



BOARD REPORT

Northeast Region Board Meeting – November 3, 2012

DATE: October 17, 2012
TO: Northeast Region Board of Directors
FROM: Bert Korteling, Metropolitan NY CSI Northeast Region Director
& Jeffrey Matles, CSI, USGBC, AIA New York Chapter Affiliate,
President, Metropolitan NY CSI
SUBJECT: Report of Region Director, Metro New York Chapter

A. Report Summary

1. The Metropolitan New York Chapter holds monthly meetings in New York City except in July and August. Our latest membership report shows 239 members and we average 40 to 60 attendees at our monthly meetings. We continue to offer annual CDT prep class and all our presentations offer Learning Units to attendees.

B. The Report

1. Summary of activities since last report: Great effort continues to be made scheduling interesting and pertinent topics at our monthly meetings. All presentations provide AIA/CES Learning Units to attendees.
2. Status of current programs: Our programs presented at our monthly meetings remained strong this past year:
 - a. September 2011
 - “Casino Night” celebrating the Chapter’s 60th Anniversary.
 - b. **October 2011**
 - “Re: Building NY Educational Day” – Annual Trade Show Educational Day. Bob Harvey, Executive Director, Lower Manhattan Construction Command Center was our Keynote.
 - c. **November 2011**
 - “Leadership Seminar”
Presenter: Mitch Miller, VP, CSI, Director of Specifications, USA Architects.
 - d. **December 2011**
 - “Holiday Party”
 - e. **January 2012**
 - “Presentations that Make a Difference”
Presenter: David Harrison, Harrison Management Consultants.

- f. **January 2012** - Special program in conjunction with the Museum of New York “An Evening with Kevin Roche, Architect at the Museum.
 - g. **February 2012** - “McKim, Meade & White, The Classical Ideal” Presenter: Samuel White, FAIA, LEED AP. This firm once dominated American architecture with over 1,000 commissions.
 - h. **March 2012** - “Social Media for Construction Professionals” Presented by Joy Davis, CSI, CCPR, CSI Communications & Web Community Senior Manager.
 - i. **April 2012**
- “NYC High Line Park Tour / Bowling” The High Line, NYC’s public park built on an abandoned elevated freight rail track bed.
 - j. **May 2012**
- “Networking Live” at the Grohe Showroom. An evening of one-on-one and small group meetings among architects, specification writers, product representatives, construction managers, students and contractors.
 - k. **June 2012**
- “Sixty First Annual Awards & Officer Installation”
 - l. **July 2012**
- “Summer Break”
 - m. **August 2012**
- “Metro NY CSI Summer Board Retreat” at Perkins Eastman Architects
 - n. **September 2012**
- “Golf Outing Fund Raiser” at the South Shore Country Club and sponsored by the Metro NY and Long Island CSI Chapters.
 - o. **October 2012**
“Connect NYC: People, Products & Information” - Annual Trade Show and Educational Day. Seth Pinsky, President of the NYC Economic Development Council was our keynote speaker.
3. The challenge for the coming year is to maintain interesting programming since we have found this to be the single most important thing that attracts attendees.
4. Problem areas:
- a. CSI name recognition is not what it should be, and we are not as well known in the community as some other professional architectural organizations such as AIA, PWC, USGBC, and Building Congress. National is working on BRANDING.
 - b. Retaining membership: People are challenged to maintain their membership, especially if they are self-employed or if they are members of more than one professional organization.

5. Success stories:
 - a. “RE: BUILDING NY”, October 2011 and “CONNECT NYC: PEOPLE, PRODUCTS & INFORMATION”, October 2012 our annual Education Day and a trade show held at the Metropolitan Pavilion, were very well attended. These events were well supported by suppliers serving our industry. The Architects received continuing education credit for seminar attendance.
 - b. Our Chapter sponsored a special program for interior designers and architects in order to reach a group that has not been particularly well represented in our membership.
 - c. Our membership committee developed a new member card /name tag system for tracking membership and attendance. The new cards include bar codes for scanning attendees at events.
 - d. Golf Outing raised funds for the Frybergh Scholarship.

6. Schedule of activities prior to next Board Meeting: The Chapter leadership held a planning meeting August 2012. Those present identified a number of influences that play a part in people remaining active members. While brainstorming, many ideas were raised as ones to consider in setting goals and objectives for the upcoming year. The proposed goal statement is:

Grow our Chapter by reaching out to our industry and those who are training to be part of our industry, involving our membership in sharing our knowledge and passion for the built environment.

We will accomplish this by:

- Getting the CSI word out.... Value of membership
- Appeal to the kind of people who would benefit.
- Increasing membership – Holding our monthly meetings in design-related venues with a short duration, resulting in larger turnout.
- Reaching out to undergraduates and emerging professionals

B. Suggestions for the benefit of the Region

1. The Board needs to consider better ways and methods to market the organization to improve name recognition.
2. NER Officers need to visit the Local Chapters. Funds have been allocated and approved for this purpose.

Respectfully submitted,

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END OF REPORT

Cc: Region Secretary