

A&WMA Sections & Chapters Council

February 2013

The CONDUIT

...Connecting Our Members

Chair's Message Working Together to Improve the Association

The purpose of the Sections & Chapters Council is to help Sections and Chapters provide benefits to members, assist Section & Chapter volunteer leaders, communicate local unit concerns to senior leadership and help the Association



concerns to senior leadership and help the Association become stronger for the future. As volunteer Leaders in a Section or Chapter, you are on the front line of delivery of member benefits. This Council helps you do your jobs better by training in leadership, management and association benefits through POSS Webinars and the Leadership Academy. Sections & Chapters Council also offers the opportunity to find out what is new in the Association, learn about new programs, efforts and opportunities, and learn how other local units have handled issues you also face, through the regular Council meetings, the Conduit, Linkedin and on the web (now in development).

The Sections & Chapters are key to providing benefits for new and existing members, and it is critical that each Section and chapter maintain communication with the International Association—by submitting an Annual Report, new officer contact information, and participating in the Sections & Chapters Council. Both International and the Local Units can improve the Association by focusing on the basic elements of member value: Programs, Communications and Membership.

In the last few years, you have asked for tips on how to make local programs more frequent, better attended and more profitable. We have begun efforts in this area, but need your ideas. We are collecting and distributing the Best Practices of successful Sections and Chapters. (continued on page 2)

A&WMA Leadership Training Academy April 12-14, 2013 Pittsburgh, PA

Calling all A&WMA Volunteer Leaders! Please join us the Association's annual Leadership Training Academy. We are delighted to present a program created exclusively for our volunteers that will strengthen your leadership skills, give you ideas that can be implemented within your local member units committees, councils and boards, and provide you with outstanding networking opportunities. This will be your connection to exciting ideas, essential tools, and exceptional people.

The program will take place at the Renaissance Pittsburgh Hotel (107 Sixth Street, Pittsburgh PA; 412.562.1200 – GROUP RATE \$169). Your participation would be a great contribution. Please RSVP to Stephanie Glyptis (sglyptis@awma.org) to let her know you are coming.

Inside this Issue

1
1
1
2
2
3
3
3
3
4
4
4
5
5
6
6
6
7
7
7
7
7
8
9

Chair's message: continued from page 1

We circulated a list of all the programs offered by 13 Sections and 26 Chapters identified in the 2011 Annual Reports. (230 local meetings or programs attended by 6,667 people.) We are starting a marketing campaign on the continuing education benefits from local and International live and web based programs. We have offered POSS webinars on how to do programs and to make registration and payment easier for volunteers to administer. We are recognizing the volunteers who ran local scholarship programs by publishing local scholarship information on <u>awma.org</u> (In 2011 there were 40 scholarships totaling \$124,900).

Finally, we need to take action now to rebuild membership. The Sections & Chapters have a unique personal contact with members that is far more effective than an email or an advertisement. The Association is improving member benefits. Successful Sections and Chapters already know they must provide member benefits. A personal contact with a lapsed or prospective member is worth more than 20 emails, and every local unit should have a number development function—with both students and professionals. Local Units must not give member benefits away for free—Association policy requires international A&WMA members get a discount on all local events, for this reason. There are more specific member development efforts underway for this year, and I hope you will be able to help us get them started.

International A&WMA is improving member value by offering more programs—through webinars and training. This is Jim Powell's major focus, and the Program Development Task Force lead by President Elect Mike Miller needs your ideas on future programs, long or short, live or internet. We are now offering two live webinars a month, and expect to have the capability to view webinar recordings at your convenience later this year. We need your help to feed the program (webinar) pipeline.

Communications are critical to a professional organization and in management of a volunteer based nonprofit organization. The Section & Chapters Council relies on this newsletter, a Linkedin Group (<u>http://www.linkedin.com/groups?gid=97093&trk=hb_side_g</u>) and the web. Past web efforts (a Google group and S&C Council Community) will be replaced by a new web mechanism later this year. We will try using an email blast to Section & Chapter volunteer leaders, and will attempt meetings by Go To Meeting—the first one is scheduled for May 1, 2013 at noon eastern.

We need your help to improve communications. Can your Section or Chapter contribute to the success of other local units by contributing to the Conduit, Linkedin page or other efforts by describing a successful program or effort? Do you know anyone who would help on the Communications Committee?

Harry Klodowski, <u>Harry@Klodowskilaw.com</u>, 724-940-4000, Sections & Chapters Council Chair February 2013

Greg Johnson Elected Vice Chair

Greg L. Johnson, Attorney at Law at Liskow & Lewis, APLC in New Orleans, Louisiana has just been elected to the position of Vice Chair of Sections and Chapters Council. Greg's term begins effective immediately and runs through December 31, 2015. On January 1, 2016 Greg will assume the role of Council Chair and be a Director on A&WMA's Board of Directors.

Greg L.Johnson is a shareholder in the New Orleans office of Liskow & Lewis, where he focuses his practice on multimedia regulatory environmental law, including permitting, compliance and civil and criminal enforcement issues. Previously, Mr. Johnson practiced as a consulting environmental engineer after receiving a Bachelor of Science degree in Chemical Engineering from the University of Texas at Austin. A&WMA Member since: 3/11/1996, and a member of the Louisiana Section. A&WMA Offices & Activities he has participated in include: Louisiana Section – Director, Past Chair, Treasurer, Speaker Chair and Education Chair; Past Technical Council- Vice Chair of EP-3 and Legal/Liability, and a member of the Local Host Committee for the 2006 Annual Conference & Exhibition.

Greg and his wife, Christine, had triplets in January of 2005: Allyson, Christian, and Bailey. We look forward to working with Greg and are thrilled to have him in this new leadership position. Congratulations and best of luck, Greg.

2012 Local Unit Membership Performance Awards

The Local Unit Membership Performance Awards were created to recognize the efforts of our member volunteers in Sections and Chapters who have demonstrated superior performance in getting new members and retaining members. The award is based on membership statistics and descriptions of local unit membership efforts. For the year 2012, the Sections and Chapters recognized for outstanding performance are:



Allegheny Mountain Section Mid Atlantic States Section Upper Midwest Section

Mississippi Chapter Connecticut Chapter East Michigan Chapter Puget Sound Chapter

The best performing Section was Allegheny Mountain with 99% of the prior year's members, and the Mississippi Chapter of the Southern Section increased membership 41% over the prior year. These Sections and Chapters will be authorized to use the Membership Performance Award logo on their correspondence, websites and communications to recognize their contribution to our Association for 2013.

If you are wondering what the top Sections and Chapters do to improve membership, the membership program descriptions submitted by these Sections and Chapters available from Cindy Thompson or Harry Klodowski.

There is no magic bullet to improve A&WMA membership; it requires work by our volunteer leaders. The Sections and Chapters Council thanks these Sections and Chapters for their efforts to improve the Association, their local units, and their communities.

Harry Klodowski Chair Sections & Chapters Council harry@klodowskilaw.com Cindy Thompson Section & Chapters Council Membership Committee <u>cindy.thompson@c-ka.com</u>

POSS: Section & Chapter Sharing Session

Please join the A&WMA Sections and Chapters Council for the next Periodic Online Sharing Session (POSS) on Wednesday, February 27th at 12:00 p.m. ET, to <u>review the new online Annual Report Submission process for</u> <u>2013</u>. Another POSS is scheduled for March 14th 2pm eastern to answer any questions and resolve issues. Speakers for both are Mohan Balagopalan and Kim Marcus; Harry Klodowski will moderate. For the February 27th webinar:

https://www1.gotomeeting.com/join/182361873

Use your microphone and speakers (VoIP) - a headset is recommended. Or, call in using your telephone Canada: +1.647.497.9350 United States: +1.773.945.1031 Access Code: 182-361-873 Audio PIN: Shown after joining the meeting Meeting ID: 182-361-873

Watch your email for upcoming March webinars: March 20 POSS – Membership Development and Tools and March 23 Making Ethical Decisions - for the Environmental Professional

Sections & Chapters Council Action Items January 2013

A number of assignments and future plans were made at the January Sections & Chapters Council meeting in Chicago. Here is a synopsis:

1. Membership

a. An article on 2012 Performance Recognition Awards has been be submitted for the April EM.

b. Kick off Student Recruiting Plan See the related article.

c. Council will firm up a general membership plan with more member value Webinars and Smart Brief Programs, such as one on Continuing Education.

2. **Leadership Academy**—April 12-14, 2013. See the related article on page 1. Sign up now! In 2013 we are pushing to get someone from S&Cs who do not usually participate. Contact Harry or Tony van der Vooren if you know of candidates.

3. **POSS Webinars**—One hour webinar programs for volunteer leaders. See the calendar for dates. Webinars are 12:00 – 1:00 Eastern, unless noted.

4. **Communications**— Council is planning 4 issues of the newsletter Conduit this year. If you have a program or idea to share, please submit content to Jayme Graham.

Sign up for the S&C Linkedin Group! (<u>http://www.linkedin.com/groups?gid=97093&trk</u> =hb_side_g)

5. <u>Section & Chapter Annual Report – see the</u> related article

6. <u>A Pattern Local Website</u> administered by A&WMA HQ is available to Sections & Chapters who are having trouble creating and maintaining a local website. This is voluntary. The RTP Chapter is testing it—take a look if you are interested. <u>http://rtpchapter.awma.org</u>

7. <u>Sections & Chapters Website</u>/Interactive S&C Map was demonstrated at the January meeting. Pick a place on the US/Canada map and it gives Section & Chapter contact information. (This needs to be coordinated with what HQ is doing to the website). The need for prompt improvement is known.

8. <u>More programs</u> are the key to member value and more members. There is a multi-council Program Development Task force now chaired by Mike Miller, President Elect, to facilitate selection and delivery of programs. Sections & Chapters are asked for ideas—have you had a successful program or panel that could become a one or two hour webinar? We are planning two webinars per month. We have the ability to do more—we need the content. Please discuss this with your local Boards.

9. <u>Section & Chapter Vitality</u>—The Council is moving towards de-chartering about five Chapters who have been inactive for years. The Council is trying to revive local units who are struggling, and asks Sections to assist their Chapters who may need help.

10. <u>ACE & Various Sponsorship Opportunities</u>—See the related article.

S&C Council Calendar	
2/27	POSS – New Annual Report
3/14	Submission POSS – New Annual Report Submission – Part II (Q&A)
3/20	POSS – Membership
3/27	Development and Tools POSS - Making Ethical Decisions - for the Environmental Professional
4/9	Careers Webinar - Jump Start Your Environmental Career!"
4/12-14	Leadership Academy— Pittsburgh
4/15	Chapters Submit Annual Reports
4/XX	Environmental Careers Webinar*
5/1	Sections Submit Annual
5/1	Reports 3 pm Eastern 2 hour S&CC Meeting by Webinar*
5/15	POSS – Education Credits
5/16	and Recognition Annual Report Submissions Follow Up
6/10	Circulate Agenda/Materials for June Meeting
6/24 7/17	S&CC Meeting at ACE POSS-TBD
9/18	POSS—Websites and templates; Social media
9/28-29	S&CC Fall Meeting
	*Tentative dates

Sections & Chapters Council Committees for 2013

This S&C Council has five Committees to manage the activities of the Council. All of these Committees could use a volunteer or two to help. The Committees, Chairs, and functions are:

1. **The Communications Committee, Chair: Jayme Graham,** is to "provide information regarding activities of the Sections & Chapters Council as well as pertinent information relating to the overall organization to the A&WMA membership."

This group encourages communications of S&C Council and assists S&Cs with issues dealing with communications, including webcasts, conference calls, S&C newsletters, web media communications, and email-list maintenance. The major effort is the Council's Newsletter, the Conduit, as well as web based efforts such as the Sections & Chapters Linkedin group, the Volunteer Resources Center on <u>awma.org</u>, and other website efforts.

The Council has been concerned about the Association website. A group led by Tony van der Vooren gathers comments from Sections & Chapters and forwards them to Headquarters.

2. **The Membership Committee, Chair: Dallas Baker** *"is tasked with providing information regarding Association membership to Sections and Chapters. This information includes tools and techniques for tracking, enhancing, and promoting membership activities."*

Recent activities include: Creating and distributing Local Membership Statistics & Reports; Reports at Council Meetings; POSS, and Leadership Training; administering the Annual Membership Performance Recognition Award (C. Thompson); and promoting student membership efforts (such as Student Chapters and Local Scholarships on the AWMA website). This Committee is also advancing member value initiatives, including the Continuing Education Promotion

3. The Leadership Development Committee, Chair: Tony van der Vooren, coordinates the annual Leadership Training Academy event, POSS webinars and develops other means to provide training to leadership of Sections, Chapters and Members generally. The Leadership Academy is a three day meeting, April 12-14, 2013 in Pittsburgh.

Approximately 7 "POSS" (for Periodic Online Sharing Session) 1 hour Webinars on Management/Leadership issues are presented throughout the year. The Committee also makes occasional presentations at Council Meetings.

4. The Finance/Governance/Legal Committee,

Chair: Bill Palermo, develops guidance material for S&Cs on a variety of issues such as insurance, liability, incorporation, by-law changes, tax filing and accounting procedures and local unit operations. This Committee periodically updates the S&C C Operations Manual. This Committee reviews and recommends action on Chapter, Section and Student Chapter approvals organizational documents.

5. The Awards Committee, Chair: Mohan

Balagopalan, reviews the Section & Chapter Annual Reports, and the Minasian and Chapter cup applications and sets procedures for review of the awards. This year the work includes a new form and reporting format to reduce the burden on Sections and Chapters in filing annual reports.

The Minasian Award and the Chapter Cup Awards are given annually in June at the ACE meetings. The awards rely on Annual Reports due in the Spring.

Please contact the Chair if you are able to help with one of these Committees. Contact information for the officers and committee Chairs is on the last page of this issue.

Section and Chapters Annual Report

The local unit annual reports are moving into the 21st century this year. The old paper format is being replaced with an internet fillable form developed by Mohan Balagopalan and his students. The form has also been reviewed to delete some of the more time consuming and less useful questions.

This year annual reports will only be accepted in the internet format, but the filing dates have been moved back to give you more time to get familiar with the new format. The Chapter reports are due April 15, 2013 and the Section reports are due May 1, 2013. A POSS webinar on the new reporting format by Mohan Balagopalan is scheduled for noon eastern time on February 27, 2013. Go to www.wcsawma.org/AnnualReport/signin.php to file your report.

ACE & Various Sponsorship Opportunities

Sections & Chapters are asked to support ACE 2013 and/or the Environmental Challenge International (ECI) in Chicago, however they can—by being a formal sponsor, or just by encouraging students, members and companies to participate and attend.

A PowerPoint (of ~15 slides—5 minutes) describing the attractions of ACE in Chicago is available for you to use at your local meetings to promote ACE. Contact David L. Rieser [DRieser@muchshelist.com]

A Section & Chapter sponsorship challenge is being organized, contact Alison Lizzi of A&WMA HQ if you want the sponsorship brochure or a flyer on the ECi. Be a sponsor of the ECi or of the conference itself. alizzi@awma.org

The Education Council asks Sections & Chapters to support local student in attending ACE, and a student architectural boat tour. Are your student members going to the ACE?

The Association needs the help of all volunteer leaders to make 2013 a successful year. Please encourage members to attend webinars, programs and ACE, as well as local programs. Is your firm able to advertise in EM or sponsor some A&WMA program? Are there firms in your area that are hiring, but are not aware of the A&WMA Career Center? Does your Section or Chapter try to recruit students, young professionals and environmental professionals generally?

The Association is moving to have more programs, and webinars, improve the website, provide more professional news and networking opportunities, and improve the website to increase member value. The Association also needs to increase its income and there are a number of avenues to financially support A&WMA.

Member Portal Reports

The Local Unit Member Report system on <u>www.awma.org/members</u> <u>/memberreportportal</u> has been upgraded. You must login with your member access password to access it.

The "New", "Lapsed", and "Renewed" reports now have the ability to specify a date range for the Reports, such as January 1, 2013 to February 1, 2013.

Staff is working to fix the occasional problem, in that "New" members are included in the "Renewed" members report. We recommend you use a date early in the month to allow the database to do the end of month updates.

Contact, Chad Nelson cnelson@awma.org 412-904-6025 to get permission to access the Member Report Portal site.

2013 Student Recruiting Plan

The Board, Section & Chapters Council, Education Council and Young Professionals Advisory Council have all agreed to recruit more college student members to A&WMA this year. The major elements of this plan are:

1. Hold two environmental careers webinars each year—Spring and Fall.

2. Ask each Section & Chapter to hold one program per semester at a local college (this could be a download site viewing of the Environmental Careers Webinar) and appoint a Student Recruiting Coordinator in each local unit.

3. Circulate a list of existing faculty members and follow up with a personal contact by the Section, Chapter or Education Council.

We have a number of resources to support recruiting of college students: A PowerPoint presentation on student and faculty membership benefits; a trifold on student member benefits; a graduation gift handout; a Young Professionals recruiting video and materials on a USB stick, and "10 Tips to Student Recruiting" by the Section and Chapters Council.

Contact Dallas Baker, (<u>Dallas_Baker@deq.state.ms.us</u>, 601-961-5670) Membership Committee for more details, Mary Korzen (<u>mkorzen@awma.org</u>) for print membership materials and Melissa Goodman (<u>Mgoodman@awma.org</u>) for the Young Professionals recruiting USB.

A&WMA Webinars As Local Programs

A&WMA is sponsoring regular webinars, at about one every 3 weeks. Many Sections and Chapters use these webinars as local programs—arrange for a meeting space with a big screen, a download from A&WMA, notify your guests and you are in business. Often a Section or chapter will charge a minimal \$20, non-member \$25, to cover costs, and to indicate that the webinar is worth it.Most members appreciate the low cost, low hassle program. For more information on how to do this, contact Jayme Graham jgraham@achd.net 412-578-8129.

You can also lead a webinar yourself, using presentations from your local annual meeting or a local program. Contact <u>carol.clinton@earthlink.net</u> to organize an A&WMA webinar.

WEBINAR: Using NASA Satellites for the Study of the Environment: Health and Air Quality Applications

Wednesday, March 6, 2013 1:00-3:00 PM- Eastern Time Members-\$99.00 Non-Members-\$149.00

A&WMA Presents: Fun with Hazardous Waste DATE: Thursday, March 21, 2013 TIME: 1:30-3:00 PM- Eastern Time Members-\$99.00 Non-Members-\$149.00

For more information on these Webinars, see your email "AWMA Update," or go to <u>www.awma.org</u>, conferences & workshops, event list.

Board of Directors Nominations Due March 1

Nominations to the A&WMA Board of Directors are due March 1, 2013. Volunteer leaders who have hands on experience with Members, such as serving as a Section or Chapter program, membership or Local Unit Chair should consider applying to the Board of Directors. Board members should also have demonstrated ability to manage, work with groups to accomplish objectives and some familiarity with financial management. Applications are at <u>www.awma.org</u>.

Invite the President Sara Head, Vice President Michael Miller, or Executive Director Jim Powell to attend or speak at one of your Section or Chapter events. Contact Stephanie Glyptis, <u>sglyptis@awma.org</u>, for more information.

Graduation Gift

When any of your student members graduate, they can receive a free gift from A&WMA. Let them know that their next year's membership is on us! They need to contact Gerald Armstrong at garmstrong@awma.org for more information.

Promote Your Local Scholarship Program Online

A&WMA is collecting information on Section & Chapter scholarship programs to publish this information on <u>awma.org</u>. This effort recognizes the efforts of the volunteers throughout the Association to fund and award Section & Chapter scholarships; advertises the availability of scholarship opportunities, resulting in more student membership applications; and promotes another membership benefit to college students.

In 2011, the last year statistics are available, 40 scholarships worth \$124,900 were awarded by Sections and Chapters in addition to the nine scholarships totaling \$22,500 awarded by the Association to graduate level students.

Contact Robin Lebovitz <u>rlebovitz@awma.org</u> to register your local scholarship program.

5 Best Practices of Good Membership Chairs



A Board has many functions, but none can top the importance of strengthening membership. The larger and more diverse your base becomes, your ability to recruit quality speakers, to improve networking and to exchange information only increases. The keystone to this is you – the Membership Chair. There are five added practices to your routine that are winners in recruiting and retaining Section or Chapter members. These are tips to becoming an even better Officer in the Association with a focus on developing your membership base.

1. <u>Create a vibrant Membership Committee.</u> Membership development requires champions. If needed, modify your bylaws to establish a Membership Chair and a standing Membership Committee. It need not be more than 3 or 4 in number, but the team approach is proven effective. Assign posts such as New Member Coordinator and Lapsed Member Coordinator to track and contact others, and develop a solid membership development plan.

2. <u>Know your members and their status.</u> The number one reason folks let membership lapse is not because they find low value in benefits; it's because they simply forgot. Execute your membership action plan with your Board involved. The first of every month download online membership reports, convert to Excel, then identify new and lapsed members. Use HQ templates to send personalized welcome packets and lapsed member reminder letters. Report to your Board changes to membership and the letters you're sending. Nothing beats personal contact, so involve your Board by distributing a short list of names and numbers for them to personally phone new and lapsed members. It's a highly effective approach.

3. <u>Exhibit and recruit.</u> Plan to reach out to prospective members. Assemble brochures, applications, Honors & Awards info, scholarship packages, copies of EM and The Journal, etc. and understand the resources available from HQ, such as a table top skirt and display. Conduct membership exhibits at well attended, local events and other environmental/engineering activities, conferences, science fairs, career days, etc. Have a 'membership moment' at any event with a call-to-join that includes a targeted benefits reminder customized to the audience.

4. <u>Communicate.</u> An excellent way to retain members is to keep them informed of everything they find useful. Relay announcements of local and regional events, such as meetings, specialty conferences, workshops and especially ACE. Ask to contribute to your Section and Chapter newsletters often. Send e-mail blasts that explain the benefits and strengths of the Association in a brief and concise "elevator speech". Direct them to announcements, information and upcoming webinars you feel they would benefit. This practice is a constant reminder the Association is investing back in the members.

5. <u>Facilitate Member Recognition and Exposure.</u> Another key way to retain members is to instill a sense of ownership in the Association. Arrange recognition programs for Section or Chapter member achievements and outstanding contributions. Highlight testimonials and spotlights on local environmental leaders, but especially on the first or second year new member. Recognize award winners, promotions and achievements. Issue certificates of appreciation to deserving volunteer leaders, and take advantage of discounted A&WMA logo merchandise from HQ. Moving a casual 'buyer' to a committed member wins long-lasting and fully-participating leaders you need.

Author: Dallas Baker, Membership Committee Chairman, 2013



Sections & Chapters Council Contacts



Past Chair Gleness Knauer Satellite Resources 1011 East Main Street Suite 310 Richmond, Virginia 23219 804.783.0183 Fax:804.783.0188 glenessknauer@ satelliteresources.biz



Chair Harry Klodowski Hull & Klodowski LLC 6400 Brooktree Court, Suite 250 Wexford, PA 15090 Phone: 724-940-4000 Fax: 724-940-4048 harry@klodowskilaw.com Allegheny Mountain Section



Vice Chair Greg Johnson Liskow & Lewis 701 Poydras Street, Suite 5000 New Orleans, LA 70139-5099 Phone: 504-282-5185 GLJohnson@Liskow.com Louisiana Section

Sections & Chapters Council Committees

Chair, Communications Committee Jayme Graham (Past Chair, S&C Council) Allegheny County Health Department 301 39th Street, Building 7 Pittsburgh, PA 15201-1891 Phone: 412-578-8219 Fax: 412-578-8144 jgraham@achd.net Allegheny Mountain Section

Chair, Finance/Governance Committee Bill Palermo (Past Chair, S&C Council) RTP Environmental Associates, Inc. 285 West Esplanade Avenue, Suite 401 Kenner, LA 70065 Phone: 504-472-9993 x105, Fax: 504-472-9963 bpalermo@rtpenv.com Louisiana Section

Chair, Awards Committee Mohan Balagopalan 21865 E. Copley Drive Diamond Bar, CA 91765 Phone: 909-396-2704 Fax: 909-396-2999 <u>mbalagopalan@aqmd.gov</u> West Coast Section Chair, Leadership Academy & Training Committee Tony van der Vooren (Past A&WMA President) AMEC 2020 Winston Park Drive, Suite 700 Oakville, ON L6H 6X7 Canada Phone: 905-403-3536 tony.vandervooren@amec.com Ontario Section

Chair, Membership Committee Dallas Baker (Past Board member) Mississippi Department of Environmental Quality PO Box 2261 Jackson, MS 39225 Phone: 601-961-5670, Fax: 601-961-5785 Dallas_Baker@deq.state.ms.us Mississippi Section

Conduit - 9