Section/Region Officer Training
2019-2020
ASHE Mission Statement

Provide a forum for members and partners of the highway industry to promote a safe, efficient and sustainable transportation system through education, innovation and fellowship
ASHE Organization

- National Board of Directors
- 20 National Committees
- 7 Regions (4 Operational)
- 43 Sections, 16 States
- At-Large Members
- Includes Government, Consultant, Contractors, Suppliers and other supporters of Transportation
ASHE Key National Contacts

• President (2019-2020) – Michael Hurtt (MHurtt@chacompanies.com)
• Administrative Assistant – Nancy Morisi (nmorisi@ashe.pro)
• National Secretary – Tom Morisi (ashenationalsecretary@ashe.pro)
• National Treasurer – Frank O’Hare (ashenationaltreasurer@ashe.pro)
• Regional Contacts – Officers and Committee Chairs
ASHE National Directors

• Northeast Region – Don DiZuzio, Kathryn Power, Mark Kinnee
• Mid-Atlantic Region – David Greenwood, Roger Carriker
• Great Lakes Region (includes North Central) – Frank Bronzo, Stan Harris
• Southeast Region (includes Rocky Mountain and South Central) – Scott Jordan, Jason Hewatt
• 1st Vice-President – Tim Matthews
• 2nd Vice-President – Leigh Lilla
ASHE Committees

- Executive
- Budget Audit
- Constitution/By-Laws
- Membership
- National Conference
- New Sections
- Nominating
- Operations and Oversight
  Resource Center
- Society History
- National Project Awards

- Outreach
- Partnerships
- Professional Development
- Public Relations
- Scanner
- Strategic Plan
- Student Chapter
- Technology
  Website
  Cloud
  Database
Healthy Sections are the key to ASHE. Most ASHE activity takes place at the Section level including:

- Over 380 annual events/meetings
- More than 10,700 Professional Development Hours awarded
- $250,000+ in scholarships awarded!
ASHE Section/Region Officers

- President
- Vice-President
- Secretary
- Treasurer
- Immediate Past President
- Other Directors
ASHE Section President Duties

- Preside over Section Meetings
- Ex-officio Member of Committees
- Chair Section Board of Directors
- Appoint Committee Members
- General Oversight of Section Affairs
ASHE Section Vice-President Duties

• Preside over Meetings in absence of President
• Participate in Section Board Meetings
• Other Duties as Directed by President
ASHE Section Secretary Duties

• Responsible for Preparing, Maintaining and Keeping all Section Records
• Record and Distribute Meeting Minutes
• Handle Section Correspondence
• Principle Liaison with National Secretary
• Coordinate with Section Membership committee and Treasurer
ASHE Section Secretary Duties

• Admit New Members – review applications and forward to National along with Initiation Fee ($25.00) and Current Year Assessment ($20.00). Note that Section dues are additional and vary by Section.

• Membership Transfers

• Update Member Info including Address/Employer/Telephone Number/email

• Note that Members may also update personal information via National website www.ashe.pro under Member link (http://www.ashe.pro/membership.html)
ASHE Section Secretary Duties

• ASHE’s fiscal year is June 1 to May 31
• National Secretary will send invoices to Sections by July 31 for upcoming year.
• Invoice is payable upon receipt but no later than October 1 of the fiscal year.
• Members may be dropped at any time; however, payment must be made by Section for those members in national database as of June 1. Dropped members' names must be sent to the National Secretary for removal from the database.
• 10% Penalty will be charged to Sections who have not paid assessment by October 1.
ASHE Section Secretary Duties

• National Membership Database – The only official ASHE members are those registered in the national Database.
• The Secretary shall regularly review the National Database and notify the National Secretary of any discrepancies.
• Provide report of PDH’s issued by end of calendar year using form available on web site
ASHE Section Secretary Duties

- Prepare and submit to Region Secretaries a report in the requested format prior to each National Board meeting. Typically this occurs four times per year.

- As soon as the Section Slate of Officers is available, please provide a list to the Region Secretary. Information should include name, position, mailing address, work or cell phone number and email address.

- Past President Pins ($75) are available from ASHE National. Contact ASHE National Secretary.
ASHE Section Secretary Duties

• Use approved ASHE Logo. If you need assistance, contact ASHE National Secretary.

• Banners for New Sections provided by National. Replacement banners may be ordered by Sections and obtained from Stineman Ribbon Company, 128 Ribbon Lane, South Fork, PA 15956, phone 1-800-346-9294
ASHE Section/Region/Conference Treasurer Duties

• ASHE is classified by IRS as a 501 (c) 6 Organization – NOT 501 (c) 3. National Treasurer can provide information on differences
• All levels of organization must adhere to IRS requirements
• See IRS publication 557 for IRS requirements (available from National Treasurer
• Accurate financial records are essential to maintaining Tax-Exempt status
• Sections are responsible for following state and local laws pertaining to non-profit organizations.
ASHE Section/Region/Conference Treasurer

Duties

• Manage Section funds including receipts, safekeeping and disbursement
• Manage Section bank accounts
• All accounts must have a Federal Identification Number (EIN)
• All existing Sections have EIN – New Sections and Conferences must obtain
• Obtain EIN by completing Form SS-4, available from financial institutions or via internet. Contact ASHE National Treasurer for assistance unless you want to do your own taxes and deal with the IRS!
• Account should be listed as American Society of Highway Engineers (Region or Section name)
• Account information must be provided to National Treasurer and National Secretary
ASHE Section/Region/Conference Treasurer

Duties

• Section bank accounts should have name “ASHE – XXX Section” or “American Society of Highway Engineers – XXX Section”. Example: American Society of Highway Engineers – Kansas City Section, or ASHE – Kansas City Section, or 2023 ASHE National Conference.

• Section accounts must have at least two Section Officer’s listed on signature card and all checks must be signed by two Officers.

• Prepare periodic financial reports as may be required by National.

• Reconcile receipts from ticket sales, registrations, etc. with attendance.

• Work with Section committees to establish procedures for maintaining records.

• Prepare a list of cash disbursements, showing check number, date, payee and amount for approval by Section Executive Board at its regular meetings.

• Record all expenses and income, along with net income.
ASHE Section/Region/Conference Treasurer Duties

• Adhere to Generally Accepted Accounting Principles (GAAP).
• Perform monthly reconciliation of bank accounts.
• The Treasurer shall be accountable to the Board of Directors or the Conference Committee.
• Request an annual independent review of Section/Region/Conference financials to Section/Region Directors or Conference Committee.
ASHE Section/Region/Conference Treasurer Duties

• Responsible for completing reports and forwarding to National by dates shown:
  
  January 15 – IRS Form 1099 – Income Paid to Individuals. Section files with individual and IRS, copy National. Scholarship recipients are exempt.
  
  January 15 – Contributions – Written Acknowledgement (copy National)
  
  June 15 – Year End Financial Report (Form 990)
  
  July 15 – Advertising Income Report
ASHE Section/Region/Conference Treasurer Duties

• IRS Form 1099
  Must be filed for individuals who received money for various duties or travel expenses in excess of filing requirements
  Examples include compensation paid to a Section Secretary or fees paid to free-lance editor or designer of web site
  Complete and file IRS form 1099 and send copy to National Treasurer
  Form requires Name, SSN, Home Address, Amount Paid, Salary/Payment, Expense Insurance, Travel Expenses (or Per Diem)
ASHE Section/Region/Conference Treasurer Duties

• Contributions to ASHE in excess of $250.00 in value (goods and services) must be acknowledged by Section in writing.

• Sections that use sponsorship income to offset cost of producing Section publications (newsletters, etc.) are to report this income to National by July 15 for the preceding year.

• When requested, supply form W-9, Request for Taxpayer Identification Number and Certification. Form to be signed by a Section officer. Examples can be obtained from National Treasurer. Do not use the National EIN on the W-9.
ASHE Section/Region/Conference Treasurer Duties

• IRS Form 990
  Report includes total income and expenses for the year. Must submit to National Treasurer in pdf format by June 15. Send copy to the Region’s National Board Members. Complete on form approved/provided by National Form must indicate Section/Region/Conference name and must be signed by a current officer. Unsigned 990’s will be returned.
ASHE Section/Region/Conference Treasurer Duties

If you need help:

- Region Treasurer
- National Treasurer
- National’s Accounting Firm – CPA Associates
- National’s Law Firms

Questions submitted by Sections, Regions and Conferences to the National Treasurer are answered with copies to the appropriate National Board Members.
ASHE Region Officer Duties

- Regions established to improve efficiency and communication
- Duties of President, Secretary and Treasurer are similar to Section positions
- Region Secretary is primary conduit for communications between National and Sections
- National Directors assist with communication between Sections and National.
- Regions have same reporting requirements as Sections (IRS 1099, IRS 990, Advertising income, contributions, etc.)
ASHE Communication Plan

• Plan found on ASHE web site
• Communication generally flows from National to Regional Secretaries, then to Sections
• Region Secretary will compile responses and submit requested information back to National
• National Directors assist with communication between Sections and National.
• There are exceptions, see Communication Plan
ASHE Communication Tools

- Web site: http://ashe.pro
- National Officer contact info at: http://ashe.pro/oandd.html
- ASHE documents on web site at:
  http://ashe.pro/resourcecenter.html
- ASHE Cloud – server.ashe.pro
ASHE Web Site Demo

• www.ashe.pro
Social Media 101 for ASHE Sections
SOCIAL MEDIA STATISTICS

96% on LinkedIn
84% on Facebook
65% on Twitter
53% on Instagram
33% on YouTube

%AGE OF AEC FIRMS SURVEYED BY ZWEIG GROUP
ASHE NATIONAL SOCIAL MEDIA PLATFORMS

- **LINKEDIN**
  - https://www.linkedin.com/company/ashe-national/

- **FACEBOOK**
  - https://www.facebook.com/ashenational/

- **TWITTER**
  - https://twitter.com/ashe_national
  - @ASHE_NATIONAL

- **INSTAGRAM**
  - https://www.instagram.com/ashe_national/
  - @ASHE_NATIONAL

- **YOUTUBE**
  - https://www.youtube.com/channel/UCntTwnZuJOTisGXH0jR7S5A
FOLLOW & SHARE POSTS

- ASHE NATIONAL
- OTHER ASHE SECTIONS
- ASHE SCANNER
- MEMBER FIRMS
- LOCAL DOT
- LOCAL TRANSPORTATION AGENCIES
ENGAGE

- BOARD
- MEMBERS
- MEMBER FIRMS
- DOT
- TRANSPORTATION AGENCIES
- SOCIAL MEDIA CONTESTS
- CREATE A HASHTAG
Notes from 9/21/19 Board Meeting

• Four types of ASHE members; Member, Student, Life and Honorary
• Harassment Policy added to By-laws and Code of Ethics
• Board voted to obtain insurance policy to cover all Sections, Regions and Conferences
• Members can update their contact information in the National database
• Request has gone out to host 2023 National Conference
Closing

• Thank you for attending!
• Comments on Training can be sent to:

Stan Harris
Chair, Operations and Oversight Committee
Stan.harris@Stantec.com