



# CHAPTER OFFICERS MANUAL



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## CHAPTER PRESIDENT

As the Chief Executive Officer of your Chapter, you probably have already read the “Chapter Operations Manual” and the “Chapter Operations Guidelines” chapters in ASPE’s Policy & Operations Manual. If you haven’t, you should do so immediately. You can find the P&O Manual at [aspe.org](https://aspe.org) on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](https://aspe.org/ChapterOfficers)).

As Chapter President, you shall lead your Chapter and chart the course the Chapter will follow during your term in office. Following are some guidelines to help you get started.

### **Transition**

Your first effort should be to accomplish a smooth transition from the previous Chapter Board of Directors. After the elections, hold a transition meeting so ongoing activities can pass efficiently from past officers to new officers. Each officer should spend some time with his or her counterpart so nothing is lost in the transition. Share records, files, notes, information, advice, etc.

During the transition meeting, be sure that each outgoing Chapter Board member gives whatever notes and/or documents they have used throughout the past year to their replacement. Encourage the previous Chapter Board of Directors to discuss what problems came up, how each situation was resolved, and how they would do things better the next time. Monitor the discussions only enough to ensure that a good exchange of information has occurred. You probably will want to spend some extra time with the outgoing Chapter President, especially to discuss the upcoming Region Presidents Meeting. Be sure that you understand what to bring with you and what to expect.

Many activities will continue on a year-to-year basis, and some of these traditionally carry with them chairs and/or committees who may or may not need to be replaced. Discuss and analyze their structure for viability, interest, profitability, and efficiency. Decide as early in the year as possible which programs will continue and which ones should be changed or dropped. The previous Board of Directors can provide valuable input into the analysis of the programs over which they presided.

### **Leadership Role**

Always keep in mind that you are the focal point of your Chapter. Take command and assume the leadership role. You must be in overall command of all of your Chapter’s programs, but delegation of authority and responsibility is an absolutely necessary element for success. Study the “Chapter Leadership” chapter in the P&O Manual to learn the duties and responsibilities of each of your Chapter Board members to help the Chapter run smoothly. Maintain a close relationship with each Board member. Once your plans are finalized and the year’s activities are set in motion, your job becomes simply making sure that everyone else is doing their job. Keep on top of each activity, and provide encouragement to those in charge. This will continue throughout the year.

One of your most valuable resources is your Region Director. Don’t hesitate to call on him or her for advice and/or guidance in any matter and at any time.

The Chapter Presidency is a big job. You will need all of the help you can get.

### ***Region Presidents Meeting***

The Region Presidents Meeting is usually a milestone in your year as Chapter President. Some Chapters have the resources to send more than one Chapter representative to this meeting. If yours is one of those fortunate Chapters, you might consider bringing your VP Technical, since he or she is your second in command. Another choice might be your outgoing Chapter President, as he or she could show you the ropes and could present your Chapter's accomplishments from the previous year.

If you will be your Chapter's only representative, read through last year's newsletters and be prepared to convey that information to the other Chapter Officers in attendance. Study your Chapter Annual Report; it contains a lot of valuable information about your Chapter. Most of all, don't be intimidated. Several other first-timers will be at this meeting as well.

### ***Chapter Meetings***

You need to establish Chapter Board of Directors meeting dates, times, and locations and set the agendas. Emergency meetings can also be called as required. Board meetings as well as general membership meetings must be run crisply to maintain interest, focus, and efficiency.

### ***Chapter Award of Merit***

Create your own Chapter Award of Merit program and assign an individual to be responsible for keeping track of your Chapter's activities as they relate to earning the award. This is especially important since prerequisites were implemented due to the changes to the Chapter Award of Merit points system. Review your status monthly and make sure that your Chapter is staying on track toward earning this very important Society award.

The Society has created an easy online method of submitting Chapter Award of Merit points. You can find it in the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Forms.

### ***Chapter Budget***

Early in your term, establish a rough budget for the upcoming year. Use the information available to you from last year. The three main constraints on programs and activities are time, manpower, and money. Each of these must be in place for any activity to be successful.

### ***Education & Research Foundation***

Set a goal for your Chapter's contribution to ASPE's Education & Research Foundation. This may include creating fundraising activities specifically for this fund.

### ***President's Report***

For each Chapter newsletter, you should write a report that relays your Chapter's activities from the past month, upcoming events, Society-level information, and

any other information that will be helpful to Chapter members and the local industry.

### **Chapter Successes**

Strive to improve on your Chapter's previous years' successes. This may require creating new and innovative activities. Don't be afraid of change, but don't mess with success. Programs that have worked well in the past can be fine-tuned without destroying the foundation that made them successful.

### **Annual Report**

Your final task at year's end is to write and assemble your Chapter's Annual Report and file it with the Region Director for review and forwarding to the Society Board of Directors. The Society has created an easy online method of submitting the report. You can find it in the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](https://aspe.org/ChapterOfficers)) under Forms.

### **Sample Annual Chapter Program**

The creation of an overall program for your term in office will not be simple or quick. It will be a constantly evolving process, so it is a good idea to plan your year one month at a time. An example of what you might find achievable in your first year might include, but not be limited to, the following.

#### **JUNE**

- Hold a transition meeting with the previous Chapter Board of Directors.
- Discuss last year's Annual Report with the outgoing Chapter President so you have a good handle on your Chapter's activities from the past year.
- Attend the Region Presidents Meeting. It is recommended and helpful that an additional Chapter Officer attend with you to help future transitions. If finances are sufficient, consider asking the VP Technical to attend. The additional attendee could also be the outgoing President.
- Create your budget for the year.
- Create your overall program for the year. Break down the activity assignments for your support staff (Chapter Officers and Committee Chairs).
- Assign a Newsletter Editor and Website Manager and establish a monthly schedule of responsibilities and updates.
- Develop a plan to ensure outreach to include ASPE's special-interest groups (ASPE Young Professionals and the Women of ASPE), as these are good membership growth opportunities.

#### **JULY**

- Review the minutes of the June Chapter Board of Directors meeting. Verify that they have been sent to your Region Director and the Society office.
- Review and discuss the budget with your fellow Chapter Officers.

- Review and discuss the VP Technical program, VP Legislative program, VP Membership program, and AYP Liaison program.
- Initiate the formation of Chapter committees (Education & Research, Membership, Product Show, Golf Outing, Nominating, etc.).

### **AUGUST**

- Review the minutes of the July Chapter Board of Directors meeting.
- Finalize the budget for the year.
- Finalize programs for the VP Technical, VP Legislative, VP Membership, and AYP Liaison.
- Finalize all committee assignments.

### **SEPTEMBER THROUGH DECEMBER**

- Review the minutes of the previous month's Chapter Board of Directors meeting.
- Review the budget.
- Review and update the VP Technical, VP Legislative, VP Membership, and AYP Liaison programs.
- Review committee reports.

### **JANUARY**

- In addition to the items above, begin the process for Chapter elections, which are held in May. Activate the Nominating Committee if you haven't already done so.

### **FEBRUARY THROUGH APRIL**

- In addition to the items above, finalize nominations for the Chapter elections and publish the list of candidates in the April newsletter.

### **MAY**

- Review the minutes of the April Chapter Board of Directors meeting.
- Review and evaluate the technical, legislative, membership, and AYP programs for the year.
- Review and evaluate the status of the treasury for the year.
- Review and evaluate all committee reports for the year.
- Hold elections of Chapter Officers for the upcoming year.
- Finalize the Chapter's Annual Report.

As you can see, the greatest amount of work and planning occurs in June and July. Of all of the advice, this is the most important: Prepare yourself and your Chapter in June and July to ensure success for the rest of the year.

## VICE PRESIDENT, TECHNICAL

The VP Technical is responsible for planning, organizing, and directing the Chapter's technical activities. Large Chapters might have a Technical Committee that works under the direction of the VP Technical.

You are next in line to succeed to the Presidency if the Chapter President is unable to function for any reason. It is very important for the VP Technical to be totally familiar with the entire Chapter program so you are prepared to stand in for the Chapter President if necessary.

### **Recruiting Speakers**

The most important responsibility of this office is organizing and directing the technical programs for your Chapter's monthly meetings. Early planning is the key element in this activity. June and July are the ideal time to select speakers and lock them into a specific month's meeting, but the recruitment of speakers is an ongoing process. Always be on the lookout for potential speakers throughout the year.

To help you find speakers, ASPE has an online database, called the Speakers Bureau, that you can search by name, topic, and location. You can find it on [aspe.org](http://aspe.org) on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Education.

### **Schedule of Programs**

Publish the schedule of technical programs in the Chapter newsletter and website on a continuing basis. Also, write a VP Technical article for the newsletter each month that summarizes the last month's program and previews the next month's presentation.

### **Directing Technical Programs**

Keep in mind that ASPE is primarily an engineering and design organization. Direct your programs to the needs of the engineering and design portion of the membership. Affiliate and other special members will acquire a great deal of information and expertise from these programs too.

Strive for variety and schedule your programs to provide changes of pace as the year progresses. Look in your Chapter's archives and review past programs for possible repetition or updating. Don't, however, repeat subject matter too frequently. Allow sufficient time to pass so programs are fresh.

It is a good idea to have at least a few programs with the built-in flexibility to be shifted from one month to another. Situations occasionally arise where some juggling of the schedule is required.

Most of us are called on by manufacturer representatives on a regular basis. Their new products are a wealth of resources for new programs, but they must be made aware that ASPE does not endorse any specific brand or product. The Society's Bylaws require all presentations to be nonproprietary in nature. (See the sample letter under VP Education for language that specifically addresses this issue.) It is your responsibility during a technical meeting to step in and stop a presenter if his or her presentation becomes too proprietary.

The Society and the Education Committee have many prepackaged programs available for the Chapters to utilize, so take advantage of these resources. You can learn more by contacting [education@aspe.org](mailto:education@aspe.org).

### ***Program Logistics***

Approximately one month before each month's meeting, contact the speaker to determine if any special equipment or audio/visual will be required for the presentation. Relay this information to the appropriate individual in your Chapter or the facility representative.

### ***Review and Critique***

Review and critique each monthly program immediately after its presentation. Do it while it is still fresh in your mind, as these evaluations are a central part of the Chapter Annual Report. You can easily fill out the evaluation online and submit it to the Society's office. You can find it on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Education.

### ***Issuing CEUs***

Offering the opportunity to earn continuing education units (CEUs) for attending Chapter technical meetings is a great way to boost attendance. ASPE makes this process very easy. At least one month prior to the presentation, submit the necessary forms to have the program qualified. After the meeting, you can use ASPE's CEU Certificate Generator to create certificates for the meeting attendees. All of the necessary forms and guidelines can be found on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Education.

## EDUCATION CHAIR

The key to success in this role is carefully planning the Chapter's educational activities during the summer. A realistic evaluation of the Chapter's resources is the best starting point. Determine your objectives for the year based on what can be logically accomplished during the next 12 months. Look at your Chapter's roster with an eye toward using some of your more seasoned and talented members as teachers of the newer and younger members. Collaborate with your Chapter's appointed ASPE Young Professionals Liaison (AYPL). Be creative. Just because something hasn't been done before is no reason to not try it.

### ***Education and Technical Cooperation***

You should work very closely with the Chapter VP Technical in creating and scheduling the educational programs for the Chapter. These may be the technical presentations at the monthly Chapter meetings, but they also should include the special presentations and seminars that our Chapters are sponsoring with ever-increasing frequency.

### ***Programming***

Educational programs can be in the form of an ongoing series of presentations, a one-time event, a CPD or CPDT review course, or activities held in conjunction with other Chapter programs such as product shows. When planning an ongoing program, be sure that the concept is studied thoroughly to ascertain that enough resources are available to sustain a continuing effort.

Short (15- to 30-minute) basic primer programs for beginning designers held before the regular monthly Chapter meetings are popular. The instructors can be those Chapter members who are more experienced designers. If you elect to undertake this type of program, treat it seriously. Be sure that you have a total program for the year. Using multiple instructors will keep your volunteer teachers from getting burned out.

### ***Fresh, not Stale***

You want to keep the ideas and topics fresh for your members. Look to your area's colleges, universities, and state agencies as potential sources of new educational material. After all, that is their business. The government agencies especially are likely to provide free programs and/or speakers on interesting subjects.

### ***Some Tools***

Consider the use of Society-sponsored programs such as archived webinars, PowerPoint programs, regional workshops, and the Read, Learn, and Earn program. By opening some of these programs to nonmembers, you will be creating a powerful recruiting tool as well as a potential new revenue source for the Chapter. Discounted fees or members-only pricing is worth considering.

## **Sample Speaker Letter**

Dear \_\_\_\_\_ :

Please allow me to introduce our organization. The American Society of Plumbing Engineers (ASPE) was founded in 1964, currently has more than 6,300 members worldwide, and is the international organization for professionals skilled in the design, specification, inspection, and manufacture of plumbing systems and equipment. ASPE is dedicated to the advancement of the science of plumbing engineering, to the professional growth and advancement of its members, and to the health, welfare, and safety of the public. ASPE members are leaders in innovative plumbing design, effective materials and energy use, and the application of advanced techniques from around the world.

The [Chapter Name] currently has more than [number] members representing a network of experienced engineers, designers, contractors, educators, code officials, and manufacturers interested in furthering their profession and the plumbing industry. Typically, [number] members attend our monthly [lunch/dinner] meetings on the [date] of each month at [time] at [meeting place] at [address].

Because of your expertise in the field of [topic], we would like you to be our guest speaker at our [month] meeting, providing us with a one-hour (or longer, if you need) presentation on this topic. This is a topic of particular interest to our local membership, and we hope that you will accept this invitation. Please be aware that our Society Bylaws require that all presentations be as nonproprietary in nature as possible. ASPE does not endorse or promote any specific products or manufacturers, and we ask that you respect that policy to the best of your ability.

If you have any questions or require any equipment for your presentation, please feel free to call at any time.

Sincerely,

Vice President, Technical/Education Chair  
[Chapter Name]

## VICE PRESIDENT, LEGISLATIVE

The Vice President, Legislative is responsible for planning and executing the Chapter's programs in the areas of codes and ordinances as they relate to the Chapter's membership. The Chapter VP Legislative works with the Society VP Legislative and liaisons with the local code-writing and regulatory organizations in any way that is beneficial to the Chapter.

### **Code Involvement**

If possible, you should have a seat on the appropriate state or local code agency. Some state code board members are appointed for extended periods. In those cases, it is desirable for the Chapter to have a representative serving on the code board who can function as the liaison throughout the period of his or her term as the Chapter VP Legislative.

### **Code Programs**

Classes on the local code prior to the regular monthly meetings can be a great learning experience for the beginning designer. The Chapter VP Legislative can take one section of the code per month to focus on for a 15-minute session, perhaps during the social hour. It is a good way to share knowledge with new members and to make them feel involved.

### **Code Official Directory**

If your Chapter doesn't already have one, the VP Legislative can produce a code official directory for the local area. If your area has many cities, you may want to start with just a few for the first edition. Successive Legislative Vice Presidents then can expand on this first effort. This is a very valuable resource for plumbing designers at any stage of their career. Code interpretations can vary from jurisdiction to jurisdiction. There is no substitute for direct contact with the proper authority. The directory should be constantly updated.

### **VP Legislative Report**

You should write a VP Legislative report for the Chapter newsletter each month, summarizing the activities of the Legislative Committee, answering code questions, or discussing areas of interest in the local code.

## VICE PRESIDENT, MEMBERSHIP

The duties and responsibilities of the VP Membership are well defined in the P&O Manual. In addition to those listed, the VP Membership also typically is responsible for planning and overseeing the Chapter's social events.

### ***Recruitment Program***

Present a recruitment program for the Chapter at the June or July meeting that targets specific firms or individuals as potential members. A poll of current members may reveal others in their firms or otherwise in the industry who might be interested in joining ASPE. Collaborate with the Chapter's ASPE Young Professionals Liaison (AYPL) on ways to recruit young engineers and designers in your area.

### ***Recruitment Letter***

Following is a typical recruitment letter that you can tailor to your Chapter or to any specific individual or situation.

## **Sample Recruitment Letter**

American Society of Plumbing Engineers [Chapter Name]

I would like to take a few minutes of your time to introduce you to the benefits of attending an ASPE technical meeting and thank you for your previous support of ASPE.

Increasing our knowledge in plumbing engineering requires a commitment of time, but we believe a few hours out of your schedule once a month to attend an ASPE technical meeting will be time well spent. By growing our knowledge, we become much more valuable professionals in the field. ASPE can help increase your knowledge in plumbing engineering in three ways. First, we educate; second, we expose our members to informative and timely topics; and third, we promote personal interaction in the educational process.

ASPE is the premier organization of plumbing design professionals, code administrators, educators, contractors, and manufacturer representatives in the world today. Our membership of more than 6,300 individuals is organized into 62 Chapters, mostly in North America, and the main focus of ASPE is the education of our membership.

We promote this education through the selection of our technical presentations and speakers, and I've included a list of our programs for the coming year. Our Technical Committee has selected each speaker so as to provide you with a dynamic and well-informed presenter who will educate you on the latest trends in this industry. We ask each speaker to make copies of their presentations available for future reference by the attendees. You can easily see from the variety of subjects being addressed in this year's programs that we have something to offer everyone involved in the plumbing industry.

We believe that the educational benefits available with ASPE will bring a return on your investment of time many times over. Knowledge is power in any aspect of business and any endeavor.

We invite you to join us at [meeting location] on [date] for our next technical meeting. For your initial visit, we would like you to be our guest. Come and see what we are all about. Meet others from all facets of the plumbing engineering community. The opportunity to network with this group can't be found anywhere else.

After you have RSVP'd, please pass this letter to your colleagues and associates.

Sincerely,

Vice President, Membership  
[Chapter Name]

### **Member Retention**

Each month you will receive a report of your Chapter's membership from the Society office. If a member is in danger of being dropped, make sure to contact them and remind them how easy it is to renew their membership online. Sometimes all it takes is a simple reminder to maintain a member.

### **Social Events**

Present a plan for Chapter social events, which might include a golf outing, holiday social, facility tour, fish fry, bus trip to some place of interest, family picnic, etc. Have some idea of how many committee members would be required for each event and what kind of budget would be involved.

### **Facilities Coordinator**

One of the members of the Membership Committee should be designated as the facilities coordinator. This person handles the logistics at your meeting place, such as the size of the room required, anticipated head count for meals, the menu, etc. Check with the VP Technical to see whether any special equipment is required prior to the monthly meeting.

### **Newsletter Coordination**

Keep the Newsletter Editor apprised of membership and/or address changes.

### **Membership Report**

Write a membership report for the Chapter newsletter each month listing the new members and any changes in the status of others such as promotions, retirements, job changes, address changes, etc. Other personal information about current or past members is welcome here (use discretion, of course).

### **Membership Tools**

Membership applications are available from the Society office, along with recruitment brochures and other Society literature. Use all of the tools available to you. You can download ASPE's "Advancing the Profession of Plumbing Engineering" brochure from [aspe.org](http://aspe.org) on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Forms.

### **Help Is Available**

As with all Chapter Officers, your Region Director or your counterpart on the Society Board of Directors is always willing and eager to help with any problems that might arise.

## **TREASURER**

The responsibilities of the Chapter Treasurer are easily defined. As the Chief Financial Officer of your Chapter, you handle the collection of Chapter funds, disperse them in a timely manner, maintain financial records, and send a monthly financial report to the Society office and your Region Director.

### **Outside Auditor**

Many Chapters, for their financial security and peace of mind, elect to hire an outside auditing firm to audit and certify their books each year. The cost is usually quite reasonable and can lighten some of the load on the Chapter Treasurer.

### **Sound Financial Planning**

One of the keys to maintaining sound financial footing is to insist on the timely collection of monies due to the Chapter. This should be an integral part of the planning of each Chapter activity. Upfront payment for foursomes and hole sponsorships at your golf outing, advance payment for booths at your product show, and prompt payment for monthly meetings are all policies that will make your role much easier. Using online payment services such as PayPal can make the process much easier.

The Chapter Treasurer's job is difficult enough without the complications that arise from a casual attitude toward collections. That policy is the responsibility of the entire Chapter Board of Directors. The Chapter budget should be constantly monitored throughout the year by the entire Chapter Board.

### **Carrying Cash**

Sometimes, the Chapter Treasurer is required to transport significant sums of cash. It is a good idea to have at least one other Chapter Board member accompany you to your car after an event or meeting for security.

### **Meeting Sign-in**

The Chapter Treasurer usually handles the meeting sign-in sheet to check off payment for meals. You should pass that sheet to the Chapter VP Technical at the conclusion of the meeting for use in filling out the technical report and issuing CEUs. Many Chapters then send a copy to the Newsletter Editor for inclusion in the next publication.

## **ADMINISTRATIVE SECRETARY**

The Administrative Secretary is responsible for all of the internal records of the Chapter. In addition, you are responsible for transmitting all required Chapter reports to the Society office and your Region Director. These reports are listed in the "Chapter and Satellite Reports" chapter of the P&O Manual.

The logistics of accumulating and sending all of these reports will be simplified by establishing early in the year a procedure of transmittal with each of those responsible for generating the reports. Due to handling of all of the reports, the Administrative Secretary is one of the most well-informed members of the chapter.

## CORRESPONDING SECRETARY

The Corresponding Secretary's duties are pretty straightforward. You handle internal Chapter correspondence, send out meeting notices, and work with the Chapter VP Membership to maintain the Chapter's membership and mailing lists. This position often carries the additional duty of Newsletter Editor, which is addressed below.

## NEWSLETTER EDITOR

The Society P&O Manual mandates that each ASPE Chapter is required to publish a newsletter each month, so a Chapter member should volunteer or be assigned to be the Newsletter Editor. No matter the size of the Chapter, the Newsletter Editor should be assisted by a committee to handle proofreading, emailing, posting to the Chapter's website, and printing and mailing (if hard copies are being sent). Many Chapters send their newsletters electronically and post them on their website to save printing and postage costs.

Someone should always be available to step in and send the newsletter to the membership. The responsibility is too heavy to hang on just one person's shoulders.

### ***Inside the Newsletter***

The Newsletter Editor should establish deadline dates at the beginning of the ASPE year for articles to be included in each month's publication. The participation of each Chapter Board member is essential for the newsletter to be informative and comprehensive. Within the newsletter should be space for the President, VP Technical, VP Legislative, VP Membership, Education Chair, Chapter Affiliate Liaison, Region Affiliate Liaison, and ASPE Young Professionals Liaison. Set up a page for each of these officers, as something is always going on in each of these areas. In those months when they don't provide material to publish, note it under their heading with "NO ACTIVITY THIS MONTH" or "NO REPORT THIS MONTH." This should prompt them to have some news for the next month.

To help fill space and advertise ASPE events, the Society provides numerous promotional materials in different formats for you to use. You can download them from [aspe.org](http://aspe.org) on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Marketing Materials.

### ***Events and Accomplishments***

The newsletter is also an excellent vehicle for pointing out newsworthy events and the accomplishments of Chapter members. Use it to highlight their achievements, especially those in the areas of plumbing engineering and humanitarianism. People like to see their names in print. Use pictures where possible. Keep everything positive, and remember that what may seem insignificant to some can be very important to those who are involved.

## **Revenue Generator**

The newsletter can be a significant revenue generator for the Chapter. One of the newsletter committee members should be in charge of soliciting ads. Affiliate members are always a fertile ground for ads, but don't look only to them. Seek out other businesses that might have an interest in advertising to our membership. We all use other businesses such as Internet providers, engineering firms, maintenance services, contractors, and even venues such as the restaurants where we hold our meetings or the golf courses where we hold our golf outings. They comprise a normally untapped source of potential income from advertising.

You have something of value to offer for a minimal investment. Take advantage of your focused distribution network to provide inexpensive advertising for companies, such as business card ads. It is rare that a Chapter has enough money in their treasury, and newsletter ads can contribute to alleviating that condition in a big way.

## **CHAPTER WEBSITE MANAGER**

It is very important for all ASPE Chapters to have a functioning and regularly updated Chapter website. This is a crucial vehicle for keeping your Chapter members and the local industry informed about ASPE, Chapter monthly meetings, and special Chapter events, and it helps meeting and event attendees easily RSVP and pay, which assists your Chapter Treasurer in collecting funds.

If you are taking over as the Chapter Website Manager, items that need to be addressed immediately are:

- Does the website use the official ASPE Chapter logo?
- Are links working?
- Are the ASPE documents you have posted up to date?

If your website has an outdated Chapter logo or ASPE documents dated prior to 2015, reach out to [marketing@aspe.org](mailto:marketing@aspe.org) for new material.

### **Website Content**

In addition to making sure that Chapter contacts are updated and accurate, at least monthly the Website Manager should do the following:

- Upload the latest monthly newsletter
- Update the calendar and monthly meeting notice
- Make sure advertisements for events are current
- Make sure that all links are active
- Post Chapter Officer letters (if applicable)

To fill space and to help market ASPE and Society-level events, visit [aspe.org/chapter-marketing-material](http://aspe.org/chapter-marketing-material) often to download the latest marketing materials.

Suggested pages for a Chapter website are:

- About Us, which could contain a history of your Chapter
- Chapter Board of Directors, with contact information
- Monthly Newsletter
- Schedule/Calendar of Events
- Sponsors

Links that you could include on your homepage include:

- RSVP/payment for monthly meetings/upcoming events
- Join ASPE ([aspe.org/join-home](https://aspe.org/join-home))
- Current Chapter newsletter
- ASPE Special-Interest Groups: AYP ([aspe.org/AYP](https://aspe.org/AYP)) and WOA ([aspe.org/woa](https://aspe.org/woa))
- ASPE's Mentoring Program ([aspe.org/aspe-mentoring-program](https://aspe.org/aspe-mentoring-program))
- Society Education ([aspe.org/EducationalProgramsTools](https://aspe.org/EducationalProgramsTools)) and Credentialing Programs ([aspe.org/CPD](https://aspe.org/CPD), [aspe.org/CPDT](https://aspe.org/CPDT), [aspe.org/GPD](https://aspe.org/GPD))

If you need graphics for any of the above Society programs, contact [marketing@aspe.org](mailto:marketing@aspe.org).

## CHAPTER AFFILIATE LIAISON

The most important responsibility of the Chapter Affiliate Liaison/Resource Enhancement Chair (CAL/REC) is to provide a conduit for communication between the Chapter's Affiliate members and the Chapter Board of Directors. Any issue raised by an Affiliate member should be brought to the board by the CAL/REC.

In addition to this primary responsibility, the CAL/REC should be involved in promoting the Chapter through the local news media, including promotions involving trade shows, charity events, awards/professional recognition, and anything else of significance relating to the Chapter.

### **Writing Articles**

The CAL/REC should be encouraged to write articles for the Chapter newsletter.

### **Speaker and Award Source**

Affiliate members as a group can be an excellent source of speakers for the Chapter's technical sessions. Their relationships with manufacturers, trade groups, and other industry-related organizations provide fertile ground for recruiting speakers. They also should be constantly on the lookout for individuals who are deserving of special recognition for Chapter awards. This should include community activities as well as those that are ASPE-related. This is an area that often goes unrecognized when evaluating Chapter Award of Merit points.

### **Resource Enhancement Committee**

The Resource Enhancement Committee is open to all Affiliate members and should take on all of the above responsibilities as a group. The CAL/REC should encourage participation by his or her fellow Affiliates. As Chair of the committee, the CAL/REC is then expected to be the conduit between this group and the Chapter Board of Directors.

### **ASPE YOUNG PROFESSIONALS LIAISON (AYPL)**

This appointed position serves as the link between the Chapter Board of Directors and the ASPE Young Professionals (AYP) special-interest group. The AYP group is open to all members 35 years old and younger. The Chapter AYP Liaison will work closely with the Chapter VP Membership to recruit young members.

### **Role on the Chapter Board of Directors**

You will be expected to participate in the monthly Board meetings and provide input because your Chapter wants to know how they can best serve local young professionals. This includes providing updates on funding, sponsorships, and potential new AYP members and reporting back on Society-level programs and events.

### **Social Event Planning**

One of your biggest responsibilities will be planning networking events for local young professionals. These events are great ways to help your peers find out about new job opportunities, increase their professional network, and relax and have some fun after the stresses of the workday.

To plan these events, work with your Chapter Board of Directors to find possible locations for social functions. Reach out to other Chapter AYPs to brainstorm and get ideas.

### **Engineers Week**

Chapter AYPLs are typically responsible for coordinating their Chapter's participation in Engineers Week ([discovere.org](http://discovere.org)) in February. To do so, you should reach out to local schools to inquire about opportunities for you or another Chapter member to teach students about the plumbing engineering and design profession. Middle and high schoolers are the ideal audience, but you also could go to grade schools and technical colleges and universities. The AYP Committee and ASPE Staff can assist you in reaching out to local schools if needed. The Society has prepared materials about plumbing engineering that you can use in such endeavors. You can find them on [aspe.org](http://aspe.org) on the Chapter Officers Resource Page ([aspe.org/ChapterOfficers](http://aspe.org/ChapterOfficers)) under Education.

## SOCIETY CONTACTS

### **ASPE Board of Directors**

- President: ..... [aspepres@aspe.org](mailto:aspepres@aspe.org)
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- Vice President, Affiliate: ..... [aspevpal@aspe.org](mailto:aspevpal@aspe.org)
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