

# Best Practices Information Request Form

## Sections and Branches

The Leader Training Committee (LTC) is continuously expanding their Best Practices Guide to document successful activities and practices in our Sections and Branches.

Please use this form (Word format) to document your group's successful activity so we can share it with other leaders. We strongly encourage you to attach relevant graphics and photos (either embedded in the Word document or as attachments, PDF, jpg, tif, or other formats). We will incorporate the new Best Practice in the Guide and post it to the web site. Please return your completed form to Brian Pawula at [blpawula@hornershifrin.com](mailto:blpawula@hornershifrin.com) and/or Nancy Berson at [nberson@asce.org](mailto:nberson@asce.org).

<b>Date</b>	4/8/2026
<b>PROJECT TITLE</b>	<b>Maine Section 75th Anniversary Gala</b>
<b>1. Section/Branch</b>	Maine Section
<b>2. Section/Branch Size</b>	Medium
<b>3. Project Contact</b>	
Name	Heather Hayes
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<b>4. Project Category</b>	Section Operations
<b>5. Project Description</b>	Maine Section 75th Anniversary Gala
<b>6. The Process</b> (What you did, When and How)	<p>We developed a signature anniversary event for our Section that showcased the history and heritage of the Maine Section, honoring our Past Presidents, recognizing our Life Members, celebrating our annual project and engineering awards, and marking our 75th anniversary. This highly successful event was organized in just two months by a small, dedicated committee. Planning began in March 2025, and the event was held in May 2025.</p> <p>Committee members divided responsibilities to meet the tight schedule. Key tasks included securing sponsorships, selecting and booking an infrastructure-focused venue (Maine Ocean Gateway) and catering, designing the event logo and save-the-date, and ultimately delivering an experience that truly resonated with our members.</p>

<p><b>7. Those in Charge</b> (Committee, Task Committee, Etc.)</p>	<p>A small committee comprised primarily of current and past Section Presidents, our Region Director, and other long-time leaders with more than a decade of ASCE and event-planning experience, guided the effort.</p>
<p><b>8. Time Frame</b> (When Started, When Completed)</p>	<p>We started in March 2025, and the event was held May 29, 2025.</p>
<p><b>9. Success Factors</b> (The Parts that Worked Really Well)</p>	<p>Sponsorships and venue coordination were key elements of our success. Despite making requests late in the typical annual budgeting cycle, we secured an impressive number of committed sponsors whose contributions covered the venue, catering, and rental costs. We positioned this as a “can’t-miss” signature event, which helped generate strong support.</p> <p>One of our best practices for the anniversary celebration was creating a dedicated event logo. We used it consistently, on swag bags, stickers, invitations, programs, and even in our monthly newsletter through January 2026, which helped build recognition and excitement. Sponsors were prominently featured on the registration page, in the printed programs, and on table displays, a detail that was particularly well received.</p> <p>We also hired a photographer, something not typically done for our annual meeting. This allowed us to capture standout moments, including a memorable group photo of our Life Members and Past Presidents. The caterer exceeded expectations, delivering an excellent meal at a time when rising costs have led many professional development events to rely on heavy appetizers instead of full dinners. They even created signature drinks for the occasion, adding an extra celebratory touch.</p>
<p><b>10. Setback Factors</b> (The Parts that did Not Work Well)</p>	<p>The committee worked hard to ensure this event stood apart from our typical annual meeting, and it was challenging at times not to default to our standard format. Engagement from younger members also fell short of expectations. History and Heritage ultimately became the centerpiece of the evening. We incorporated three presentations and offered a PDH but doing so caused us to run over our planned agenda. For future events, we recommend limiting the program to two strong, engaging speakers, as maintaining audience energy is more difficult than it seems. Overall, attendees valued the networking and celebratory aspects most.</p> <p>Our annual meeting generally follows a consistent structure: Awards, Life Member induction, and board member induction, with the Younger Member Group typically hosting trivia. Although the younger members offered to run trivia again, alternative ideas such as assisting with a Section video or creating a History and Heritage display for décor did not gain traction, resulting in minimal Younger Member Group participation.</p>

<p><b>11. Creativity</b> (This is something off the wall that we did)</p>	<p>We invited members to share their photos, then compiled them into a video slideshow featuring images from past ASCE events and milestones.</p> <ul style="list-style-type: none"> <li>Video Link: <a href="https://www.facebook.com/reel/1645041549498631">https://www.facebook.com/reel/1645041549498631</a></li> </ul> <p>We also opened and displayed the time capsule created for the 50th Anniversary in 2000. New items from the 75th Anniversary were collected to seal it again, with plans for it to be reopened in 2050.</p>
<p><b>12. Administration</b> (What was most Important?)</p>	<p>Developing a clear vision for the event, securing buy-in from the Board of Direction and from the companies and members involved with the Maine Section, and then breaking that vision into achievable goals and tasks were key to bringing it to life.</p>
<p><b>13. Follow-Up</b> (What was most important?)</p>	<p>We held weekly committee meetings to check in on progress and individual tasks. These touchpoints helped us identify where we were ahead or behind schedule and allowed us to shift support where it was needed most.</p>
<p><b>14. Recommendations</b> (What you should ALWAYS do with this project?)</p>	<p>Always ask for help but keep the working group to a manageable size. ASCE is a large organization, so be sure to actively promote the event as well. We formed a small task committee with a shared mindset, which allowed us to move efficiently with minimal back-and-forth. This isn't always the case, too many voices or strong opinions can slow progress, so having a passionate, committed lead for the event is essential.</p>
<p><b>15. Cautions</b> (What you should NEVER do with this project?)</p>	<p>Never limit your goals. We set ambitious targets for sponsorships, the venue, and attendance, and we were able to achieve all three.</p>
<p><b>16. The Outcome</b></p>	<p>A highly successful event, the largest ever organized by the Maine Section, celebrating our 75th Anniversary with 150 attendees.</p>
<p><b>17. Ongoing Activity</b> (Would you do it again?)</p>	<p>Yes, in 25 years!</p>
<p><b>18. Speaker Contact Information</b> (person from your group who would be willing to speak about the Best Practice)</p>	
<p>Name</p>	<p>Heather Hayes</p>
<p>Phone Number</p>	<p>(207) 576-6744</p>
<p>Email</p>	<p><a href="mailto:hhayes@vhb.com">hhayes@vhb.com</a></p>

**19. Additional Comments**

(We strongly recommend attaching relevant photos and graphics)

Event Logo



Program/Agenda (front and back)



Program/Agenda (inside)



Reusable Bags featuring Event Logo and Giveaways for all attendees



Group Photo of Life Members and Past Presidents



Dinner Presentation with a View

