ASHRAE Region XIII RPM-2 (2023-2024)
Membership Promotion (MP) Workshop
for President-Elect (PE) Training
26 May 2024 (Sun), ECC, Ewha Womans University, Seoul

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 (2023-2024)

- Hong Kong: Mr CHOW Chi Fung Taylor <taylor3907@gmail.com>
- Indonesia: Mr Ferdian LO <ferdian@pelitapromo.com>
- Japan: Prof Masayuki ICHINOSE <ichinose@tmu.ac.jp>
- Macau: Mr Vincent Siu Hung WONG <vincentwong001@gmail.com>
- Malaysia: Mr KokZhen LAW <kozenlaw1105@gmail.com>
- Philippines: Mr Edwin Diga RAGANIT <edraganit@dccd.com>
- Singapore: Mr Ivan LIEW <ivan.liew@daikin.com.sg>
- South Korea: Prof Jae-Han LIM <limit0@ewha.ac.kr>
- Taiwan: Mr Gavin CHANG <gavin@telasia.net>
- Thailand: Dr Pantuda PUTHIPIROJ <drpantuda@gmail.com>

(Update: May 2024)
## Region XIII Member Numbers*

<table>
<thead>
<tr>
<th>Code</th>
<th>Chapter Name</th>
<th>Members 2023-2024</th>
<th>Members 2-Jul-23</th>
<th>Students 2-Jul-23</th>
<th>Total 2-Jul-23</th>
<th>Members 17-May-24</th>
<th>Δ</th>
<th>Students 17-May-24</th>
<th>Δ</th>
<th>Total 17-May-24</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>142</td>
<td>Singapore</td>
<td>335</td>
<td>15</td>
<td>15</td>
<td>350</td>
<td>322</td>
<td>-13</td>
<td>25</td>
<td>10</td>
<td>347</td>
<td>-3</td>
</tr>
<tr>
<td>143</td>
<td>Hong Kong</td>
<td>942</td>
<td>69</td>
<td>69</td>
<td>1011</td>
<td>881</td>
<td>-61</td>
<td>127</td>
<td>58</td>
<td>1008</td>
<td>-3</td>
</tr>
<tr>
<td>149</td>
<td>Malaysia</td>
<td>268</td>
<td>54</td>
<td>54</td>
<td>322</td>
<td>212</td>
<td>-56</td>
<td>109</td>
<td>55</td>
<td>321</td>
<td>-1</td>
</tr>
<tr>
<td>157</td>
<td>Taiwan</td>
<td>174</td>
<td>44</td>
<td>44</td>
<td>218</td>
<td>146</td>
<td>-28</td>
<td>67</td>
<td>23</td>
<td>213</td>
<td>-5</td>
</tr>
<tr>
<td>167</td>
<td>Philippines</td>
<td>406</td>
<td>163</td>
<td>163</td>
<td>569</td>
<td>202</td>
<td>-204</td>
<td>364</td>
<td>201</td>
<td>566</td>
<td>-3</td>
</tr>
<tr>
<td>170</td>
<td>Thailand</td>
<td>105</td>
<td>7</td>
<td>7</td>
<td>112</td>
<td>91</td>
<td>-14</td>
<td>21</td>
<td>14</td>
<td>112</td>
<td>0</td>
</tr>
<tr>
<td>183</td>
<td>Indonesia</td>
<td>95</td>
<td>5</td>
<td>5</td>
<td>100</td>
<td>93</td>
<td>-2</td>
<td>6</td>
<td>1</td>
<td>99</td>
<td>-1</td>
</tr>
<tr>
<td>194</td>
<td>Japan</td>
<td>201</td>
<td>4</td>
<td>4</td>
<td>205</td>
<td>194</td>
<td>-7</td>
<td>11</td>
<td>7</td>
<td>205</td>
<td>0</td>
</tr>
<tr>
<td>195</td>
<td>South Korea</td>
<td>111</td>
<td>13</td>
<td>13</td>
<td>124</td>
<td>94</td>
<td>-17</td>
<td>29</td>
<td>16</td>
<td>123</td>
<td>-1</td>
</tr>
<tr>
<td>198</td>
<td>Macao</td>
<td>59</td>
<td>3</td>
<td>3</td>
<td>62</td>
<td>56</td>
<td>-3</td>
<td>6</td>
<td>3</td>
<td>62</td>
<td>0</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>2696</td>
<td>377</td>
<td>377</td>
<td>3073</td>
<td>2291</td>
<td>-405</td>
<td>765</td>
<td>388</td>
<td>3056</td>
<td>-17</td>
</tr>
<tr>
<td>CAR Beijing</td>
<td></td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>11</td>
<td>-1</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>-1</td>
</tr>
<tr>
<td>CAR Shanghai</td>
<td></td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>25</td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>25</td>
<td>0</td>
</tr>
<tr>
<td>R13 - Other</td>
<td></td>
<td>493</td>
<td>11</td>
<td>11</td>
<td>504</td>
<td>485</td>
<td>-8</td>
<td>17</td>
<td>6</td>
<td>502</td>
<td>-2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3226</td>
<td>388</td>
<td>388</td>
<td>3614</td>
<td>2812</td>
<td>-414</td>
<td>782</td>
<td>394</td>
<td>3594</td>
<td>-20</td>
</tr>
</tbody>
</table>

* Includes paid and non-paid members/students.
# PAOE Membership Promotion (17 May 2024)

<table>
<thead>
<tr>
<th></th>
<th>2023-2024 AAM*</th>
<th>2023-2024 Students*</th>
<th>MP PAOE (May 2024)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore (142)</td>
<td>285</td>
<td>20</td>
<td>1985</td>
</tr>
<tr>
<td>Hong Kong (143)</td>
<td>670</td>
<td>87</td>
<td>2915</td>
</tr>
<tr>
<td>Malaysia (149)</td>
<td>190</td>
<td>101</td>
<td>2020</td>
</tr>
<tr>
<td>Taiwan (157)</td>
<td>129</td>
<td>43</td>
<td>2300</td>
</tr>
<tr>
<td>Philippines (167)</td>
<td>145</td>
<td>282</td>
<td>2425</td>
</tr>
<tr>
<td>Thailand (170)</td>
<td>74</td>
<td>13</td>
<td>425</td>
</tr>
<tr>
<td>Indonesia (183)</td>
<td>73</td>
<td>12</td>
<td>1855</td>
</tr>
<tr>
<td>Japan (194)</td>
<td>180</td>
<td>6</td>
<td>600</td>
</tr>
<tr>
<td>South Korea (195)</td>
<td>81</td>
<td>14</td>
<td>450</td>
</tr>
<tr>
<td>Macau (198)</td>
<td>56</td>
<td>4</td>
<td>300</td>
</tr>
<tr>
<td><strong>TOTAL =</strong></td>
<td><strong>1883</strong></td>
<td><strong>582</strong></td>
<td></td>
</tr>
</tbody>
</table>

* AAM = Area Assigned Members  
(PAOE: Minimum 1000; PAR 1600)
### PAOE Membership Promotion (1 of 2) [2023-2024]

#### Efficient Use of Volunteers Time

<table>
<thead>
<tr>
<th>MP</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP1:</td>
<td>If Society membership delinquencies in chapter are 5% or less of total Chapter Area Assigned Members at the end of each month</td>
<td>25 points/month (300pts max)</td>
</tr>
<tr>
<td>MP2:</td>
<td>For specific organized MP event (e.g., member bring a member, recruitment/retention calling campaigns, presentations to promote membership, visit to employers)</td>
<td>200 points (600 pts max)</td>
</tr>
<tr>
<td>MP3:</td>
<td>For each separate social event, separate from events under MP2, with a membership promotion or appreciation component</td>
<td>100 points (300 pts max)</td>
</tr>
<tr>
<td>MP4:</td>
<td>For each 10% of total new members retained (dues paid 2nd and 3rd year) (AUTO)</td>
<td>25 points (250 pts max)</td>
</tr>
<tr>
<td>MP5:</td>
<td>For each member who rejoins or is reinstated after being cancelled (AUTO)</td>
<td>50 points/member (300 pts max)</td>
</tr>
<tr>
<td>MP6:</td>
<td>For recognition of new members and advancements at each chapter meeting</td>
<td>5 points/member (50 pts max)</td>
</tr>
<tr>
<td>MP7:</td>
<td>For each non-member invited and who attends a chapter meeting (10 points for each individual)</td>
<td>10 points/person (150 pts max)</td>
</tr>
<tr>
<td>MP8:</td>
<td>If MP chapter committee chair and chapter officers are comprised of individuals that report 3 or more different industry classifications</td>
<td>50 points</td>
</tr>
<tr>
<td>MP9:</td>
<td>If MP committee is comprised of at least one YEA or female member</td>
<td>100 points</td>
</tr>
<tr>
<td>MP10:</td>
<td>Hosts an employer recognition program or presentation at a Chapter meeting that awards/recognizes employers who support ASHRAE membership by paying membership dues</td>
<td>150 points (300 pts max)</td>
</tr>
<tr>
<td>MP11:</td>
<td>For establishing and maintaining a chapter Diversity, Equity, and Inclusion committee with a member serving as chair</td>
<td>100 points</td>
</tr>
</tbody>
</table>
### PAOE Membership Promotion (2 of 2) [2023-2024]

<table>
<thead>
<tr>
<th>RVC Assigns</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MP12:</strong> 50 points per 0.5% growth in membership at the end of fiscal year above starting point</td>
<td>50 points/0.5% growth (no max)</td>
</tr>
<tr>
<td><strong>MP13:</strong> Incoming Chapter Membership Promotion committee chair or co-chair attending the MP CRC workshop</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>MP14:</strong> Incoming Chapter Membership Promotion committee chair or co-chair attending the MP Centralized Training</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>MP15:</strong> Chair or Co-Chair have been on the committee for 2 years or more</td>
<td>50 points/chair (100pts max)</td>
</tr>
<tr>
<td><strong>MP16:</strong> Planning and goal setting session with RVC and chapter MP committee members</td>
<td>50-100 points</td>
</tr>
<tr>
<td><strong>MP17:</strong> Achieving goals established in goal-setting session with RVC (assigned by June 30)</td>
<td>10-100 points</td>
</tr>
<tr>
<td><strong>MP18:</strong> 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</td>
<td>25-100 points</td>
</tr>
</tbody>
</table>
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 (2023-2024)

- Hong Kong: Ms HU Jing Xia Jessie <jingxiah@gmail.com>
- Indonesia: Mr Jati WIDIPUTRA <jatiwidiputra@ymail.com>
- Japan: Dr Yuichi TAKEMSAS <takemasa@kajima.com>
- Macau: Mr LIN Bin <ambitionbin@gmail.com> ??
- Malaysia: Dr Kar Hoou HUI <huikarhoou@gmail.com>
- Philippines: Ms Jean Leilani Grace N CLEMENTE <jnclemente16@gmail.com>
- Singapore: Mr Jefferey Ee Seong ENG <eeseong_93@hotmail.com>
- South Korea: Dr YOON Sungmin <s.yoon@ssku.edu>
- Taiwan: Mr Yu-Hsun CHEN <eason.daikin@gmail.com>
- Thailand: Dr Thosapon KATEJANEKARN <thosaponk@hotmail.com>

(Update: May 2024)
2023-2024 Membership Promotion
Centralized Training


- 23 Jun 2024 (Sun) 8 a.m. to 4 p.m. (EST) Centralized Training (in person)
  - JW Marriott Indianapolis, 10 S West Street, Indianapolis, Indiana, 46204
  - Register: [https://eweb.ashrae.org/eweb/dynamicpage.aspx?webcode=eventregistration&evt_key=679da637-6876-4dbb-9c0c-d34bc0989433&app=eweb&IndInfo=0&mde=0&sada=0&sec=0](https://eweb.ashrae.org/eweb/dynamicpage.aspx?webcode=eventregistration&evt_key=679da637-6876-4dbb-9c0c-d34bc0989433&app=eweb&IndInfo=0&mde=0&sada=0&sec=0)

- International Centralized Training (in person): Oct 2024 (To be confirmed)

- 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. 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.
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 (Jun or Oct) and MP CRC Workshop (Aug)

- 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

Membership Promotion in ASHRAE Region XIII

Updates:
- MP Reference Guide 2023-2024 Society Year [PDF]
- Member Benefits [https://www.ashrae.org/membership/member-benefits](https://www.ashrae.org/membership/member-benefits)
  - Membership Benefits Flyer [PDF]
  - Value of ASHRAE Membership [PDF]
  - Young Engineers in ASHRAE Guide [PDF]
  - Student Membership Brochure [PDF]
- 23 Jun 2024 (Sun) 2024-2025 Membership Promotion Centralized Training presented in Indianapolis, Indiana
  - Sunday, June 23, 2024; 8 a.m. to 4 p.m.
  - JW Marriott Indianapolis; 10 S West Street, Indianapolis, Indiana, 46204
- 2023-2024 Presidential Award of Excellence (PAOE) - Membership Promotion Categories [PDF]

Regional Vice Chair - Membership Promotion (RVC-MP) (2021-2024)
- Ir Dr Sam C M Hui (Hong Kong Chapter), Email: sam.cmhu@gmail.com, WWW: [http://lbe.hk/cmhu](http://lbe.hk/cmhu)

Previous RVC-MP
- Mr Henry YEO Seck Kan (Singapore Chapter) (2018-2021)
- Mr Wei-Dong WANG (Taiwan Chapter) (2012-2016)
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**
  - Under 30 years old
  - New to ASHRAE
  - Limited to 3 years

- **Affiliate Member**
  - Less than 12 approved 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

Benefits of ASHRAE Membership
https://www.ashrae.org/membership/member-benefits

- Free registration to an Annual or Winter Conference (First Year New Members)
- 12-month subscription to ASHRAE Handbook Online
- Monthly ASHRAE Journal
- Annual benefit selection:
  - Upcoming ASHRAE Handbook (PDF version), one ASHRAE Standard or Guideline PDF, one ASHRAE eLearning Course (Individual), or ASHRAE Certification Exam Study Guide PDF
- Access to the ASHRAE Technology Portal
- Automatic 25% discount in the ASHRAE Bookstore
ASHRAE Membership
ashrae.org/benefits

Five Benefit Options Available.

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

- eLearning Course: 150+ to choose from
- ASHRAE Standard or Guideline: 100+ to choose from
- ASHRAE Handbook: PDF version of the most recent
- Handbook Online: 4 most recent
- ASHRAE Certification Exam Study Guide: 3 to choose from

First Year New Members automatically get:

- 1 Free Registration & to Winter or Annual Conference
- 12 Months FREE Handbook Online
- 12 month subscription to ASHRAE Journal & 400 publications in the Bookstore
- 25% discount
- 2000+ free resources for members in the ASHRAE Technology Portal

50,000+ Members
190+ Chapters
15 Regions across the world
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
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**

- **Join Date**: Actual Date of Member Joined OR date they advanced to their current member grade
- **Begin Date**: Effective Start of the Current Paid Membership Year
- **End Date**: End of the Current Paid Membership Year
- **Election Date**: Original Election Date to ASHRAE
  - USE THIS DATE!

**Example:**

<table>
<thead>
<tr>
<th>Member No</th>
<th>Member Type</th>
<th>Join Date</th>
<th>Begin Date</th>
<th>End Date</th>
<th>Election Date</th>
<th>Member Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>8170618</td>
<td>Member</td>
<td>2010-04-14</td>
<td>2020-05-01</td>
<td>2021-04-30</td>
<td>2010-05-01</td>
<td>Active</td>
</tr>
<tr>
<td>8186998</td>
<td>Associate</td>
<td>2011-01-10</td>
<td>2020-02-01</td>
<td>2021-01-31</td>
<td>2011-02-01</td>
<td>Active</td>
</tr>
</tbody>
</table>
Membership Cycle

Membership lasts one year

- Associates and Members can renew for up to 3 years
- Affiliates can pay for up to 3 years
- Students advancing via SmartStart can pay for up to 3 years

Members will get renewal reminders

- The day after End date – 90 Days: Active/Past Due
- 90 Days – 180 Days: Active and in “Grace Status”
- 181+ Days: Cancelled Member

Cancelled members

- Rejoin online (Start with a new Election Date)
- Reinstated with payment of back dues (Not online, must call or email)
Thank you!

감사합니다
(kam-sa-ham-ni-da)
Thank you