



AMERICAN SOCIETY OF HIGHWAY ENGINEERS NEW SECTION START-UP PROCEDURES

An important measure of the American Society of Highway Engineers' success is expanding the geographic boundaries served by our membership. Our goal is to grow into a more highly visible organization providing a nationwide forum for the highway industry. It is of paramount importance that the organization promotes and supports the establishment of new Sections. The national Board New Sections Committee is responsible for these activities. Anyone interested in chartering a new Section should contact the national Director for the Region where they reside, the Chairperson of the New Sections Committee or any National Officer/Director. E-mail addresses are available at our website: www.ashe.pro under the ASHE Operations Manual menu link.

This part of the manual contains information related to starting a new Section. It includes the following items:

- Minimum requirements to charter a new Section.
- Support available from National to help with new Section start-up.
- Guidelines for new start-up Section
- Section "generic" by-laws example

Minimum Requirements to Charter a New Section

- Enroll and collect dues from a minimum of (35) qualified Charter Members. The current National assessment is \$20.00 plus the new member initiation fee of \$25.00. Local dues vary by Section, and they are encouraged to keep dues at an affordable level so as not to exclude highway support staff.
- Choose a Section name.
- Develop Section by-laws that comply with the National By-Laws and New Sections Guidelines. Submit By-Laws to National for approval by National Constitution/Bylaws Committee within six months of the date that the Section is chartered.
- Submit the name of the Section, the names and contact information for the Charter Members and dues to National Secretary.
- The Section Treasurer is responsible for Section funds, their receipts, security, and disbursement. All Section bank accounts, including investment accounts and special events accounts, must be managed by and are the responsibility of the Section Treasurer. Each Section is to acquire a FIN, Federal Identification Number, or sometimes referred to as EIN or TIN for IRS purposes. This may be obtained by completing Form SS-4, which is available at financial institutes or via internet. This account should be listed as the American Society of Highway Engineers (Region or Section) Name. This number must be provided to the National Treasurer for his/her records.

ASHE National Support to Start a New Section

- Identify a core group of locals interested in forming a New Section, help organize kick-off meeting(s) and help plan member recruitment.
- Provide brochures for use in recruitment.
- Provide limited financial support for kickoff meeting(s)-All National costs are to be pre-approved by the New Sections Chairperson and are not to exceed one half the daily Federal Per Diem Rate for that location per attendee and not to exceed a maximum of twenty times the daily Federal Per Diem Rate for all meetings related to a new Section start-up.

- Fund the cost of sending National representative(s) to kick-off meetings to promote the organization, make presentations and answer questions.
- Advance (loan) up to \$600.00 to establish seed money for New Section treasury.
- National President (or designated representative) attends a meeting of the New Section to present Charter.
- Provide ongoing support related to section organization, recruitment, and operation.

Guidelines for New Section Startup

If the minimum requirements as contained in the By-Laws and New Sections Guidelines are met, there is not a rigid procedure that must be followed in recruiting members to a new Section of the American Society of Highway Engineers. Ideally, there is adequate local support to recruit the required members with guidance from National. The objective is to expand the organization while maintaining an affordable dues structure.

New Section cultivation is important and support throughout the organization is necessary to sustain a healthy growth rate. The level of support required to Charter a particular new Section is governed by the geographical growth strategy and the local initiative. This process is initiated by one of the following scenarios:

- Someone involved in the highway industry (often this person was a previous member) contacts the organization with interest in starting a new Section in a location where they reside that does not currently have a Section.
- The New Sections Committee explores interest in a high priority location based on the organization's growth strategy.

The primary difference is that in the first, a local champion is already in place. The second involves researching the local highway organizations and making contacts to identify a champion and /or another core group. It is desirable also to identify existing members, who have special knowledge and contacts in the target location and involve them in the recruitment process. The objective is to:

- Identify a local core group.
- Organize the core group.
- Assist the core group in recruiting Charter members.

The new Section initiative often involves a local core group meeting where someone from the New Sections Committee provides information about the organization. Occasionally, more than one meeting is necessary. It is important to prepare properly for this meeting.

The success of the new Section is directly related to the commitment and leadership of core group participants. It is better to have one representative each from several organizations than several representatives from one organization. It is also better to have balanced representation between public agencies, consultants, contractors, and suppliers. Ideally, 10 to 15 high profile highway industry representatives attend the core group meeting. Twice that number may have been invited. In areas with fewer highway organizations, a smaller group may be adequate.

The core group meeting could include a reception with lunch or dinner, or it could be just a meeting. It may be held in the conference room of a local organization or a private area in a local restaurant. The agenda should include the following:

- Social time where attendees are welcomed, provided nametags, and contact information is collected.
- Power Point Presentation, "Who Are We

- Open discussion of interest in establishing a local Section
- Show-of-hands indicating support.
- Nominate/volunteer and approve an organizing committee with leader.
- Outline the Charter requirements.
- Distribute contact information to attendees.
- Set a follow-up core group meeting date.

The primary job of the core group is to establish the new Section. After the Section is chartered, officers are elected by the membership. Core group tasks include establishing local dues, sign-up members, establishing treasury, soliciting sponsorships from local highway employers and planning kickoff meeting. Much of the planning coordination among the core group is accomplished by email or telephone.

An electronic version of the ASHE Membership application is available through the National Website at www.ashe.pro under documents, it is the Membership Application Template F-1. It can be customized with the New Section name, dues, and mailing address. Applications should not be accepted without the appropriate dues, which are collected by the core group and administered by their designated Treasurer. The logo is also available for use in correspondence and will be provided by contacting the National Public Relations Committee Chair. Assessment and the new member initiation fee must be included with the initial request to the National Secretary for a New Section Charter. Local dues are retained for Section expenses. The amount of the local dues is initially established by the core group. Traditionally, the organization strives to keep dues affordable for all levels of highway industry employees. New member sign-up begins immediately. Each member of the core group should circulate applications to business associates, having a list of pre-signed Charter members can be a very persuasive recruitment tool.

Kickoff Meeting

Before applying for a Charter, most new Sections will have a general kickoff meeting open to everyone in the local highway industry. The focus of this meeting is to attract Charter Members. It should be carefully planned and promoted to reflect a positive professional image.

Target Attendees

Membership is open to anyone employed in the highway industry.