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# Membership Promotion

## Letter from the Member Communications Chair

By R. Lee Millies, Jr., RVC Membership Promotion, Region V

It's hard to believe that we are almost to the end of our ASHRAE year. It has gone by fast and I hope it has been a good year for you and your chapter.

With two months left in the year, there is still a lot of work to do in Membership Promotion. Make sure you are reporting all of your activities on the PAOE page of the ASHRAE web site.

We need to continue working hard on reducing our cancellations and delinquencies. Since our last newsletter, we increased our new members to 3,863 (up 863) but our cancellation are up to 4,135 (up 435) and we still have 4,972 non-paid members (up 172). As you can see we need a significant effort in our membership retention.

A number of chapters have reported success with membership renewal e-mail campaigns in which they send notices to their members the month before their renewal is due, the month of their renewal and follow-up with additional messages if they have not renewed their membership after their renewal date.

In an effort to provide additional ways for Membership Promotion chairs and RVC's to communicate and share ideas, a Membership Promotion Committee Facebook group has been set up and you are welcome to join. Also, the Membership Promotion Committee has plans to provide informational videos on YouTube when they become available (watch for announcements).

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# A Mentoring Program - Don't Make It Complicated

By Billy Austin

Membership Promotion Committee Chair

Often, when we formulate a mentoring program as a membership promotion activity, we tend to give it at least the level of formality that would make it a commitment that a veteran ASHRAE member would be likely to avoid! A mentor likely doesn't know much, if anything, about the mentee. The potential mentor is therefore likely to shy away from committing to a scheduled regimen of meeting with an unknown mentee over an extended time period. What might he be getting himself into with this unknown mentee?

We must ask ourselves what the purpose of a mentoring program is. Isn't the purpose to get the new/young members quickly integrated into the friendly circle of ASHRAE members, and gain an appreciation for all that ASHRAE has to offer them? If any new/young member comes to a few meetings at our chapter and feels frozen out and on the periphery of the activities, he/she is unlikely to continue their attendance, and is likely to become another one of those membership statistics that drop out after the first year.

So, it looks like our chapters should develop mentoring programs that don't tend to try to rope in veteran members into potential long-term burdensome relationships.

Rather, our mentoring programs should encourage veteran members to look around the room at chapter meetings for new faces, introduce themselves to these newcomers, and also introduce them to others at the meeting. This activity could dovetail with the greeting committee programs that many chapters have. If our newcomers are introduced to others, they are much more likely to find those that they have something in common with, and are then likely to look for these new friends at the next meeting. Because of these new relationships, the new members will be more likely to consider continuing their meeting attendance. And, we veteran members know that rich, long lasting, but informal mentorship relationships occur naturally for those of us that involve ourselves in ASHRAE over the long haul.

If we keep our eye on the purpose of mentoring, rather than on concentrating on developing a formal, intricate mentoring program, then our mentoring programs will stand a much better probability of success.

## ASHRAE EXTENDS HELPING HAND TO POTENTIAL MEMBERS IN DEVELOPING ECONOMIES

Engineers, designers & other technical personnel in air conditioning, heating and refrigerating fields in developing economies (as categorized by World Bank List of Economies Statistics) knew about ASHRAE when they started their career. Many already knew about ASHRAE as students. Everyone knows that ASHRAE is a great source of reference materials. The Handbooks are references in libraries, and some libraries are lucky enough to have stock of ASHRAE standards and other publications giving the latest developments in the field.

For career development, it is important for HVACR personnel to look for a professional society that is an industry leader. That would lead them to ASHRAE.

To potential members in many areas, the annual membership fees are very expensive depending on the country's economy.

- Affiliate (age 30 and younger): \$40.00 USD annually, for new members and limited to three years
- Associate & Member: \$165.00 USD annually

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- Active student members can transfer to Associate at the following rate: 1<sup>st</sup> Year: US \$16.00; 2<sup>nd</sup> Year: US \$40.00; 3<sup>rd</sup> Year: US \$40.00 & 4<sup>th</sup> Year: US \$165.00.

To many, \$165.00 USD is a daunting figure, and most would probably ask their employer for support. In some countries, membership fees in ASHRAE may be tax deductible (even the taxman is enlightened about the value of a professional membership in ASHRAE.)

Recently, ASHRAE implemented a new program for members and potential members in developing economies (low income and lower middle income on the World Bank List of Economies). This new program includes special pricing at a rate of \$90.00 USD to include electronic-only versions of the ASHRAE Journal (web access) and Handbook (CD format).

“By offering more affordable dues to members in developing countries, ASHRAE is expanding its reach into countries that can contribute to and benefit from the technology and information sharing in the Society” Kent Peterson, ASHRAE President said, “This will help in creating a worldwide best practices databank of innovative and successful technologies that can serve the HVAC&R community”

On behalf of those engineers and related technical personnel that will benefit from this program, Region XIII chapters and members would like join so many others in developing countries in expressing our appreciation for all the efforts and good work done by Membership Promotion Committee.

By Tan Yong Hoa  
RVC Membership Promotion  
Region XIII



## LETTER FROM THE CHAIR, CONT. FROM PAGE 1

As you complete your 2007/08 year as Membership Promotion chair for your chapter, I want to thank you on behalf of the Membership Promotion Committee for all your efforts this year. Your job is extremely important to our Society. I encourage you to share all that you have learned with the new incoming chair and to continue to be an advocate for ASHRAE membership.

If you have any questions, need help or have ideas to share, please contact your RVC.

**Finish the year strong!**

## Things You Can Do at Your Chapter Meeting

### THAT WILL AID IN YOUR MEMBERSHIP PROMOTION CAMPAIGN

1. Remind people about the Member-Get-A-Member program, worth \$10 of ASHRAE stuff.
2. Remind people about the \$20 coupon (for ASHRAE merchandise) for members advancing from associate to full member.
3. Coordinate mentoring from veteran members to new members.
4. Present and recognize new members to the chapter.
5. Recruit members for your MP Chapter committee.
6. Use the sign-up sheet for updating the data of your chapter members.
7. Add symbols to the sign up sheet that help you identify that members are delinquent and/or have the requirements for advancement. After the person signs in, you can approach him/her and talk about renewing him/her members an/or completing an advancement application.

By Ricardo Esbri, RVC Membership  
Promotion Region XII

# The Student Transfer Program

By Rod Rose, RVC Membership Promotion  
Region IX

The end of the school year is rapidly approaching. It's a pretty sure bet that graduating seniors are not thinking about the benefits of the ASHRAE Student Transfer Program. However, this program is very beneficial not only to the student but also to ASHRAE.

These potential members have already shown an interest in ASHRAE. It is our responsibility to help them take this interest to the next level.

Chapter Membership committees should coordinate with the chapter Student Activities Committees to work on upgrading graduating student members before they leave school. Once they leave, we are at the mercy of the permanent address that they put on the application. These are not always accurate.

ASHRAE has an excellent program to assist student members for the first couple of years as they join the work force. One of the keys to this program is that the student member must be paid-in-full and not delinquent in order to take advantage of this transfer rate.

The program allows for reduced annual dues for the first three years of ASHRAE membership. The dues schedule is as follows:

- First year after college: \$16.00
- Second year after college: \$40.00
- Third year after college: \$40.00

Even at the reduced membership price, the new transfers receive the same benefits as an Associate Member.

Direct the student to [students@ashrae.org](mailto:students@ashrae.org) and have them provide the following information:

- Name and member number
- Updated physical address
- Updated phone number
- Updated email address
- Updated fax number (if available)
- Handbook preference (I-P or SI)

This is a valuable program for graduating student members. It is up to us to make sure that they are aware of the program so that they don't miss out on this tremendous opportunity.



# Newly-Joined Members Are Also a Challenge

By Russell Lavitt, RVC Membership  
Promotion, Region XI

You worked really hard to get that new member, and he or she is active in your chapter, attending meetings through the first year of being part of ASHRAE. But then you notice half way through the second year that they're not attending meetings like they used to. When you follow up, they comment that the meetings just weren't interesting them, or they have other commitments that use up their time. This is a common scenario faced by Membership Promotions chairs. So, what can be done?

Convincing a newly-joined member of the benefits of long-term involvement in ASHRAE is a particular challenge. Often it can't be done by simply making the statement. Any person new to an organization needs to feel welcomed by that group, and also has to see benefits from that involvement. It's the same with a new job or a new personal relationship - what am I getting back from this commitment? If there's no real and tangible advantage, then interest fades and the commitment drops off.

ASHRAE statistics show that this is usually an issue up to the end of the second year of membership. There appears to be a commitment that develops past the second year that sees the member remaining active in ASHRAE, often for the long-haul.

In ASHRAE, we have to keep this in mind. Our new members are valuable assets; we have committed much time and effort to secure each one. Keep in touch with these individuals and demonstrate to them the benefits of ASHRAE. Make sure they know that ASHRAE has an interest in them. Get them involved. Key to their long-term commitment is friendships and relationships developed through interaction at chapter meetings or through volunteer activities. Ron Jarnagin, consultant to the Membership Promotion Committee and former Vice-President of ASHRAE (among many other roles) has cited the 'Family of ASHRAE' as a description of this concept. And it's a good one. Where else than in an embracing family could one feel more welcomed and willing to stick around?

So, keep an eye on your newly-joined members, for at least a year or two. Get them interested. By then, hopefully they'll be part of the 'Family of ASHRAE', committed and involved.

# Florida West Coast Chapter Membership Promotion Night and Annual Shrimp Boil

On April 11, 2008, the Florida West Coast Chapter held its annual Shrimp Boil at the Davis Islands Garden Club. Nearly 200 ASHRAE Members and students attended a fun-filled night. Over one hundred pounds of shrimp, piles of home cooked sides and a couple of cases of beer were consumed once again this year. The shrimp boil is traditionally the last Membership Promotion night of the year for the FWC. The board members for the upcoming year were introduced as well as all of the new student members that were in attendance.

Jeff Ross  
Membership Promotion Chair  
Florida West Coast Chapter – Region XII



## REMINDERS:

1. You need to plan to be at your CRC for the Membership Promotion Workshop! Find out when it is, and mark your calendar!
1. The 2008-2009 PAOE for Membership Promotion is posted on the website at [www.ashrae.org](http://www.ashrae.org) - click Membership, then Membership Promotion Committee. Why wait? Start planning your program for next year now!



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## A Chapter's Successful Membership Program

*THE NEW YORK CITY CHAPTER...*

Had a very nice turnout for their first of our annual Membership Promotion Night Dinner Meetings, held last November.

As an additional 'draw', we had in attendance President Ken Peterson and a visit from Joseph L. Furman, RVC for Membership Promotion. There seemed to be an extra degree of 'camaraderie' throughout the night.

As a Member Benefit, we gave every member who attended a Membership Pin. (We used the inexpensive <\$1.50> enamel logo pin). Everyone was quite pleased and surprised to receive something tangible. And, it was also very nice to see all the members wearing their pins.

We also publish a '10% off dinner coupon' (for members) in our monthly bulletin. If our members cut it out and present it when ordering dinner, they save!

By Ernest Gallo  
Membership Promotion Chair  
New York Chapter

## Tips for Better Public Speaking Skills

USE THESE TIPS THE NEXT TIME YOU TALK ABOUT MEMBERSHIP AT THE CHAPTER MEETING!

### It's A Two-Way Street

Feel like your presentations are one-way experiences? You up there trying to speak coherently and get your point across. The audience staring back, critical or non-receptive. Rather than feeling uncomfortable, alone and on display, get your listeners involved.

- Notice your audience's body language. If someone laughs, react with an appreciative smile or nod to that person. If you see a confused look, acknowledge the confusion and reiterate your message.
- Change the pace if you hear someone shifting, coughing or chatting to a neighbor. Ask a question, do a quick survey or, if applicable, have a humorous exchange with some audience members to regain full attention.
- With small groups, look at each person directly. Get that returned glance that shows awareness and involvement before you move on.

A presentation is as much about receiving information from the audience as it is sending it out. Include your listeners in the interchange so it is a two-way street.

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