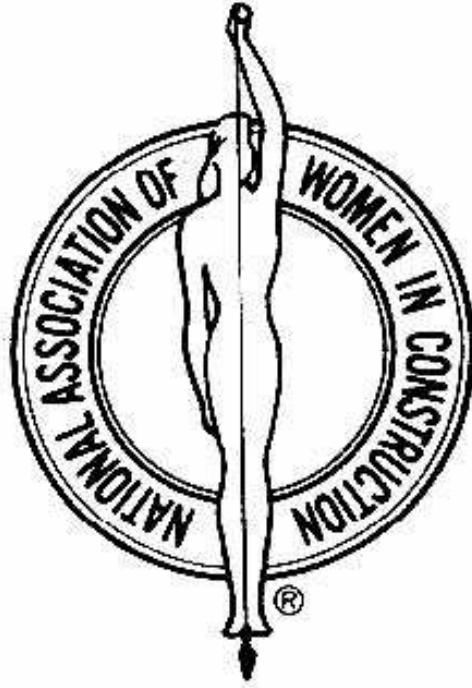


The National Association of Women in Construction



Programs, Education & Projects

**THIS HANDBOOK IS THE PROPERTY OF YOUR NAWIC CHAPTER. PLEASE PASS ON TO THE
APPROPRIATE PERSON WHEN YOUR TERM OF OFFICE IS OVER.**

(Rev.09/12)

PROGRAMS, EDUCATION & PROJECTS (PEP) COMMITTEE GUIDELINES

An Association Standing Committee

Purpose:

To obtain/develop programs and construction related projects to educate NAWIC members about different areas of the construction industry, to promote professional and personal growth of our members and to educate the community about NAWIC and the construction industry.

Description:

The Programs, Education & Projects (PEP) Committee is a combination of the former committees of Professional Education and Construction Industry. Providing professional speakers and educational programs is a benefit to the construction industry and performing construction industry projects is educating members about the industry and the community about NAWIC, these two committees were combined to maximize the effort and focus in meeting the goals.

Committee:

The NAWIC Programs, Education & Projects (PEP) Committee shall be comprised of a Chair and/or such additional committee members as may be appointed by the NAWIC President.

The chair should provide ideas for programs for the NAWIC meetings, develop programs, and projects for use by chapters and communicate with the Regional Chairs and/or chapters via chapter mailings.

Written Reports Required of NAWIC Programs, Education & Projects (PEP) Chair:

1. Articles for The Connection, at direction of NAWIC Committee Coordinator
2. Annual Planning Conferences, at request of NAWIC Directors
3. Annual Regional Forums, at request of NAWIC Directors
4. Annual Meeting Report Book, at request of NAWIC President

At the request of the NAWIC President, the Chair will plan and present a Programs, Education & Projects Workshop during the Annual Meeting. Handout materials to be distributed during the workshop may be sent to the NAWIC Office for reproduction and shipping to Annual Meeting locale.

Chapter Construction Industry Project (voluntary): Any project which teaches, improves or clarifies an understanding of the construction industry or promotes public awareness of the construction industry is a construction industry project. Educational programs and seminars sponsored by the NAWIC Education Foundation are considered construction industry projects. The establishment of a scholarship or grant program does not qualify as a construction industry project.

The duties of the Programs, Education & Projects (PEP) Chair are as follows:

1. The National Programs, Education & Projects (PEP) Chair will be appointed by the NAWIC President. The Co-Chair will be appointed by the NAWIC President-Elect.
2. Other committee members are the Regional PEP Chairs which are appointed by the Regional Directors and other NAWIC members as appointed by the NAWIC President.
3. Communicate with the regional committee members on their role on this committee and establish basis for communication.
4. Write articles for the *NAWIC Connection* as established by the Committee Coordinator.
5. Write articles for *THE NAWIC IMAGE* as established by the NAWIC Office.
6. Communicate with chapters, through the monthly mailings (e-mails), on information received from the regional committee members. Encourage participation, recognize projects undertaken and share ideas for new projects as they arise.
7. Other duties as may be directed by the NAWIC President and/or Committee Coordinator.

The duties of the Regional Programs, Education & Projects (PEP) Chairs are as follows:

1. The regional Programs, Education & Projects (PEP) is appointed by the Region Director.
2. The Regional PEP Chairs will serve as members of the NAWIC PEP Committee.
3. Encourage the establishment of a chapter Programs, Education & Projects chair, as this is a NAWIC Standing Committee.
4. Encourage participation in projects by as many chapter members as possible. Assist chapters in selecting, organizing and completing projects, if necessary.
5. Other duties as may be requested by the Programs, Education & Projects (PEP) Chair.

The duties of the Chapter Programs, Education & Projects (PEP) Chair are as follows;:

1. The chapter shall have a Chapter Standing Committee of Programs, Education & Projects (PEP).
2. The Chapter PEP Chair will communicate with the Regional Chair or NAWIC PEP Committee Chair, as requested.
3. The Programs, Education & Projects Committee should plan and schedule meeting programs or speakers, as well as any workshops, seminars and tours for the benefit of chapter members. Project that teaches, improves, clarifies an understanding of our industry and/or promotes public awareness of the construction industry and NAWIC are great ideas for chapters to consider.

Education is a key to the success of NAWIC Chapters and the speakers or programs held at the monthly chapters meetings are a key ingredient to providing value to the members and guests. Other workshops, seminars and projects that educate the NAWIC members and inform the industry about NAWIC are Programs, Education & Projects projects/events.

PROGRAMS, EDUCATION & PROJECTS COMMITTEE CALENDAR

NATIONAL CHAIR

All committee members have been chosen to fulfill these responsibilities based upon their commitment and strength in leadership. It is the responsibility of the National Chair, Directors, Regional Representatives and Chapter Committee Chair to communicate any expectations, ideas and concerns with each other on a timely basis. Open lines of communication will ensure this committees success. The PEP Committee is vital to continue NAWIC as a premier association. Therefore, the following calendar is suggested to offer guidance, direction and to emphasize the importance of communication.

Task	Due Date	Date Completed
National Chair to contact Region Representatives. Provide copy of Programs, Education & Projects Committee Guidelines and Calendar. Discuss expectations of committee and regional representative.	September 30	
Prepare an outline of expectations for regions and chapters to be presented at Annual Planning. Encourage scheduling at least 3 months meetings in advance.	September 30*	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	November 30	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	February 28	
Prepare progress report for Mid-Year Board of Directors Meeting	February 28*	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	March 30	
Prepare report for Annual Forum with copies to Director and Region Representative	April 15*	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	June 30	
Prepare report for Annual Board of Directors Meeting.	August 1*	
Assist new National Programs, Education & Projects Chair for transition. Help prepare for PEP seminar to be held during Annual Convention (if asked by the NAWIC President-Elect) <i>Dates subject to change in accordance with scheduling of Annual Planning, Annual Forum and Board of Director Meetings</i>	September 1	

PROGRAMS, EDUCATION & PROJECTS COMMITTEE CALENDAR

REGION REPRESENTATIVE

All committee members have been chosen to fulfill these responsibilities based upon their commitment and strength in leadership. It is the responsibility of the National Chair, Directors, Region Representatives and Chapter Committee Chairs to communicate any expectations, ideas and concerns with each other on a timely basis. Open lines of communication will ensure this committees success. The Programs, Education & Projects Committee is vital to continue NAWIC as a premier association. Therefore, the following calendar is suggested to offer guidance, direction and to emphasize the importance of communication.

Task	Due Date	Date Completed
Region Representative to contact Chapter Chairs and/or Chapter Presidents. Provide copy of Committee Guidelines and Calendar. Discuss expectations of committee and chapter participation.	September 30	
With outline from National Chair, present expectations of chapters at Annual Planning.	Annual Planning*	
Contact Chapter Chair to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	November 30	
Contact Chapter Chairs to keep lines of communication open. Request listing of upcoming speakers or programs.	February 1	
Prepare progress report to assist National Chair for Mid-Year Board of Directors Meeting	February 1*	
Contact Chapter Chairs to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	March 30	
Order region awards from the NAWIC Office, if available, in plenty of time before Forum to receive them.	March 30*	
Present report for Annual Forum with copies to Director and Region Representative	April 15*	
Contact Chapter Chair to keep lines of communication open. Request listing of upcoming speakers or programs.	June 30	
Prepare progress report to assist National Chair for Board of Directors Meeting. Assist new Region	July 1*	
Programs, Education & Projects Chair for transition. Helping prepare for Annual Planning.	September 1	

*Dates subject to change in accordance with scheduling of Annual Planning, Annual Forum and Board of Director Meetings

CHAPTER PROGRAMS, EDUCATION & PROJECTS COMMITTEE GUIDELINES FOR PROGRAMS

1. Schedule Chapter programs and community projects as far in advance as possible. (Exhibit A).
2. Don't try to work alone. The chapter President should appoint a committee to work with you. Should you be a committee of one, request other committee chair to each be responsible for one program. Meet with your committee early in the year and brainstorm for program topics and speakers. Discuss workshops, seminars, classes and construction tours as well as programs.
3. Invite Chapter members to complete and return a program questionnaire at the beginning of the year (Exhibit B). One of the best program sources are chapter members, their co-workers and employers.
4. Review subjects contained in the Reference Library on file in the NAWIC Office.
5. Work closely with Chapter Public Relations Committee and/or chapter newsletter chair, in publicizing programs and speakers.
6. Initial contact with a prospective speaker may be made by phone. Once acceptance has been received, follow up with a letter to the speaker confirming date, time and place of the meeting; subject speaker is to discuss; how much time is allotted for program (including question and answer segment); whether speaker will be a guest of the chapter for dinner; and whether hand out material needs to be reproduced and/or distributed (Exhibit C). Request a biographical sketch for use with introductory remarks. You may want to include in this initial letter a brief background of NAWIC.
7. Approximately three (3) days before date of meeting, contact speaker by phone to confirm speaking engagement and to make arrangements to greet speaker in person on arrival at place of meeting. Confirm date, time and place of meeting.
8. Be certain that you have furnished the chapter President and chapter newsletter chair with the correct spelling and pronunciation of speaker's name and company name.
9. Be at door to greet and accompany speaker to seat. If arrival is prior to start of meeting, introduce speaker to other members. This is also a good time to remind speaker how much time is allotted for presentation.
10. Introduce speaker from data previously furnished. Be sure to pronounce speaker's name clearly and correctly.
11. Following presentation, thank speaker and allow time for departure if not staying for balance of meeting.
12. Follow chapter procedure in giving speaker an honorarium. Chapter may want to consider using gold foil appreciation certificates available from NAWIC Office.

13. Have Chapter members fill out the Chapter Program Reaction Survey. (Exhibit D)
14. Chapter should write letter of appreciation following presentation (Exhibit E). This may be done by Chapter Corresponding Secretary or PEP Chair.
15. **Report on PEP activities to the Regional Chairman on a quarterly basis (voluntary).**

Basic Steps for Successful Project:

The basic steps for a successful project/event, including non-dues income projects/events, are as follows:

1. Select a project/event: The project selection is the first and most important decision to make. Be selective and choose a project that you have chapter buy-in and best fits the chapters' needs so that it can successfully be completed. Evaluate projects considered for best results. Select an achievable project with realistic goals.
2. Identify your attendance base and ways to promote your project:
 - a. Event announcements, flyers, fax notices and media
 - b. Telephone contact
 - c. Direct mail
 - e. Personal solicitation
3. Establish the goal of the project (whether educational or financial): Determine the financial needs and set a realistic goal. Determining the need for funds for chapter expenses or a special project, such as a scholarship fund, will determine your approach to how members and the community will support the project.
4. Organize the event: Organization and advance planning will ensure the success of the project.
 - a. Determine your chairman - recruit someone with full knowledge, understanding, enthusiasm and time to commit to the project. The Chair can make the project a success or a failure.
 - b. Recruit committee leadership to serve on the project. Evaluate your membership to ask the assistance of those members with expertise in the various areas of your project.
5. Establish roles and responsibilities: Each committee member should be assigned specific tasks: program, invitations, public relations, location, attendance, ticket sales/reservations and supplemental income, i. e. auction, raffle, etc.
6. Set a time frame: Pre-organization and follow-up are the keys to a successful project. Beginning - middle - end! Note items of long lead time and put them at the top of your list. Hold regular meetings of the committee heads (separate and apart from the general membership meeting) to ensure time schedules and deadlines are being met. Report to the _____ chapter board and membership.
7. Project income and expenses: Income sources should be considered from ticket sales, donations, donated gifts and materials, sponsors, pledges and ads. Evaluate your project, set hard and human costs.
 - a. Facility, food and beverages, decorations and AV equipment
 - b. Invitations - creating, printing, assembling and mailing
 - c. Other printing needs - event materials, programs and signs

- d. Program - speakers, music and entertainment
 - e. Attendance development - personal contact, invitations, advertising, flyers, and media
8. Hold your event.
 9. Event close-out: Hold a follow-up committee meeting to discuss ideas and suggestions for future projects. Include both what worked and what to avoid or change in the future. Submit a committee report to the membership, including financial information, at the close of the project. Organize the project's files for the next year's Chair to use as a guide.

Possible projects for Industry Benefit, Community Benefit, and Education are included in the PEP with a brief description and contact where available. Gain ideas from projects that other chapters have done to aid you in your project selection. Determine the objective of your project; construction education, community benefit and/or a fundraiser.

DON'T FORGET ABOUT OUR PARTNERS

The National Association of Women in Construction has a number of Partnering Agreements in place with other organizations. Coordinating programs with these organizations is obviously encouraged, and may provide a source for additional programming. Our partners are:

American Institute of Constructors (AIC)
American Road & Transportation Builders Association (ARTBA)
American Society of Professional Estimators (ASPE)
American Subcontractors Association (ASA)
Associated Builders and Contractors (ABC)
Associated General Contractors of America (AGC)
Construction Financial Management Association (CFMA)
Federal Highway Administration (FHWA)
International Code Council (ICC)
National Center for Construction Education and Research (NCCER)
National Society of Professional Engineers
NAWIC Education Foundation (NEF)
Society for Design Administration
Society for Marketing Professional Services (SMPS)
Surety & Fidelity Association of America
U.S. Army Corps of Engineers (USACE)
U.S. Department of Labor, Women's Bureau
U.S. Small Business Administration (SBA)
Women Build of Habitat for Humanity International
Women's Business Enterprise National Council (WBENC)
Women Work! The National Network for Women's Employment

FREQUENTLY ASKED QUESTIONS:

1. *Our Chapter is too small to keeping trying new/ bigger events, what can we do to meet the purpose of PEP at the Chapter level?*

Be selective in choosing the projects that you do. You do not need to do everything. If you already have one or more regular events you normally participate in, keep at it. Consider it a relationship building experience with that agency, group, or event. Instead of trying to find a larger/different project, spend more effort in making your project better. Utilize publicity of your event to you're your commitment to the group/agency/event! Eventually non-members will begin to see your hard work and commitment to your community. But don't forget to harness the enthusiasm of newer members who wish to start a new, exciting project- with Chapter growth you will find terrific changes.

2. *Our Chapter PEP Chair is just too busy to write up, find pictures, and put the submission together, what can we do?*

There is no longer a competition so the need to write a long report is no longer a requirement. However, if you have a great project, share your success with your Region Director. It doesn't have to be anything formal – but be proud and share what you have accomplished.

3. *Why should our Chapter even submit an entry for judging when we do the project to educate, help children, etc., not to win a plaque?*

You are absolutely right! You no longer have to submit a project for a competition. Continue to focus your energies on education and helping the children in your community.

4. *We're way too busy trying to keep up with Professional Education, WIC Week, Block Kids, And finding speakers for our Membership Meetings to start something new.*

Most Chapters are already doing PEP, they simply keep the secret to themselves. So share your hard work with your community and your Region Director. Having professional speakers at your meetings is the most beneficial task that you can do. Think outside of the box and invite a local partner organization to your meeting (to hear your speaker) and you've reached into the community. A single program/event covers several Committees. For example, a Mechanic's Lien Law seminar is a great program, is a community event, and be a WIC Week event (if so scheduled)?

PROGRAMS, EDUCATION & PROJECTS REGION COMPETITION GUIDELINES (voluntary)

Although competitions for the Programs, Education & Projects Committee are not held on the National level, several of the Regions still hold competitions. The primary responsibility of this committee is to encourage Chapters to participate in providing professional speakers/programs and to sponsor activities that directly benefit the construction industry and provide positive recognition for the construction industry within the community. Any project that teaches, improves, or clarifies an understanding of the construction industry or promotes public awareness of the construction industry, qualifies under this committee..

Contact the Regional Construction Profession and Industry Chair or your Region Director for your Regions Guidelines, if any.

WHAT TO DO IF SPEAKER IS A "NO SHOW"

1. If you have a few hours notice:
 - a. Maintain a file containing newspaper clippings about speakers and programs presented to other organizations. Contact persons named in clippings about substituting for the program. If they have a speech already prepared, they may not mind being contacted late.
 - b. Find out in advance whether construction associations in the area have Speakers' Bureaus. Perhaps someone listed with them could fill in.
2. If it is time for the meeting and your speaker is a "no show":
 - a. Use "Member Mini-Talks" as suggested in "Suggested Formats for Topics" located in this handbook.
 - b. Check with the Chapter President. There may be Chapter business or a special project that could be substituted for the time allocated for the program.
 - c. Have respected Chapter member(s) "on call" to fill in for no shows.
 - d. Use a previously prepared Program in a Box from the NAWIC website.

WHAT TO DO WHEN THE SPEAKER TALKS TOO LONG

1. Discuss with the Chapter President, prior to the program and before your initial contact with the speaker, how much time is allowed on the agenda for the program.
2. State in the initial contact with the speaker the amount of time allocated for program presentation which includes question and answer segment.
3. Confirm with the speaker on the date of presentation, time limitations imposed. You may want to arrange a sign with the speaker to signal "time is up".
4. If the speaker is answering questions from the audience and it is time to conclude the program, stand and address the audience with these remarks "Mrs. Smith has been such an interesting speaker but we have time for just one more question". After the one question has been answered, thank the speaker and conclude the program.
5. If the program has not consumed enough time, be familiar with your speaker's topic so you can ask questions that will lead to an interesting discussion.

SUGGESTED SPEAKER SOURCES AND TOPICS

Accountant: Construction accounting; how to prepare and read a financial statement; inter-control in construction office, income tax planning.

Architect: Outstanding structure; tourist site; park, etc.

Attorney: Construction industry litigation; lien laws; contracts; personal and property damage liability; statute of limitations; consumer protection; estate planning for small business owners; income tax planning

Bank: Construction loans; financing; industry forecast; mortgages

Computers: Data processing; software packages; internet

Construction Publications: F. W. Dodge, etc.

Escrow and Title Insurance:

Estate Planning: Attorneys, Trust Department of Bank, Investment Counselors, Accountants

Government Agencies: Contractors License Board; Department of Zoning or Planning; Department of Labor; OSHA; Bureau of Apprenticeship and Training, etc.

Insurance and Bonding: Types of coverage; cost benefit analysis

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Legislation: Local or national issues affecting the construction industry.

NAWIC: History of NAWIC; utilizing members to talk about their jobs; NAWIC Videos and Slide Shows; Programs in a Box

NEF: Certification exam study sessions

Parliamentary Procedures: Registered Parliamentarian or Professional Parliamentarian.

Pension Planning and Profit Sharing: Insurance company, accountant, and pension planning company.

Police Department/OSHA: Theft and protection on job sites. Women's safety.

Small Business Administration: How the SBA serves the business community.

Trade Associations and Liaisons: Associated General Contractors; Associated Builders and Contractors; National Association of Home Builders; American Institute of Architects; National Electrical Contractors Association; Mechanical Contractors Association, etc.

Utility Companies: Call before you dig; conservation; nuclear energy; alternative energy.

SOME SUGGESTED FORMATS FOR TOPICS

Member Mini-Talks:

Select four or five members to present short mini-talks about their jobs. This could be done several times a year. Suggest the members bring copies of forms, contracts, tools, etc. that are used. Topics should be specific in describing job responsibilities and duties. Such mini-talks can be beneficial to other members as they may be in process of taking on the same duties.

Self-Improvement:

Self-improvement leads to a better professional image. Get your members thinking about their goals, career objectives, etc. Some suggested topics: positive thinking; assertiveness; goal setting; motivation; speed-reading; functional writing.

Owning or Operating Business:

Panel discussion on how to operate your own business successfully. Panelist might be a construction attorney, construction accountant, prime contractor or subcontractor, representative of contractors licensing board.

Construction of Building:

Offer continuing education program about process of constructing a building. This could take several months or as long as a year to complete. Topics that could be covered: Financing; Design; Zoning; Soil Testing; Estimating; Surveying; Materials Used; Landscaping; Construction Equipment; Trades Used; Interior Design. Possibilities are unlimited.

Profiles of Women-in-Construction:

Present individual speakers or a panel composed of women involved in some phase of construction, i.e., a Woman Business Enterprise (WBE); a field person; sales representative; estimator; student, etc.

Some Questions to Ask:

1. How do you view response of women to non-traditional jobs?
2. Has Equal Employment Opportunity (EEO) been a help or a hindrance?
3. What are the problems and difficulties facing women in construction?
4. How can a woman advance in a construction-related business?
5. What qualities/abilities are needed to successfully manage a construction business?
6. How can a woman prepare for a construction-related career?
7. How can we encourage young women to consider a career in construction?

EXHIBIT A

**PROGRAMS, EDUCATION & PROJECTS COMMITTEE
MONTHLY PROGRAM CHECKLIST**

NAME OF MONTH

Speaker Name _____
Speaker Telephone Number _____
Topic _____

- ☐ Initial Contact and agreement to Speak
- ☐ Introduction (Speaker Resume or Bio)
- ☐ Confirmation and Request Handout Material
- ☐ Audio Visual Equipment Required?

- ☐ Confirm with meeting location regarding audio, podium requirements
- ☐ Assistance Required
- ☐ Telephone Reminder
- ☐ Follow Up Thank you Letter

LOOK FOR NAWIC PROGRAMS IN A BOX ON THE NAWIC WEBSITE

EXHIBIT B

**PROGRAMS, EDUCATION & PROJECTS COMMITTEE
CHAPTER PROGRAMS QUESTIONNAIRE**

Program Name: _____

Firm Name: _____

Firm Address: _____

Phone Number: _____
Best way and time to contact?

Type of Business: _____

Describe your Position: _____

Describe your Duties: _____

Is your firm involved in any construction project(s) that could provide the chapter with an interesting speaker or tour? ☐ yes ☐ no

List a NAWIC member that you would be interested in speaking. _____

Are you willing to present a program? ☐ Yes ☐ No

What topic would you present? _____

What topics interest you for future programs, panel discussions, seminars, or tours?

PLEASE COMPLETE THIS QUESTIONNAIRE AND RETURN IT BY : _____

EXHIBIT C
CONFIRMATION LETTER

Date:

Name
Address
City, State, Zip

Dear _____:

Thank you so much for agreeing to speak at our meeting on (date) at (location) at (time). The meeting notice that has been mailed describes your topic as (topc).

This is a dinner meeting, and you will be our guest for dinner, after which you will speak. We usually allow 15 – 20 minutes for our speaker to speak with a few minutes for questions. We will not insist that you stay for the business portion of the meeting which follows.

I would appreciate it if someone could fax or e-mail me a brief Bio ketch of you so that I can properly introduce you.

I enjoyed talking with you and look forward to seeing you on (date).

Sincerely,

EXHIBIT D
CHAPTER PROGRAM REACTION SURVEY

To NAWIC Members:

From: Chapter Programs, Education & Projects Committee :

Re: (Fill In Monthly Program Topic)

Date: _____

So that the Programs, Education & Projects Committee may better serve the chapter needs, please take a moment to complete and return this form before the end of the meeting. Thank you.

Was the program presented (check all that apply)::

- ☐ Educational
- ☐ Interesting and Informative
- ☐ Benefit to your Career
- ☐ Benefit to your Personal Life
- ☐ None of the Above

Other Comments:

Would you like to learn more on this topics or other aspects of this topic?

- ☐ Yes
- ☐ No

Please Elaborate:

Information about the speaker:

- Rate the Speaker

☐ fair

☐ satisfactory

☐ good

☐ Excellent
- Cover the subject properly?

☐ yes

☐ no
- Speak to long

☐

or too short

☐
- None of the above

☐

Question time: Too much ☐ Too little ☐

What other topics would you like to see covered? _____

Other Comments: _____

Member Name: _____

EXHIBIT E
THANK YOU LETTER – SAMPLE

Date:

Name
Address
City, State, Zip

Dear _____:

On behalf of NAWIC Chapter (name), our thanks for the program you presented at our (month) meeting. The program was very well received, and I know that everyone learned something.

I enjoyed meeting you [or] (I enjoyed seeing you again), and thank you again for taking time from your schedule to be with us.

Sincerely,

EXHIBIT F

10 Steps to Finding The Right Speaker

By Stacy Tetschner, CAE Association Management, May, 1999

1. Determine the needs of your audience.

Thorough knowledge of the needs of your group is essential in selecting the right speaker. Does your meeting require that the audience leave with specific or technical information? Do you need someone to motivate the group? Are you looking for after-dinner entertainment with a message?

2. Establish your date, time, and budget.

Start looking for a speaker as soon as the date for your meeting is set. Many speakers book engagements up to a year in advance, and you will want to get on their calendar as soon as possible.

Consider how much time you have to fill and where that time falls in your overall program. If your time slot is flexible, a professional speaker can often tell you the right amount of time for the job. A professional can also make recommendations about the order of topics and speakers if one presentation will follow another. For example, you may not want to follow a humorous presentation with a detailed educational presentation.

Factor in the fee you are willing or able to pay for a speaker. Your search for a speaker can be narrowed or broadened based upon your budget.

3. Identify the type of speaker who will best match the needs of your audience

A speaker's expertise in a given field may be the big draw, but a well-known name does not guarantee a professional presentation. High prices don't always mean high quality. Will your audience and the overall program benefit most from a celebrity, an expert in the field, a popular sports personality, a best-selling author, or a professional speaker who has a thorough knowledge of the appropriate topic?

4. Locate your resources.

Personal referrals are a great way to narrow your search. Ask colleagues for recommendations.

Speaker's bureaus locate and book speakers according to your specifications and needs. A bureau can locate speakers and quote fees. Many bureaus specialize in particular speakers such as celebrities, authors, or athletes. Speakers bureaus can often be found in your local phone directory under "Speakers Bureau" or "Agent."

The National Speakers Association publishes the *Meeting Planners Guide to Professional Speakers*. This annual 400-page directory contains information on more than 3,800 speakers and is cross referenced by topic and geographic location as well as alphabetically. This directory of speakers may also be found at www.nsaspeaker.org.

6. Review your options and interview your speaker candidates.

A professional speaker will be a real partner in this process. Often the speaker will ask questions about the needs of your audience and what he or she can accomplish for you. Ask your candidates for reference and, if they are speaking at another meeting in your area, ask if you can attend the program and observe them in action.

Ensure that a potential speaker has addressed groups similar to yours. Talk with the speaker about his or her experience.

Ask for a biography, testimonials, and videos of speakers' presentations, preferably videos of presentations before a live audience.

Find a speaker who will tailor his or her presentation to your group.

Ask speakers if they belong to professional associations. Also ask what awards or certifications they have earned. The National Speakers Association confers the Certified Speaking Professional designation. The SCP is earned for extended speaking experience and client satisfaction. The CPAE *Speaker Hall of Fame* honors professional speakers who have reached the top echelon of platform excellence. For more information on the CSP or CPAE designations, call NSA at 602-968-2552.

6. Select your speaker.

Hire a professional and you'll hire an ally. Professional speakers understand that your reputation is riding on their performance. Their experience with hundreds of audiences can add to your peace of mind and to the success of the event.

When selecting your speaker, consider that you are not only paying for the time the speaker is on the platform, but also for the hours spent researching, preparing, and customizing the presentation. Some speakers may negotiate their fees when they are doing more than one program for you or when they are allowed to sell their products. Ask about your options.

7. Get it in writing.

Prepare a letter of agreement or contract that clearly outlines the expectations of both you and your speaker. Consider: travel arrangements and transportation; accommodations and meals; fees, reimbursements, and payment terms; whether you want the speaker to attend social events; if the speaker may sell products, and if so, how this will be handled; an agreement on any audio- or videotaping of the presentation; cancellation policies; audio-visual requirements; and legal implications, if any, your contract may contain. If you would like to see sample contracts, please call NSA at 602-968-2552.

8. Work with your speaker.

Share information about your association. This will help the speaker become familiar with your organization while facilitating a customized presentation. Send your newsletter or anything that would include key people, buzzwords, or insider news and views.

Give the speaker a clear outline of what you expect.

Be specific about the size and demographics of your audience.

Let the speaker know in advance about other speakers on the program. This gives the speaker the

opportunity to build on (and not duplicate) what the other speakers say.

9. Set the stage.

Make sure the room is set up for optimum impact. Consider the number of chairs and how they are arranged. Also consider room temperature and lighting

Stay on schedule. Although a professional will be able to make up time or slow things down if needed, keeping your program on schedule will allow your audience to get the full impact of the program you have created for them.

Your speaker should be able to provide you with a good introduction to himself or herself and the topic. The introduction should be short and energizing and create positive expectations.

10. Evaluate the results

Have your audience complete evaluations on the speaker and his or her presentation. This will allow you to gauge your results and plan for future programs. Send copies of the evaluations to your speaker.

EXHIBIT G
16 Ways to Jump-Start Your Creativity
By Michael Michalko

The key to increasing creativity in any organization is to help the people in it start acting like a creative group. But how?

Suppose you want to be an artist. You might begin behaving like an artist by painting every day. You may not become another Van Gogh, but you'll probably become much more of an artist than someone who's never tried. Likewise, you and your colleagues can become more creative if you act the part.

Here are 16 ways you and your colleagues can start becoming more creative today:

1. **Expect Improvement Every Day:** Ask members to try to improve one aspect of their involvement each month, focusing on the areas within their control. At the end of the month, have them meet and ask each other what they did differently – or better – from the month before.
2. **Hang a Brainstorming Board:** Put up a bulletin board in a central area and encourage people to use it to brainstorm ideas. Write a theme or problem on a colored card and place it in the center of the board. Provide pieces of white paper on which people can write their ideas to post on the board.
3. **Hold an Idea Lottery:** Have a monthly “idea lottery” using a roll of numbered tickets – the kind used at amusement parks. Each time someone comes up with a creative idea, give her a ticket. Monthly, mid-year or at the end of the year share all the ideas with your members. Hold a drawing and give a prize to the person whose number is chosen.
4. **Create a Creative Corner:** Provide a special “creative corner” where your members can go to think creatively. Stock the area with books, videos, etc. on creativity.
5. **Inspire Through Icons:** Ask people to “show-and-tell” items that represent their own personal interpretations of creativity in business. *Examples:* a crystal ball to represent a view toward future markets, a bottle of Heinz tomato ketchup to prompt a personal goal of 57 new ideas on how to cut expenses and a set of jumper cables to symbolize jump-starting your creative juices.
6. **Lunch With Purpose:** Encourage brainstorming lunch or dinner meetings of three to five members. Ask that a one of the attendees share their ideas with the entire group at your next gathering.
7. **Use Bright-Ideas Notebooks:** Give each person a “bright-ideas notebook,” and ask everyone to write three ideas in the notebook every day for a month on how to improve your chapter. Collect the notebooks at your next meeting, have the ideas compiled and share the ideas with the group at the following meeting. You can also use these ideas as springboards to other ideas and further discussion.
8. **Stage a Stupid Idea Meeting:** Make generating ideas fun. Designate a “Stupid Idea Meeting” and hold a contest. Post entries on a bulletin board and conduct an awards

ceremony with a prize. You'll enjoy the camaraderie and may find that "stupid" ideas stimulate good ones.

9. Cultivate Creativity by Committee: Establish a volunteer "creative idea committee" to elicit, discuss and implement good ideas. Publicly recognize members according to the quantity and quality of their creative contributions.
10. Build a Hall of Fame: Exhibit photographs of those whose ideas you've implemented, along with a paragraph about each person's achievements, the idea and its benefit to the organization.
11. Mix Left and Right Brains: When brainstorming in a group, try dividing the group into left-brained (rational) thinkers and right-brained (intuitive) thinkers. Ask the rationalists to come up with practical, conventional and logical ideas. Ask the intuitive to come up with far-out, unconventional and illogical ideas. Then combine the groups and share the ideas.
12. Set Idea Quotas: Give your members a monthly or bi-monthly idea quota. Thomas Edison used this method. His personal quota was one minor invention every 10 days and a major invention every six months.
13. Require Admission Tickets: Require members to bring one new idea to any group meeting as their "admission ticket." The idea should focus on some aspect of the chapter and how they can improve their own involvement.
14. Change "Yes, but..." to "Yes, and...": Someone offers an idea in a meeting, and many of us are tempted to say "Yes, but..." To change this mindset, whenever someone says "Yes, but..." ask the person to change "Yes, but..." to "Yes, and..." to continue where the last person left off.
15. Ask for Three Solutions: Don't waste time thinking of reasons why something can't work or can't be done. Instead, think about ways to make something work and then do it.
16. Look Outside for Fresh Eyes: Jonas Salk, who developed the vaccine that eradicated polio, regularly assembled men and women from different domains in his group sessions. He felt this practice helped him bring out new ideas that couldn't arise in the minds of individuals who were from the same domain. *Strategy:* Invite people from other associations to your brainstorming sessions and ask them how they would solve your problem.

Reminder: Don't forget to thank people for their ideas. Make this a tangible thank-you, like "Thank You For Your Great Idea" cards, instant lottery tickets, or party favor-style toys. Creativity blossoms when people are relaxed and having fun!

The Programs, Education & Projects Handbook will be reviewed by the Executive Committee annually at the Mid-Year Board of Directors' meeting.

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