



Chapter Spotlight: Pittsburgh Chapter

**Stan Hoffman
Chapter President**

Success of the Pittsburgh AITP Chapter



Winners of the 2008 Association
Outstanding Chapter Award presented
to the Pittsburgh Chapter president at
the 2010 Member Summit Chicago

Our Fair City



Looking from the Ohio River at the Golden Triangle with the Allegheny River on the left and the Monongahela River on the right.



City of Champions

- ▾ 2008 Steelers win Super Bowl
- ▾ 2008 Pittsburgh Pens win Stanley Cup
- ▾ 2008 AITP Pittsburgh wins AOCA, renamed the STANFORD CUP
- ▾ 2008 Pittsburgh Pirates...
 - ▾ Well, 3 out of 4 isn't bad

Pittsburgh Chapter Board of Directors





Presentation Topics

- ▾ What got us AOCA in 2008
 - ▾ Patricia McMurray

- ▾ What you can do to have a better chapter
 - ▾ Harvey Schoenman

- ▾ How we are moving into the future
 - ▾ Harvey Schoenman

- ▾ The Pittsburgh Chapter signature event
 - ▾ Stan Hoffman

- ▾ Questions & Answers
 - ▾ Pgh Chapter BOD Members



What got us AOCA in 2008

Patricia McMurray



What got us AOCA in 2008

Chapter Activities

- ▾ Board meetings held every month
 - ▾ Minutes are kept and filed
 - ▾ Minimum of 6 board members at every meeting

- ▾ Regular dinner/networking/presentation meetings held 10 months
 - ▾ September – June
 - ▾ Meeting attendance: Average 22
 - ▾ April meeting hosted by ITT Tech
 - ▾ Put on by ITT Tech students
 - ▾ Scholarship Golf Outing in August
 - ▾ Golf attendance: ~70 golfers
 - ▾ Also help with registration, photos and drawings



What got us AOCA in 2008

Chapter Activities

- ▾ Pittsburgh website kept up to date every month
 - ▾ Activities/events
 - ▾ List of officers & directors with email addresses
 - ▾ Chapter news (virtual newsletter)

- ▾ Articles written for Information Executive: 2
 - ▾ 527: Brand your website with a Favicon
 - ▾ 762: AlertPay business account setup procedure

- ▾ “Prepare for Employment” seminar
 - ▾ December meeting



What got us AOCA in 2008

Local Community Activities

- ▾ Raised funds for the American Heart Association
- ▾ Provided board member speaker to the Oasis Group (classes for adults 50+)
- ▾ Supplied volunteers for a Microsoft Launch Event
 - ▾ Board members staffed booth and registration
- ▾ Organized annual Scholarship Golf Outing
- ▾ Donated proceeds of 50/50 to the local Food Pantry



What got us AOCA in 2008

Business Community Activities

▾ Publicity

- ▾ Pittsburgh Post-Gazette and Pittsburgh Business Times: 10 months
- ▾ IT vendor show: Microsoft Launch Event
- ▾ IT seminar speaker – ISSA: 1 board member
- ▾ Facilitated product upgrade reviews: Microsoft upgrades

▾ Job-related meetings and publicity

- ▾ Web links or publicity to 8 organizations



What got us AOCA in 2008

Giving Forward Activities

- ▾ Scholarships Awarded
 - ▾ ITT Tech: 1 student member
 - ▾ Kaplan/ICM: 1 student member

- ▾ New student chapter chartered
 - ▾ IADT (Institute of Advanced Design & Technology)



What got us AOCA in 2008

Giving Forward Activities

- ▾ Served on a non-AITP advisory council
 - ▾ ITT Tech: 1 board member
 - ▾ IADT: 1 board member
 - ▾ Robert Morris University: 1 board member
 - ▾ Kaplan/ICM: 4 board members
 - ▾ Butler CC: 1 board member
 - ▾ Point Park College: 1 board member



What got us AOCA in 2008

Giving Forward Activities

- ▾ Assistance to student chapters
 - ▾ Speakers & mentoring: 7 student chapters

- ▾ Student chapter member converted to interim: 1

- ▾ Donated funds to the Region 18 Conference to support student attendance

- ▾ Worked with RMU and IUP (local universities) to establish student chapters



Region Activities

- ▾ Hosted Region 18 Leadership Retreat
 - ▾ 2 board members co-chairs
 - ▾ 6 additional board members on committees
 - ▾ 36 total attendees

- ▾ Attended Region 18 board meetings
 - ▾ Asheville: 2 board members
 - ▾ Pittsburgh: 4 board members
 - ▾ Region officer's meeting: 1 board member



Region Activities

- ▾ Attended Region 18 Conference
 - ▾ Asheville: 2 board members

- ▾ Region 18 CommuniGram
 - ▾ Created a monthly region news communication
 - ▾ Started April, 2008
 - ▾ Published 9 issues through EOY



Association Activities

- ▾ Attendance at ISECON
 - ▾ 4 student members

- ▾ Attendance at an outside chapter's meeting
 - ▾ Johnstown: 4 board members
 - ▾ Richmond: 1 board member



What got us AOCA in 2008

Association Activities

- ▾ AITP Promotions
 - ▾ Joint meeting with the Greater Wheeling Chapter
 - ▾ 3 board members plus non-board members
 - ▾ Booth at a Microsoft Launch Event
 - ▾ Booth at ITT Tech Career Fair
 - ▾ Booth at Kaplan/ICM Career Fair



What got us AOCA in 2008

Harvey Schoenman



What you can do to have a better chapter

Best Practices

- ▾ Hold regular board meetings
 - ▾ Document & publish all board meeting minutes
- ▾ Hold regular presentation meetings
- ▾ Involvement with and support of your region
- ▾ Involvement with and support of the association
- ▾ Plan events outside of chapter meetings
- ▾ Partner with other chapters and non-AITP groups



What you can do to have a better chapter

Best Practices

- ▾ Hold an annual signature event
 - ▾ Golf outing, riverboat cruise, ball game, etc
 - ▾ Larger chapters have the resources to hold multiple events
- ▾ Have a chapter Advisory Council
 - ▾ IT executives, CIOs, CTOs
- ▾ Partner with vendors
 - ▾ Sell tables at meetings



What you can do to have a better chapter

Best Practices

- ▾ Take advantage of GITCA and UGSS benefits
 - ▾ Monetary and other
 - ▾ Publicize their free events
- ▾ Invite a Microsoft ITE or partner to speak at a meeting
 - ▾ Typically draw the highest attendance
- ▾ Have Chapter Mission and Chapter Vision statements
- ▾ Hold joint chapter meetings if geography allows
- ▾ Help start or revitalize student and professional chapters



What you can do to have a better chapter

How to Attract and Keep Volunteers

- ✚ Hold an annual dinner for the board
 - ✚ The December board meeting is a nice time for this
- ✚ Host picnic dinners for the summer board meetings
- ✚ Subsidize food at all board meetings
- ✚ Welcome new chapter members and make them feel at home
- ✚ Introduce new members to other members
- ✚ Be enthusiastic about chapter, region and association activities



What you can do to have a better chapter

How to Attract and Keep Volunteers

- ▾ Have a challenging job/assignment for every board member
- ▾ Tap into each board member's natural talent
- ▾ Promote board positions as leadership learning opportunities
- ▾ Promote board positions as business learning opportunities
- ▾ Embrace the cardinal rule...
 - ▾ “No one ever got fired from volunteering for the board”
- ▾ Most importantly - **HAVE FUN**



How we are moving into the future

- ▾ Social media networking – chapter groups
 - ▾ LinkedIn
 - ▾ Facebook
 - ▾ Twitter

- ▾ Why social media?
 - ▾ Find them where they live

- ▾ Participating more with ISSA and cross-promoting each other

- ▾ Selling partner-vendor tables at meetings



How we are moving into the future

- ▾ Taking advantage of GITCA/UGSS
 - ▾ Event funding
 - ▾ Quarterly kits
 - ▾ Webcasts
 - ▾ SharePoint Services website
 - ▾ LiveMeeting account

- ▾ Helping Region 18 with chapter revitalizations

- ▾ Continuing to speak about AITP at non-AITP community events



What got us AOCA in 2008

Stan Hoffman



Pittsburgh Chapter's signature event

Annual Scholarship Golf Outing

- ▾ We start in January
 - ▾ Ask for donations and prizes
 - ▾ Corporate sponsors @ \$200: 4 only
 - ▾ One year on website
 - ▾ Featured in the Golf Outing flyer
 - ▾ Sign on a golf course beverage cart
 - ▾ Tee sign
 - ▾ Tee sponsors @ \$125
 - ▾ Tee sign
 - ▾ Cart sponsors @ \$25
 - ▾ Cart sign



Pittsburgh Chapter's signature event

Annual Scholarship Golf Outing

- ▾ Raffle tickets
 - ▾ Win \$500, sell for \$5
 - ▾ Need to sell just over 100 to break even
 - ▾ Typically sell about 250
 - ▾ Each board member gets 25 to sell

- ▾ Sell on day of outing
 - ▾ Excess raffle tickets
 - ▾ 50/50 tickets
 - ▾ Mulligan tickets



Pittsburgh Chapter's signature event

Annual Scholarship Golf Outing

- ▾ Golfers fees are break-even related to course charges
 - ▾ Make money on ticket sales
 - ▾ Typically get about 70 golfers
 - ▾ Currently \$89 per golfer
 - ▾ Shotgun start at 8:00 am
 - ▾ Scramble format
 - ▾ Rules explained in flyer
 - ▾ Hot dog and drink at the 9th hole
 - ▾ Barbeque lunch/dinner at 1:00 pm
 - ▾ Raffles & prizes during dinner
 - ▾ Outing completed by 3:00 pm



Pittsburgh Chapter's signature event

Annual Scholarship Golf Outing

- ▾ Golf outing expenses
 - ▾ Phil Svesnik: \$300 for prizes
 - ▾ This gets us about \$1000 worth of prizes
 - ▾ No questions asked 😊
 - ▾ AITP-branded gift for every golfer's registration bag
 - ▾ Gift certificates for 1st, 2nd and 3rd prizes
 - ▾ Skill prizes
 - ▾ Pink ball prize
 - ▾ Golf course fees
- ▾ Given out over \$15,000 in scholarships over 10 years
- ▾ Subsidize students at all dinner meetings



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? Questions & Answers ?

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Stan Hoffman
Patricia McMurray
Harvey Schoenman
Pgh Board Members



Finding Quality Speakers Every Month

Nancy See
Speakers



Denise Patrizio

Record Keeping



Pittsburgh Chapter's signature event

Purpose

The Chapter Outstanding Performance Award (COPA) was developed to recognize chapters for their efforts to become a well-rounded effective group within their...

- ▾ Industry
- ▾ Local Community
- ▾ Professional Association



Pittsburgh Chapter's signature event

Gathering Information

- ▾ Create a worksheet of categories and circulate it at each board meeting and dinner meeting
- ▾ Take notes from board meeting minutes
- ▾ Start Jan 1st. Don't wait until the end of the year to gather information
- ▾ Additional information can be gathered from IPA forms



Pittsburgh Chapter's signature event

Major Categories

- ▾ Association
- ▾ Region
- ▾ Giving Forward – Support future generations
- ▾ Local Community
- ▾ Business Community
- ▾ Chapter



Pittsburgh Chapter's signature event

Other Categories

- ▾ Additional Information
- ▾ Other
 - ▾ Things chapter did
 - ▾ Things chapter participated in
 - ▾ Meetings or events the chapter co-hosted
 - ▾ Any other significant event



Pittsburgh Chapter's signature event

BRAG! BRAG! BRAG!

Tell the association more than what they are asking for

Example...

- ▾ Dinner Meeting – Include dates, topic, speaker and # of attendees
- ▾ Board Meeting – Include dates and # of attendees
- ▾ Extra Meetings – Date and who attended watercooler event



Pittsburgh Chapter's signature event

Chapter Outstanding Award
(COPA)

Region 18 Outstanding Chapter Award
(ROCA)

Association Outstanding Chapter Award
(AOCA)