

IECA Expert Chats



Transcript from Expert Chat: *You're A Member – Now What?*

Expert of the Month: *Meg Tully, CAE*

About Meg Tully, CAE

Meg Tully, CAE, has more than 15 years experience in the association management business and currently serves as IECA's Association Development Director. She is a Certified Association Executive and a member of the American Society of Association Executives. Her main areas of responsibility with IECA include publications, the Chapter program and membership recruitment. Having worked for IECA since 1992, Meg knows pretty much everything there is to know about the association.



Chat Transcript

Question:

We need to know if there is a seed representative in Bogota, Colombia, specially for KIKUYO?

Answer from Meg Tully, CAE:

The easiest way to find another member who can help solve your problem is by using our Member & Business Locator found in the top left hand corner on IECA's home page: <http://www.ieca.org>. Click on the Locator and you will see a search screen with pull down menus to narrow your search criteria. I first searched for members in Colombia and found only one. So I then searched on Field of Practice = Supplier and on Process = Seeding. The results gave me about 23 IECA members that are specialists in seed supply. From this list, you can narrow down the specific members you might want to contact directly that may serve the Colombia area. If they don't serve the Colombia area, they can most likely steer you to someone that does. You can refine your search with other criteria as well until you find exactly what you are looking for.

You also can post a question to IECA's listserve and get answers from close to 300 members subscribed to this email community. To post a question, you must first be subscribed to the listserve. Click here to find out how to subscribe and then ask your questions: <http://www.ieca.org/membersonly/resources/listserve.asp>

Another option is to contact the IberoAmerican Chapter. They are well-connected in the South American region and will most likely be able to give you a referral. Chapter officer contact info is here: <http://www.ieca.org/chapter/iberoamerican/iberoamerican-home.asp>

Question:

I really like the online directory, but is it possible to get a printed copy to take with me in the field?

Answer from Meg Tully, CAE:

We're glad you like our online Member & Business Locator. This is a great tool, because the data is current at all times. You also can search for members by defining your own search criteria. Like you said, the hard copy Membership Directory is great to take with you on the road or in the field. It is published and mailed to members every September and includes all current IECA members as of late June every year. Members who don't receive the hard copy due to their membership level can purchase a hard copy for \$25 (US). For more details, call IECA at 303-640-7554 or 800-455-4322 (US) or email: georgina@ieca.org.

Question:

I have enjoyed your magazine - how do I write an article for potential inclusion?

Answer from Meg Tully, CAE:

IECA is always looking for authors! This is a great way to see your name in print and to share your success stories with other members. To submit an article for our members-only magazine, Environmental Connection, go to this link: <http://www.ieca.org/membership/getinvolved/newstouse/authorinstructions.asp>. Case studies, technical articles and even Viewpoint columns are encouraged. All articles that are technical in nature undergo a double-blind peer-review process, so you can be assured that you will receive feedback from your peers that will make your article the best it can be. If you are interested in submitting an article, please email editor@ieca.org.

Question:

How does a person present at your annual conference?

Answer from Meg Tully, CAE:

Everything you always wanted to know about presenting and then some is listed on our website: <http://www.ieca.org/membership/>

getinvolved/submittals/opportunities.asp. For EC11 in 2011, abstract submittals were due May 26, so you might want to consider submitting for EC12 in Las Vegas. The abstract deadline will be similar, on May 2011. IECA is always looking for fresh presentations on hot topics. Formats include full and half day classes as well as hour long presentations. Check out the web link provided for a thorough overview of the process and get your papers ready for EC12!

Question:

I live in the Great Lakes Region, who do I contact about volunteering?

Answer from Meg Tully, CAE:

The best people to contact would be the current Chapter officers which you can find at this link: <http://www.ieca.org/chapter/greatlakes/greatlakeshome.asp>. Volunteers are needed for a Chapter newsletter, creating and maintaining a website, organizing events - anything goes! The Chapter Board is actively seeking volunteers of all kinds and you will be welcomed with open arms. The Great Lakes Chapter also is in the process of electing a new Board of Directors and State representatives. All candidate info is due by August 9, 2010. If you are interested in serving, please email meg@ieca.org.

Question:

Can I display the IECA logo on my business cards?

Answer from Meg Tully, CAE:

Sure - all current members are welcome and encouraged to display an IECA-Member logo on your business cards and anywhere else for that matter (at trade shows, at your office, in your advertisements, on your website, etc.) You can download the member logo in a variety of formats by going to Members Only and then clicking on IECA Logos. There also are special logos for Corporate, Emerald and Cornerstone members that indicate your specific level of membership. If you have any questions or issues downloading, please contact IECA Member Services at georgina@ieca.org. These logos are a great way to show your support of IECA and to indicate to others that you are serious about E & S control!

Question:

I want to host a class for my company, can I hire one of your instructors?

Answer from Meg Tully, CAE:

Yes! IECA Live is just what you are looking for. IECA Live mobilizes the best of IECA educators in your area, drawing upon a highly qualified instructor pool from IECA's membership and Chapters. A faculty of specialists will be available on request to provide tailored training to meet your education needs. The benefits of IECA Live include: Training is brought directly to you; Instructor arrangements made by IECA; Modifications ordered to fit your needs; Can be scheduled immediately or based on your timeframe; Cost-effective compared to other training course programs; We offer a wide variety of courses through our training program. Arranging training is easy, and just a phone call or email away. For more details, please contact jimmy@ieca.org or click here: <http://www.ieca.org/education/inhouse/inhousetraining.asp> to learn about the courses offered and to complete an intro form to submit your specific needs to IECA.

Question:

How do I become part of the IECA Faculty?

Answer from Meg Tully, CAE:

IECA Faculty are the instructors featured in the IECA Live program. IECA Live mobilizes the best of IECA educators in your area (IECA Faculty), drawing upon a highly qualified instructor pool from IECA's membership and Chapters. To find out more about IECA Live and becoming an IECA Faculty member, go to <http://www.ieca.org> and on the left hand side menu bar, go to Education, then IECA Live. Here you will see what IECA Live courses are offered, and you can download a qualification sheet to become a Faculty member. Here are the qualifications: Faculty must be IECA members in good standing; Faculty must have a minimum of 7 years of experience in Erosion & Sediment Control; Faculty must demonstrate competency in multiple E&SC disciplines; Faculty must be proficient in training Core competencies in a minimum of 2 of the 8 Technical Sections of the IECA Educational Program; Faculty must have a history of effective classroom delivery supported by positive evaluations; Faculty must be able to travel; Faculty must have a collection of training material and content for delivery and be willing to share that content for IECA training purposes; Faculty must maintain their level of education and field experience to ensure that they can continue to provide the most up to date and relevant information. For more info, contact jimmy@ieca.org.

Question:

What is the best way to get involved in chapter leadership?

Answer from Meg Tully, CAE:

The best way to get involved with your Chapter is to contact one of the Chapter officers. Chapters are always on the lookout for

new volunteers and can use your help in any way you wish to give - writing an article for the newsletter or website, helping plan an event, speaking at an event - whatever. No task is too big or too small. To find out who your Chapter officers are, go to the IECA home page at <http://www.ieca.org>, then on the left hand side menu bar, go to People & Groups and click on Chapter. From there, click on the link to your specific Chapter, and all the officer information will pop up.

Question:

What are the top 5 things you get out of a membership?

Answer from Meg Tully, CAE:

It's hard to narrow it down to the top 5, but here goes: 1. Chapter membership is included with your membership fee. This is a great way to get connected and educated close to home without breaking the bank. 2. Online members only resources like the listserve email community where you can ask questions and get answers and the Member & Business Locator. 3. Members-Only technical information through *Environmental Connection* magazine and the often-under-utilized Article Search tool where you can search on hundreds on past papers and articles - research at your fingertips! 4. Ways to set yourself apart through using IECA member logo artwork, publishing in our magazine, winning an award. It's important to stand above the competition these days! 5. Last, but certainly not least, members get discounts on IECA's education, which earns you valuable PDH's.

Question:

IECA talks a lot about networking. What are the best ways to network other than the conference you have every year?

Answer from Meg Tully, CAE:

I honestly think the best reason to join IECA is the enormous number of networking opportunities. This day and age, it's all about who you know. Here are some of the top ways you can network: Get involved with your local Chapter. When you join, you automatically become a member of the local Chapter where you live. Meeting people close to home who do what you do is priceless. You can attend live educational and social events without having to pay a lot or travel a long ways. Get connected with IECA members online. Network with more than 300 colleagues subscribed to our listserve email community. Make sure your member profile is as updated as it can be for our Member & Business Locator - online directory - so folks can find you. Have a question in a specific area of erosion & sediment control? Ask one of our Technology Sections members. There are 7 Technology Sections comprised of members who represent various disciplines of IECA. Attend a live webinar training session where you can meet instructors and interact with other attendees. You can connect with potential employers through our online Career Center. Check out our online industry calendar for industry-wide events that may be coming to an area near you. Volunteerism is another way to network. IECA has many committees that are eager for new volunteer support. There are so many ways to network! If you need any help exploring the ways, call our friendly Member Services Department at 800-455-4322 or 303-640-7554.

Question:

How old I have to be to qualify for an emeritus membership and what the differences in benefits from a normal membership?

Answer from Meg Tully, CAE:

You need to be 65 years or older to be an Emeritus member. An Emeritus member receives everything a normal (Professional) member receives except the hard copy edition of the members only magazine *Environmental Connection*. You do receive the digital online version though. Emeritus memberships are \$55 US and Professional memberships are \$170 US.

Question:

Do you offer any sort of group health care insurance? Or liability insurance?

Answer from Meg Tully, CAE:

At this time, we do not offer group health insurance for two main reasons: 1. The laws in every US state re: health insurance differ so greatly that it provides many complications for a program of this type and 2. IECA does not have adequate numbers of people that would use the service to attract a vendor who offers this type of service for associations. We are continuing to look into the matter, but these are the finding we have so far. We do offer two professional liability insurance programs where members can save money on their policies. Here are contact details: David Vaughan, Vaughan Insurance Group LLC, PO Box 52534, Tulsa, OK 74152, (918) 794-3881, <http://www.vaughanins.com/formIECA.html>. And Leonard Insurance Services: <http://www.leonardinsurance.com/page/professional-liability>

Question:

I'd really like to volunteer at the annual conference to help offset my costs. How do I do this?

Answer from Meg Tully, CAE:

Yes, IECA does have a volunteer program that can help you offset the cost of attending the conference. More details will be posted on specifics closer to the conference, probably around December 2010 or January 2011. Tasks for volunteers include

such things as helping to staff the registration and membership welcome booths, stuffing attendee bags. There are usually 4 hour shifts and volunteers are reimbursed \$10/hour for each hour they volunteer. Be looking to our web site in the coming months for specific details. Members usually are sent an email asking for volunteers too, so be looking for that as well.

Question:

I am looking for an article/person to talk to about building an oil pipeline on a steeper than normal slope. Any suggestions?

Answer from Meg Tully, CAE:

IECA's Article Search Tool is the perfect way to find your answer. Log in as a member to the website, and go to Members Only on the left hand menu bar, then click on Articles. You will now see a search screen. Just type in the keyword pipeline in the "I am looking for" field and hit the Search button. You'll see 3 articles with great case studies and also names of members to contact. For the members' full contact data, use the Member & Business Locator. Remember, you must be logged in as a member to see the fax and email information for these members.

Question:

Can I print a copy of my membership certificate?

Answer from Meg Tully, CAE:

Yes, you may print your own membership certificate. To do this, you will need to be logged in on the website as a member. Go to the option on the left side where it says "members only". You will need to hover over that and it will bring up options to the right. The option you want is "membership certificate" and all of your information should be on the certificate and ready to print.

Question:

I want to run for the board of directors this year, how do I do that?

Answer from Meg Tully, CAE:

That's great! We are always looking for members who are eager to lead. The 2010 Call for Nominations is posted on our website here: <http://www.ieca.org/applications/calendar.asp?eventID=752>. Nominees must meet the following eligibility requirements as outlined in IECA's by-laws, Article 5.2: 1) Board candidates must demonstrate a professional affiliation with the erosion and sediment control profession. 2) Board candidates must have a minimum of five years membership in IECA, with three years of consecutive membership prior to the date of candidacy. 3) Board Candidates shall have served a minimum of three years as an active IECA Committee Member, Chapter Officer, Chapter Committee Member or a combination thereof. 4) Board Candidates agree, if elected, to attend and participate in at least 75% of the regularly scheduled Board meetings during their term. Submitting Your Nomination - If you meet the above requirements and are willing to lead IECA into the future, please submit the following: 1) The endorsement of three (3) current IECA members (see form below). 2) A ½ page bio-sketch and a ½ page statement of why you would like to serve as an IECA Director. (These should be submitted to IECA electronically, on disk or emailed to Russ Adsit, russ@ieca.org.) 3) A business photo for inclusion in the nomination booklet. Electronic files are preferred, however, hard copies are also accepted. Electronic images should be .tif or .jpg files of at least 1200 pixels by 1200 pixels. They can be sent to russ@ieca.org, or submitted on disk. 4) Your name, company, mailing address, phone number, fax number and email address. Please check out the web link for all the details. You need to submit your materials by August 13, 2010. Thank you and good luck!

Question:

Where is IECA located? It seems a lot of your information is geared towards the United States.

Answer from Meg Tully, CAE:

IECA's headquarters are in Denver, CO, USA. Yes, close to 90% of our members reside either in the US or Canada, so most of our offerings are geared towards their specific needs. But we do have Chapters that represent Australia and New Zealand, South America, Malaysia, South Africa and India that address region-specific needs in their respective countries. The IECA Board also is progressing with a regionalization concept, where the association will be divided into two regions. One region will be based in Denver and will serve North and South America and Europe, and the other will be based in Australia and will serve the rest of the world. The aim is to facilitate more local interaction and service so members' unique needs are served.

Question:

How do you decide what gets posted on your calendar of events?

Answer from Meg Tully, CAE:

We like to post any event on our calendar that would benefit members in some shape or form. If the event has nothing to do with erosion and sediment control or would not interest members in any way, we won't post it. But we try to be as inclusive as we can with any event that comes our way. Events hosted by Chapters and our members are posted on our Home Page calendar as well as our general Industry calendar. Outside events (offered by an organization or company that is not a member of IECA or

affiliated with IECA) are listed only on the Industry calendar, not our Home Page. It's easy to access the Industry calendar. Just go to our Home Page calendar at www.ieca.org and scroll down to the very end, then click on View More Industry Events. If you know of anything that should be posted, please let us know!

Question:

My chapter covers several states, which keeps me from participating when the event is a few hundred miles away. Is there any plan for adding more chapters - either statewide or in metro areas?

Answer from Meg Tully, CAE:

The long-term vision is to have an IECA Chapter represent every IECA state. At this time, there simply is not enough critical mass in each state or adequate infrastructure in place to support this. I do know many Chapters have heard the same complaint from members, so they are creating State Rep or Ambassador type programs, where that person is responsible for coordinating activities in his/her respective state, whether that be a simple lunch and learn type thing, a networking social and so forth. Steve, your Chapter is the Great Rivers Chapter and I know they have an event coming up in Omaha, NE in Oct. You might also want to contact the officers of the Chapter and express interest in a lunch and learn or some other type of smaller event for your specific area.

Question:

Is there any discussion or effort underway to create a certification program for those of us who inspect post-construction BMPs?

Answer from Meg Tully, CAE:

Currently, there are 2 certification programs geared towards inspectors: CESSWI (Certified Erosion, Sediment and Storm Water Inspector) and CISEC (Certified Inspector in Erosion & Sediment Control). CESSWI info can be found here: <http://www.ieca.org/education/CPESC/CPESCInhome.asp> and CISEC info can be found here: <http://www.cisecinc.org>. Both are very high quality programs, and you'll want to explore the web sites and call the staff of the respective programs to see which one fits your needs better (or take both!). IECA offers many training courses that can support you in your quest to become certified and also earn you PDH's for certification renewal.

Question:

Do you have membership affinity programs (discounts on non-IECA products)?

Answer from Meg Tully, CAE:

Yes, we have a variety of affinity programs where members can save on services and products, like professional liability insurance, communications tools such as broadcast email and teleconferencing services, car rentals and more. The best way to explore the offerings is to log in as a member and go to the Members Only section, then click on Affinity Programs. Here is a direct link: <http://www.ieca.org/membership/affinityprogram.asp>

Question:

Are IECA and CPESC the same organization?

Answer from Meg Tully, CAE:

No, IECA and CPESC are not the same organization. They are totally separate and autonomous entities, each run by their own Board of Directors and they each have different missions and offer different services. CPESC is the Certified Professional in Erosion and Sediment Control program, which is administered by EnviroCert International, Inc. For more info on CPESC and EnviroCert, please click here: <http://www.envirocertintl.org/> IECA offers many training classes that are approved by EnviroCert for PDH's to help professionals maintain their certifications.

Question:

How do I get picked to be an expert to conduct one of these chats?

Answer from Meg Tully, CAE:

Any current member can serve as the expert, and we welcome you! Here is more info on the program: <http://www.ieca.org/contactus/expertchat.asp>. If you are interested, just email me at meg@ieca.org. Our plan for 2011 is to offer an Expert Chat every month featuring the speaker of the webinar on the very same topic. The Chat will be offered after the webinar so folks can ask questions about what they learned at the webinar. Click here for our webinar schedule: <http://www.ieca.org/education/webinar/livewebinars.asp>. If more members want to serve as the Expert, we are very open to scheduling two a month or whatever supply and demand warrants. Thanks for your interest!

Question:

Is the SOIL Fund doing any projects right now?

Answer from Meg Tully, CAE:

Yes, the Save Our International Land (SOIL) charitable fund recently provided funding for one of our members, Pablo Garcia, to undertake some important work on the Easter Islands. Stay tuned for an article on Pablo's work in an upcoming edition of Environmental Connection and he also may be presenting at EC11. For more info on the SOIL Fund and to donate, click here: <https://www.ieca.org/soil/soilhome.asp>. I also suggest contacting Pablo using our Member & Business Locator - I'm sure he'd be happy to tell you more about his work and perhaps provide you with a copy of his interesting report.

Question:

Does IECA do any lobbying to the national/state/local government about upcoming/potential laws?

Answer from Meg Tully, CAE:

At this time, IECA does not lobby or try to influence legislation, as there are strict parameters about doing so for 501(c)(3) non-profit organizations - IECA is a 501(c)(3). IECA's role currently is to serve as an information resource for members about what is happening at the federal level of government and how that might impact members. IECA also disseminates regulatory and legislative info thru its Government Relations Committee (GRC) as appropriate. Chapters inform members at the state and local levels of news and legislation that might impact them. The IECA GRC is working on a better process whereby info from both IECA and its Chapters can flow more easily to members. Please stay tuned! IECA also provides training to help members deal with regulatory decisions, such as the new ELG's that have taken effect.

Question:

How do I use the listserve? I am not tech-savvy.

Answer from Meg Tully, CAE:

If you can use email, using the listserve will be easy! First, you need to subscribe to the listserve. Log in as a member at <http://www.ieca.org> and then go to the Members Only section and click on Listserve. Here is a direct link: <https://www.ieca.org/membersonly/resources/listserve.asp>. Go to the middle of this page, where it says SUBSCRIBE. All you have to do is enter your name and voila, you're in! Now all you need to do is write your question in the body of your email, and send the email to erosion-control@orbit.sparklist.com, it's as simple as that. Soon, you should start to receive emails from other members who are providing answers to your questions. Likewise, if you see someone's question that you feel you can help with, just send an answer to that same email address and everyone on the listserve will see your answer. It's a great, quick, easy way to learn and share.

Question:

How does your new partnership with ESCN.tv affect my membership? What additional benefits am I getting as a result?

Answer from Meg Tully, CAE:

This partnership is a perfect way to showcase you, our members - your achievements, your innovations and the other newsworthy things you do! The medium also is a way to showcase to the public what members and Chapters do and the importance of the e & s profession as a whole. The more people understand what it is our members do, the better. The partnership is also a way to bring new members into the fold. A larger membership base means a more effective and prominent IECA that can serve members' needs better.

-End of transcript-

The views and opinions expressed in this chat/forum are solely of the individuals and are not the views of the International Erosion Control Association.