I. Call to Order, 8:06 a.m.

II. Approval of Minutes:

   Gary Debes motioned to approve the minutes from the 2012 Annual Meeting in San Antonio, Texas, and Benjamin Skelton seconded the motion. Vote: unanimous approval.

III. New Business:

   A. Motions to Members Council

   That Members Council approve and sign the revised CIBSE/ASHRAE Mutual Recognition Agreement. (Attachment A)

   Background: A few years ago, ASHRAE and CIBSE entered into a Mutual Recognition Agreement (MRA) in which our organizations agree to expedite a specific category
of membership in one organization for a specific category of membership in the other organization: ASHRAE members who have a PE get expedited membership into CIBSE’s Licentiate category – and vice versa – because the criteria for these types of membership were agreed to be sufficiently equivalent.

At a recent meeting of ASHRAE and CIBSE leadership, the organizations agreed in theory to expand the acceptable MRA membership categories to include Associate Members because, again, the criteria for these types of membership probably are sufficiently equivalent.

Fiscal impact: Positive, through increased membership

Vote: MOTION PASSED 14-0-0 (CNV)

Motion: That ASHRAE provide reduced membership dues of $10 for student members in developing economies. This membership would provide only digital ASHRAE Journal in lieu of mailing the printed copy.

Background:

ASHRAE has already set up reduced dues for regular ASHRAE members in developing economies. The current student dues are a barrier to attract and maintain student members in developing economies. It is important to set up similar arrangements for the student members in developing economies.

Fiscal Impact:

The fiscal impact is positive in that the cost of mailing the Journal is $35 annually.

Vote: MOTION PASSED 13-1-0 (CNV)

B. Chapter Chair Training & Development:

i. We are planning our Centralized Training for 2013-14, with a goal to kick off with our first training in Denver on Sunday of the Annual Conference. With the great response we had at last year’s Annual Meeting of over 70 attendees, Member Promotion will hold another training in Denver.

ii. Staff will work with CCTD to create marketing for the CT in Denver to force succession planning by current chapter chairs earlier than in years past.

iii. Staff is going to contact every chapter with no 2013-14 MP Chair listed by late April to ensure they get someone listed. Members Council will be requested to assist with encouraging MP chairs in their region to attend. We want to maximize participation in Denver from all regions.

iv. MP Committee also discussed researching the possibility of creating a traveling training group to work with Chapter XIII and RAL to mitigate
financial issues with multiple member promotion chairs traveling to the United States.

C. Dues & Applications:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Members Paid</th>
<th>Members Unpaid</th>
<th>Students Paid</th>
<th>Students Unpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>52,641</td>
<td>42,342</td>
<td>3,817</td>
<td>4,487</td>
<td>1,995</td>
</tr>
<tr>
<td>2012</td>
<td>52,706</td>
<td>42,731</td>
<td>3,858</td>
<td>4,217</td>
<td>1,900</td>
</tr>
</tbody>
</table>

i. The December 31, 2012 membership dashboard serves as ATTACHMENT A.

ii. The developing economies membership program is in its fourth year. In July 31, 2008, just after it began, there were 135 members participating. As of December 31, 2011, there were a total of 785 members participating, up by 47 from the same time last year (748).

iii. The D&A Subcommittee is working to develop a new member get-a-member program to encourage local chapter persons to recruit new and renew existing delinquent members. The former program was manual and not user friendly, and only focused on rewards for recruiting new members. We hope to include a renewal/delinquent member component to incentivize them for retention efforts as well.

iv. D&A Subcommittee also directed staff to work with IT to include a source code to identify new members from other industry groups that join ASHRAE to meet its MBO.

D. Member Communications:

i. We are continuing our monthly training email newsletters to all chapter MP Chairs and presidents. Past topics were circulated from the previous year.

ii. We are encouraging ASHRAE to investigate the possibility of using text messaging for communicating with members only if they wish to communicate that way for such things as events and membership.

E. Recruitment & Retention:

i. In support of MBO #1, we are working on creating effective marketing/messaging campaigns for small, medium and large companies for design, contracting and sales/manufacturing, with a goal to be able to encourage individuals and companies directly based on their makeup and industry, on the long-term benefits of ASHRAE membership and participation. The MP committee is also reviewing the effects of generational change and its impact to membership recruitment and retention.

ii. The long-term goal is to grow ASHRAE membership to 55,000 by the end of 2014-15. With current membership at 52,706, with the net growth goal for 2012-13 of 504, for a total 2012-13 goal of 54,200. We need to grow 1,494 members by June 30, 2013 to meet this goal.

iii. Membership campaigns in 2012-13 targeted at membership growth:
iv. Invitation to join to:
   1. All AHR Expo attendees who were scanned at the ASHRAE booth
   2. Cancelled members (to rejoin) from Tom Watson similar to previous campaign done last year
   3. All non-members who became ASHRAE certified, took courses, or purchased products/events directly through ASHRAE.org
v. An “invitation to opt in” to receiving ASHRAE membership information to all non-members who have purchased in the ASHRAE Online Store through TechStreet
vi. The priorities for recruitment and retention are attaining new members and retaining current members. New programs:
   1. A new email notification system was developed for MP Chairs when their members lapse and when a new member is added to their chapter.
   vii. A sample letter to invite Associate members to upgrade to Member was distributed to the RVCs for their chapter chairs.

F. Regional Report Highlights. ATTACHMENT B.

G. Liaison Reports:
   i. Student Activities Committee (SAC) January 26, 2013, Alphonso
      1. Put forward a motion to decrease Developing Economy student dues from $20 to $10.
      2. Use permanent addresses, if provided to send ability for parents to pay for their child’s dues.
   ii. Young Engineers in ASHRAE Committee (YEA) January 27, 2013, Fick
      1. Informed the group about the membership promotion motion to Members Council proposing to lower student dues in developing countries to $10.
      2. Discussed the Ad Hoc committee regarding student transfers meeting on Monday at 4PM in the members lounge. January 27, 2013 Minutes of this meeting are included in ATTACHMENT C.
      3. Informed the committee about Membership Promotion’s recommendations on YEA PAOE points.

IV. Old Business:

A. Response to Referrals/Action Items from Members Council:

   **Region VII (Tennessee Valley Chapter) – CRC Motion 9:** That Society dues be increased by a maximum of $20 to include both the Winter and Annual Conference registrations (excluding social activities) for all ASHRAE members.

   Background: Currently, members attending the conferences pay a meeting registration fee. Many of these members attend solely to participate on various
committees and do not attend any of the technical sessions. As they are there to conduct business for all Society members, the cost of the meetings should be shared with all members. This would encourage more members to attend and would be a significant incentive to join ASHRAE and to participate beyond the Chapter level.

Downside: Could discourage presenters due to free registration for all ASHRAE members.

Fiscal Impact: $10 to $15 per member per year.

Response to Members Council: Motion referred to staff for further research on fiscal impact. The Committee is concerned the $10 to $15 is enough to cover conferences.

Region II (Toronto Chapter) – Motion 17 (10/19/2012):

That Society pay transportation reimbursement for the Membership Promotion Chairs to attend their local CRC Conferences beginning Society year 2013-2014.

Background: Motion intent is to assure adequate attendance at CRC’s although centralized training has many benefits to the MP Chair. Yet reduction in attendance at CRC by the MP Chair will reduce the great effect on the chapters and regional activities moving forward.

Fiscal Impact: $80,000.00 Approximately.

Response to Members Council: MOTION FAILED 5-8-0 (CNV)

Region XIII (Indonesia Chapter) – CRC Motion 36:

That ASHRAE provide reduced membership fee for student members in developing economies.

Background: ASHRAE has already set up reduced membership fee for regular ASHRAE members in developing economies. Membership fee is a barrier to attract and maintain student members in developing economies. It is important to set up similar arrangements for the student members in developing economies.

In consistent with the regular membership fee for developing economies, only digital ASHRAE journal will be provided. This will reduce the costs of printing and sending hard copies of ASHRAE journal to those student members in developing economies. Therefore, the fiscal impact is minimal or even negative (saving on the journal).

Fiscal Impact: None.
Response to Members Council: **MOTION FAILED 5-8-1 (CNV)**

**Region-At-Large (Bangalore Chapter) – Motion 28 (10/19/2012):**

That student membership fees be reduced to $10 per year for students from the RAL Chapters.

Background: In the present practice in engineering colleges, students do not become members of professional bodies. The fees applicable in the Indian bodies if any are very nominal. While $20 may appear small, the exchange rate makes it higher for Indian students.

Fiscal Impact: While we would lose $10 per student head, the reduced fees would ensure greater participation from students. We would be building a larger base of interested students. From 500 students in chapters of India / DC chapters to 1000 students. Hence the fiscal impact gets nullified.

Response to Members Council: **MOTION FAILED 0-12-0 (CNV)**

B. Membership Promotion Committee approved George Waters of the ASHRAE Niagara Frontier Chapter as our 2011-12 Lincoln Bullion award recipient, and forwarded our recommendation to the Honors & Awards Committee.

C. Membership Promotion Committee has made recommendations to the PAOE Subcommittee regarding 2013-14 reflected in ATTACHMENT D.

D. New Action Items, following January 26, 2013 meeting. ATTACHMENT E.

E. MBO Update. ATTACHMENT F.

V. Next Meeting

A. Spring Conference calls, all subcommittees April 2013
B. Committee Meetings: June 21-22, 2013, Denver, Colorado
C. Centralized Training: June 23, 2013, Denver, Colorado

VI. Adjournment, 2:38 p.m.

Respectfully submitted,

Roger Jones, Chair
ASHRAE Membership Promotion Committee

*Last updated February 20, 2013*
Mutual Recognition Agreement (MRA)

The Chartered Institution of Building Services Engineers (CIBSE)
and
ASHRAE

1 Introduction and General Principles

1.1 This Agreement between CIBSE and ASHRAE establishes mutual recognition of their respective requirements for specific categories of membership. Each organisation agrees that appropriately qualified members of one organisation may be accorded the appropriate grade of membership of the other on receipt of a duly completed application acceptable via a special ‘fast track’ process.

2 Features and Terms of the Agreement

2.1 This Agreement is based on the mutual understanding that each organisation normally requires the following elements in the formation of an engineer seeking full membership:

2.1.1 An accredited education or an equivalent qualification approved by either body;

2.1.2 A recognised period of time after graduation of supervised or monitored training or a period of acceptable responsible practical experience;

2.1.3 A Professional Review conducted by no fewer than two Chartered/Professional Engineers of either CIBSE or other PE registering body, in accordance with their respective regulations;
Attachment A

2.1.4 Evidence of continuing education or professional development;

2.2 For the purposes of the Agreement the potential grades of membership and application routes are:

For CIBSE members applying to ASHRAE

- Member CIBSE - Member ASHRAE
- Fellow CIBSE - Member ASHRAE

For ASHRAE members applying to CIBSE

- Member ASHRAE without a PE (or equivalent) – Licentiate CIBSE
- Member ASHRAE with a PE (or equivalent) - Member CIBSE

3 Operational Arrangements

3.1 CIBSE and ASHRAE have exchanged information on their individual procedures, policies, criteria and requirements for admitting building services engineers to CIBSE Membership and ASHRAE Membership

3.2 An application from a Professionally Registered Member of ASHRAE will be considered for Member of CIBSE directly and normally without interview.

3.3 An application from a Member of ASHRAE without Professional Registration will be considered for Licentiate membership of CIBSE directly, without interview.

3.4 An application from a Member (or Fellow) of CIBSE will be considered for Member of ASHRAE directly and normally without a review process.

3.5 A member of either Institution wishing to proceed with an application to the other Institution under this Mutual Recognition Agreement shall submit an application which may be comprised of any or all of the following:

3.5.1 An application including details of existing memberships: number, name, grade of membership and date of registration.

3.5.2 Concise Curriculum Vitae

3.5.3 Evidence statements of competence in accordance with the required criteria

3.6 Each organisation will provide the verification of the membership status of the applicant.
Attachment A

3.7 Each organisation will operate its own fee structure.

3.8 Where one organisation proposes to refuse admission to a Member of the other, details of the reason for the refusal should normally be notified to that organisation.

3.9 Each organisation will make its own arrangements for the assessment of applications from Members of the other Institution.

3.10 CIBSE and ASHRAE shall notify each other and provide copies of any significant changes in policy, criteria, procedures and programmes which might affect the operation of this Agreement.

3.11 The Agreement will come into effect from 30th January 2013 and may be terminated on the expiry of six months’ written notice given by either organisation to the other and shall be subject to periodic review at intervals not exceeding five years or as otherwise agreed.

……………………………………………….  …………………………………………………..

President  President

The Chartered Institution of  ASHRAE

Building Services Engineers

……………………………………………….  …………………………………………………..

Chief Executive & Secretary  Executive Vice President

The Chartered Institution of  ASHRAE

Building Services Engineers

Date  Date
Regional Report Highlights

Region I (Richard Vehlow)

- Attend Region I Chapter Regional Conference and Regional Planning Meeting. In August 2012, 10 chairs/members from 8 chapters were represented in the MP training roundtable.
- Region I remains the largest region by total members (5690), but is followed close behind by Region-at-large (5237). This reflects a 116 person drop from 6/30/12 or about 2%, just over the 1.84% society average.
- Many small chapters have gained members but the three largest chapters have all posted net losses which account for much of the overall loss in members.

Region II (Michael Khaw)

- Attended the Summer MP Committee Meetings at San Antonio June 22, 23 & 24, 2012 including the New RVC Training on June 23, 2012 and the MP Chair Centralized Training on June 24, 2012.
- The latest report for Region II has a membership number of 3682 of paid and unpaid members dated January 2, 2013. This has already surpassed the 3026 goal for 2012-2013.
- Contacted all 9 Chapter MP Chairs together with the Chapter Presidents about our goals and memberships promotion.

Region III (Gary Debes)

- CRC was held in Baltimore, Maryland in August 10, 11 & 12, 2012.
- 8 out of 11 MP Chapter Chairs attended the CRC workshop and 10 chairs attended the Centralized Training in San Antonio and Atlanta.
- 11 chairs have reported MP Nights, visited 8 out of 11 Chapters on MP Nights so far this year

Region IV (Drayton Stott)

- All 7 chapters attended the CRC
- 5 out of 7 chapters attended Centralized Training
- Visited 3 out of 7 chapters

Region V (Bruce Knapp)

- Four out of 13 Chapters attended.
- Net loss of 3 members in region.
- One chapter has obtained their goal.

Region VI (Benjamin Skelton)

- Six Chapters attended Centralized Training.
- Five Chapter Chairs were not trained, only three of those Chapters currently have an active Chair (Mississippi Valley and Central Illinois).
Our CRC is scheduled for May 2013. We will have membership workshop and the intention is to get all those who did not make centralized training.

Region VII (Kenneth Rhoden)
- Four chapters have reported PAOE points. No chapter has reached PAR.
- The Bluegrass Chapter (Lexington, KY) has reported 730 points which is the most in our region. The Mobile Alabama Chapter has reported 550 points.
- The Region 7 MP CRC Workshop was conducted in August in Knoxville, Tennessee. There were 14 attendees. Four of 13 MP Chairs were present.
- Two MP Chairs attended the September centralized training session.

Region VIII (Randy Schrecengost)
- The Spring 2013 Region VIII CRC is scheduled for April in Austin, Texas
- One Chapter does not have a designated MP Chair: South Texas.
- Approximately half of the fifteen Chapters communicated directly to me in some format (typically email) with only five (5) of those Chapters sending me their MBOs and meeting the planning and goal setting session for PAOE points by the October 1, 2010 deadline.

Region IX (Gaylen Atkinson)
- 129 New members joined while 119 cancelled or were deceased for a net gain of 10.
- 71 members transferred in with 30 transferring out for a net gain of 41 for the six month period.
- The Region had a goal of recruiting 50 new members for which there is a net gain of 10. The move-ins are an added bonus.

Region X (Devin Abellon)
- Active and passionate MP chairs in many of the larger chapters
- Focusing on retention with calling/email programs
- Chapter visits: Attended meetings/events at - Central Arizona, San Joaquin, Golden Gate, San Jose, Sierra Delta, San Diego. Also attended meetings at other chapters: National Capital, Northern Alabama, Inland Empire, Mid-Columbia, Idaho, Oregon, Baltimore

Region XI (Murdoch MacPherson)
- Region XI chapter MP Chairs (8 out of 12) attended the Winnipeg CRC Membership workshop and goals were set at the workshop.
- The MP Chairs who didn’t attend were contacted after the CRC with regard to goal setting.
- Five chapters participated in Centralized Training (San Antonio & Atlanta)
- Oregon Chapter is the first chapter to meet Membership PAOE par for 2012 - 2013.
Attachment B

- Combined growth goal for Region XI chapters is 126 new members. To date, we’re at 47 new members.

Region XII (Jason Alphonso)

- Regional membership is 2,274, just shy of the EOY goal of 2,365
- Visited 4 chapters
- 2 chapters are exceeding their membership goals

Region XIII (Bill Wang)

- Region XIII CRC was held in Kuala Lumpur, Malaysia August 10 to 12, 2012
- 6 Membership Promotion chairs attended
- Continuing efforts to recruit and retain members to meet goal

RAL (Dimitrios Charalambopoulos)

- CRC of Region at Large was held in Sri Lanka from September 28th to September 30th, 2012.
- Membership Promotion Training Workshop was conducted. During the workshop 10 of the 24 MP chairs attended the workshop.
- Net increase in membership was discussed and individual targets were set by MP chairs. The MBOs set by RAL is to increase its membership by at least 4.0%, trying concurrently to reduce delinquency.
Student Transfer Ad Hoc Committee
Meeting Minutes

1. The following activities or benefits are provided to encourage students to transfer
   a. At the winter meeting there is a student/ YEA mixer.
   b. They are sent information on the smart start program during their senior year at two different times and information about the program is included in all student renewal pieces.
   c. There are PAOE points for a ‘Transfer Party’ at the end of their senior year.
   d. The fee for the Smart Start program is very reasonable.
   e. One transfer per month is selected at random to receive about $100 in gifts when they enter the smart start program as a prize package.

2. The committee determined that money was not the root cause of the transfer rate. Industry factors such as employer encouragement to join are the strongest factor in the transfer rate.

3. Currently our student membership is:
   a. 3600 US members
   b. 2300 International members (including Canada)
   c. 500 developing country members

4. Action items

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Owner</th>
<th>Due Date</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify the industry standard transfer rate of student into similar professional societies</td>
<td>Staff</td>
<td>19 Feb</td>
<td>Open</td>
<td>Currently researching. Numbers are not available online and reaching out to industry contacts</td>
</tr>
<tr>
<td>2</td>
<td>Create a single page poster to assist student advisors with the transfer process</td>
<td>Staff</td>
<td>5 March</td>
<td>Open</td>
<td>In progress</td>
</tr>
<tr>
<td>3</td>
<td>Identify our current student transfer rate</td>
<td>Staff</td>
<td>19 Feb</td>
<td>Open</td>
<td>2012-2013 = 11%</td>
</tr>
<tr>
<td>4</td>
<td>Schedule conference call</td>
<td>Fick</td>
<td>19 Feb</td>
<td>Open</td>
<td></td>
</tr>
</tbody>
</table>
### 2013-2014 PRESIDENTIAL AWARD OF EXCELLENCE (PAOE) PROPOSED RECOMMENDATIONS

<table>
<thead>
<tr>
<th>MEMBERSHIP PROMOTION: CRITERIA</th>
<th>MINIMUM</th>
<th>PAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 points if annual chapter goal (as assigned by RVC) is met (50 additional points for each percent increase in area assigned member growth beyond annual goal)</td>
<td>500 Points</td>
<td>800 Points</td>
</tr>
<tr>
<td>200 points if Society membership delinquencies in chapter are 4% or less of total Chapter Area Assigned Members</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75 points for organizing an employer recognition event to promote the benefits of ASHRAE membership for company members (maximum of two events) (moved to Chapter Operations)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 points if committee size is 5 or %3 of chapter members (whichever is less)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 points for Membership Promotion Night* event at chapter meeting for specific organized MEP event (i.e., member bring a member, etc.) (100 points maximum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 points for retention of each new member (dues paid second and third year) 300 points maximum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 points for each upgrade from associate to member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 points for recognition of new members and advancements at each chapter meeting (50 points maximum)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### YEA Activities

- 50 points for each YEA Night* event at chapter meeting for specific organized YEA event (100 points maximum)
- 25 points for each new member in Young Engineers in ASHRAE (YEA) category (300 points maximum)
- 25 points for each YEA activity outside of chapter meeting providing flyer or brochure of activity (100 points maximum)

#### RVC Assigns

- 450-500 points for the incoming Chapter Membership Promotion committee chair attending centralized training
- 100 points for an MP Chair holding the position for a 2nd or 3rd year
- 75 points for planning/goal setting session with RVC (points assigned by RVC by October 1)
- 50-100 points for the incoming chapter Membership Promotion Committee Chair attending the MP CRC workshop
- 50 points for the first chapter in each region to reach PAR (points to be assigned by RVC and will be based upon the RVC reviewing points reported on the Society webpage and chapter contacting RVC when PAR is reached)
- 30 points for each pairing of mentors with new members and/or YEA mentors, and provide summary report to MP-RVC on mentoring activities based on YEA Mentoring Program (300 points maximum) (points assigned by RVC by June 30)
- 0 to 50 points for achieving goals established in goal-setting session with RVC (points assigned by RVC by June 30)
### Combined Action Items for Membership Promotion Committee

#### CHAPTER CHAIR TRAINING & DEVELOPMENT SUBCOMMITTEE (ALPHONSO, CHAIR)

<table>
<thead>
<tr>
<th>#</th>
<th>Assigned To</th>
<th>Action</th>
<th>Date Due</th>
<th>Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ExCom</td>
<td>Offer training sessions for RVCs on any questions or concerns they have.</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>RVCs, Staff</td>
<td>Call all chapters where the 2013-14 MP Chair hasn’t been listed on the CIQ yet to ensure they are complete.</td>
<td>7/31/2013</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Alphonso, Staff</td>
<td>Investigate Continuous Training via YouTube modules and online tool kit</td>
<td>Annual Mtg</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Staff</td>
<td>Create and push out a flyer regarding CT at the Annual Meeting</td>
<td>2/15/2013</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Alphonso, Staff</td>
<td>Investigate a Travel Training Group for RAL and Region XIII</td>
<td>Annual</td>
<td></td>
</tr>
</tbody>
</table>

#### DUES & APPLICATIONS SUBCOMMITTEE (SCHRECHENGOST, CHAIR)

<table>
<thead>
<tr>
<th>#</th>
<th>Assigned To</th>
<th>Action</th>
<th>Date Due</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staff</td>
<td>Get lists of non-members who attended conferences of any kind, courses or took certification and do a member marketing piece to them.</td>
<td>Ongoing.</td>
<td>Update draft and send prior to Spring conference call</td>
</tr>
<tr>
<td>2</td>
<td>Schrecengost</td>
<td>Develop a no cost recognition program for Society, regions and chapters to recognize members who recruit members. Staff will handle data component.</td>
<td>8/31/2012</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Staff</td>
<td>Improve get a member referral field and create eweb report for chapters.</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Staff</td>
<td>Create a referral field to identify new members from other trade associations.</td>
<td>Annual 2013</td>
<td>Waiting on additional direction from MC. MP R&amp;R working on this as well.</td>
</tr>
<tr>
<td>5</td>
<td>Schrecengost, Debes, Jones, Fields, Staff</td>
<td>Create a coffee table book on the value of ASHRAE targeted at company owners. Work with Foundation, RP and PR.</td>
<td>12/31/2013</td>
<td></td>
</tr>
</tbody>
</table>

#### MEMBER COMMUNICATIONS SUBCOMMITTEE (SCHRECHENGOST, CHAIR)

<table>
<thead>
<tr>
<th>#</th>
<th>Assigned To</th>
<th>Action</th>
<th>Date Due</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staff</td>
<td>Annually promote all of the red, blue, green (and any other new awards) winners on the website by listing the names of the winners and the chapter for</td>
<td>8/31/2013</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
better recognition. Add to ASHRAE.org and blog.

<table>
<thead>
<tr>
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<th>Assigned to</th>
<th>Action</th>
<th>Date Due</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Staff</td>
<td>Copy RVC on any communication with their chairs. Ensure Daniel Gurley/Rhiannon Loomis does the same.</td>
<td>Ongoing</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3</td>
<td>Staff</td>
<td>Staff will research the legality of making the application area an “opt out” vs. an “opt in”. Staff will also run a report to see how many “opt in” we have to date.</td>
<td>In progress, Rhiannon/Daniel researching and handling.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Fick, Staff</td>
<td>Create an editorial calendar Membership Promotion Facebook page.</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Charalambopoulos</td>
<td>Consult with chapters in Region at Large for content and needs so we can ensure our communications and training are meeting global membership needs.</td>
<td>7/31/2013</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rich</td>
<td>Create content for April 2013 newsletter.</td>
<td>4/10/2013</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Staff</td>
<td>Design and send April 2013 newsletter.</td>
<td>4/15/2013</td>
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<td></td>
<td>Gary</td>
<td>Create content for May 2013 newsletter.</td>
<td>5/10/2013</td>
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<td></td>
<td>Staff</td>
<td>Design and send May 2013 newsletter.</td>
<td>5/15/2013</td>
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<td></td>
<td>Devon</td>
<td>Create content for June 2013 newsletter.</td>
<td>6/10/2013</td>
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<td></td>
<td>Staff</td>
<td>Design and send June 2013 newsletter.</td>
<td>6/15/2013</td>
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<td></td>
<td>Ken</td>
<td>Create content for July 2013 newsletter.</td>
<td>7/10/2013</td>
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<td></td>
<td>Staff</td>
<td>Design and send July 2013 newsletter.</td>
<td>7/15/2013</td>
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<tr>
<td><strong>3</strong></td>
<td><strong>All</strong></td>
<td><strong>Work on marketing messages for companies for various corporate sizes, small, medium and large. (MBO #1 for Members Council). Guidelines on what to do when meeting with corporations and what specific message to send that will encourage them to trigger signing off on the funding. Solutions need to focus on selling the bigger picture quickly. Messages would need to be customized for individuals, as well as various types of companies: consulting, manufacturing, contractors, etc. Basically an ROI play. Should we interview some supportive and successful firms on appropriate marketing messaging.</strong></td>
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<td><strong>Ongoing</strong></td>
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<td><strong>In progress. MBO #1 subcommittee will complete their findings and turn them over to MP to implement, and that should be complete by Denver. Will continue as an MP action item.</strong></td>
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<td><strong>4</strong></td>
<td><strong>Staff</strong></td>
<td><strong>Ensure a mailing for the 2013 Expo attendees is done early, perhaps in February or March 2012.</strong></td>
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<td><strong>3/31/2013</strong></td>
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<td><strong>5</strong></td>
<td><strong>Staff</strong></td>
<td><strong>Get a list of contacts from TechStreet to include what they purchased with all contact information. Plan various marketing efforts for membership based on purchasing. Is there a way to take what they paid and show them what they could have saved by being an ASHRAE member?</strong></td>
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<td><strong>2/28/2013</strong></td>
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<td><strong>5/31/2013</strong></td>
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<td></td>
<td></td>
<td><strong>Staff has spoken with Pub &amp; Ed Director, Comstock. List does not include payment info, but we can send emails to nonmembers.</strong></td>
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<tr>
<td><strong>6</strong></td>
<td><strong>Staff</strong></td>
<td><strong>Do invitation to rejoin from ASHRAE President Bill Bahnfleth.</strong></td>
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<td><strong>3/31/2013</strong></td>
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<tr>
<td><strong>7</strong></td>
<td><strong>Staff</strong></td>
<td><strong>Get lists of non-members who attended conferences of any kind, courses or took certification and do a member marketing piece to them. Create quarterly schedule for this.</strong></td>
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<td><strong>6/30/2013</strong></td>
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</table>
### 2012-2013 MBOs - Membership Promotion

<table>
<thead>
<tr>
<th>Description</th>
<th>Who</th>
<th>Due</th>
<th>Status</th>
<th>ASHRAE Strategic Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achieve membership net growth beyond 55,000 members by 2015</td>
<td>Staff, MP R&amp;R Committee</td>
<td>AC 2014</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Obtain 100 new members through allied organizations &amp; societies</td>
<td>Staff, MP R&amp;R Committee</td>
<td>AC 2014</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Increase retention of transitioning student to YEA members from 5% to 10%</td>
<td>MP R&amp;R, SA, YEA</td>
<td>AC 2015</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Improve annual retention rate from 90% to 92%</td>
<td>MP R&amp;R, Staff</td>
<td>AC 2014</td>
<td>Ongoing</td>
<td>D3, S3.1</td>
</tr>
<tr>
<td>Set specific net growth goals for each region and chapter</td>
<td>MP Leadership, RVCs, Staff</td>
<td>AC 2012</td>
<td>Complete</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Monitor growth against goal quarterly for each region and chapter</td>
<td>MP Leadership, RVCs, Staff</td>
<td>Quarterly</td>
<td>Complete</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Set goal of change negative North American membership growth of -1% to +1%</td>
<td>MP Leadership, RVCs, Staff,</td>
<td>AC 2015</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>greater visibility with industry leaders &amp; companies</td>
<td>BOD</td>
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</tbody>
</table>

### 2

<table>
<thead>
<tr>
<th>Description</th>
<th>Who</th>
<th>Due</th>
<th>Status</th>
<th>ASHRAE Strategic Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand Centralized Training to equip MP chairs to meet net growth target</td>
<td></td>
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<tr>
<td>Streamline MP Chair reporting so they can focus on growing membership and</td>
<td>MP T&amp;D, Staff</td>
<td>WC 2013</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
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<td>retention</td>
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<tr>
<td>Plan Centralized Training at 2013 annual conference</td>
<td>MP Leadership, T&amp;D, Staff</td>
<td>WC 2013</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Train 75 MP Chairs at 2012 annual conference</td>
<td>MP Leadership, T&amp;D, Staff</td>
<td>AC 2012</td>
<td>Complete</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Plan Centralized Training in Atlanta in September 2012</td>
<td>MP Leadership, T&amp;D, Staff</td>
<td>9/8/2012</td>
<td>Complete</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Train 30 MP Chairs in Atlanta in September 2012</td>
<td>MP Leadership, T&amp;D, Staff</td>
<td>9/8/2012</td>
<td>Complete</td>
<td>D3, S3 &amp; S4</td>
</tr>
<tr>
<td>Make use of returning chairs’ experience to strengthen knowledge base of</td>
<td>MP, Staff</td>
<td>9/8/2012</td>
<td>Ongoing</td>
<td>D3, S3 &amp; S4</td>
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<td>best practices at each Centralized Training meeting</td>
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</tbody>
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MP Leadership = MP Chair, Vice Chair, Consultant  
MP R&R = Recruitment & Retention Subcommittee  
MP T&D = Chapter Chair Training & Development Subcommittee