



INDUSTRY **In the Know**

A Focused Resource Highlighting Industry Events that Are Impacting You and Your Company and How DHI Is Advancing and Influencing These Efforts on Your Behalf

A Case Study in DHI Chapter Revitalization

BEING A LEADER IS BOTH incredibly challenging and rewarding, and being a leader within DHI is no exception.

Doors & Hardware sat down with Jim White, AHC/CDC to discuss his experiences as a DHI chapter leader who has worked tirelessly to improve his chapter, his association and, ultimately, his industry.



Jim White, AHC/CDC

What prompted you to get involved as a chapter leader?

The short answer is, "I was asked." The longer explanation is that I had been a DHI member regularly attending chapter meetings for years but was not involved because I had other commitments with family,

children, sports and the Air National Guard. When I was asked by Brian MacLean, the current President-Elect, if I would be willing to take the President-Elect position if I were to move up to the President's position, it was perfect timing. My children were all grown and moved out, I had stopped playing soccer after a broken ankle, and I was about to retire from the Air National Guard. I accepted his offer and was voted in at the next chapter meeting.

What was the status of the chapter when you got involved?

The programming was good, but the current board was burned out, and we were financially strapped. I must give a lot of credit to Brian, who essentially saved the chapter by stepping up from the President-Elect position to the President's position when the

elected President did not fulfill his duties. He kept the chapter afloat while providing good programming.

As an individual in the leadership of your chapter, what do you feel a member gets out of chapter participation?

First of all, many new friends and acquaintances are made with your peers. And then there is the education, whether formal or by professional presentation or simply by interacting with your peers. Between attending chapter meetings and reading *Doors & Hardware* magazine, you can be on the leading edge of changes in the industry, changes in the code arena, new products and technology, and the latest happenings at DHI and your local chapter.

How did the revitalization of your chapter come about?

During my tenure as President-Elect, I was not utilized often. This gave me time to read the Chapter Leadership handbook, study the current chapter structure and start appraising potential future leaders. Through conversations with many members to get to know them better, I was able to assess who had great passion for our industry and chapter. I also looked for people who seemed comfortable with themselves and presented a professional image. Then I started recruiting my four-person board and eight-person committee. By assembling a large, passionate, professional group, I was able to stimulate many ideas. We had brainstorming sessions to develop the best ideas and establish program planning up to a year in advance. When DHI offered a Chapter Leadership Conference in Virginia, my President-Elect and I attended. A couple of years later, two more board/committee members attended. This type of hands-on training greatly enhanced our leadership abilities.

How did you and your fellow leaders begin the process of re-engaging the local membership?

Since I had already read the Chapter Leadership handbook, I came to the first board/committee meeting with a comprehensive agenda and a Chapter Leadership handbook for every new leader with his or her job descriptions bookmarked. From there, the ideas just starting flowing, and believe me, with a board/committee of 12, there were a lot of ideas. We took those ideas and our knowledge of what our members wanted and planned the next four chapter meetings. Board/committee meetings were scheduled to occur the month before the chapter meeting and the month after. The meeting the month before the chapter meeting was used to finalize the upcoming meeting and plan the meeting for the following year. The meeting after the chapter meeting was used to review the last chapter meeting and begin the final planning for the next. All chapter members received a personal letter from me introducing myself and the new leaders, while asking them for their input and participation. During each chapter meeting, the chapter leaders actively engaged with members to learn their needs and desires. New members were always recognized at the chapter meeting with the presentation of their membership certificate or announcement of their name if they were not in attendance.

What are your suggestions for keeping both the chapter leadership and the membership involved and interested?

Keeping the chapter leadership involved and interested was easy. They were handpicked for their passion for

the industry, desire to teach others and need to stay ahead of industry changes. We had such a large group that no one person became overworked. They were always excited knowing that they were a driving force behind the chapter's success. Keeping the membership engaged was a bit more difficult. We developed meeting presentations based on current changes in our industry. Since it is ever-changing, various groups of members would view the topics as knowledge they needed to obtain. The chapter has a base of about two dozen members who attend most meetings. There are an additional 30 members, in rotation, who only attend for specific topics. We were also able to get the membership on board by offering day-long DHI National classes we taught at the local level.

Share some of your strategies for keeping a chapter viable and relevant to the membership.

As mentioned previously, we tried to expand on current industry changes and events with speakers and presentations that covered these topics. By bringing these programs to the membership in a timely manner, we were able to create a draw and demand for meetings. For instance, when positive pressure first came around, still years away from implementation in New England, we planned a whole year of meetings with a positive pressure theme. There were presentations on the overall scope, gasketing, wood doors and a review of the codes. These meetings were a huge draw because the subject was still not completely understood and compliance was right around the corner. We tried to sell the series of meetings using the theme instead of just promoting one meeting at



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a time. Most of our planning meetings produced several ideas, which we would then meld into a year-long theme. The chapter meeting place was also moved to a less expensive venue, and the meeting day and time were standardized to create continuity. Having meetings in the same location on the same day at same time is easier for the membership to remember. The themes of the meetings were reflected in our full-day DHI National classes taught at the chapter level. Our Education Committee and their programs were essential in winning the Mary Roth award five times in a row. To Brian MacLean's credit, the first Mary Roth award was won on his watch. I also believe awards and recognition are a key part of developing and maintaining member and leader enthusiasm.

How does your chapter help grow relationships within its membership?

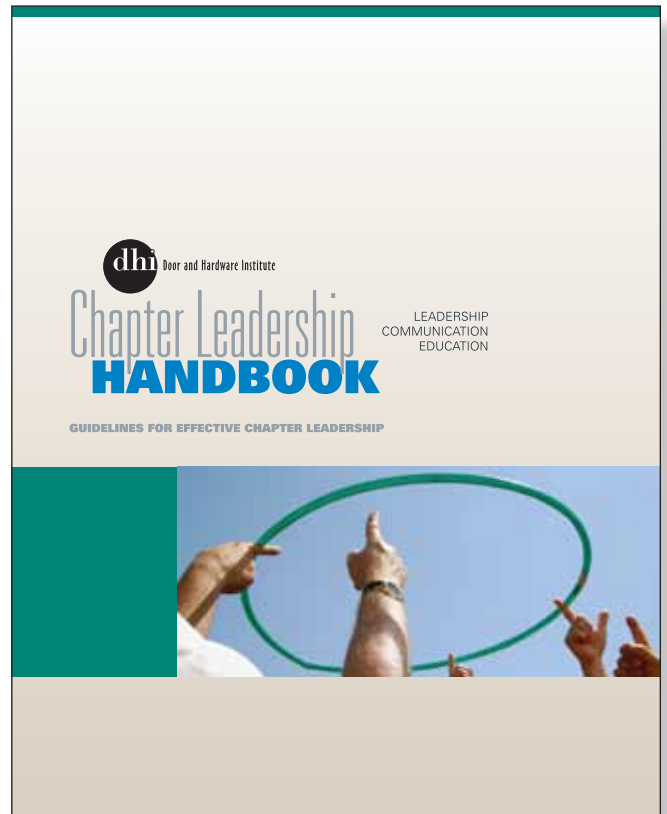
We have a social hour prior to the chapter meeting so members can mingle and catch up with each other. Our board/committee is intentionally made up of members from different business sectors such as distribution, factory reps, independent reps and integrators. This diversity helps promote the chapter and DHI throughout these sectors. When the chapter hosted the 2008 DHI Conference and Exposition in Boston, our membership stepped up in a big way, filling the volunteer positions in record time and attending the Expo in huge numbers. I believe this was achieved through the extensive networking established within the chapter. The chapter used to have a newsletter and used DHI's

website to disseminate information, but now we have our own website. We also use email for meeting announcements.

What would you say to a DHI member looking to become involved with the leadership of a chapter? What skills are learned as a chapter leader?

When people become involved in chapter leadership, they immediately realize that the chapter (and DHI) don't and can't run themselves. It takes volunteers. For me, being involved continually reignites my passion for the industry. Getting involved keeps you in the loop of industry advances, current trends and educational offerings. It puts you in a position to help other industry professionals. Being part of a board or committee that plans the future of your chapter is rewarding and enlightening, especially when the plan is successful. During my tenure as Chapter President, some of the most gratifying moments were recognizing new consultants in front of the chapter with a formal presentation of their credentials. Public speaking was not one of my stronger traits, but having to facilitate 16 chapter meetings and many board/committee meetings, as well as being the Host Committee

Chair of the 2008 DHI Conference and Exposition, greatly enhanced my ability and confidence. Facilitating a meeting for 40 is a challenge, but giving a speech using a teleprompter in front of several hundred of my peers was difficult yet exciting. However, improved public speaking is not the only thing you get from chapter involvement. The board/committee is essentially a team, which reinforces our organizational and communication skills and reaches a whole new level of networking. Through this teamwork, the New England Chapter has won the Mary Roth award and the Particip-ACTION award several times. Earning these awards was a team effort. I believe that everyone on the board/committee, then and now, is extremely proud of what we have accomplished.



What did you gain professionally from your experience as a board member of your chapter?

As a credentialed DHI professional, I gained more respect from my customers who know I am a participating member of my industry. Some of them also belong to their industry organizations. They are more confident that I am aware of all the current trends and issues, codes, and door and hardware applications. They have come to realize that I am not just a doorknob salesperson, but truly a consultant, as my credentials indicate. In the industry itself, I have become known to a larger group of my peers. Through participation at the chapter and national level, I have gotten to know many of the DHI staff and have been introduced to several DHI presidents and other key players in the industry, all of which expanded my professional network. Because of this expanded network, I have been privileged to serve on several DHI national committees and am currently on the Board of Governors. When I got involved with the chapter a decade ago, I never imagined this result, but I am certainly grateful and happy for it. I hope to continue on for many more years.

As a Past-President, what is your current involvement in the chapter? What drives you to stay?

I am currently still a member of the board as an advisor. I am also a member of the chapter's Education Committee and have accepted an appointment to the newly created position of Chapter Historian. What keeps me involved is the fact that I can still help in the

advancement of the chapter, DHI and our members. To be directly involved with planning the future of our industry is invigorating. DHI is constantly improving its customer service, educational opportunities and deployment of programs. I am proud to be part of this innovative, forward-looking professional organization.

Do you have any closing comments?

I have been on sports teams and served as a Boy Scout leader, a sports coach, a parent and a member of the military, among other things. If you have been a part of any organization, you will understand what I'm talking about when I say that I have had many moments of pride and satisfaction. Becoming an active member of my chapter and DHI expanded that list of moments. Being part of the process that helps my fellow peers learn, evolve and succeed is very fulfilling.

So if you are passionate and enthusiastic about our industry, please contact your local chapter and volunteer. Being active in your chapter is immensely rewarding, and I am positive you would be welcomed with open arms. I know you would be in the New England chapter.

One last thing. The "Guidelines for Effective Chapter Leadership" manual is an invaluable tool to new leaders or anyone who needs or wants more guidance on improving their chapter structure. It can be downloaded from the DHI website at www.dhi.org/shared/forms/PDFforms/ChapterPrograms/ChptrLeadHandbook.pdf. ●

2011 DHI Chapter Leadership Webinars Topics and Descriptions

April

Topic: Come Hear What DHI's NEW Online Community Can Offer YOUR Chapter Leadership and Possibly YOUR Membership!

Description: How can DHI help your chapter maintain historical data, host a chapter message board and even conduct a chapter meeting webinar? Let us introduce you to DHI's new online community software that will make your volunteer jobs less demanding and make staying connected to the local membership easier.

May

Topic: Public Speaking

Description: This webinar will provide you with some pointers on overcoming the inherent fear most people experience when it comes to speaking in front of a crowd. Learn tips on how to deal with nerves, preparation, communication and more.

June

Topic: Chapter Bylaw Writing Session

Description: Each chapter is required to have and maintain an up-to-date set of bylaws. Do you know where your chapter's bylaws are? Or maybe your bylaws just need a little updating? As a chapter leader, whatever situation you might find yourself in, this session will guide you in the specifics of what should be included in your bylaws and what shouldn't, as well as how to set up a committee to handle the review or rewrite. You will also be provided with a sample set of bylaws.



2011 Chapter Leadership Education (Webinars)

(Topics are subject to change)

Month	Topic	Education Type	Instructor
April	Come Hear What DHI's NEW Online Community Can Offer YOUR Chapter Leadership and Possibly YOUR Membership	DHI	Keith Pardoe, DAHC/CDC Courtney Starkey, M.Ed.
May	Public Speaking	Leadership	Bill Johnson Jerry S. Heppes, CAE
June	Chapter Bylaw Writing Session	Leadership	
July	DHI's New Online Education System – How Does It Affect Chapter Education?	DHI	Keith Pardoe, DAHC/CDC Courtney Starkey, M.Ed.
August	Planning Session for Chapters: Group Discussion—Get Inspired by Fellow Leaders What Is Your Chapter Doing? Discuss Upcoming Challenges and Plans for Your Chapter with Fellow Leaders	Group Discussion	Leadership and DHI Staff
September	Generation Wise	Personal Growth	Michelle LaPierre
October	DHI's Annual 36 th Conference & Exhibition in New York, NY—October 26-27, 2011 No Webinar Training Scheduled		
November	Chapter Funds at RISK—Gauge Your Tax Exposure	Leadership	Suzanne Shomers Representative from Tate & Tryon CPA's and Consultants
December	How to Select and Build a Chapter Board	Leadership	James T. White, AHC/CDC

July

Topic: DHI's New Online Education System—
How Does It Affect Chapter Education?

Description: DHI has officially launched ONLINE EDUCATION. Join Keith Pardoe, DAHC/CDC in a discussion on how the online program works and what new possibilities lay ahead for our local chapters. This session is a great follow-up to the session held in April. Don't miss either of these informative webinars!

August

Topic: Planning Session for Chapters:
Group Discussion—Get
Inspired by Fellow Leaders
What Is Your Chapter Doing? Discuss
Upcoming Challenges and Plans for
Your Chapter with Fellow Leaders

Description: Bring your successes and your concerns to this interactive webinar. Join your fellow leaders in this brainstorming session. Get great ideas from other chapters that will reinvigorate you as a leader of your chapter. Attend with your entire board and see what great ideas you walk away with!

September

Topic: Generation Wise

Description: This is an engaging session that presents an overview of the unique characteristics and key drivers of four generations: Matures, Boomers, Gen X and Gen Y. Learn about each generation, and lay the groundwork for successful interaction between the generations in work and life environments.

October—No programming

November

Topic: Chapter Funds at RISK—
Gauge Your Tax Exposure

Description: Bring your bank statements and balance sheets and get some FREE accounting advice!

December

Topic: How to Select and
Build a Chapter Board

Description: Are all your chapter leadership positions filled? Are you feeling overwhelmed? Trying to run a successful chapter with two or three leaders? Jim White, AHC/CDC served the New England Chapter for more than six years and has a passion for volunteerism and his chapter. Learn how he selected and built successful committees and board members within the New England Chapter.