaison

Bill Kay, MSOL PMP, Director-at-Large

ROLES & OBJECTIVES

Operations delivers event support services that align with Atlanta Chapter's goals and objective of furthering professional growth through project leadership.

Consisting of two major groups of volunteers Operations focuses on a few important topics: event planning, coordination and event execution. Our PM-driven event coordinators utilize best practices in their pre-event, day of event, and post-event planning phases. Our second group, the registration team is the Chapter's face and first contact to our members during events.

Our mission, to plan and execute well-organized chapter events that lead to an enriching membership experience. Executing these core events with full P/L responsibility, Operations contributes to the financial health of the organization and has established an excellent record of strong financial stewardship.

EVENTS

The chapter holds over 24 events each year of general interest to the PMI community. Events are held at venues around Atlanta to enable the membership from all over the city to participate. Operations plans and executes single topic events, event series with an over-arching topic, special events, leadership meetings, and strategic sessions.

Dinner Events: The second Monday of every odd month, beginning in January. Held at the Westin Atlanta, Perimeter North. This event includes local and national keynote speakers, as well as sessions dedicated to Newcomers and Professional Development. Members with certifications can earn PDU for attending the dinner meetings and the Professional Development sessions. Attendees ranges from 100 - 190

Networking Events: The third Thursday of every even month, held at The Georgian Club. This event includes local and regional speakers on topics of interest to professional project managers, and extended face-to-face networking time prior to the presentations. Attendees range: 85 - 125

"PM in the AM". The first Monday in three consecutive monthly events in the Spring and Fall, The Georgian Club. These events have over-arching themes, e.g. PMO. Attendee Range: 30 - 65

Career Month. July each year, various locations. Events are coordinated with sponsoring recruiting firms to provide unique opportunities for the membership to connect with recruiters: Events during career month this year included a recruiter panel for member Q&A to help with the job search process, 1-on-1 speed-networking sessions with recruiters, an open forum networking to meet and discuss opportunities, as well as keynote speakers on topics such as personal branding, resumes, advanced LinkedIn capabilities, and other topics of interest to the job seeker. Attendee Range: 120- 210.

2016 Event Calendar and Member Participation						
Month	Dinner Meetings		PM in the AM		Networking	
January	11-Jan	116				
February					25-Feb	140
March	14-Mar	177				
April			4-Apr	61	21-Apr	118
May	9-May	125	2-May	46		
June			6-Jun	46	16-Jun	89
July	11-Jul	183			21-Jul	80
					27-Jul	128
August					18-Aug	51
September	12-Sep	132	6-Sep	28		
October			3-Oct	28	20-Oct	43
November	14-Nov	87				
December					12-Dec Holiday Celebration	87
Totals		820		209		736



TECHNOLOGY



**Venkata Patt, CSM,
LSSBB**
VP Technology

Support & Admin

Jessie Stanton, Chapter Administrator

IT Team

Pad Kankipati, AVP of Technology (CTO)

Keila Santos, - Information Technology Director 1

Priscilla Vasconcelas, Information Technology Director 2

Konstantin Derenstein, Information Technology Director 3

Board Liaison

Sumesh Sundareswaran, MBA, PMP

Professional IT Services (aka The Technology Team, or TTT)

TTT is comprised of 5 members and has responsibility for all IT services for the chapter. The chapter website is the customer facing side of our responsibilities, the team also provides the e-mail and SharePoint site for management and administration of Chapter business. Our team is proud of our work in developing, managing and administering the Chapter web site and web services, including notifications, event registration and arranging for payment services.

In 2016 TTT continued the "Ease of Use" and technology updates initiated in 2014. The goals were to improve the member's website user experience, improve registration and payment for events, and ease access to the PMI main website. Two improvement projects were authorized as part of this initiative; upgrading to Proteon Software, and implementation of Single Sign-On (SSO) Login.

The Proteon software, a cooperative of PMI chapters, met several objectives of the chapter leadership, including ease of use, cost savings, and consolidation of software suppliers. Implementation was completed ahead of schedule and has saved our chapter 60% of the previous expenditure on software. During 2016 we have been maintaining and refining the implementation, doing minor upgrades as needed to support chapter operations. Single Sign-On (SSO) enables chapter members to sign in to the PMI website while signing on the chapter website for convenience in logging PDUs and other PMI activities.

Looking Ahead to 2017

There are several high-profile initiatives in work to enhance the technology of the chapter to improve our abilities to conduct business and serve the members.

- CRM Initiative - We will help to plan the project, select the right vendor, and integrate the system into our existing platforms.
- Website Optimization - Maintain Quality, Speed and Performance
- Continuous Improvement – Outreach to members, sponsors and chapter teams to ensure that our technology platforms provides ease of use in chapter business operations.

Website Statistics

- **Website Visits in 2015: 39,681**
- **Website Visits in 2016: 45,018**
- **Average Visits per month: 3,969**
- **Page Views Last Quarter**
 - **Front / Home Page: 5,436**
 - **Event List: 2,727**
 - **Event Registrations: 1,737**
 - **Announcements: 1,018**

FINANCE



Delton Zimmerman
VP Finance
2016 - 2017

Treasurer, VP of Finance – Board of Directors 2016

Tiffany Wilson, MBA, PMP – Financial Analysis

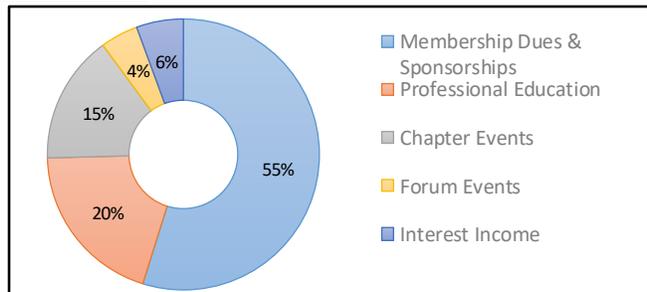
Overview

In 2016 Finance focused on providing the leadership team with proactive and timely financial statements. Clear financial information is important to enable the leadership team to have visibility as early as possible to enable decisions and implement corrective actions to achieve the chapter 2016 financial goals and objectives.

2016 Financial Results (Unaudited)

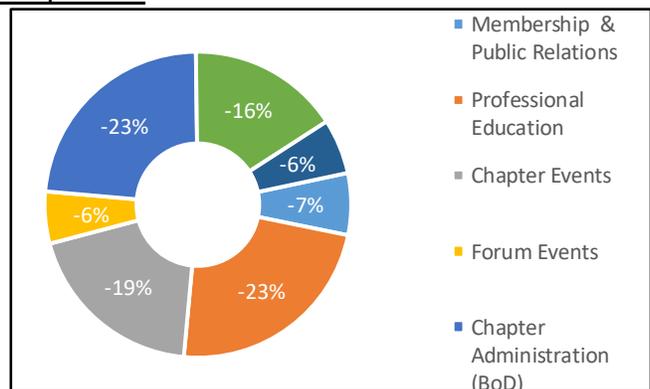
Chapter Revenue

Membership Dues & Sponsorships	\$	164,336
Professional Education	\$	59,242
Chapter Events	\$	45,975
Forum Events	\$	13,438
Interest Income	\$	16,733
Total Revenue	\$	299,725



Chapter Expenses

Membership & Public Relations	\$	(15,012)
Professional Education	\$	(53,378)
Chapter Events	\$	(44,585)
Forum Events	\$	(12,623)
Chapter Administration (BoD)	\$	(53,702)
Finance	\$	(36,861)
Technology Operations	\$	(13,338)
Total Expenses	\$	(229,498)



Chapter Net Income	\$	70,227
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PUBLIC RELATIONS



Valarie Merced, CSO, CSPO, PMP
VP Public Relations
2016 - 2017

Digital Media (Newsletter/Social Media)

Rohan Crawford -AVP Digital Media
Kimberley Weatherspoon - Social Media Manager
Keesha Dabney – Twitter Coordinator
Anne Damisa – LinkedIn Moderator

Marketing and Sponsorships

Mary Hall-Director Marketing and Sponsorship
Imgard Preval-Marketing Coordinator
Reneka Ward -Marketing Coordinator

Board Liaison

Delton Zimmerman

The Public Relations Committee includes the Marketing and Sponsorship, and Digital Media teams and is responsible for chapter communications including website, newsletters, and social media; marketing and promotion of events; outreach to businesses and professional organizations; and stewardship of the Chapter brand.

Looking forward to 2017, the committee will focus on the website optimization initiative to include content, layout, usability and analytics to better engage Chapter members, sponsors and visitors. Additionally, enhancement of current, and addition of new social media will be reviewed and focus on improvement of sponsorship and marketing processes and activities will continue.

Digital Media (Social Media/Newsletter)

In 2016 the weekly newsletter was redesigned to provide informative and fun content for our readers with the interest of our membership, sponsors and affiliates in mind. The redesign included enhanced readability both online and using mobile devices, increased visual content, opportunity for guest writers and insight on behind the scenes activities with a new feature entitled "Backstage at PMI Atlanta".



During 2016 we expanded the Social Media strategy beyond event marketing to include project management related content. The team used infographics and pictures to catch and keep followers' interests and implemented live tweeting and posting during chapter events, as well as Social Media contests. The updated Social Media Strategy resulted in a 20% increase in the Chapter's LinkedIn Group membership and an increase in Twitter Follows by 30%



Marketing and Sponsorship

New sponsorship offerings were available this year that added value to the Chapter and significantly increased sponsorship revenue. One of the most popular is the Digital Media Package that provides related organizations to partner with PMI Atlanta to market events and activities through chapter social media channels. Partner marketing this year includes International Project Management Day and the Association of Change Management Summit.

Check out our events here: [PMI Atlanta Events Calendar](#)

SPECIAL INTERESTS



Teresa Durham, PMP, CSM
VP, Special Interests
2016 - 2017

Support & Admin

Selena Buchanan, Special Interest Financial Coordinator
Amechie Obu, Special Interest Coordinator

Toastmasters

Scott Madden, PMP, CSM, DTM – President, Toastmasters

Forums

Andrew Gurbaxani, PMP, PMI-ACP, Co- AVP, Forums

Rita Conerton, MBA, PMP, Co-AVP, Forums

Speakers Bureau

LaTrice Christopher, MBA, Lead, Speakers Bureau

Board Liaison

Laura Davidson, PMP

Overview

The Special Interest team in PMI Atlanta is one of the largest groups of volunteers within the chapter. There are three teams, the Speakers Bureau, led by LaTrice Christopher, Toastmasters, led by Scott Madden, and the Forums Team, co-led by Rita Conerton and Andrew Gurbaxani.

For many PMI members their first encounter with the chapter is through Toastmasters, or one of the five industry specific Forums: Architecture, Engineering and Construction (AEC), Agile, Governance, Healthcare and Technology. Each Forum holds monthly meetings, usually January - October, and introduces subject matter experts to discuss project management topics of particular interest to the industry of that particular forum. The forums are more intimate than the larger dinner and networking meetings, averaging between 25 to 40 attendees which allows for a more interactive exchange with peers and the speakers. The speakers at these forums are professionals and consultants from the metro Atlanta area and beyond.

Speakers Bureau

A team of 5 volunteers actively seeks out, vets and books speakers for events. The goal of this team is to book the most entertaining and dynamic speakers with the most relevant and valuable information to share. Speakers and presentation style must match the audience and event format. At networking events we seek an interactive speaker and presentation format creating opportunities to discuss and interact with fellow attendees. At meetings that include a meal the presentation format is more formal. For 2016 more than twenty-five (25) speakers were booked for chapter events.

Some of the amazing speakers we've had were:

Dr. Eloise Klementich, CEO of Invest Atlanta – discussing Atlanta's Economic Outlook

Ann Jacobs- Long, MBA, PMP, - Delivered *Personal Branding – The Power of You*

Douglas Hooker, Director of Atlanta Regional Commission discussed how we can make the Metro Atlanta Region as notable as NY, LA, and others by leveraging our collective strength

Joe Sisto, IHG, Peggy Joyner, CDC and Teresa Reilly, GTC all presented timely information regarding Program Management Offices in our first breakfast series, PM in the AM

Jim Snyder, one of the founders of Project Management Institute gave us a PMI history lesson making us proud that PMI started here, in Atlanta

Scott Schickler blew us away with his energetic overview of *The 7 Mindsets* as we focused on an attitude of gratitude with Big Brothers, Big Sisters of Atlanta and a toy drive for Lift Up Atlanta.

Forums

Our industry forum leaders set out to “raise the bar” in 2016. With a focus on enhancing the experience of the attendees, the forums have expanded their teams to be able to execute more effectively; sharpened their branding across all five forums, using similar templates, forms and signs. Events have been posted to the website earlier and we have booked top subject-matter experts as speakers presenting hot topics in their respective industries. To ensure that the forums are useful to the members, the forum leads remain agile enough to make changes based on attendee feedback.

2016 Forum & Toastmaster Events and Attendance		
Forum	# Events	Registrants
Architectural, Engineering and Construction (AEC)	9	191
Agile	11	333
Governance	8	212
Healthcare	9	239
Technology	9	285
Toastmasters	20	433
Total	66	1693

Some of the Forum topics from 2016

AEC

Impact of Intelligent Transportation Systems
Mercedes-Benz Stadium – Project Strategies for Success

Agile

SAFe: Friend or Foe
Transitioning from Agile to Waterfall

Governance

City of Atlanta: A bold vision for cyber security

Toastmasters

PMI Atlanta’s Toastmasters Club is full of enthusiastic and dedicated individuals honing their communication skills. Restricted to PMI members in good standing this group follows the Toastmasters International charter. Visitors and new members are greeted with smiles and warm welcomes from Project Management peers. The club meets every 2 weeks for 1.5 hours. This year, the group has maintained a steady membership and continues to be one of the most energetic groups in the chapter!

Governance Starter Kit

Healthcare

The Heart Failure Project & the American Heart Association
Bridging the Healthcare Gap: How Telemedicine is Transforming Healthcare

Technology

The Internet of Things
Getting Started with Big Data

Looking forward to 2017

The Special Interest team is looking forward to making additional improvements for the chapter in 2017. Our Goals are to continue to book top-notch subject matter expert speakers delivering timely and valuable information at our events, and to pilot an additional forum to targeting PM professionals in creative and media industries

PROFESSIONAL GROWTH



Doralee Montague
VP Professional Growth
2016 - 2017

Support & Admin

Jessie Stanton, Chapter Administrator

Team Leaders

David Jones, PMP, CSM, AVP of CertEd

Phil Waldock, PMP, AVP of Prof. Development

Kelly Zimmerman, PMP, CSM, Director of Mentorship

Mike Williams, PMP, Military Mentoring Lead

Robyn Gillespie, PMP, College Lead of Education

Michelle Mayes, PMP, High School Lead of Education

Board Liaison

Chiquetta West, PMP

Overview

Professional Growth has an important role for professional project managers, and those seeking to become project managers. The team provides educational courses for project managers, study courses for those seeking certification, and mentoring for students and transitioning military interested in project management.

Cert Ed

In 2016 the team offered thirteen (13) public courses on project management, these courses provided 230 PDU. To expand our offerings, we established a partnership with Carter Consulting to offer the PMI-PBA courses for those who are interested in business analysis. In 2017 we plan to deliver five (5) new online courses and a new on-site instructor led course.

Professional Development

The Professional Development team completed three (3) PMP study groups to chapter member seeking PMP certification.

Study groups are a great way to prepare for PMP certification and we assisted sixty (60) members in the groups. For 2017 we will offer additional study groups for PMI-ACP and PMI-PBA.

Our mentorship program matches experienced project managers with individuals who are new to the profession, or are seeking to become project managers. During 2016 we were able to make in eight (8) matches across a variety of industries in Atlanta: A new Military Mentoring was initiated and material for the program developed. An additional mentor was added to the team and three (3) transitioning veterans were mentored. For 2017 our goal is to make twenty mentoring matches, including five (5) military mentors.

2016 Certifications	
PMP	3181
PMI-ACP	83
CAPM	47
PgMP	28
PMI-RP	13
PMI-PBA	9
PfMp	7
PMI-SP	4

Partnerships for Project Management Education

- Morehouse College
- Gwinnett Tech College
- Shiloh High School
- South DeKalb High School
- Meadowcreek High School
- Hiram High School

Education

We are proud to have awarded \$2,500 in scholarships to students at University of Georgia, Georgia State and Hiram High School. We developed new partnerships with local high schools and colleges. In 2017 we will continue this work and establish additional relationships and expand our presence in the community.

ENGAGEMENT



Nagendra Singh Roy, PMP
VP Engagement
2016 - 2017

Membership Committee
Paul Tavilla, AVP, Membership
Membership Ambassador

- Matt Smith
- Cindy Khuu Datlaf
- Clayton Nugent
- Tom Kuznitz
- Kenya Hawkins
- Bryan Krieg
- Letitia Owens

Volunteer Committee
Maya Williams, AVP, Volunteer
Volunteer Ambassador

- Jerry Geri Williams
- Ambria Moore
- Isaac Applewhite
- Darron Russ

Board Liaison
Narashima Acharya, PMP

Overview

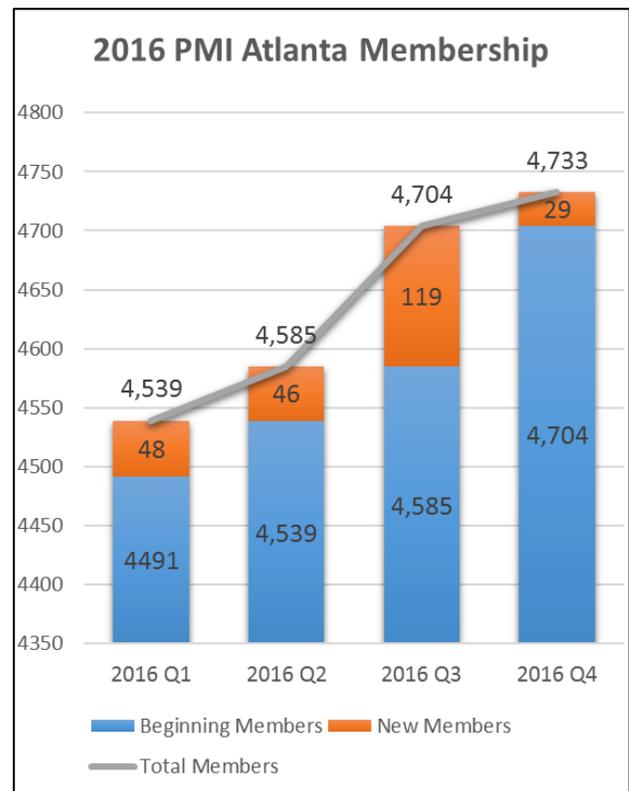
Engagement (Membership & Volunteer) team objective is work towards bringing the Atlanta Chapter to the next level - in terms of membership and value provided to members. To be the leading PMI volunteer organization with the most active, engaged, empowered volunteers in support of PMI Atlanta’s strategic goals and objectives.

Our mission is to enhance and implement processes to recruit, recognize, reward and retain volunteers for the PMI Atlanta Chapter. Attain the talented volunteers providing them with opportunities to connect with other professionals, give back to the PMI community and obtain professional development

Consistency and Focused Message to the membership provided by chapter and connect them to our other chapter committees.

Some of our accomplishments this year:

- Chapter membership increased by 5%, a net increase of 242 members from 2015.
- Increased Membership Ambassadors from 2 to 8.
- Initiated a new member welcome e-mail.
- Renewing member "Thank you" email upon renewal.
- Improve the reach - Utilized PMIs Student Rate Renewal program in 2016
- Increased to-member responsiveness by daily e-mailbox monitoring and reply
- Membership content posted to PMI Atlanta LinkedIn Group.



Member Recognition

To be THE leading PMI volunteer organization with the most active, engaged, empowered volunteers in support of PMI Atlanta's strategic goals and objectives. The Volunteer Committee mission is to assist other committees recruit through VRMS and then recognize, reward and retain volunteers for the PMI Atlanta Chapter. Throughout the year we strive to attain talented volunteers, providing them with opportunities to connect with other members and industry professionals and to make a difference in the chapter and the community.

2016 Monthly VOM Recognition

- ☆ January: Deborah Cromartie – Operations, Registration
- ☆ February: Doris Dade – Professional Growth, Full Day Class Chair –
- ☆ March: Glenn Boylan – Special Interest, Technology Forum
- ☆ April: Linda Payntor – Professional Growth, Communications, Education Team
- ☆ June: Donya Sabaghi – Special Interest, Agile Forum
- ☆ October: Susan Allen – Professional Growth, CertEd Liaison Coordinator
- ☆ November: Valarie Merced, Public Relations

2017 Plans - Going Forward

The plan is.

- Increase membership by 5% over 2016, to achieve membership of 4950
- Provide Monthly Membership Analytics to other Committees
- Increase volunteer participation by 10%

Volunteer Appreciation Dinner, May 5 2016

PMI Atlanta hosted a Volunteer Appreciation Dinner to celebrate the hard work your volunteers do for you! The night was full of laughter and camaraderie. We may not work in the same committee, but we give to promote Project Management.

Volunteers are what make this chapter successful! We appreciate each of you!!



Our Sponsors

It is a source of both pride and honor that our sponsors see value in associating with the PMI Atlanta chapter and our 4800+ members and supporting our mission to promote the project management profession in the metro Atlanta community. PMI Atlanta would not be able to bring a number of our programs and events without the generous and continued sponsorship (both in kind and in cash) by our sponsors. We would like to take this opportunity to give a big thanks to the below sponsors for their continued partnership and support in 2016.



Dinner Meeting 160711: Recruiter Panel



Recruiter Networking & Interview Strategies Training - 160721



Speed Networking with Recruiters - 160728



We look forward to these and any additional organizations partnering with the PMI Atlanta in 2017. Information about the different sponsorship options and contact information can be found here:

Become a Sponsor: <https://pmiatlanta.org/become-a-sponsor>

Please reach out to Nara Acharya at director4@pmiatlanta.org if you have any questions or need additional information.