



**ASHRAE Region XIII RPM-2 (2022-2023)
Membership Promotion (MP) Workshop
for President-Elect (PE) Training
28 May 2023 (Sun), Studio City, Macau**

Ir Dr. Sam C. M. Hui

Regional Vice Chair – Membership Promotion

sam.cmhui@gmail.com



AGENDA

Membership Promotion (MP) Matters

- Member numbers
- PAOE
- Centralized Training (CT)

What does the MP Chair Do?

- Recruitment + Retention

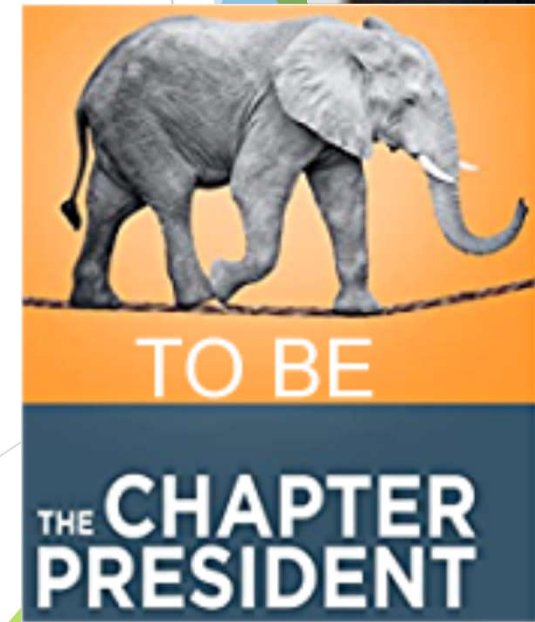
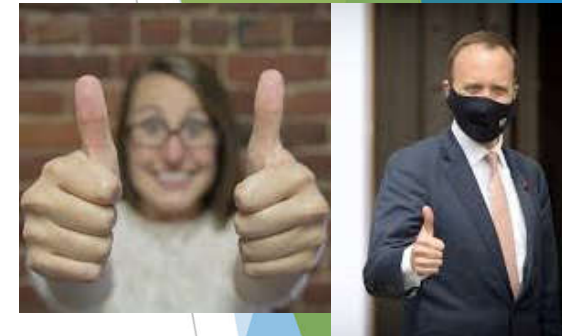
Membership Cycle

- Renewal, Rejoin



REGION XIII CHAPTER PRESIDENT-ELECT (2022-2023)

- ▶ Hong Kong: Mr LAM Yu Hung Peter <yhlam.ashrae@gmail.com>
- ▶ Indonesia: Ms Herlin HERLIANIKA <herlinherlianka@yahoo.com>
- ▶ Japan: Dr Junta NAKANO <jnakano@tokai.ac.jp>
- ▶ Macau: Mr Vincent Siu Hung WONG <vincentwong001@gmail.com>
- ▶ Malaysia: Mr Tone Vei TEE <tee.tv@intrixgroup.com>
- ▶ Philippines: Mr Isagani G BRUGADA <gani.brugada@gmail.com>
- ▶ Singapore: Mr Praveen Hassan CHANDRASHEKAR <praveen.hassan@surbanajurong.com>
- ▶ South Korea: Prof Jae-Han LIM <limit0@ewha.ac.kr>
- ▶ Taiwan: Mr Gavin CHANG <gavin@telasia.net>
- ▶ Thailand: Mr Pantuda PUTHIPIROJ <drpantuda@gmail.com>



REGION XIII MEMBER NUMBERS



	2022-2023	2-Jul-22	2-Jul-22	2-Jul-22		15-May-23		15-May-23		15-May-23	
Code	Chapter Name	Members	Students	Total		Members	Δ	Students	Δ	Total	Δ
142	Singapore	327	15	342		319	-8	20	5	339	-3
143	Hong Kong	747	67	814		716	-31	84	17	800	-14
149	Malaysia	222	33	255		215	-7	102	69	317	62
157	Taiwan	121	30	151		138	17	48	18	186	35
167	Philippines	158	238	396		160	2	327	89	487	91
170	Thailand	78	22	100		81	3	23	1	104	4
183	Indonesia	100	22	122		88	-12	21	-1	109	-13
194	Japan	187	9	196		192	5	7	-2	199	3
195	South Korea	83	6	89		85	2	10	4	95	6
198	Macao	71	24	95		62	-9	3	-21	65	-30
Subtotal		2094	466	2560		2056	-38	645	179	2701	141
	CAR Beijing	12	0	12		11	-1	0	0	11	-1
	CAR Shanghai	23	0	23		21	-2	0	0	21	-2
	R13 - Other	514	39	553		493	-21	43	4	536	-17
Total		2643	505	3148		2581	-62	688	183	3269	121

PAOE MEMBERSHIP PROMOTION (15 MAY 2023)



	2022-2023 AAM*	2022-2023 Students*	MP PAOE (May 2023)
Hong Kong	747	67	2925
Indonesia	100	22	325
Japan	187	9	525
Macau	71	24	375
Malaysia	222	33	1625
Philippines	158	238	2550
Singapore	327	15	2250
South Korea	83	6	475
Taiwan	121	30	2150
Thailand	78	22	1080
TOTAL =	2094	466	

* As of 2 Jul 2022.

(PAOE: Minimum 1000; PAR 1600)

PAOE MEMBERSHIP PROMOTION (1 OF 2)

[2022-2023]

EFFICIENT USE OF VOLUNTEERS TIME	POINTS
If Society membership delinquencies in chapter are 5% or less of total Chapter Area Assigned Members at the end of each month	25 points/month (300pts max)
MP event at a chapter meeting	100 points/event (300pts max)
Separate social event	25 points/event (50pts max)
Retention of each new member (dues paid 2nd and 3rd year) (AUTO)	25 points/member (300pts max)
Member who rejoins or is reinstated after being cancelled for more than one year (AUTO)	50 points/member (no max)
Recognition of new members and advancements at chapter meetings	5 points/member (50pts max)
Each non-member invited and who attends a chapter meeting	10 points/person (150pts max)
MP Chair and Chapter Officers are from 3 or more industry classifications	50 points

PAOE MEMBERSHIP PROMOTION (2 OF 2)

[2022-2023]

RVC ASSIGNS	POINTS
50 points per 0.5% growth in membership at the end of fiscal year above starting point	25 points/0.5% growth (no max)
Incoming Chapter Membership Promotion committee chair or co-chair attending the MP CRC workshop	100 points
Incoming Chapter Membership Promotion committee chair or co-chair attending the MP Centralized Training	100 points
Chair or Co-Chair have been on the committee for 2 years or more	50 points/chair (100pts max)
Planning and goal setting session with RVC and chapter MP committee members	50 - 100 points
Achieving goals established in goal-setting session with RVC (assigned by June 30)	10 – 100 points
Membership Promotion Committee size is 5 or 3% of chapter members (whichever is less as of June 30*) with dedicated committee members serving as the Recruitment Chair, and/or Retention Chair	25 – 100 points



PAOE AWARDS

BLUE RIBBON AWARD

Chapter MP Chair with highest MP PAOE points in the region

RED RIBBON AWARD

Chapter MP Chair with second highest MP PAOE points in the region

LIMELIGHT AWARD

Chapter MP Chair with the highest net positive growth on a percentage basis

BOOMERANG AWARD

Chapter MP Chair with the highest non-student membership retention rate on a percentage basis



LINCOLN BOUILLON AWARD

- Established in 1967 in memory of President Lincoln Bouillon
- Recognizes the member who performs the most outstanding job in increasing the membership of the Society
 - Increasing chapter membership
 - Reducing the number of delinquent members
 - Increasing the number of members who advance
- Recommended by MP Committee

**This could be
YOU!!!**

REGION XIII MP CHAPTER CHAIRS (2022-2023)

- ▶ Hong Kong: Ms HU Jing Xia Jessie <jjingxiah@gmail.com>
- ▶ Indonesia: Mr Dany WATANABE <dany.watanabe1@gmail.com>
- ▶ Japan: Prof Kyosuke HIYAMA <hiyama@meiji.ac.jp>
- ▶ Macau: Mr LIN Bin <ambitionbin@gmail.com>
- ▶ Malaysia: Mr Yew Leong CHENG <tonychengyl@gmail.com>
- ▶ Philippines: Ms Fritzie MENDENILLA <fritzie.mendenilla@alstra.com>
- ▶ Singapore: Mr de Moran FARIZAN <farizan@greenconsultants.com>
- ▶ South Korea: Dr YOON Sungmin <s.yoon@ssku.edu>
- ▶ Taiwan: Mr LIAO Jian-Yi <c1994915@gmail.com>
- ▶ Thailand: Dr Thosapon KATEJANEKARN <thosaponk@hotmail.com>



감사합니다 Natick
Danke Ευχαριστίες Dalu
Thank You Köszönöm
Grazie Спасибо Dank Tack
Gracias Seé
谢谢 Merci ありがとう
Obrigado

(Update: May 2023)

2023-2024 MEMBERSHIP PROMOTION

CENTRALIZED TRAINING

- ▶ 25 Jun 2023 (Sun) 8 a.m. to 4 p.m. (EST) Centralized Training (in person)
 - ▶ JW Marriott Tampa Water Street; 510 Water Street, Tampa, FL, 33602
 - ▶ Register: <https://fs12.formsite.com/ashrae/form19/index>
- ▶ 7 Oct 2023 (Sat) International Centralized Training (in person) cohosted with the Region at Large CRC in Colombo, Sri Lanka
- ▶ MP Chairs/Co-Chairs only need to attend one session. If they would like to attend the ASHRAE Annual Conference, they are welcome to attend the Centralized Training in Tampa, FL. However, they will only be reimbursed to attend one Centralized Training. MP Chairs and Co-Chairs are eligible to have their transportation costs reimbursed to attend one Centralized Training, not their CRC.



Just a friendly reminder...

REMINDERS



- ▶ Current MP Chairs or Chapter Officers should check and input the PAOE points for MP before the end of June and follow up on:
 - ▶ Member retention, rejoin/reinstate
 - ▶ Membership delinquencies
 - ▶ Membership promotion events
 - ▶ Recognition of new members and advancements
- ▶ Incoming Chapter MP Chairs should attend the Centralized Training (June or Oct) and MP CRC Workshop (August)
 - ▶ Should consider/invite suitable people to join the MP chapter committee
 - ▶ Prepare the MP planning and goal setting for the next fiscal year



WEBPAGE FOR MEMBERSHIP PROMOTION (MP) ON R13 WEBSITE

<http://ashrae-region13.org/MP.htm>



<http://facebook.com/ashrae.region.xiii>

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Chapters:

- [Hong Kong](#)
- [Indonesia](#)
- [Japan](#)
- [Macao](#)
- [Malaysia](#)
- [Philippines](#)
- [Singapore](#)
- [South Korea](#)
- [Taiwan](#)
- [Thailand](#)

Membership Promotion in ASHRAE Region XIII

Updates:

- ASHRAE Principal Toolkit 2022-203:
 - ASHRAE Membership Flyer [\[PDF\]](#)
 - ASHRAE Membership Application [\[PDF\]](#)
 - The value of ASHRAE Membership [\[PDF\]](#)
- 2023-2024 Membership Promotion International Centralized Training cohosted with the Region at Large CRC
 - Saturday, October 7, 2023 in Colombo, Sri Lanka
- 2023-2024 Membership Promotion Centralized Training presented in Tampa, Florida
 - Sunday, June 25, 2023; 8 a.m. to 4 p.m.
 - JW Marriott Tampa Water Street; 510 Water Street, Tampa, FL, 33602
 - Register: <https://fs12.formsite.com/ashrae/form19/index>
- 27-28 May 2023 (Sat-Sun) Regional Planning Meeting (RPM-2), Studio City, Macau (Hybrid Meeting)
 - 28 May 2023 (Sun) Membership Promotion (MP)Workshop for President-Elect (PE) Training
- 20 Aug 2022 (Sat) 9:00-11:00 ASHRAE Region XIII CRC 2022: Membership Promotion (MP) Workshop (Online) [\[PDF\]](#)
- 19 Aug 2022 (Fri) 14:30-17:30 ASHRAE Region XIII CRC 2022: Membership Promotion (MP) Report (Online) [\[PDF\]](#)
- 2022-2023 Presidential Award of Excellence (PAOE) - Membership Promotion Categories [\[PDF\]](#)
- 12 Jun 2022 (Sun) ASHRAE Region XIII RPM-2 (2021-2022) Virtual: Membership Promotion (MP)Workshop for President-Elect (PE) Training [\[PDF\]](#)
- 11 Jun 2022 (Sat) ASHRAE Region XIII RPM-2 (2021-2022) Virtual: Membership Promotion (MP) Report [\[PDF\]](#)



Regional Vice Chair - Membership Promotion (RVC-MP) (2021-2024)

- Ir Dr Sam C M Hui (Hong Kong Chapter), Email: sam.cmhui@gmail.com, WWW: <http://ibse.hk/cmhui>

Previous RVC-MP

- Mr Henry YEO Seck Kan (Singapore Chapter) (2018-2021)



WHAT DOES THE MP CHAIR DO?

Attend Training:

- Centralized Training (Annual Conference)
OR
International Centralized Training (Regions XIII, XIV, AL)
AND
- Chapters Regional Conference (CRC) Workshop
- Training Costs
 - Transportation paid by Society (for one Centralized Training only, CRC transportation is not included)
 - Seek reimbursement from your BOG



**FORM A
COMMITTEE!**

WHAT DOES THE MP CHAIR DO?

Prepare your Management By Objectives (MBO)

- Set goals with your RVC (by October 1st)
- Recruitment and Retention should be your main focus
- Discuss with your Co-Chair & Committee

Attract new members

- Review current member roster and look for opportunities to diversify
- Organize MP drives and events
- Collaborate with Student Activities (SA) & Young Engineers in ASHRAE (YEA)

Manage delinquent members

WHAT DOES THE MP CHAIR DO?

Encourage payment of Chapter Dues

Encourage Membership Advancements

Recognize YOUR members

- Acknowledge new/advanced members
- Chapter Meetings
- Newsletters / Social Media

Get to know YOUR members!!

- Attend Chapter meetings
- Talk to your Members
- Make them feel welcome

MEMBERSHIP GRADES

- Student Member
- Affiliate Member
 - Under 30 years old
 - New to ASHRAE
 - Limited to 3 years
- Associate Member
 - Less than 12 approved years
- Full Member
 - 12 Society approved years

- Honorary Member
- Presidential Member
- Fellow Member
- Life Member
- Retired Member

**OUR
FOCUS!**

RECRUITMENT: MP CHAIR'S JOB

PROMOTE ASHRAE!!!!

COMMUNICATE

- Benefits of ASHRAE
- Regular Chapter newsletters/blog
- Send personal emails

CREATE

- Inviting atmosphere
- Incentives to join

TARGET

- Individuals
- Employers



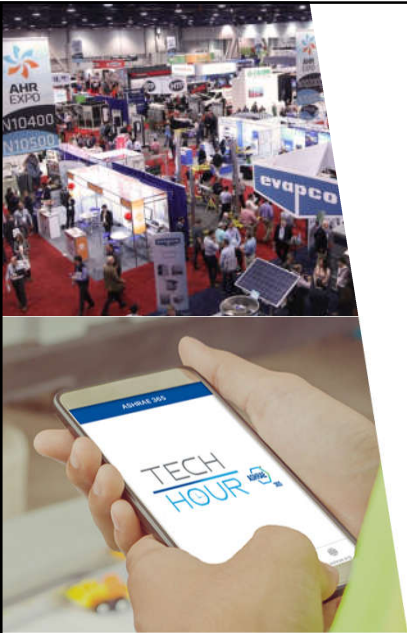
COMMUNICATE: BENEFITS OF ASHRAE

THE TANGIBLES

- ASHRAE Handbooks
- ASHRAE Journal, Insights, HPB Magazine
- ASHRAE Newsletters/Blog
- ASHRAE Standards
- Leadership Training

THE INTANGIBLES

- Networking
- Personal and Professional Development
- Fun!
- Secure employment or career advancement



NEW BENEFITS FOR ASHRAE MEMBERS

New Benefits for New ASHRAE Members

https://youtu.be/ZE_9k6AObRI

- Free registration to an Annual or Winter Conference
- Monthly ASHRAE Journal
- 12-month complimentary access to ASHRAE Handbook Online
- Annual benefit selection:
 - FREE upcoming ASHRAE Handbook, one ASHRAE Standard, or one Individual Learning Course
- Access to the ASHRAE Technology Portal
- Automatic 25% discount in the ASHRAE Bookstore





ASHRAE Membership

ashrae.org/benefits



One FREE

Winter or Annual conference registration for NEW members



5+ NEW Members

from the same company get 10% off total due

Full Members and Associates can now select **1** of the following:

eLearning Course



150 to select from

OR

ASHRAE Standard



100+ to choose from

OR

ASHRAE Handbook



PDF version of the most recent Handbook

Additional Member Benefits by the Numbers

12

month subscription to ASHRAE Journal



&

25%

discount

On

400

publications in the Bookstore

&

2000+

free resources for members in the ASHRAE Technology Portal



Get Discounted Pricing on:

350+



ASHRAE Learning Institute (ALI) Courses held annually

&

7



ASHRAE Certifications

&

6+



Conferences held annually

50,000+

Members



190+ Chapters

15 Regions across the world



March 2021

Alaska Chapter Newsletter
Hot Gas Bypass

President's Message:

Alaska ASHRAE Members,
It is hard to believe we just have a couple more months left before we break
summer! I hope you are all enjoying the extra sunshine we've been
receiving. I would like to thank those of you who attended the February
meeting. It was well-attended and there was a lively discussion at the end.
Thank you all for participating. As well, thank you to those who
contributed and/or volunteered during Engineering Month in any capacity.
Your contributions are always appreciated.

CREATE: INTEREST IN ASHRAE

INVITING ATMOSPHERE

- Greet Members at Meetings
- Recognize Members
 - Member Grade Advancement
 - Membership Milestones (5 yr., 10 yr., 20 yr, etc.)
 - Life Members
 - ASHRAE Certifications
 - Award Achievements
 - PE/PEng license

INCENTIVIZE

- Membership Drives/Contests
- New member gifts



CREATE: INTEREST IN ASHRAE

MEMBERSHIP DRIVES

- At Chapter Meetings
 - “Member Bring a Member” (offer a gift)
 - Set up computer with member application
- Chapter Referral Program
- Award referring member and new member
- Reward Programs for Companies that support membership
 - Recognize at Chapter Meetings, newsletters & Membership emails
- Technical sessions, special member-only events, honors & awards banquets

ASHRAE Regina Chap.

TRIVIA NIGHT AND
MEMBERSHIP PROMOTION NIGHT



TARGET MARKET

Engineers / Consultants

Architects

Contractors

Sales Engineers

Distributor

Manufacturer's Reps

Teachers / Researchers

Government, Health & Education Leaders

Design Build Contractors

Facility Managers

Building Owners

Property Managers

Students



TARGET: CONNECTIONS

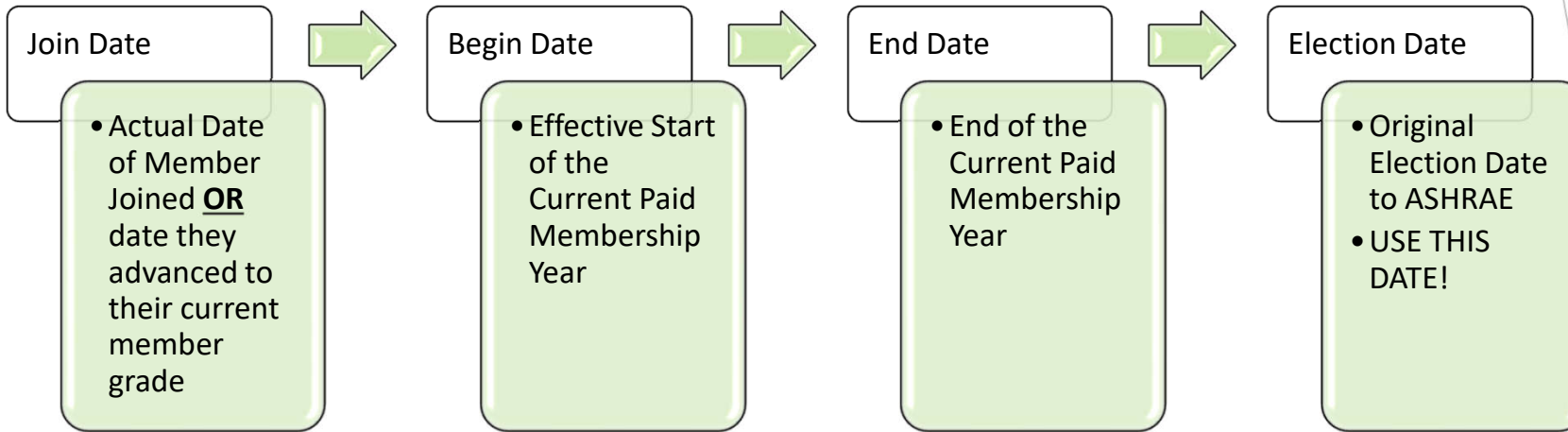
What do prospective members want?

- Networking Opportunities?
- Visibility and Recognition?
- Join Chapter/Society Committee?
- Professional Development?
- Connect with industry peers and their customers?
- Career Advancement?
- Leadership Training?
- Fun?

How do you find this out?

Just ASK!!!!

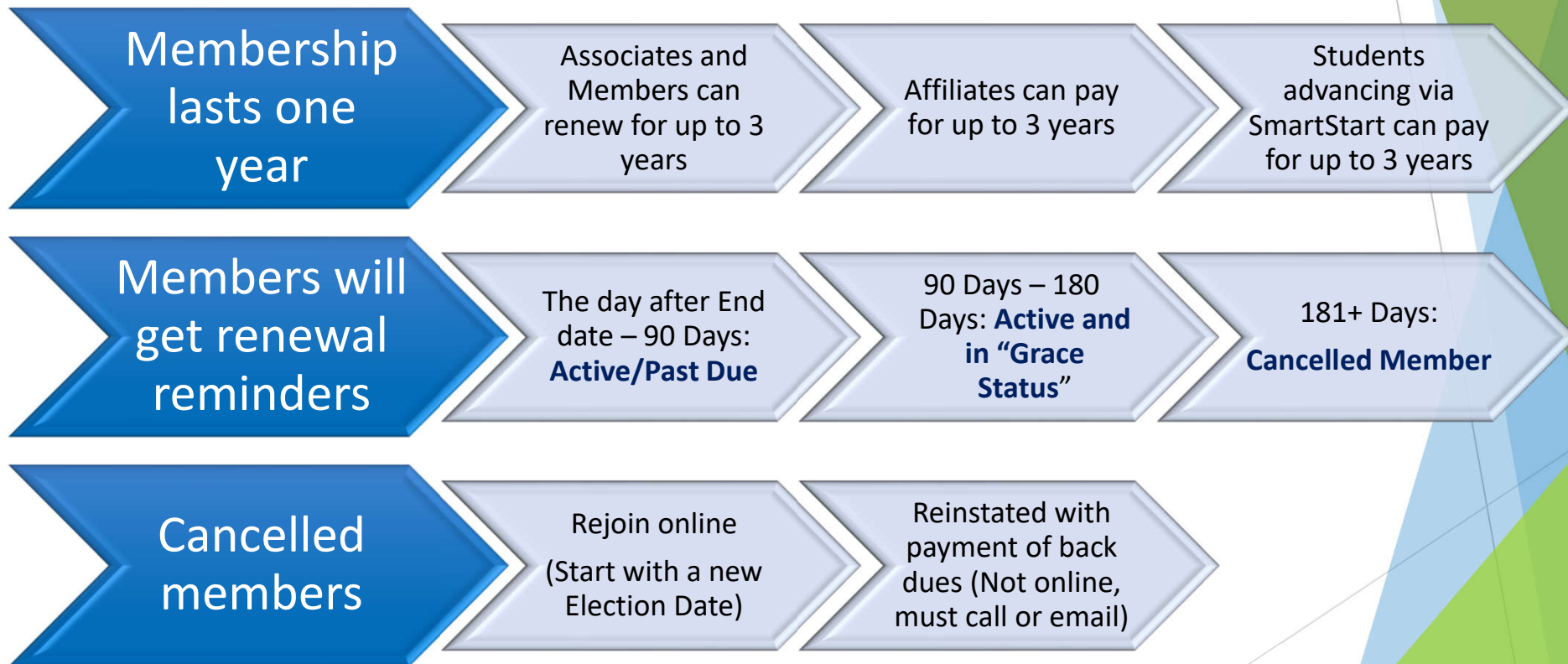
MEMBERSHIP CYCLE



Example:

Member No	Member Type	Join Date	Begin Date	End Date	Election Date	Member Status
8170618	Member	2010-04-14	2020-05-01	2021-04-30	2010-05-01	Active
8186998	Associate	2011-01-10	2020-02-01	2021-01-31	2011-02-01	Active

MEMBERSHIP CYCLE



Thank you!

