



2011 in 2011 Membership Campaign Possible Talking Points

PENC membership has many benefits, so it can be hard to know what to talk about when speaking with prospective members. Please use the below talking points as a guide for some possible topics to bring up when approaching someone about membership. Use as needed depending on the person's interests.

If he/she is interested in Professional Development:

- PENC is a NC Licensing Board-approved sponsor of professional development.
- All PENC-sponsored PDH opportunities are heavily discounted for members.
- PENC offers over 100 hours of professional development hours a year through statewide conferences held in Raleigh, Charlotte, and Statesville, and chapter meetings across the state.
- PENC promotes ethics and provides ample opportunities for ethics training. This year's December seminars feature a half-day ethics track being taught by the Licensing Board.
- While technical topics abound, PENC also offers many professional development opportunities relating to business and technology.
- The annual summer conference is a great way to combine fun, networking, and professional development.
- For those who are tech-savvy, PENC is now offering 8 hours of **free** online courses in addition to the 4 hours offered by NSPE.
- Participate in one of PENC's **free** Brown Bag Webinars – live online seminars offered once a month.

If he/she is interested in networking:

- All of PENC's events are excellent ways to network with other engineers in your local community and throughout the state.
- PENC's membership consists of engineers from a wide variety of disciplines and backgrounds. This creates a valuable environment for networking.
- There are five interest groups within PENC – Professional Engineers in Construction, Professional Engineers in Government, Professional Engineers in Higher Education,

Professional Engineers in Industry, and Professional Engineers in Private Practice – that foster communication within each discipline.

- PENC provides online networking options via LinkedIn, Facebook, Twitter, and forums on www.penc.org.
- PENC often partners with other organizations (such as ACEC/NC, ASCE, ASHE) to provide increased exposure for our members.

If they he/she is interested in having access to up-to-date information:

- PENC has a quarterly magazine, *the Professional Engineer* that features North-Carolina specific engineering news.
- NSPE sends members its magazine, *PE*, monthly. It is full of articles the latest engineering trends in the nation.
- PENC distributes a monthly e-newsletter, *Building Our World*, with the latest membership news.
- NSPE's popular daily e-newsletter, *Daily Designs*, is one of members' favorite features.
- PENC's monthly Legislative Update e-newsletter keeps engineers in NC up to speed on issues that could potentially affect them at the legislature.
- *Eyewitness Engineer*, PENC's blog, has become a popular attraction for those wanting to sound off on the latest hot topic issue.

If he/she is interested in advocacy for engineers:

- PENC makes every effort to engage its members in the political arena and encourages activism.
- PENC has a full time lobbyist – the Executive Director – who monitors legislative activity affecting engineers while the General Assembly is in session. She ensures that legislation coming through the General Assembly does not negatively impact your scope of practice or the public health, safety, and welfare.
- PENC also has a non partisan Political Action Committee, the Engineers PAC, that provides financial supports candidates for State public office who demonstrate interest in cooperating with the engineering profession in matters of public interest.
- PENC plays a vital role in helping members secure appointments to commissions and state boards, including the Sedimentation Board, NC Environmental Management Commission, Licensing Board, and others.
- PENC, through several events throughout the year, brings our members in direct contact with legislators and decision makers.
- PENC works closely with the Licensing Board to ensure that Professional Engineers are protected and represented.

If he/she is interested in the promotion of engineering to youth:

- PENC has a very active and successful MATHCOUNTS program that reaches over 300 middle schools a year. Last year, the winner of our state competition placed 8th at nationals. (this program helps students develop math skills)
- The Future City Competition – a competition that brings the Sim City video game to life – is also a great way to promote engineering to middle school students.
- PENC has widespread participation in National Engineers Week, in which engineers are encouraged to go into schools across the state and talk about engineering.

- PENC sponsors other events throughout the year to help young students learn about engineering.
- If you are interested in helping university students achieve their goals, the PENC Student Adoption Program is a great way to get involved. You will serve as a mentor for a student at one of the 5 ABET-accredited schools in NC.

If he/she is interested in advancing his/her career:

- PENC has a robust Career Center online. It is a great way to view jobs, post jobs, and see what engineering opportunities exist in our state.
- PENC members are the leaders of the engineering field. You will have constant exposure to this elite group of individuals by joining.
- PENC plays a vital role in helping members secure appointments to commissions and state boards, including the Sedimentation Board, NC Environmental Management Commission, Licensing Board, and others.
- There are multiple opportunities to serve in a leadership position and develop the management and leadership skills necessary for advancement.
- New this year, PENC is offering a “Young Engineers Leadership Institute” for young engineers hoping to hone the skills needed to advance their careers.