



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

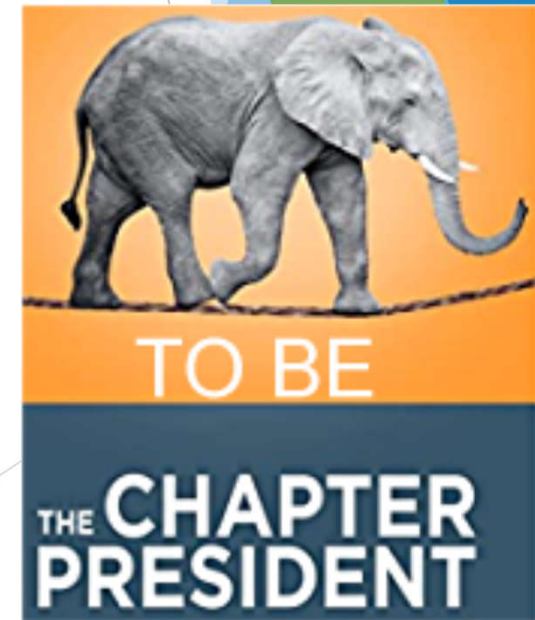
- Renewal, Rejoin



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*



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

* Includes paid and non-paid members/students.

PAOE MEMBERSHIP PROMOTION (17 MAY 2024)



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

* AAM = Area Assigned Members

(PAOE: Minimum 1000; PAR 1600)

PAOE MEMBERSHIP PROMOTION (1 OF 2) [2023-2024]

EFFICIENT USE OF VOLUNTEERS TIME	POINTS
MP1: 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)
MP2: For specific organized MP event (e.g., member bring a member, recruitment/ retention calling campaigns, presentations to promote membership, visit to employers)	200 points (600 pts max)
MP3: For each separate social event, separate from events under MP2, with a membership promotion or appreciation component	100 points (300 pts max)
MP4: For each 10% of total new members retained (dues paid 2nd and 3rd year) (AUTO)	25 points (250 pts max)
MP5: For each member who rejoins or is reinstated after being cancelled (AUTO)	50 points/member (300 pts max)
MP6: For recognition of new members and advancements at each chapter meeting	5 points/member (50 pts max)
MP7: For each non-member invited and who attends a chapter meeting (10 points for each individual)	10 points/person (150 pts max)
MP8: If MP chapter committee chair and chapter officers are comprised of individuals that report 3 or more different industry classifications	50 points
MP9: If MP committee is comprised of at least one YEA or female member	100 points
MP10: Hosts an employer recognition program or presentation at a Chapter meeting that awards/recognizes employers who support ASHRAE membership by paying membership dues	150 points (300 pts max)
MP11: For establishing and maintaining a chapter Diversity, Equity, and Inclusion committee with a member serving as chair	100 points

PAOE MEMBERSHIP PROMOTION (2 OF 2) [2023-2024]

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

- ▶ Hong Kong: Ms HU Jing Xia Jessie <jjingxiah@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>



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

(Update: May 2024)

2023-2024 MEMBERSHIP PROMOTION

CENTRALIZED TRAINING

- ▶ <https://www.ashrae.org/communities/committees/standing-committees/2024-2025-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
- ▶ 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.





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 (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>



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:

- MP Reference Guide 2023-2024 Society Year [PDF]
- 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.cmhui@gmail.com, WWW: <http://ibse.hk/cmhui>

Previous RVC-MP

- Mr Henry YEO Seck Kan (Singapore Chapter) (2018-2021)
- Mr Bill Wei-Dong WANG (Taiwan Chapter) (2012-2018)



ASHRAE Membership
ashrae.org/benefits

 <p>One FREE Winter or Annual conference registration for NEW members</p>	 <p>5+ NEW Members from the same company get 10% off total due</p>
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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





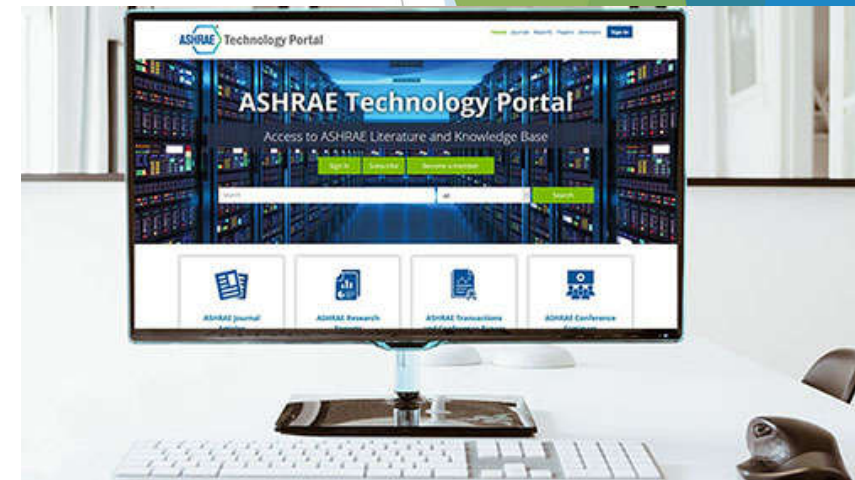
COMMUNICATE: BENEFITS OF ASHRAE

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

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:

<p>eLearning Course</p>  <p>150+ to choose from</p>	<p>ASHRAE Standard or Guideline</p>  <p>100+ to choose from</p>	<p>ASHRAE Handbook</p>  <p>PDF version of the most recent</p>	<p>Handbook Online</p>  <p>4 most recent</p>	<p>ASHRAE Certification Exam Study Guide</p>  <p>3 to choose from</p>
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First Year New Members automatically get:

<p>1 Free Registration</p>  <p>to Winter or Annual Conference</p>	<p>12 Months FREE</p>  <p>Handbook Online</p>
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Additional Member Benefits

<p>12 month subscription to ASHRAE Journal</p> 	<p>25% discount On 400 publications in the Bookstore</p> 
<p>2000+ free resources for members in the ASHRAE Technology Portal</p>	

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 into summer! I hope you are all enjoying the extra sunshine we've been getting. 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 efforts 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





TRIVIA NIGHT AND
MEMBERSHIP PROMOTION NIGHT

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

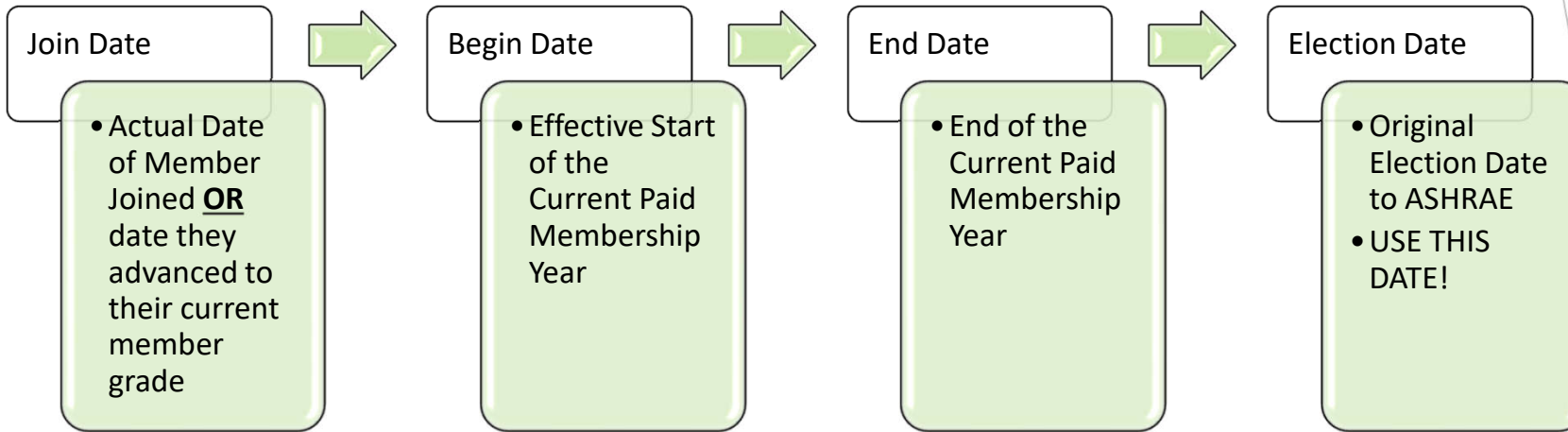
What do prospective members want?

- 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!!!!

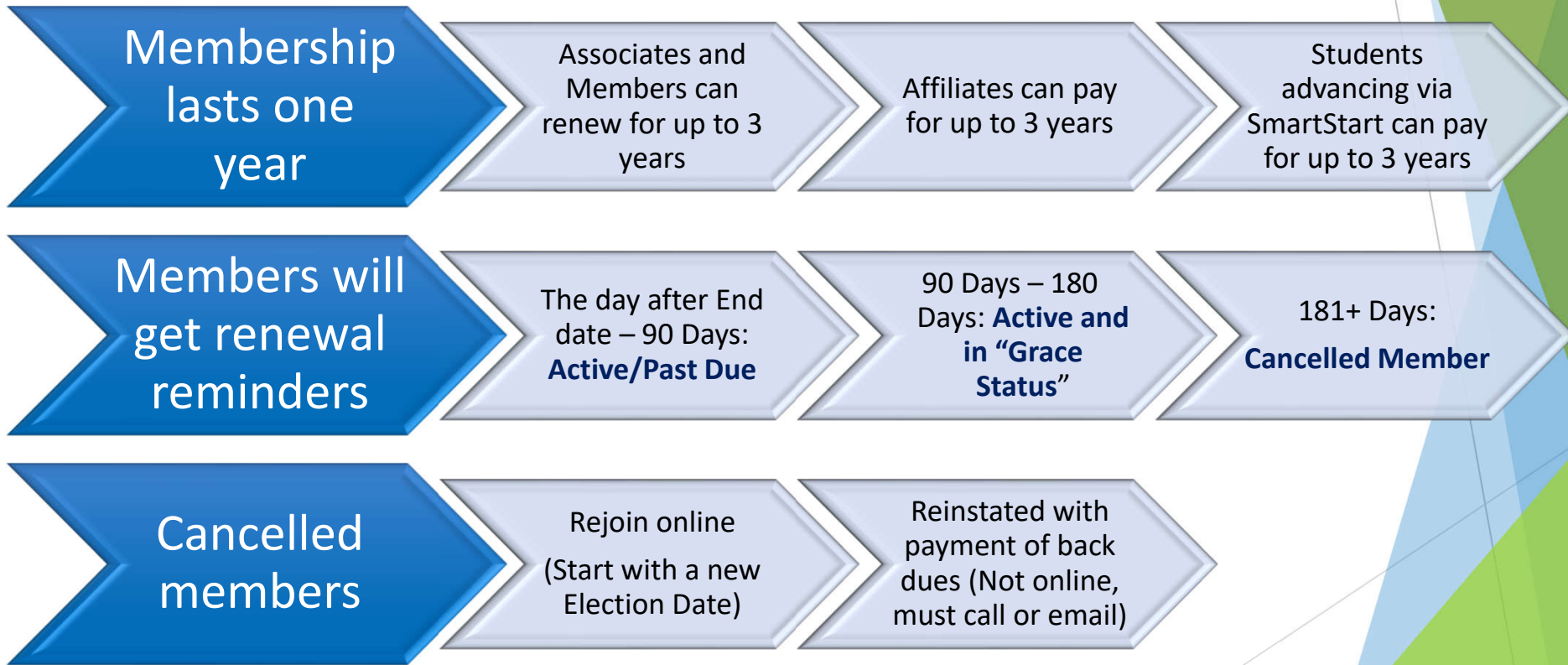
MEMBERSHIP CYCLE



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!



감사합니다
(kam-sa-ham-ni-da)
Thank you