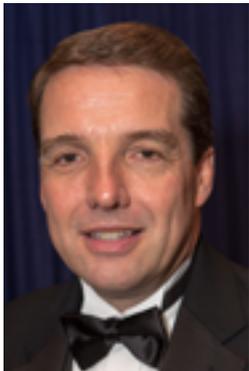


## What's in Store for 2017?

by Society Vice President, Education, Chris L. Graham, CPD, FASPE



Greetings Chapter Education Chairs and Technical Vice Presidents! I am excited to serve as the Society's Vice President, Education, and I've enjoyed my role thus far. It's been some time since we provided a newsletter to you. In our newsletters, you'll find some tips and tricks about hosting successful technical meetings, reminders for your credential holders, upcoming education

events, and more.

The Education Committee's focus right now is recruiting and vetting speakers for the upcoming Technical Symposium, reviewing our archived webinars, and recruiting speakers for future webinars and workshops. Here is just a sample of what is being considered:

- Backflow Prevention, Methods, Devices, & Assemblies
- Designing PEX Plumbing Systems
- Grease Interceptors
- Introduction to Plumbing Theory
- Overview and Design of Emerging Medical Gas Applications
- Sizing of Water Services
- Commercial Kitchen Design

This year the Symposium will be slightly different than in years past. Each session is 90 minutes as opposed to 3-hour or 75-minute sessions. This allows attendees the chance to participate in a wider variety of sessions and network with more industry peers. Attendees can earn up to 1.2 CEUs, which is half of the required CEUs for CPD or CPDT recertification. While the sample topics listed before are not confirmed, you can always approach me or ASPE's Director of Education & Certification with more ideas for future events.

This year has started out successfully with Revit MEP workshops, starting off with major successes for the Oklahoma Chapter with their sold-out Revit MEP workshop and Basic Plumbing Design workshop. Through these workshops we recruited new members, learned great basic and intermediate skills, and were able to take new skills back to the office.

Our Education Committee is strong and varied. We have members from all backgrounds and all parts of our industry and across the country. Included in this edition of our Education Newsletter you'll hear more from committee members on what their successes and challenges have been in bringing quality training programs and products fairs to their membership. Think about what they've proposed and how you can take lessons and bring them back to your Chapters.

*Want to share your Chapter's educational successes or challenges? The Education Committee welcomes other chapters to submit articles to include in a future edition of our Education Newsletter. Email [education@aspe.org](mailto:education@aspe.org) to get started.*

### THE EDUCATION COMMITTEE

NAME	CHAPTER	POSITION
Mitchell J. Clemente, CPD, FASPE.....	Cleveland.....	Society President
Chris L. Graham, CPD, FASPE .....	Pittsburgh....	Society Vice President, Education
Pam Rosenberg, CAE .....		Society Director of Education & Certification
Jose Francisco DeHoyos .....	Chicago.....	Co-Chair
Christopher Adam Phillips, CPD, GPD .....	Central Texas.....	Co-Chair
Haig Demergian, PE, CPD, FASPE .....	Los Angeles.....	Member
John Parks, CPD .....	Oklahoma.....	Member
Joseph V. Messina, CPD, FASPE .....	Atlanta.....	Member
Ethan Grossman, PE, CPD, LEED AP.....	Boston.....	Member
Jeffrey Adam Kling, PE, LEED AP.....	Kansas City.....	Member
Mark Girgenti .....	New York City.....	Member

# Bringing Success to ASPE Technical Presentations

by Kansas City Chapter President, Jeffrey Kling, PE, LEED AP BD+C

It's one of our duties as Chapter Officers to bring high-quality and interesting topics to our membership to keep them coming back monthly and to even recruit new members. This is a task all Chapters face whether the Chapter has more than 300 members or less than 50.

Together, let's make a unique educational experience that the audience will appreciate, which isn't too easy if we consider our audience, a group technically savvy, detailed-orientated professionals each with their own history and experience, so this is best achieved by focusing on the solutions they seek—solutions that might be yours, your competition, something from history, or something completely new. Successful presentations include the entirety of any concept while adhering to the Society's guidelines.

ASPE's guidelines and requirements are there to help the Chapters succeed and when recruiting, and in reviewing proposed topics, Officers need to keep to these guidelines. While not everyone agrees on all opinions of other chapters, societies, or code bodies, there are ways to present the material so as not to offend the presenter and/or the members in attendance. Often, clarity can be achieved by a phone call or an in-person discussion to avoid tense situations during the Chapter meeting.

Technical presentations can be a valid attempt at convincing the crowd that the solution presented is the most useful and therefore the best. This method is limiting, as no two problems and therefore no two solutions are the same. Rather, focus on similar problems successfully resolved by employing a flexible solution.

Present the solutions, flexibilities, concerns, and the variety of problems they might address. If a policy or code presents a problem, knowing it may change in time, the solution should include flexibility to address current and future needs. Designers are often asked to foresee the problems of the future. Make use of comparisons and identify the shortcomings. Code compliance is a common benchmark, but emphasize best practices.

When reviewing presentations prior to the Chapter meeting, it's possible to consider having two sets of eyes review the material. Is there any information being left out? Is the presenter too strongly drawing conclusions? Is the material proprietary? If it's about an emerging technology or something more specific, is the presenter showing their competition as well? Is the presenter going into enough detail, history, and possible solutions? Since it might be difficult to navigate alone, the presenter should work with the group on the content. Every technical presentation should undergo review, and that process should hopefully assist in defining the information.

Each group of professionals is unique, which makes the review prior to the presentation necessary. Presenters should embrace the review process and provide the information with ample time to make adjustments. Reviewers should, in turn, make recommendations on the content that is tailored to their group. Ensure the presenter has been given enough information to help market your meeting so you achieve optimal attendance. Be mindful and respectful during the process, and regardless of the subject you will find success as a presenter.

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## Central Texas Chapter Product Trailer Round-Up

by Central Texas Chapter President, Chris Phillips, CPD, GPD

Rewind back to the Region 5 Meeting in Chicago last spring, and that's where you'll find my predecessor and current VPL Aaron Holbrook slide me a piece of paper with the words, "Product Show?" written on it. I smiled politely, then simply wrote back: "NO!!!" It's been a question or suggestion that I've been fielding for a few years, understandably so since it's been more than a decade since the last time our Central Texas Chapter produced a product show. I had a few reasons for why I answered the way I did, but none bigger than the fact that all those years ago, our Affiliate members had expressed fatigue with having three separate ASPE shows in the state of Texas. Could we be successful crowding ourselves back

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## Central Texas Chapter Product Trailer Round-Up *continued*

into the market when we have Houston, which puts on the best product show in the country, a mere three hours away from our home cities of San Antonio and Austin, as well as Dallas/Fort Worth (who puts on quite a show of their own) four hours away?

But that hint from Aaron was enough to get the wheels turning on an old idea in my head. What if, rather than the indoor booth setup of your typical product show, we instead build one around manufacturers' products, demonstration trailers, and mobile showrooms that already tour the country? It'd certainly be easier on our local reps, and it'd give us our own unique identity to stand out a bit. The more we (Aaron, myself, and our VPT Terry Collins) thought on that idea and the logistics surrounding it, the more we fell in love with the idea and were excited for the potential. Thus, the initial idea for the ASPE Central Texas Product Trailer Round-Up was born.

Upon returning to San Antonio after the Region Meeting, we quickly felt out our core group of Affiliate members to gauge the participation interest for our show, and it immediately became apparent that this event needed to happen. It turns out that taking 12 years off will build some demand, and they were excited by our idea on the format. Would it still be a lot of work for a group that hasn't produced a product show before? You betcha, but we thought of how much our membership would enjoy such an event, especially since most have never been to a Convention or Symposium, and we simply felt it was in our duties and responsibilities as ASPE leaders to provide these types of opportunities for them.

We knew we'd be up against a short timeline to plan for the Fall, but that's the time of year we have a void in our calendar so it was full steam ahead. In the beginning, our goal was to book 10–12 vendors to come to the show and have a couple high-quality technical classroom sessions. However, once we started booking a few vendors and the ball got rolling, the motivation it instilled in us was intoxicating. Before we knew it, we were up to 30 individual vendors displaying well over 40 products!

Our show eventually grew to include 18 wheelers, flatbed trailers, vans, walk-through trailers and buses, and pop-up tent stalls, and it also included live pump and backflow demonstrations. To fit the theme we brought in a food truck for lunch and had music pumping throughout the parking lot to really make it a party. We also used the event as an official kickoff to our 5th annual Toys for Tots campaign to assist our local USMC Reserves' fantastic holiday program. To maximize attendance, the

entire event, inclusive of admission, lunch, and classroom sessions, was free for attendees. The modest fee we charged per vendor was more than enough to cover costs, and because of the large participation our Chapter financially benefited as well.

As with everything we do, and especially since it was our first time producing such an event, there were plenty of learning experiences and lessons to take away for the next big event, none larger than that of proper marketing. Due to our short timeline and being in the midst of overhauling our web and email providers, our resources were busy on the nuts and bolts of the operation, and unfortunately promotion fell a bit between the cracks. Another big lesson dealt with scheduling. We centered the show around lunch, with one technical session in the morning beforehand and one after. On paper, it made terrific sense as attendees could come out for the entire day, half a day, or just drop by for the product show



on their lunch breaks. For many of our engineers and designers this plan worked perfectly, but by limiting the event to work hours, we really missed out on drawing the contractor crowd.

In the end, our first product show in more than a decade turned out to be a fantastic success. First and foremost, it proved to be a tremendous educational opportunity for our membership. In addition, it elevated the stature of the Central Texas Chapter in our local industry and design communities, it turned out to be a great fundraiser, we collected a terrific amount of children's toys, the turnout was good, and many new relationships were built. I'm especially proud of how our Central Texas team came together in rising up to this new challenge to produce one heck of a show. The feedback we've received has been tremendous, and it's been decided that we absolutely need to do it again this Fall...with a revised schedule and a larger marketing strategy of course.

# Revit 2017 MEP

Save the dates!

Full-day workshops

» February 24 - Baltimore (Owings Mills)

» March 9 - Indianapolis

» March 16 - New York City

» March 30 - Seattle

» May 11 - Houston

Green Plumbing Design (GPD) Workshop



February 22-23 - Baltimore

Presentation Boot Camp: The Basics & Beyond

» March 29 - Seattle

Visit [aspe.org/workshops](http://aspe.org/workshops) for registration details.

