

## CHMM IDEA BOOK

Activity	Activity Description (provide detailed definition)	Activity Frequency	Success Rating*	Factors Critical for Success (things to consider)	Member Cost	Chapter Cost
General Membership Meeting	Typically set up as a dinner meeting with a short happy hour 6 to 6:30, followed by speaker (1 hour) and dinner. Potential speakers were identified by member interest from government (City of Detroit, Mich.Dept.Env.Qual.), consultants, and public interest groups.	Typically 4 times per year	4	Identify good speaker with broad interest! Schedule in advance the meeting and publicize with emails to members, postcards and newsletter. Confirm what audio-visual needs the speaker will require. Find a moderately priced location for dinner where they can accommodate the anticipated turn-out. Establish a charge for no-shows which can cause a financial loss. Cancellation notice required up to 5 days in advance of meeting. Keep track of attendees and payment. Make sure you contact hotel or restaurant with attendee count by appointed time. Get gift for speaker.	Typically \$15 member and \$25 nonmembers	Break even at more than 20 attendees or potentially lose \$150 - \$200 per event
Facility Tour	Membership tour of interesting facility, plant or EHS activity (e.g. landfill, airport, wastewater treatment plant, assembly plant, etc.)	One or Two Times per year	3	Identify tour site with general interest. Publicize well in advance with postcards, email, newsletters, and phone call tree. Be clear with tour guide on the event time, number of people attending and location directions. Determine if we need to cater in snacks or if tour will provide. Get a gift for the tour guide.	Free	<\$100
CHMM Exam Review Class	Provide 3-day review course for CHMM Examination typically one week before local examination.	Spring & Fall	4	Outline agenda for class following ACHMM recommendations and Handbook content. Identify speakers one month in advance using email to schedule as many as possible - assign this task to one CHMM member with supplemental help as needed. Send information on class to ACHMM so it will be posted on webpage and post on local page. Develop flyer for publicity and mail to local universities where EHS classes are taught. Find location for review course considering potential class size, cost and accommodations for lunch. Determine what AV equipment is needed and send information to speakers. Mail agenda and a thank you for speakers. Track attendees and payment. Contact hotel/host center with anticipated number by agreed date. Obtain HMM Handbook for attendees from ACHMM. Request copies of speaker handouts in advance and make copies in 3-ring binders for attendees. Ask for CHMMs to "monitor" the review course so they can make sure speakers are on time, run any errands and contact any missing/late speakers.	\$390 for 3-day course	Typically all profit after 6 attendees
Chapter Annual Conference	One-day conference on EHS topics for CHMM and general public	Once per year	4	Establish a committee to decide theme and identify/contact speakers at least 3 months in advance. Identify hotel/conference room with sufficient space and moderate costs with easy access and reserve date, pay deposits. Establish schedule and contact speakers to obtain names/titles 2 months in advance. Provide information to graphics service to design flyers. Publicize at least one month in advance by sending flyers to CHMMs in area. Contact local newspapers and MDEQ to get event publicized in Calendar. Send information to ACHMM so it will be posted on webpage and post on local page. Determine what AV equipment is needed and send information to speakers. Mail agenda and thank you for speakers. Track attendees and payment and print our list for check in table. Print nametags from the attendees list. Have treasurer pre-print receipts. Contact hotel/host center with anticipated number by agreed date. Request copies of speaker handouts in advance and make copies in 3-ring binders for attendees. Ask for CHMMs to introduce speakers and check in attendees in the morning. Assign CHMM to get gifts for speakers.	\$75 for members and \$125 nonmembers	Typically profit of \$1000 when attendance of at least 70

\*Success Rating: 0 to 4

0 = unsuccessful, met no goals

1 = marginal, met few goals would not repeat

2 = marginally successful, met few goals, re-evaluate

3 = successful, met many goals

4 = very successful, exceeded all goals

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Social Event	Night at Horse Race Track	Once per year	3	Select a chair coordinator for the event. Coordinate the outing with the race track for items required for the number of people attending, then select food and beverages. Advertise the event using the local chapter newsletter, post card mailers and free local events calendars. Obtain the number of people attending and obtain tickets. Keep track of paid money for those attending and for event expenses. Establish a charge for no-shows which can cause the loss of money and develop an attendance signup form to obtain participants written commitment. Cancellation notice required up to 5 days in advance of event. Make sure to contact the race track course to confirm the scheduled time/day and number of attendees.	\$5 for members \$10 non-members	Typically \$15 to \$20 per person (run at a loss) required 50 for reservation
Social Event	Golf Outing -Daytime/Comedy Club Show - Evening	Once per year	3	Select a chair coordinator for the event and several volunteers to assist the chair. Coordinate the outing with golf course for the food/materials required for the number of people attending, select lunch at turn and hors d'oeuvres food, beverages, golf prizes. Advertise the event using the local chapter newsletter, post card mailers and free local events calendars. Obtain reservation money and registration form from attendees prior to making golf course and comedy club reservations. Keep track of paid money for those attending, hole sponsor donations, raffle prize donations, and event expenses. Establish a charge for no-shows which can cause the loss of money and develop an attendance signup form to obtain participants written commitment. Cancellation notice required up to 5 days in advance of event. Make sure to contact the golf course to confirm the scheduled time/day and number of attendees.	\$70/golf and \$25/ comedy club	< \$250
General Membership Meeting Video Conferencing	Video teleconference meeting between in-state locations	Three times per year	3	Identify good speakers with broad interest for the members! Schedule the video conference meeting well in advance and publicize in advance with emails to members and newsletter notice. Confirm what audio-visual needs the speaker will have. Find a moderately priced location to provide delivered pizza/drinks for dinner to accommodate the anticipated turn-out. Establish a charge for no-shows which can cause you to lose money. Cancellation notice required up to 5 days in advance of meeting. Keep track of attendees and payment. Make sure you contact video conference location to confirm the scheduled time/day. Get gift for speaker. Explore corporate donation of video conference facilities.	\$10 or 15 with pizza and drink	\$100/ hr. per location depending on location
Promoting CHMM Credential	Presentations to Promote CHMM Credential as part of new member recruiting	Multiple times per year	2	Contact various local universities with environmental degree programs. Contact department heads to receive approval to make presentations about CHMM to students. Provide handouts to students about certification and membership. Continue regular presentations each semester to university students to increase membership and build relationships with professors.	Free	<\$200
Social Event	Night at Casino	Once per year	2	Schedule in advance the meeting and publicize with emails to members, postcards and newsletter. Find a moderately priced location for dinner where you can accommodate those attending. Establish a charge for no-shows which can cause a financial loss for the event. Cancellation notice required up to 5 days in advance of event. Keep track of attendees and payment. Make sure you contact the casino to confirm the scheduled time/day and number of attendees.	\$25	\$50 Profit

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Membership Mailing List	Maintaining a mailing list of chapter members	Multiple times per year	3	Determine who will be responsible for keeping the membership mailing list. Establish database of members using appropriate software. Regularly maintain the mailing list. Utilize the mailing list to send emails, newsletters, and inform members of other chapter information.	Free	Free
Membership Directory	Maintaining a list of chapter members within a directory	Multiple times per year	3	Determine who will be responsible for keeping the membership directory. Establish database of members using appropriate software. Regularly maintain the directory. Utilize the directory for at a glance membership, and networking.	Free	\$400
Membership Newsletter	Completing a chapter newsletter	Quarterly	3	Develop a set of standard topics to be covered every issue of the newsletter such as "regulatory review and committee updates, etc.," and ask for volunteers to submit their columns for each issue. Remember what newsletter topics are of interest to the audience and have more than chapter news. Keep deadlines clear and send out reminders about due dates. It can take 4 to 6 weeks from the time articles are obtained until they are printed in the newsletter and mailed to members. The budget for the newsletter can be kept low by: having a company underwrite the cost of publication, asking a volunteer from the chapter to do the graphic formatting of the newsletter, finding a graphic artist who likes to do this for extra money instead of contracting with a firm, accept advertisements with an established guideline, and find a printer who will let you mail under their bulk mailing permit. Do not spread an article over several pages, and pages 1,3, and 5 are the most read pages. Have a few extra copies of your newsletter printed to hand them out at meetings, conferences, and training.	Free	3,685
Educational Outreach	Project Green - Water sampling to evaluate a river's water quality and educate students	Once per year	2	Obtain the name/email address/phone number of the contact person from the watershed council who is hosting the event. Schedule in advance the meeting and publicize with emails to members, postcards and newsletter. Obtain the name and phone number of the students teacher. Meet the students at the school before leaving to go to the sampling site. The CHMM organizer and attendees should obtain a map and directions to the sampling site which can also be use by the school.	Free	Free

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