



2025 Regional Leadership Conference

July 20, 2025 – Las Vegas

RLC Agenda

- > 1:00-1:05PM: Kickoff by Kristen Gerzina, RLC Planning Committee Chair
- > 1:05-1:10PM: Welcome by Clay Mowry, CEO, AIAA
- > 1:10-1:40PM: Dynamic Local Communities by Angelo Iasiello, Executive VP for International Strategy
- > 1:40-1:55PM: AIAA Public Policy Update by John Rose, Public Policy Committee Chair
- > 1:55-2:20PM: Technical Symposia & Regional Student Conference Discussion
- > 2:20-2:50PM: Section Awards Presentation
- > 2:50-3PM: Break
- > 3:00-4:40PM: Roundtable Discussions:
 - > Section-Student Branch Engagement
 - Membership Advancement & Honors and Awards
 - Event Best Practices
 - > Engagement with Technical Committees
 - > Section/Branch Rejuvenation
 - Engaging With Your Regional Director
 - 4:40-5:00PM: Q&A and Closing Remarks, Kristen Gerzina

Welcome

Clay Mowry, CEO, AIAA



Dynamic Local Communities

How to create, build, and activate section potential.

A Framework for Sustainable Engagement and Growth.

Angelo Iasiello, Executive VP for Strategy and International



If you want to go quickly, go alone.

If you want to go far, go together."

- African Proverb



Introduction: Why Local Sections Matter

- Local sections are the heartbeat of AIAA
- Sit at the core of member engagement.
- Thriving local networks support grassroots interests by leveraging a shared passion for aerospace and AIAA.
- Commitment to build presence, professionalism and purpose locally.





3 Types of Communities

Functional-Based:

Organized around what members do

Identity Based:

• Focused on who members are

Purpose-Driven:

Aligned with what the association or the profession seeks to accomplish





Key Characteristics of Each

• Functional-Based:

High emphasis on networking, relationship building, learning and professional development, support

• Identity-Based:

• Shaped around shared experiences, personal characteristics, or beliefs

Purpose-Driven:

Defined by shared objectives beyond casual or transactional interactions

Strong sense of belonging with a focus on impact





Setting up for Success

- Pillar 1: Direction and Outcomes.
- Pillar 2: Shared Responsibility
- Pillar 3: Personal Value for Time Invested
- Pillar 4: Emotional Attachment
- Pillar 5: Developing and Nurturing the Local Ecosystem





Five Core Pillars of Section Success



Pillar 1: Direction & Outcomes

Setting a Clear and Inspiring Path

Decide which type of community you are

Define and communicate a compelling vision.

Co-create goals with members, officers.

Develop annual community roadmaps with section members and plan out activities.

Develop agreed upon guide-posts and success

trackers to monitor progress.



SPONSORS



Pillar 2: Shared Responsibility

Empowering Leadership at all Levels

Encourage micro leadership and task force development.

 Define roles, responsibilities, and activities. Rotate them at agreed upon intervals.

 Recognize and reward volunteer contributions locally and nationally.

• Develop annual community roadmaps with Section members and plan activities.







Pillar 4: Creating Emotional Attachment

Building a community that feels like home

• Share member stories and experiences to foster community impact.

Celebrate local heroes, events, and milestones together.

 Host informal events and connection focused activities that build pride in your local aerospace community.



Pillar 5: Develop a Local Ecosystem

Be the hub of influence and connectivity

Know your community.

 Become the hub of government, academia, students, and industry.

• Partner with all of them. Often.

Map and engage local stakeholders.

Host events, roundtables, competitions, and even trivia night.





Putting it Together: Develop the Flywheel

Create a self-sustaining community

- Purpose drives engagement.
- Engagement creates value.
- Value builds loyalty.
- Loyalty drives growth.

And so on.... and so on.





Next Steps: Light the Fuse

Activating your local community

- 1. Assemble a community leadership team.
- 2. Define your local vision or roadmap.
- 3. Communicate it to your community.
- 4. Solicit engagement of others
- 5. Start small...but dream bigger.
- 6. Build momentum

Continue feeding the engine....





Questions & Answers/Discussion



Let's Talk Community

• What type of community are you trying to build? Decide.

• Take stock: What unmet needs do our members have?

• What could success look like in your section?

What have you seen that has worked? What has not?

• No one size fits all – what are the universal needs?

How important is energy to success?

How do you measure engagement success?

How does distributive leadership lead to more vibrar

communities?

Questions are your friend.





THANK YOU

John Rose, Public Policy Committee Chair Melanie Cummings-Grande, Public Policy Committee Deputy Chair



Committee Activities & Role

- Standing committee
- Annual development of AIAA's Key Issues Institutes policy "Voice"
- Policy-related inputs to AIAA forums
- Topical educational sessions ("101s") for Congressional staff and Aerospace & Defense community stakeholders
- Vets AIAA signatory on industry letters
- Topical policy papers
 - Information papers
 - White papers
 - Opinion papers
 - Institute position papers
- Awards: Durand Lectureship in Public Service, Public Service Award, and section awards
- Supports policy activities at the Institute, Regional, and Section level



Key Issues (2025)



Space Policy Platform Paper (2025)

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Aviation Policy Platform Paper (2025)

Committee & Institute approach to Public Policy...

- AIAA engages in ADVOCACY, not in lobbying
- AIAA doesn't pick winners and losers "Rising tide lifts ALL boats approach"
- Look for areas where AIAA can be the standard bearer, not just "us too"
- All politics is local...it really is!
- Be ready for the inevitable question..."So how can I help you?"
- Educate members that policy drives industry funding and programs
- Leave the industry better than how you found it (John's reason for being on the PPC)





"21st Century Aerospace Industry Workforce" CA Assemblymember Al Muratsuchi Information hearing



California Aerospace Days Steve Howell, Kepler and K2 mission project scientist shows a Kepler display to California State Senator Fuller



Grassroots Engagement Visiting state capitols or WDC to engage directly with legislators



2024-2026

Committee on Military and Veterans Affairs, Space, and Domestic Security

Members

Senator Tom A. Wright (R) Senator Jay Collins (R) Vice Chair:

- Senator Danny Burgess (R)
- Senator Shevrin D. "Shev" Jones (D)
- Senator Barbara Sharief (D)
- Senator Keith L. Truenow (R)



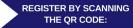








celebrating California's aerospace industry! Free shuttles will run from the Capitol to the Aerospace Museum of California.





THANK YOU. SPONSORS



STRATOLAUNCH RTX NORTHROP AOPA MUN







Section Technical Symposia & Region-Wide Events

- Kyle Zittle, Mid-Atlantic Section's Young Professional Student Educator (YPSE)
 Conference
- Yashvi Srivastava, Dayton-Cincinnati Section's Aerospace Sciences Symposium
- John Rose, Orange County Section's Southern California Aerospace Systems and Technology Conference
- Robert Halverson, 2025 Region V Student Conference (Hosted by Univ of Minnesota & Twin Cities Section)



2025 AIAA Section Awards Presentation

Presented by Dan Jensen, Speaker of AIAA's Council of Directors



What are the AIAA Section Awards?

Section Awards are a way for your section to earn funding and recognize sections' efforts at a local level.

Award period: June 1, 2024 – May 31, 2025

Categories: Communications, Membership, Young Professionals, Public Policy, Section-Student Branch Partnership, STEM K-12, Outstanding Section, and Outstanding Activity (just bragging rights).

Awards are given first, second, and third place (with ties!) and divided by five section size categories: Very Small, Small, Medium, Large & Very Large.



Communications Award

Presented to the sections that have developed and implemented an outstanding communications outreach program



Third Place - Communications Award

Very Small: Adelaide, Michael Evans

Small: Long Island, David Paris

Medium: Tennessee, Phillip Kreth, Taylor Swanson

Large (tie): Albuquerque, Robert Malseed

Large (tie): Houston, Kendall Mares

Very Large: Hampton Roads, Soumyo Dutta



Second Place- Communications Award



Very Small: Central Coast of California, Matthew Tanner

Small (tie): Michigan, Pradip Sagdeo

Small (tie): Greater Philadelphia, Matthew Johnson

Medium: Carolina, Will Stavanja

Large (tie): Northern Ohio, Edmond Wong

Large (tie): Saint Louis, Mario Santos

Very Large: New England, Aaryan Nagarkatti



First Place- Communications Award Very Small- Delaware, Zachary Gent

- Consistent monthly newsletters go out to members
- Updated newsletter format with more content
- Focused on ways for members to volunteer and get involved
- Posted flyers around aerospace company hallways





First Place- Communications Award Small- Indiana, Hannah Snyderburn

- Quarterly Newsletter
- LinkedIn Page
- Engage Updates
- Increased section size +3
- Custom logo

Upcoming Events:

Fort Wayne Air Show! July 12 - 13th

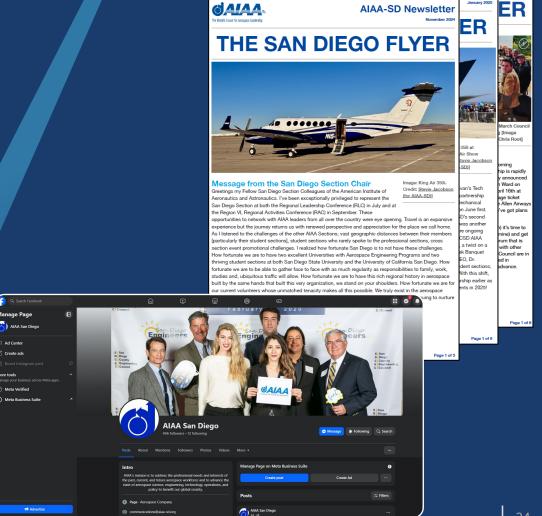
Contact <u>aiaahoosier@gmail.com</u> for interest!



First Place – Communications Award Medium – San Diego, Steven Jacobson

- Revived Newsletter
- Expanded Social Media
- Regular Follow up





CALA



AIAA-SD Newslette

AIAA-SD Newsletter

First Place – Communications Award Large – North Texas, James Sergeant

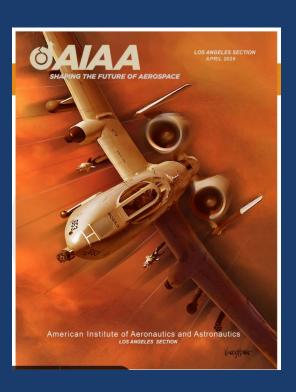
- Lots of e-mails! (too many?) 27 for the Section FY
 - Included Newsletter-type info with pictures, event highlights, etc.
 - Attached/linked college newsletters (UTA & UTD) to increase their outreach
 - Finally started loading /using AIAA Engage website for Section!
- Started REAL App (Luft Orgs) as UTA student intern project in Fall Luft Orgs 2024
 - Started with 125 resumes at Intern Fair Whittled to about 25 serious
 - Down to 2 regular interns now, just launched beta version
- Just added YP to Advisory Board to start Social Media this year:)
- Held 1st North Texas Awards Program 15 Awards



First Place – Communications Award Very Large – Los Angeles, Ken Lui

- Categorization of our large membership list
 - Tailored event emails
- Monthly newsletters
- Large success with Meetup







Membership Award

Presented to sections that have supported their membership by planning and implementing effective recruitment and retention campaigns



Third Place- Membership Award

Very Small: Adelaide, Patrick Neumann

Small: Michigan, Pradip Sagdeo

Medium: Carolina, Monika Bubacz

Large: Northern Ohio, Jonah Sachs-Westone

Very Large (tie): Dayton-Cincinnati, Caleb Barnes

Very Large (tie): Hampton Roads, Richard Winski





Second Place- Membership Award

Very Small: Wisconsin, Todd Treichel

Small: Indiana, Anand Nageswaran Bharath

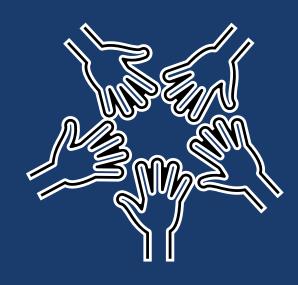
Medium: Tucson, Dan Rouhani

Large: North Texas, James Sergeant

Very Large (tie): Greater Huntsville, Terri Tramel

Very Large (tie): New England, Osa Osaretin, Hiro Endo,

Peter Dentch, and Jimmy Wetzel





First Place- Membership Award Very Small- Delaware, Zachary Gent

- Membership efforts focused on growing young professional population
- Great for those looking for leadership experiences (board positions)
- Often most engaged members
- Willing to bring in coworkers and volunteer





First Place – Membership Award Small – Illinois, Andrew Touvannas & David Carroll

 Promote honors and awards opportunities through quarterly communications and supports applications

Awards recognition and dissemination to all members

 Promote regional engagement with industry, attendance to Midwest Aerospace Conference

Promote student engagement



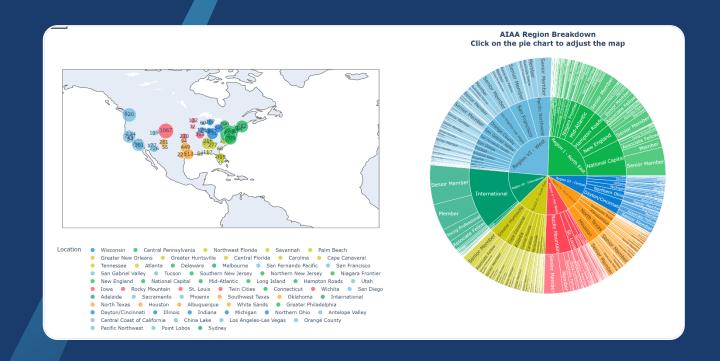
Description

The Rockford Area Aerospace Network (RAAN) along with the Greater Rockford Chamber of Commerce and IMEC are thrilled to present this year's Midwest Aerospace Conference, MAC2024! Get ready for an exceptional lineup of industry insights and engaging sessions.



First Place – Membership Award Medium – San Diego, Joel Perez

- Focus on Advancement
- Data Driven Engagement
- Student-to-Professional Pipeline





First Place – Membership Award Very Large – St. Louis, Alex Friedman

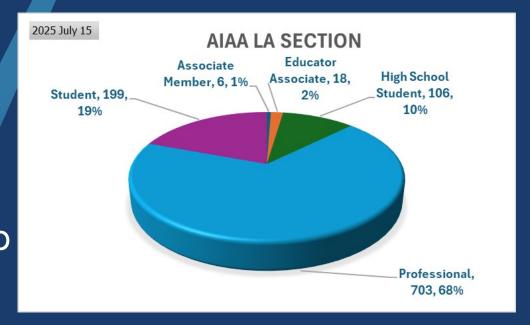
- Annual New Members Meeting in the fall
- Member Appreciation Dinner Meeting in December
- Increased focus on member advancements
 - Created dynamic form sent to all members to determine advancement eligibility
 - Helped prepare applicant packages for AIAA Associate Fellow and Fellow nominees
- Advertised joining AIAA at events





First Place- Membership Award Very Large- Los Angeles, Sherry Stukes

- Section Awards Dinner
 - Great attendance at this event
 - Posters from students
 - Keynote speaker and member recognition
- Detailed reports of section membership



Public Policy Award

Presented for stimulating public awareness of the needs of aerospace research and development, particularly on the part of government representatives, and for educating section members about the value of public policy activities.



Third Place – Public Policy Award

Very Small- Delaware, Di Ena Davis

Small- Phoenix, Aiden Bramer

Large- Albuquerque, Mark Fraser

Very Large (tie)- Rocky Mountain, Lisa Luedtke

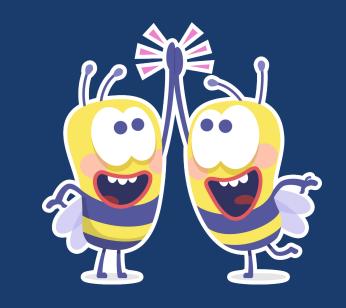
Very Large (tie)- Los Angeles, Daniel Scalese





Second Place – Public Policy Award

Very Small- Adelaide, Patrick Neumann
Small- Illinois, Mordechai Levin
Medium- Carolina, Theodoros Spanos
Large- North Texas, James Sergeant
Very Large- National Capital, Michael Barton





First Place - Public Policy Award Very Small - Wisconsin, Todd Treichel Congressional Visits &

Public Policy (Very Small Section Category)



Promote a strong aerospace sector through advocacy and support at the industry, academia, and congressional level.

Prelude Event EAA – Oshkosh

Congressional Visit Week

Wisconsin Space Conference

- AIAA Affiliate Space Grant Membership
- First Nations Rocket Launch
- University of Wisconsin System-Public Lectures

BAIAA







First Place – Public Policy Award Small – Palm Beach, Shawna Christenson

- Public Policy Chair Shawna L Christenson
- 43 meetings with legislators in Tallahassee (PBC Day & Florida Space Day)
- Flew to D.C. to meet Congressman (Spring'25)
- Mentored numerous pre-college students to conduct in-person advocacy at local at state levels.
- Section member now Reg II PubPol DD















First Place – Public Policy Award Medium – San Diego, Mike Curtin

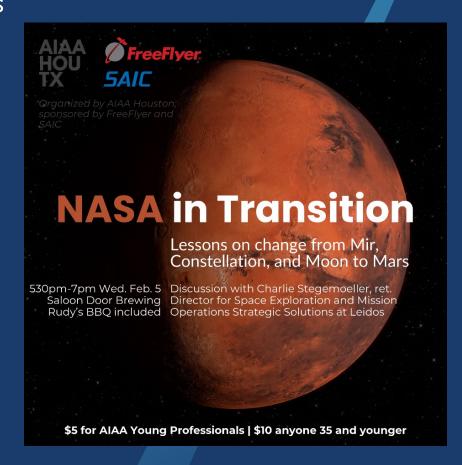
- Forged Key Connections
- Local Advocacy
- Value of airports
- New technologies





First Place – Public Policy Award Large – Houston, Christine Dubbert

- Sold-out Young Professionals networking event
- Direct relevance to audience's interests (Johnson Space Center workforce during budget cuts)
- Social media focused advertisements with engaging graphics and company newsletter entries
- Early and often engagement with Young Professional organizations in the Houston / Clear Lake area







First Place – Public Policy Award Very Large – Hampton Roads, Steven Dunn

- Be involved with a service approach!!
 - Utilize involvement in the national level AIAA Public Policy Committee for sharing key issues at the state and local levels work to align messaging and interactions across the different levels.
 - Provide leadership and involvement to prepare and conduct the annual Virginia Aerospace Day in Richmond.
 - Involvement be a presence in regional aerospace and workforce development events to both share AIAA PP messaging and to gain broader insight to Virginia needs and best practices.
 - Teaming involved and supportive Section leadership and teaming of very busy people to prepare and hold events is key to making things actually happen.



STEM K-12 Award

Presented to sections that have developed and implemented an outstanding STEM K-12 outreach program that provides quality education resources for K-12 teachers in the STEM subject areas



Third Place – STEM K-12 Award

Very Small: Central Coast of California, Thomas Stevens

Small (tie): Northern New Jersey, Yin Chen

Small (tie): Northwest Florida, Crystal Pasiliao

Medium: Tucson, Rajka Corder

Large: Cape Canaveral, Melissa Sleeper

Very Large: Dayton-Cincinnati, Jose Camberos and

Samuel Atchison





Second Place – STEM K-12 Award

Very Small: Wisconsin, Ruby Kleijwegt

Small: Illinois, Pamela Greyer

Medium: Tennessee, Meghan Morris

Large: Orange County, Binay Pandey

Very Large (tie): National Capital, Susan Bardenhagen

Very Large (tie): Hampton Roads, Karen Berger and Franklin

Turbeville



First Place – STEM K-12 Award Very Small – Delaware, Kirstin Walz

- K-12 STEM Outreach Chair Kirstin Walz
- Judged about 50 science projects at 4 different CCPS middle school science fairs
- Hosted 13 middle school students on a field trip to the Elkton, MD Northrop Grumman site
- Provided Solar Carts to Elkton Middle School to assist with STEM education activities
- Numerous presentations given to local Delaware public schools





First Place – STEM K-12 Award Small – Palm Beach, Kevin Simmons

- ~32 STEM events and activities; collaborating with National Space Society and SmallSat Education Conf.
- Created Goddard Centennial student contest with SmallSat Education Conference (SSEC)
- Coordinated trip for 48 Pleasant City Community Center students to KSC
- Numerous school presentations and prepped students to speak at city councils and confs.
- Numerous visits to area high schools; prepared students to present at SSEC, SciTech, SEEC, AFF Annual Conf., FLAG







First Place – STEM K-12 Award Medium – San Diego, Rich Kenney

- Airshow Outreach
- County Science Fair Judges
- Educator Development



First Place - STEM K-12 Award Large - St. Louis, Jackie Blumer

- Reached over 7,000 Students and Educators during our 65 events
- 49 Hands-on Activities
- 33 Events Co-Hosted with other Organizations
 - Focused on:
 - Aviation
 - Space Exploration
 - Engineering
 - Radio Communication















First Place- STEM K-12 Award Very Large – Los Angeles, Arpie Ovespyan

- Heavy presence at MS and HS outreach events
- If you offer scholarship rewards, AI filtering is a must
- Establish an ongoing network with educators
 - Encourage them to sign up, it's free!
 - E-Week opportunity





Section-Student Branch Partnership Award

Recognizes the most effective and innovative collaboration between the professional section members and student branch members



Third Place- Section-Student Branch Partnership Award

Very Small: Delaware, David McGrath

Small: Greater Philadelphia, Chris Reynolds

Medium: Southwest Texas, Christopher Combs

Large: Houston, Kendall Mares

Very Large: Rocky Mountain, Lynnane George



Second Place- Section-Student Branch Partnership Award

Very Small: Wisconsin, Ander Baumann

Small: Twin Cities, Robert Halverson

Medium: Tucson, John Allen

Large: Saint Louis, Joseph Richard

Very Large: Los Angeles, Ian Clavio



First Place- Section-Student Branch Partnership Award Very Small – Adelaide, Zehao Liu

- Collaborate on outreach events
- Involve university clubs and societies
- Work with student branch to bring value to membership





First Place – Section-Student Branch Partnership Award Small – Illinois, Laura Villafañe Roca and Matt Brotnow

- Work in partnership with student branches at UIUC, UIC and IIT, advisors are section officers
- Joint student visit to IL Rockford area companies
- Annual freshman conference with section and university support
- Support student regional conference participation
- Recruitment events, Engineering Open House, technical and professional development seminars







First Place – Section-Student Branch Partnership Award Medium – San Diego, Gary Fogel

- Bring student sections together for Glider Contest
- Multi Facility Tours
- Resume Review Workshops











First Place – Section-Student Branch Partnership Award Large – North Texas, Mauricio Nava and Ben Jeffery

- Most programs at Student Chapters UTA & UTD
 - Encourages student attendance/involvement
 - Good AV systems/rooms
 - Student chapters added pizza, drinks
 - University catering cheap (& good)!
- UTD hosted Regional Student Paper Comp (excellent job)
- NTX supports Student Chapter rocket teams at IREC
- Students best volunteers Annual Moon Day STEM event
- Started real App (Luft Orgs) as UTA student intern project Fall 2024
 - Started with 125 resumes at Intern Fair Widdled to 25 serious
 - Down to 2 regular interns now, just launched beta version





First Place – Section-Student Branch Partnership Award Very Large – New England, Shreyas Hegde, Jimmy Wetzel, Osa Osaretin, Peter Dentch, Durgesh Chandel, and Nandita Hari

Grants Programs & Financial Supports

- AIAA student branch activities & projects
- Students presenting at Aerospace conferences

• The university level engineering competitions and design & build projects (DBF)

AAAA ME chapter presents,
Night With Industry 2025!

Collaborative events with schools

Student projects

- Mentorship from professional engineer
- Funding for material purchases
- Gain hands-on experience for your future career

Student branch honors & awards ceremonies

• Each student branch leadership is recognized every year. 50% of the budget goes into this. Each council member attends this ceremony at least 1 school







dAIAA

Young Professional Activity Award

Presented for excellence in planning and executing events that encourage the participation of the Institute's young professional members, and provide opportunities for leadership at the section, regional, or national level.



Third Place – Young Professional Activity Award

Very Small: Adelaide, Daniel Kilonzo

Small: Indiana, Michael Nunez

Medium: Antelope Valley, Isabella Villano

Large: North Texas, James Sergeant

Very Large: Greater Huntsville, Bob Tramel



Second Place – Young Professional Activity Award

Very Small: Wisconsin, Maddie Shipshock

Small: Greater Philadelphia, Jonathan Moore

Medium: Tucson, Dan Rouhani

Large: Houston, Andrzej Jackowski

Very Large: New England, Shreyas Hegde, Jimmy Wetzel, Osa Osaretin, Peter Dentch, Durgesh Chandel, Nandita Hari



First Place – Young Professional Activity Award Very Small – Delaware, Kirstin Walz



First Place – Young Professional Activity Award Small – Palm Beach, Karl Roush



First Place – Young Professional Activity Award Medium – San Diego Jema Matthews

- Non-Traditional Networking
- Lighthearted Competition
- Empower Future Leaders





First Place – Young Professional Activity Award Large – St. Louis, Kyler Schaetzle and Paola Diaz-Portela

Happy Hours/Networking Events

• Engaged 60 YPs, students, and AIAA section members at two events.

Young Professionals Discord Group

Established a YP Discord to engage YPs and provide a space for networking and group communication.

Revitalized the YP Committee

- After a period of inactivity, the YP Committee saw a renewed effort to connect local students and YPs with the St. Louis AIAA Section.
- Collaborated with other committees to support section goals.







First Place – Young Professional Activity Award Very Large – Los Angeles, Luis Cuevas

- Great brewery helps out a lot
- Ask members to spread the word within their company
 - flyers can be posted up in a common area
 - Internal emails from HR or other employee resource groups about activities in the area





Outstanding Activity Award

Acknowledges sections that held an outstanding activity deserving of additional recognition.



Outstanding Activity Award Very Small – Central Coast of California

40th Annual AIAA Central Coast STEM Exposition

The event was held 2-3 May 2025 at Cabrillo High School and supported 80 projects, over 140 students, and five schools participating with the aid of over 50 judges and 10 other volunteers from across Vandenberg Space Force Base.



Outstanding Activity Award Small – Sydney

Disappearance and Search for VH MDX

In collaboration with RAeS UNSW ADFA and NSW SES Bush Search and Rescue, AIAA Sydney Section held an event to examine one of the greatest unsolved aviation mysteries in Australia.



Outstanding Activity Award Medium – Tucson

Kitt Peak Observing Program

On 26 October 2024, the local community and AIAA members were invited to gaze through several world-renowned telescopes under the stars at the Kitt Peak National Observatory's Visitor Center.



Outstanding Activity Award Large - St. Louis

STEM in Action: Engineering the Future at the Challenger Learning Center

Mars Mission Simulation

 40 rural middle schoolers completed a hands-on Mars mission at CLC.

Engineer Q&A

 Students engaged with real engineers across all career stages.

Strong Volunteer Support

Nearly 1-to-1 ratio of AIAA volunteers to students.

Fully Funded by AIAA STL

 Event costs covered through early planning an budgeting.

• STEM & Inclusion Impact



Outstanding Activity Award Very Large – Los Angeles

Alaa Honorary Fellow Class of 2024, Professor Azad Madni of USC

The AIAA Los Angeles Section held an event in August 2024, with the University of Southern California to recognize Class of 2024 AIAA Honorary Fellow Azad Madni.



Outstanding Section Award

Presented to sections based upon their overall activities and contributions through the year.



Third Place- Outstanding Section Award

Very Small: Adelaide

Small: Palm Beach

Medium: Tennessee

Large: Houston

Very Large: Hampton Roads





Second Place- Outstanding Section Award

Very Small: Wisconsin

Small (tie): Greater Philadelphia

Small (tie): Indiana

Medium: Tucson

Large: North Texas

Very Large: New England



First Place- Outstanding Section Award Very Small, Delaware

 2025 Effort was focused on impact contributions to local community and outreach

 Donated STEM educational tools like servo motors and rocket kits to local schools

 Numerous presentations given to local Delaware public schools

Gave propellant safety and career opportunities talk to UMD Rocket Club





First Place – Outstanding Section Award

Small – Illinois

 Coordinated activities across officers and between academia, local schools, companies, and the general public

 Strong student engagement (students branch leads join officer's meetings)

- AIAA Distinguished Invited Speaker
- Scholastic Achievement Awards
- Promote technical seminars, Regional Conferences and local company visits
- Coordinate outreach activities, Engineering open houses



AIAA Scholastic

First Place – Outstanding Section Award
Medium – San Diego
San Diego County Engineering Council

- Strategic Partnerships
- Proactive Volunteer Culture
- Targeted Member Engagement



DAIAA



San Diego Engineers

First Place – Outstanding Section Award Large – St. Louis

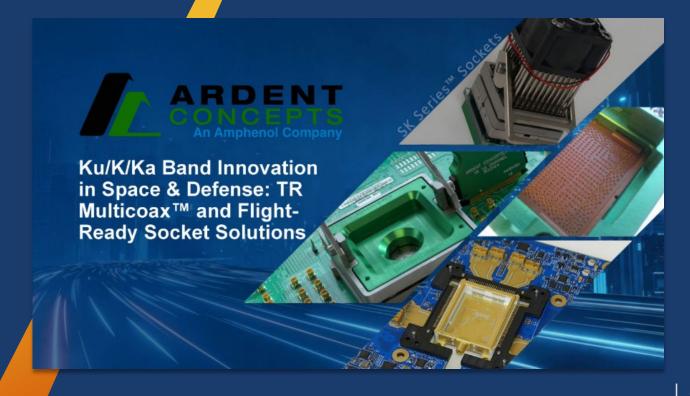
- Best Practices:
 - Use annual report for planning inspiration
 - Begin each year reviewing previous year's annual report and brainstorming ways to improve
 - Mid year check-in using annual report format
 - Maximize collaboration between committees
- Achievements / Accomplishments:
 - Helped stand up a new student branch at SIUE
 - Revitalized YP committee/community
 - Extremely active STEM K-12 committee
 - Planned and executed 80+ events across all committees





First Place- Outstanding Section Award Very Large – Los Angeles

Stay informed of new technologies in industry





BREAK



Roundtable Discussions 15-minute rounds

- Engagement with TCs
- Student Branch Engagement
- Member Recognition
- Event Best Practices
- Section Rejuvenation/Succession Planning
- Engaging with your Regional Director



How Did We Do? Please take our quick survey





Brand Resources for Members

Brian Talbot, SVP, Sales, Marketing, & Communications, AIAA



AIAA Logo Rollout

Key Developments

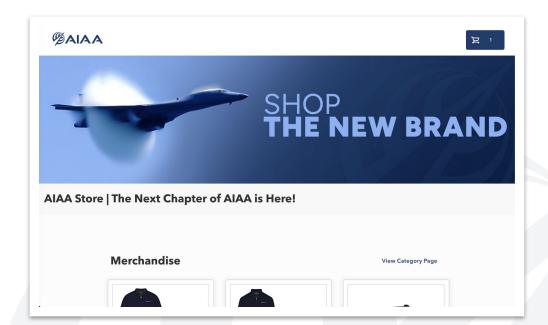
- April Logo Rollout
- Check out the video: <u>https://www.youtube.com/watch?v=YkAgcW</u> HWCdU
- Online Store

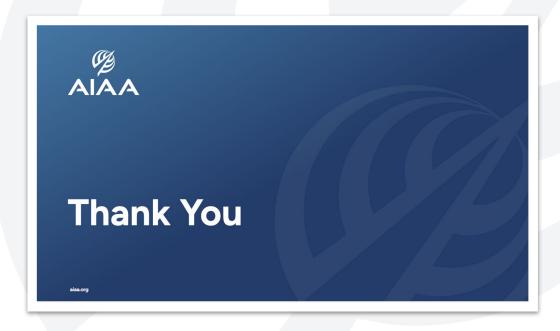
Volunteer Enablement

- Brand Central: PPT, Logo Files, Style Guide
- Print On Demand: Banners, Signage

On Deck

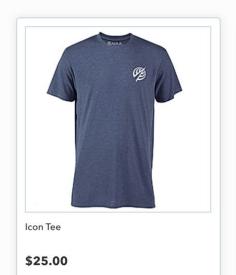
- ASCEND/AVIATION
- Back to School Campaign



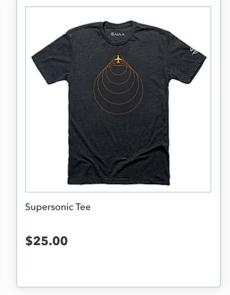




Online Merch Store: Available Now







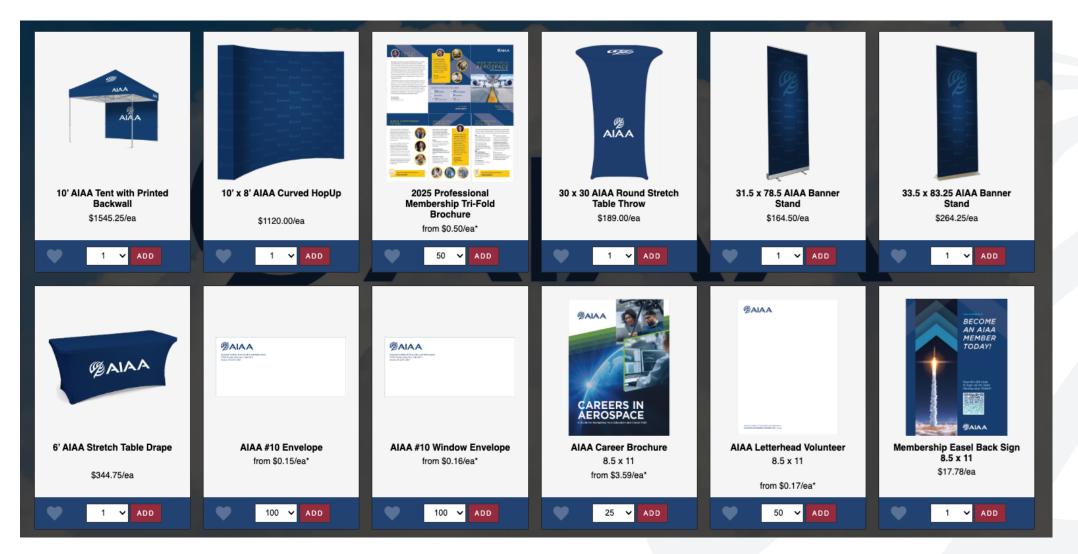








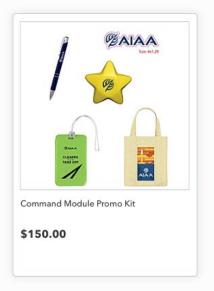
On Demand Store: Now Available

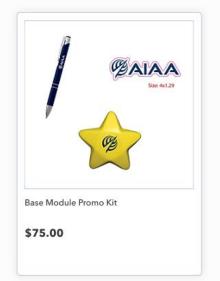


- First time
 users will
 have to
 register
 using a
 code to
 access the
 store.
- > Registration code: 1931



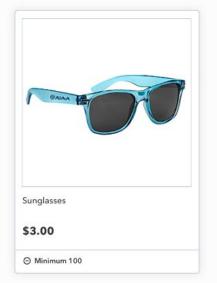
On Demand Store: Now Available





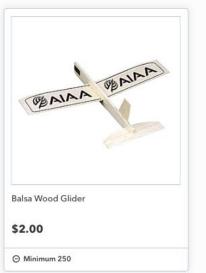














Regional Engagement Activities Division



Thanks for attending!