



AFFILIATE SOCIETY LEADERSHIP SUMMIT
Tuesday, May 6, 2014

MEETING REPORT

President's Welcome, Introductions, and Announcements

President Mitchell Swann opened the meeting at 6:00 pm, noting that the Club is an organization that is available to help the other societies. Everyone introduced themselves. The attendees and a list of the societies represented is attached to this report.

Mitch noted two upcoming ECP events to which all societies are invited:

- Washington Medal Luncheon presentation to Krishna P. Singh, PE, PhD (for whom the Singh Center for Nanotechnology at University of Pennsylvania was named) on May 29
- Presentation by Stephen Ayers, Architect of the Capitol on June 19

Both events will be at the Sonesta Hotel, 1800 Market Street, Philadelphia

As there are a number of new attendees at the summit, Megan Syrnick, Affiliate Affairs Chair, provided a brief history of the Summits. These were started in 2008 and the goal is for engineering-related technical society leaders to get together and discuss common issues.

Delaware Valley Engineers Week

Bob Wright reported that the DVEW Committee has already started to gear up for 2015, when Engineers Week will be February 20-28. The Call for Nominations for Engineer of the Year (EOY), who is selected by delegates of the affiliate societies, will be issued shortly, with a submission deadline of October 10. Advance notice is being given now to allow the societies time to select their candidate and to possibly team up with other societies. The EOY represents the engineering community in the Delaware Valley, a tradition that goes back to 1953.

The 2014 Philadelphia Business Journal Engineers Week Supplement is in the handout, to show one of the products of DVEW. This supplement is mailed with the PBJ to key decision makers in the region. The 2014 sponsorship brochure was also included in the handout; it will be updated for 2015, although the basics will be the same. It takes sponsorship from all areas to produce DVEW.

The EOY Election has traditionally been held at the PECO building in Center City. In response to comments about the difficulty of getting into Center City for the 5:30 pm event, the committee is looking at having a main location in Center City and then two satellite locations, one in New Jersey and one in the King of Prussia area, to make it more convenient. The election will be November 11.

There are a number of other awards given out, as noted in the handout. The info is also on the website and the calls for nomination will be available soon.

Philadelphia Science Festival, Science Carnival on the Parkway

Emily Scholl thanked those in attendance who participated at the Engineers' Club booth on May 3. The Club has had a booth each year of the Carnival, and had a larger booth this year, to accommodate the interest of the various societies. We rely on the societies to provide volunteers and projects in a variety of disciplines.

It was noted that we could get an even larger booth next year, if we have some level of commitment from enough societies that we will fill the space. While there is a charge to the Club for the booth, which increases as the size of the booth increases, the Club does not charge the societies to participate. There was a suggestion of possibly getting company sponsors who could present.

There was a request that Emily put together a brief report of the event.

Discussions

December 8 Multi-Society Meeting Speaker Topics

Bob Wright reported that the Multi-Society Meeting will be Monday, December 8 at the DoubleTree. Having it on a Monday this past year seemed to work well and tends to have fewer conflicts with other activities. The Club is looking for



topic and speaker suggestions and a task force to review and consider topics. With approximately 20 societies involved, topics need to be somewhat broad, but also technical so as to provide a PDH. There can also be a panel of speakers, which is one way to include multiple disciplines. Anyone interested in participating on this task force can contact the Club office.

Connecting Engineer Mentors with Groups Looking For Them

Susan Best commented that the Club gets sporadic requests for speakers, mentors, job shadowing, etc. and is looking for insights on more efficient ways to respond to these requests. The Club does maintain a speakers bureau, where people can sign up indicating an interest in various types of engagements (career days, media resource, mentoring, etc.), but making the connection between the requests and those signed up is not always easy or timely. And getting people to sign up for the speakers bureau isn't easy. She also noted that the Philadelphia Engineering Foundation is hoping to be able to add a "mentoring request" feature on the *Discover Engineering in Greater Philadelphia* student outreach website, but it will take a while until the Foundation is able to do that.

Several suggestions were made. Phil Gonski noted that IEEE uses Google Forms which can send emails when requests are made that works well for them.

Student / Public Outreach Activities During Engineers Week

Bob Wright noted that the DVEW committee would like to consider different ways to do student outreach as part of Engineers Week.

A post of the Society of American Military Engineers (SAME) has a program where they connect students with practicing engineers to shadow them. Paul Gaudini, from the Philadelphia Post of SAME, noted that there needs to be a commitment from someone to manage the program and commitments from the companies.

Antonios Kontsos noted that Drexel annually selects an Engineer of the Year and a few years ago they created a video of what different engineers do, which can be taken to schools. Bob noted that we have a static version of that concept, in the Newspapers in Education Supplement: Build Your Future with a Career in Engineering, available as a pdf on the ECP website.

In previous years, DVEW did take some displays out to area malls, including some of the Future City models.

Jeffrey Flores noted that Boeing has a program which brings students in from schools, but it is Boeing property, so could not be used by others.

Membership Recruitment Tips and Techniques

There was an open discussion of attendee's experiences with membership recruitment and retention, with these comments:

- Most of those attending used Constant Contact or a similar email blast technology for communicating with members.
- One person noted that they were getting new members, but were not retaining them and that because so much was automated it took some time before they noticed this.
- Hold new member events, contests, business card drawings for free membership.
- One organization did a demographic review of membership data and noted that there were a lot of student members but they were not upgrading upon graduation. (Not sure if this was at the local or national level.)
- One organization got younger members to help tutor in schools when they found that a lot of dropouts failed algebra.
- Sometimes people will come to most meetings, but won't join as they don't see membership as a value; there is a need to make the correlation between membership and value.
- Taking a membership survey every few years can help to determine current individual desires, which can help determine demand and desired benefits.
- Visit the companies that are supporters of the organization, letting them know the value of the society in helping to train employees. Ask the companies what training / experience the employees need and make sure you are providing the training bosses find useful.
- Provide Professional Development Hours (PDH) with programs.



- Sometimes having the company pay for memberships causes a distortion. There may be lots of members but that doesn't mean there is a perceived value by the individual member or any engagement with the organization. People frequently don't value that which they get for free.
- Organizations sometimes drift and don't really know what they want to be; need to know what you are to be able to sell it.
- It's important to get members engaged and participating. Connect the young professionals with the student chapters.
- PennDOT is an important client for most members of American Society of Highway Engineers; ASHE has events with PennDOT that are limited to members, which has generated new applications.
- It's important to make events fun; lousy rubber chicken and a boring speaker won't get people to come back.
- Tours (particularly brewery tours) and happy hours have been big hits.
- Monthly volunteer activities are done by a number of groups.
- Mix up which days of the week meetings are held. If always held on a particular day, people with a standing commitment on that day can never attend. Most organizations have stayed away from Friday meetings, but the Yards Brewery tour on a Friday was a success.
- There's often a struggle to explain the benefits of society membership to younger engineers. It's by getting involved that you find the value. It's important to get bosses to understand the importance and push (or at least give permission to) their younger engineers to get involved.
- Use social media to connect with the younger engineers; help create more of a social atmosphere. There is a need to balance the social with the technical, but always with a focus on being good.

Closing Remarks

In her closing remarks, Megan asked the attendees to let her know of any topics they'd like to see covered at the next Summit or of any projects or activities that would be beneficial for the Club to coordinate with the societies.

The meeting concluded at 7:24 pm

Meeting Report Prepared by:
Susan L. Best, PE
Executive Director

Next Summit: Tuesday, September 23, 2014

Handouts:

- Agenda
- September 24, 2013 Meeting Report
- Delaware Valley Engineers Week Awards Summary
- Delaware Valley Engineers Week Sponsorship Brochure (2014)
- Philadelphia Business Journal Engineers Week Supplement, February 14, 2014
- Discover Engineering in Greater Philadelphia – Information for Program Providers
- Website Resources for Affiliate Societies

May 6, 2014 Affiliate Society Summit Attendees

First	Last	Society	Acronym	Phonenumber	Email
Phil	Alterman	Construction Specifications Institute, Philadelphia Chapter	CSI-PC	(215) 947-2809	xpert31@aol.com
Paolo	Belfiore	Engineers Without Borders, Philadelphia Professionals	EWB-PP	(610) 710-1535	Rememberpaolo@Gmail.Com
Susan	Best	Engineers' Club of Philadelphia	ECP	(215) 985-5702	sbest@engrclub.org
John	Caperilla	American Society of Highway Engineers, Delaware Valley Section	ASHE-DVS	(484) 821-0470	jcaperilla@borton-lawson.com
Samuel	Cain	Institute of Industrial Engineers, South Jersey/ Delaware Valley Chapter	IIE-SJ/DVC	(404) 275-4459	Samueljr35@gmail.com
Eric	Flicker	Philadelphia Engineering Foundation	PEF	(215) 254-7757	eflicker@pennoni.com
Jeffrey	Flores	Society of Hispanic Professional Engineers, Greater Philadelphia Chapter	SHPE-GPC	(610) 591-8197	community@shpe-gpc.org
Paul	Gaudini	Society of American Military Engineers, Philadelphia Post	SAME-PP	(484) 432-1156	paulgaudini@comcast.net
Phil	Gonski	Institute of Electrical and Electronic Engineers, Philadelphia Section	IEEE-PS	(630) 363-0790	philip.m.gonski@ieee.org
Margaret	Goodman	Institute of Electrical and Electronic Engineers, Philadelphia Section	IEEE-PS	(610) 455-3897	messgwg@gmail.com
Yefim	Gudesblat	Pennsylvania Society of Professional Engineers, Philadelphia Chapter	PSPE-PC		president@pspe-philly.org
Gersil	Kay	Illuminating Engineering Society, Philadelphia Section	IES-PS	(215) 925-2004	bciorg2@yahoo.com
Antonios	Kontsos	American Society of Mechanical Engineers, Philadelphia Section	ASME-PS	(215) 895-2297	akontsos@coe.drexel.edu
Sidney	Ozer	National Contract Management Association	NCMA	(215) 814-5305	Ozer.sidney@epa.gov
Joe	Platt	American Society of Civil Engineers, Philadelphia Section	ASCE-PS	(610) 326-3100	jplatt@trafficpd.com
Emily	Scholl	Engineers Club of Philadelphia	ECP	(215) 592-4200	easecholl@mccormicktaylor.com
Suzette	Schultz	American Institute of Chemical Engineers, Delaware Valley Section	AIChE-DVS	(302) 885-1560	suzette.schultz@astrazeneca.com
Peter	Schwalbenberg	American Institute of Chemical Engineers, Delaware Valley Section	AIChE-DVS	(862) 324-1082	pschwalbenberg@inolex.com
Peter	Silverberg	Institute of Electrical and Electronic Engineers, Philadelphia Section/Engineers' Club of Philadelphia	IEEE-PS/ECP	(856) 461-6615	psilverberg3@comcast.net
Drew	Sirianni	American Society of Civil Engineers, Philadelphia Section, Younger Member Forum	ASCE-PS-YMF	(215) 512-1148	dsirianni@pennoni.com
Marcella	Stokes	Engineers' Club of Philadelphia	ECP	(215) 510-6778	marcella.stokes@gmail.com
Daniel	Sujo	American Institute of Chemical Engineers, Delaware Valley Section	AIChE-DVS	(401) 835-3808	Daniel.sujo@gmail.com
Mitchell	Swann	Engineers' Club of Philadelphia	ECP	(610) 640-9600	swann@mdcsystems.com
Megan	Syrnick	Engineers' Club of Philadelphia	ECP	(215) 266-2565	megansyrnick@hillintl.com
Jennifer	Walsh	Institute of Transportation Engineers, Mid-Atlantic Section; American Society of Civil Engineers, Philadelphia	MASITE; ASCE-PS	(215) 283-9444	jwalsh@mcmahonassociates
Mike	Witkowski	American Society of Heating, Refrigeration and Air Conditioning Engineers, Philadelphia Chapter	ASHRAE-PC	(215) 641-1158	mwitkowski@mchugheng.com
Bob	Wright	Engineers' Club of Philadelphia/ American Society of Highway Engineers, Delaware Valley Chapter	ECP/ASHE-DVC	(215) 922-8080	rmwright@urbanengineers.com
Casey	Younkins	American Society of Heating, Refrigeration and Air Conditioning Engineers, Philadelphia Chapter	ASHRAE-PC	(610) 444-0333	caseyy@dvlnet.com

May 6, 2014 Affiliate Society Summit Societies Represented

<u>Society</u>	<u>Acronym</u>
American Institute of Chemical Engineers, Delaware Valley Section	AIChE-DVS
American Society of Civil Engineers, Philadelphia Section	ASCE-PS
American Society of Civil Engineers, Philadelphia Section, Younger Member Forum	ASCE-PS-YMF
American Society of Heating, Refrigeration and Air Conditioning Engineers, Philadelphia Chapter	ASHRAE-PC
American Society of Highway Engineers, Delaware Valley Section	ASHE-DVS
American Society of Mechanical Engineers, Philadelphia Section	ASME-PS
Construction Specifications Institute, Philadelphia Chapter	CSI-PC
Engineers Club of Philadelphia	ECP
Engineers Without Borders, Philadelphia Professionals	EWB-PP
Illuminating Engineering Society, Philadelphia Section	IES-PS
Institute of Electrical and Electronic Engineers, Philadelphia Section	IEEE-PS
Institute of Industrial Engineers, South Jersey/ Delaware Valley Chapter	IIE-SJ/DVC
Institute of Transportation Engineers, Mid-Atlantic Section	MASITE
National Contract Management Association	NCMA
Pennsylvania Society of Professional Engineers, Philadelphia Chapter	PSPE-PC
Philadelphia Engineering Foundation	PEF
Society of American Military Engineers, Philadelphia Post	SAME-PP
Society of Hispanic Professional Engineers, Greater Philadelphia Chapter	SHPE-GPC