



Message from the President and CEO

As The Training Associates (TTA) celebrates its 25th anniversary, it's important to look back at our humble beginnings and the journey on which we've embarked this last quarter century.

From a two-person office without the benefit of high-tech tools – most of the technology we use today had not yet been invented – my father and I built a business that now serves a global audience, provides innumerable services and boasts a contingent workforce in excess of 25,000 learning and development professionals.

We are honored to have been a part of the learning and development (L&D) community for the past two and a half decades. During that time, TTA's mission has remained the same: commitment to helping our clients and partners improve performance and profitability with quality L&D solutions. We believe in pursuing this mission through excellence in effectiveness, employee collaboration, openness and enjoyment.

I would point out that this noteworthy milestone would not have been possible without the hard work, willingness to take risks and collaboration of many different parties. I am grateful to the many individuals who have contributed to our longevity and success.

First and foremost, without my father's foresight, passion and determination, TTA would not exist. His deep understanding of the training industry and its growing importance in the business world laid the groundwork for the company we are today.

I feel so fortunate to be leading an amazing organization in such a dynamic and ever changing industry. We are all about the people; everyday we have the opportunity to help both individuals and corporations become more successful. How lucky are we!

Every company is only as strong as its employees. In our case, TTA's employees deserve kudos for their unique strengths, hard work and dedication, which has helped strengthen our reputation, resulting in our position as an international leader in the industry. Every employee contributes to our success and I am very thankful for this.

We extend our deepest gratitude to our network of L&D resources who continue to apply their expertise and professionalism to every project. We are grateful, too, for the support and loyalty of our clients without whom TTA would not be celebrating this incredible milestone. And we also embrace the ongoing challenge of improving performance and fostering transformation for all current and future clients in the coming years.

We also want to thank the many businesses that have generously supported this 25-year anniversary publication through their sponsorship.

As we celebrate our 25th anniversary, we pledge to continue providing the best talent and solutions to meet changing industry needs. In fact, the "change" part drives our passion for transformation – both our own initiatives and those of our clients. Through collaborative efforts, we will ensure the continued growth of our clients and partners, as well as our own growth in the L&D industry. ■

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President and CEO

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