**4 – Membership Development**

**4.16**

**4.16 Principals Breakfast – Phoenix Branch**

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| **1. Section/Branch** | Arizona Section, Phoenix Branch |
| **2. Section/Branch Size** |  |
| **3. Project Contact** |  |
| Name | Frederick Tack |
| Phone Number | 020826-0509 |
| Email | Frederick.Tack@ghd.com |
| **4. Project Category** | Membership Development |
| **5. Project Description** | Invite senior leaders from public and private sectors to a Branch sponsored breakfast; present ASCE benefits; introduce Branch leadership team and vision and mission; and ask invitees how Phoenix Branch can better serve civil engineers employed by the invitees. |
| **6. The Process**  (What you did, When and How) | Started brainstorming event – late 2016.  Reserved meeting room at local resort – January 2017.  Started drafting invitation letter – February 2017.  Identified the senior manager/leader from 35 public sector organizations (cities, towns, counties, and State) and 37 private sector organizations (consulting engineering firms) – February 2017.  Developed agenda (which was included in invitation): February 2017.  Sent invitation letter (and conducted personal follow-up) – March 2017  Developed PowerPoint presentation – March and April 2017.  For private sector, conducted breakfast on Thursday April 26, 2017.  For public sector, conducted breakfast on Friday April 27, 2017.  The breakfast was 2 hours, including a 20-minute meet and greet.  Minutes of highlights and feedback from participants were taken.  Sent thank you for attending and follow up over the remaining year to encourage participation of those Principals and their staff with ASCE PB events |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Task Committee: Frederick Tack, Rob Lyons, Laura Spencer, Stephanie Templeton, and Larry Hanson |
| **8. Time Frame**  (When Started, When Completed) | Started late 2016.  Completed April 2017. |
| **9. Success Factors**  (The Parts that Worked Really Well) | Approx. 10 participants from public sector organizations attended.  Approx. 21 participants from private sector organizations attended.  Pre-ordered breakfasts requested by each participant.  Venue for the breakfasts.  Good discussion.  Participants provided broad range of feedback. |
| **10. Setback Factors**  (The Parts that did Not Work Well) | Some of the public sector agency organizations work four 10-hour days, with Fridays off; so a few people did not attend that would have had it been within their work week. |
| **11. Creativity**  (This is something off the wall that we did) | The Task Committee decided to have a separate breakfast for the public sector organizations and the private sector organizations, as it was thought that leaders from the two organization groups would have some different perspectives and concerns. Was a good decision.  Took the time to offer attendees to share why their initially, or continue to participate in ASCE, and describe what the Branch could do that would result in a higher level of participation. |
| **12. Administration**  (What was most Important?) | Messaging.  Identifying why senior managers/leaders should attend. Personal invitation, first through email, then follow up phone call, and in person when possible. |
| **13. Follow-Up**  (What was most important?) | Messaging.  Identifying why senior managers/leaders should attend. |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Thank participants for attending and providing input. |
| **15. Cautions**  (What you should NEVER do with this project?) | Take it lightly.  Don’t be defensive to feedback provided by participants. |
| **16. The Outcome** | After the event, the Branch Board discussed feedback provided and identified action items:   1. Participants suggested holding a luncheon periodically in a public sector organization. In 2018, the Branch held a luncheon in the Phoenix City Hall. In 2019, the Branch held a luncheon in the City of Phoenix Calvin Goode Building. 2. Participants suggested leadership training for younger civil engineers. In October 2019, the Branch conducted a 4-hour workshop titled “Young Engineer Leadership”. 23 attended. |
| **17. Ongoing Activity**  (Would you do it again?) | Yes, every 5 to 10 years. |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  |
| Name | Larry Hanson |
| Address | 2142 E. Goldenrod St, Phoenix, AZ 85048 |
| Phone Number | 480-231-4023 |
| Email | Lhanson2@msn.com |
| **19. Additional Comments**  (We strongly recommend attaching relevant photos and graphics) | Attached is the following:   1. Draft letter to invited participants. 2. Cover slide from PowerPoint presentation 3. Photos from the event. |











