Great Lakes Region
Programs
Preparation

Chapter Programs Chair
Duties And Responsibilities

April 12, 2019
Agenda

• Why Chapter Programs?
• Great Lakes Region Chapter Meeting Examples
• Planning Programs for the Chapter
• Monthly Program Ideas
• Goals – details, details, details
• Logistics – making it happen
• Marketing – getting the word out
• At the Meeting
• Speaker’s Bureau
Why Chapter Programs?

Building Blocks to stronger chapters include Good Programs
Chapter Programs

Strong Programs are the Heart of a Strong Chapter

• They promote meeting attendance, networking and industry focus.
Make Programs work for your Chapter

• Every Chapter is Different
• There is no right or wrong way.
• Be Creative.
• Be Consistent.
Great Lakes Region Chapter Meeting Examples
Toledo

- 3rd Thursday
  - 7:00am Breakfast
- Small group discussion
- Consistent
- 5-8 attend
Columbus

- 2nd Monday
  - 11:30 Lunch
- No Lunch-n-Learns
- Summer Break 2 months
- 45-75 attend

Great Lakes Region – Legacy Training – Programs
Blue Grass

- Varies
- Proactive Outreach
- Brunch n Learn
- Keenland
- Blessings in a Backpack
- 3-36 attend
Indianapolis

- 3rd Thursday
  - 5:30 Social Time
  - 6:15 Buffet Dinner
- 9 month activity plus:
  - Trade Show
  - Awards Banquet
  - Holiday Party
- 45-75 attend
Planning Programs for the Chapter
Basic Goals

- Chapter Board/Committee Goals
- How many meetings/yr
- What type format
- # of people attending
- Target Audience

BEGIN...

...with the END in mind!
Monthly Program Ideas
Meeting Ideas

• Grill the Specifier, Manufacturers Rep, Owner
• Construction Jeopardy
• Job site Tours
• Historic Buildings (remodels)
• LEED Buildings
• Procrastinators Day
• Game Show

Themes for Meetings
• Construction Documents
• Historic events series (St Louis 93 flood, etc)
• Panels
• Forums
• Webinars
• Bid Day Scenarios
• Mock Trial
Meeting Ideas

• Tech Talk- assembly-focused presentation held just prior to the monthly chapter meeting
• Division Night (tabletops for a certain division at meeting)
• Coordinate with Chapter’s Education Committee
Joint Association Meetings

- Like Minded Groups
  - Share Industry Info

- Widen Industry
  - Thought Leadership
  - Contacts

Great Lakes Region – Legacy Training – Programs
Goals-
details, details, details
Chapter Meetings - # per Year

• Decide how many meetings you want each year, which months you will have meetings, and if Keystone events like Trade Shows, Golf Outings, Awards banquets will be included or stand alone events in addition to monthly meetings.

• Once you have a basic idea of what you want to accomplish, Think about your target market.

• Are you looking to support architectural AIA credits; educational programs that they can’t get in their offices to draw a crowd. Engineers, product reps and owners need to be considered if they are a big part of your chapter or target market for growing your chapter.
Chapter Questions/Options

- 1 Monthly Meeting a month
- Two month Break in Summer
- Lunch n Learn-allowed and encouraged
  -not desired
- Panel discussions
- Speaker Presentations
- Community Leader Presentations
Chapter Goals

- What are your Annual Chapters Goals for Programs?
  - 1 Monthly Meeting a month
    - Panel discussions
    - Speaker Presentations
    - Lunch n Learn Type or not
  - Keystone events
    - Golf Outings/Trade Shows/Awards Banquets/Fun Events
  - Tours
    - Current jobs/Unique Standing Facilities/LEED Projects
    - 1-2 per year
  - Joint Meetings
    - AIA/USGBC/BX/BIA/IIDA/IFMA/ASCA
Chapter Goals

• What are your Chapters Goals for Programs?
  – Target Audience
    • Architect/Engineer/Product Rep/Owner/Contractor
  – Brainstorming session for ideas
    • Strategic Planning Retreat
  – Survey
Logistics-
making it happen
What makes a program run smooth?

• Although every location has an individual that sits as the program chair it takes a team.
  – Searching and setting up speakers
  – Team members. Each do something…..
  – Invites(Eventbrite, Constant Contact), Speaker’s Bio, and CSI Members and Guests.
  – PAL (Purpose/Agenda/Length)
  – Speaker Introduction
  – Plan ‘B’
  – Speaker Database (Speaker’s Bureau)
Searching & Setting up Speakers

- Every CSI Member should be tasked with bringing up topics and ideas of presentations to be reviewed.
- CSI is built on a wide range of professionals covering all aspects of the construction process. The program speakers should reflect the make-up of CSI.
- Speakers should be current and relevant.
- Speaker data base (Speaker Bureau).
Marketing-
Getting the word out!
Promotions/Eventbrite/Constant Contact

- Electronic invitation sent to current members and guests that have attended previous events.
- Published Speaker Bio.
- Board Members invite additional guests. CSI Cbus Program Chair Ed Gebauer sends additional 150 invites to Architects, previous guests, and past and future speakers. CSI Indy Program Chair Jack Morgan invites in similar fashion.
- Advertised in the COMMENT by Thad Goodman and Ryan Carpico. Advertised in the WINNER’S CIRCLE by Mike Halstead and Ryan Mazillo.
Program Promotion

“Overwhelmed with Progressing Approaches to Sustainably Managing Building Materials?”

Decisions

March Chapter Meeting

Where:
Willows on Westfield
6729 E. Westfield Blvd.
Indianapolis, IN 46220

Dear Jack,

You are invited to attend the CSI March 2019 Chapter Meeting on Thursday, March 21 at the Willows on Westfield.

Progressing efforts in addressing environment, sustainability and resilience in design, construction and operation of buildings continues to evolve due to a constant stream of emerging influences. Largely initiated by the Green™ building movement, created by the US Green Building Council’s LEED rating system for green buildings.
Program Promotion

Metro Detroit CSI

Michigan's Going to Pot Panel Discussion


Tuesday, February 12, 2019
The Inn at St. Johns
44049 Sheldon Rd.
Plymouth, Michigan
Judea Room

5:00 - 6:30 p.m.
Dinner Immediately Following
Members: No Charge
Guests: $50.00

RSVP by February 7, 2019

Moderated by: Gerry Caratelli

Sign up for this event!
At the Meeting
At the Meeting

- Looping PowerPoint

Coming Events!

Having a visual record of upcoming meetings and events is a best practice.

Broadcast on movie screen or on a monitor that is prominent.
Program Team

- CSI is a group of volunteers.
- CSI Columbus - 2\textsuperscript{nd} Monday of the month – Lunch and Learn.
- CSI Indianapolis – 3\textsuperscript{rd} Thursday of the month – Dinner Meeting.
  - 6-8 members make up the Program Committee.
  - Eventbrite – Columbus; Constant Contact – Indianapolis.
  - Name tags and giveaway.
  - Hospitality.
  - Speaker Certificate.
  - AIA Sign-In Sheet.
  - Program Certificate.
PAL
• Purpose
  – **CSI Columbus** contributes to the greater good of construction by offering lunch seminars on the “Second Monday” from September thru June. Our construction technology seminars are interesting, compelling, and generally not available as Architect office Lunch n Learns.

  – **CSI Indianapolis** provides relevant information through programs, panel discussions, demonstrations, and building tours from January thru May, July thru August, and October thru November. We typically do not accept typical Lunch n Learn Presentations.
PAL

• Agenda
  – **CSI Columbus** runs their PPT slides containing updated information and events from 11:30 am until 12:05 pm.
  – President addresses the group with pertinent information.
  – President also introduces the speaker unless individual that set up the program would like to give the introduction.
  – Speaker’s presentation has already been set-up and is ready to start after introductions.
  – **CSI Indianapolis** runs their PPT slides containing updated information and events from 5:30 pm until 6:20 pm.
  – President addresses the group with pertinent information.
  – Program Chair provides news of upcoming programs and introduces the speaker unless other arrangements are made.
PAL

• Agenda
  – **CSI Indianapolis** has set up presentation of speaker to be ready to go after introduction.

• Length
  – **CSI Columbus** and **CSI Indianapolis** establish a timeline for the event and stick with the timeline. We do not want to cut into speaker’s time or drag the event out past the established meeting end time.
Speaker Introductions

• Very important that someone introduce the speaker. Can be the Chapter Program Chair, Chapter President, or an acquaintance of speaker.

• Preparing the speaker biography ahead of time not only helps advertise the event but also gives the person introducing a chance to set the stage for the speaker during the introduction.

• If there is change of speaker, attempt to secure the new speaker’s biography as soon as possible.
Plan ‘B’

• What happens if the speaker has to cancel last minute?

• Be prepared to have a couple accredited presentations on standby.
  – All Chapters have Product Representatives that can present to the Chapters. Have someone that is on deck so we do not waste member’s time. If possible, have 2 or 3 volunteers set up in case of an emergency.

• End result is to have a noteworthy presentation that is informational, interesting, and compelling.
Great Lakes Region - Speaker Bureau
The Great Lakes Region has a GLR Speakers Bureau located on the Website. The goal is for the larger chapters of the Great Lakes Region to submit via the GLR Speakers Bureau, many good programs to the smaller chapters. As a Program is presented, if noteworthy, each chapter would submit that program, adding to the GLR Speaker’s Bureau. With these programs being presented regionally, that speaker would most likely be willing to present to another chapter in the region because of reduced travel costs.

Listed below is a form to be filled in either by the Chapter President, Chapter Program Chair, or both. The form asks for at notable programs that have been presented recently by each chapter.

The information includes:
- Chapter Name or Joint Chapter names
- Chapter Contact Person
- Program Name
- Name and Contact Information of the Presenter
- Dates of the Presentation
- CEU Information
- Any fees required?
- Other Notes

Please keep in mind the following:
- We are looking for programs that were well received by chapter members.
- We are NOT looking for “Lunch and Learn” presentations.
- A chapter’s building tours and social events do not qualify.

The GLR Speaker Bureau Form is in MS Word. You can either, fill in the blanks and send to me electronically or print the form, fill in the information, and send it electronically.

Please feel free to contact the presenters and to submit your notable programs for other Chapter’s benefit.
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Please feel free to contact the presenters and to submit your notable programs for other Chapter’s benefit.

We urge your participation to help each chapter in our region present better Programs.

Submit completed forms to Jack P. Morgan via e-mail: morwalsoplad1@gmail.com

Exterior Continuous Insulated Claddings
Rainscreen Technology
Subfloor Construction Adhesives

American Hardwoods
Inside Air Quality
Roofs and Condensation Issues

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STAY INFORMED
Newsletter
Upcoming Events
Contact Us

GET INVOLVED
Meet the Board
Join a Committee
CONSTRUCT

CSI STORE
CSI Weekly
CSI Connect
Speaker’s Bureau

• A listing of programs that have been presented to a chapter where the speaker is willing to present the presentation to another chapter. Geared to the smaller Chapters of the Region to allow them to present quality Programs.

• From the GLR Website, click on “Training and Speakers Bureau”. Click then on “Speaker’s Bureau” to find a list of past programs as well as a blank form to be submitted to Region Program Chair.

• Submit to Region Program Chair – Jack Morgan.
Great Lakes Region, CSI — Program Resource Form

For use with the GLR Speakers Bureau

Please list the best Program(s) presented by your Chapter last year.

PROGRAM

Chapter or Joint Chapter

Chapter Contact Information

Program Name

Name of Presenter

Presenter’s Contact Information

CEU Information: Yes □ → No □

Any Fee Required: □

Other Notes:

Please submit to Jack P. Morgan, CSI
moranlspdad1@gmail.com

Thank You!
Programs

• Create Good Programs!
• Promote Chapter and CSI!
• Fill the room!

What If You Have Questions?
• Jack Morgan, FCSI, CCS, CCCA
  – 317-508-4516
  – morwalsoplad1@gmail.com
• Thad Goodman, FCSI, CCPR
  – 614-296-5375
  – thadg@nationalgypsum.com
Thank You!

2019 GLR Conference
Detroit, MI
April 12, 2019
Programs