

Year in Review



Figure 1. ASCE Northwest Branch officers at the Baum Stadium Social.

It's been a great year for ASCE and the civil engineering profession. We continue to dream big in advancing our profession, with even bigger plans for the future.

The above is an excerpt from the most recent ASCE national organization annual report. The Board of Directors of the Northwest Branch concurs. *This year, the Northwest Branch maintained the strengths of its foundation while preparing for future expansion and adding value to our members.*

Our largest event, the 2016 Day of Training, was a resounding success with a new format that invigorated attendees and will drive future sponsor interest in the event.

We are extremely thankful for our members' support of the Northwest Branch. The Board strives to deliver interesting and relevant technical content for professional development and successful social and networking opportunities. Their engagement keeps the Northwest Branch vibrant and builds civil engineer leaders to protect the public's health, safety and welfare.

Key Accomplishments

The Northwest Branch hosted its eighth-annual Day of Training on March 10, and the Board believes it was the most successful event yet. One of the largest engineering conferences in Arkansas, the Board was honored by the following major successes:

- ♥ Highest attendance ever;
- ♥ Highest sponsorship revenue ever;
- ♥ Feedback about the event almost universally positive.

During the rest of the year, monthly attendance at the lunch meetings reached historic peak attendance during the August meeting. In total, the Northwest Branch has provided professional development for over 150 attendees through our monthly meetings this year.

Due to the diversity of relevant topics within civil engineering, the Board seeks an equally diverse professional development program for the monthly meetings. In 2016, we covered the following areas:

- ♥ "Raising the Bar" for civil engineering
- ♥ Construction
- ♥ Transportation
- ♥ Stormwater
- ♥ Planning

The Board plans to continue this approach to future meetings; endeavoring to satisfy all areas of interest for our members.

Membership



Figure 2. Day of Training guests attend an afternoon technical session about erosion control.

Currently, the Northwest Branch has 269 members. This membership total represents a year-over-year increase of over 15%. For rough comparison, 632 licensed professional engineers live within the Northwest Branch service area according to the Arkansas PELS board.

Life Membership

In 2016, the Northwest Branch saw two members awarded Life Member status from ASCE. Life Membership is awarded to any individual who has made a lifetime commitment to ASCE and the civil engineering profession by remaining a member for the full length of their professional career.

The Board would like to extend its congratulations to Mr. Norman D. Dennis Jr., Ph.D., PE, D.GE, F.ASCE, and Mr. Gary Icenogle, PE for achieving Life Member status. Dr. Dennis is the Senior Associate Dean for Academic Affairs for the College of Engineering and a University Professor at the University of Arkansas. Mr. Icenogle was a Resident Engineer for the LPA Group in Monroe, Louisiana, where he worked on the \$4.6 billion Transportation Infrastructure Model for Economic Development (TIMED) Program. We applaud these Northwest Branch members and thank them for their service to ASCE and the profession.

Events



Figure 3. Vice President Steven Head tends the grill at the Baum Stadium Social.

This year, the Northwest Branch hosted a total of eleven events for our membership, and attended two others.

- ♥ Eight monthly meetings
- ♥ Day of Training
- ♥ Baum Stadium Social
- ♥ Student Pizza Social
- ♥ Arkansas Section Meeting in Little Rock
- ♥ Region 4 Leadership Conference in Pittsburgh, PA

These events represent the same events hosted and attended by the Northwest Branch in 2014 and 2015. Although official attendance numbers were only maintained for the Day of Training, the Board believes attendance at all events except the Baum Stadium Social saw a year-over-year increase.

The Board offered the idea of a Summer Social at a Northwest Arkansas Naturals baseball game, but the event was cancelled due to a lack of interest.

Financials



Figure 4. Treasurer Brandon Rush presents University of Arkansas Department of Civil Engineering student Colton Horn with a scholarship check at the 2016 Day of Training.

The financial position of the Northwest Branch remains extremely strong. Primary sources of revenue are membership dues, Day of Training sponsorship, and Day of Training registrations. Primary expenses include Day of Training and scholarships.

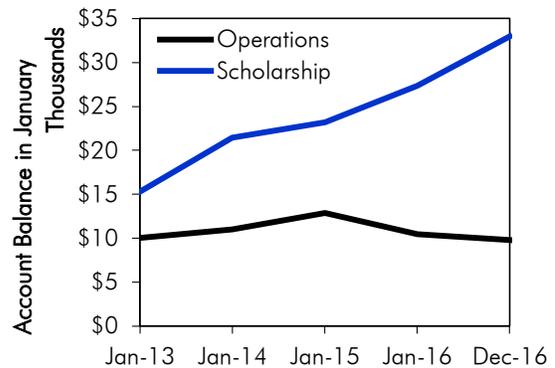


Figure 5. Account Balances, January 2013-2017.

Note: January 2017 balance projected based on current balances and anticipated expenses.

During the year, a resolution was passed to terminate the Northwest Branch’s financial relationship with Arvest Bank and begin a financial relationship with IBERIABANK. The Board believes this change will allow for more efficient operations and provide strategic benefits such as access to investments targeted for boutique groups such as ours, higher interest accounts, and mobile deposit of checks.

After exploring several investment options, the Board has decided to invest a portion of the Scholarship Account in a five-year rate-tracking annuity. This is an insured product that will allow funds within the Scholarship Account to grow with no risk for loss of principal.

Going Forward

The Board has instituted a series of initiatives aimed at increasing membership among current non-members, and participation among current members.

Member Survey

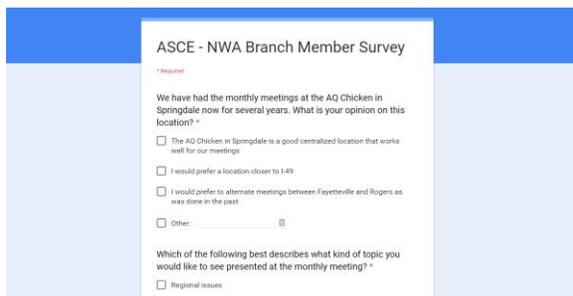


Figure 6. Excerpt from the survey sent to all Northwest Branch members in October.

The most important of these initiatives is a member survey, conducted from October-November.

As a member-driven organization, the Northwest Branch must provide meaningful events to satisfy a diverse group of busy professionals in the civil engineering profession. In order to deliver this expected value, the Board needed to identify the wants and needs of the Northwest Branch members. This five-question survey will provide guidance to the Board for future programming and events. The Board hopes all members will

participate in this important planning step. Topics covered by the survey include:

- ♥ Location of monthly meetings
- ♥ Subject matter of monthly meetings
- ♥ Interest in a December meeting
- ♥ New events
- ♥ Time of monthly meetings

Following review by the Board, a report of findings will be prepared and shared with the membership.

Mid-Continent Conference 2017



Figure 7. Action from the Concrete Canoe Race hosted by UA at Lake Fayetteville in 2008.

The University of Arkansas Student Chapter of ASCE will host the 2017 ASCE Mid-Continent Regional Competition. Thirteen universities will send representatives to Fayetteville to compete in steel bridge, concrete canoe, concrete bowling ball, technical paper, and other competitions.

The Branch intends to provide support to the students by engaging local sponsors, judges, volunteers, and other efforts as requested to ensure the event’s success.

Strategic Partnerships with Organizations

Northwest Arkansas is a region uniquely positioned for service – a friendly community full of generous people looking to make this area a better place to live, work, and play. The Northwest Branch enjoys its position in this ecosystem of non-profit organizations, and seeks to build partnerships with likeminded organizations with similar goals.

The Northwest Branch also has members who participate in other professional organizations with overlapping missions. The Board will continue to seek strategic partnership opportunities where it would bring benefit to the membership, ASCE, and the civil engineering profession.

and share news and events with interested individuals. As of September 30, 2016, the page has 79 likes. Although the page has primarily only been used to share events such as the monthly meetings, there is potential to create civil engineering or local engineering/development content.

ASCE on the move in the Arkansas River Valley



The Board has been in discussion with ASCE members in the Arkansas River Valley regarding hosting events in the Fort Smith area. Historically, the Northwest Branch has held all events in Benton or Washington counties, but the Board is interested in raising the profile of ASCE and the civil engineering profession wherever and however our members desire. Conversations will continue about increasing activity in the River Valley in 2017, including the possibility of a separate branch forming from portions of the current Northwest Branch service territory.

Social Media



In January 2016, the Northwest Branch launched a Facebook page to interact with the membership

Essential Information

In accordance with Section 9.4.2.5 of ASCE's bylaws, the Northwest Branch is required to complete and submit an annual report.

Report on activities from October 1, 2015 to September 30, 2016.
Due November 30, 2016.

Name of Submitter	Brandon Rush, Esq., EI, A.M.ASCE
Title of Submitter	Branch Treasurer
Region	4
Section	Arkansas
Branch	Northwest
Assess level of activity	Moderate
Details	Meet monthly and have a few annual events
List dates of Region Governor Visits	None
List dates of Region Director Visits	None
List Student Chapters in Branch	None
Describe interaction with each Student Chapter	We work closely with the University of Arkansas Student Chapter, scheduling social events and inviting students to our meetings
List mentoring activities provided to members	<ul style="list-style-type: none"> • Networking events with students • Students are invited to Day of Training for free • Two scholarships awarded to UA civil engineering students
2016 Project of the Year	None
2016 Civil Engineer of the Year	None
List up to three successful events to share with other Sections/Branches	<ul style="list-style-type: none"> • Day of Training, day-long PDH seminar-style event with exhibit hall, three presentation tracks and networking times • Baseball social with Student Chapter • Pizza social to welcome students back to school in fall
Top three activities planning for next year	<ul style="list-style-type: none"> • Day of Training • Baseball social • Pizza social
How can ASCE help your Branch?	Best practices for events to invigorate membership

Submitted to Nancy E. Berson, Director, Geographic Services, ASCE via Google Forms on October 18, 2016.
Notified Section of submission via email on October 19, 2016.