

START A NEW



SECTION!

**YOUR STEP BY STEP GUIDE TO STARTING A
NEW ASHE SECTION!**

What's Inside:

- Where is ASHE?
 - Map of Sections
 - Newest Section & Committee Contacts
 - National Conferences
- Steps to Starting a New Section!
 - Steps
 - National Support
 - Helpful tools – video & social media
- Thank you!

WWW.ASHE.PRO

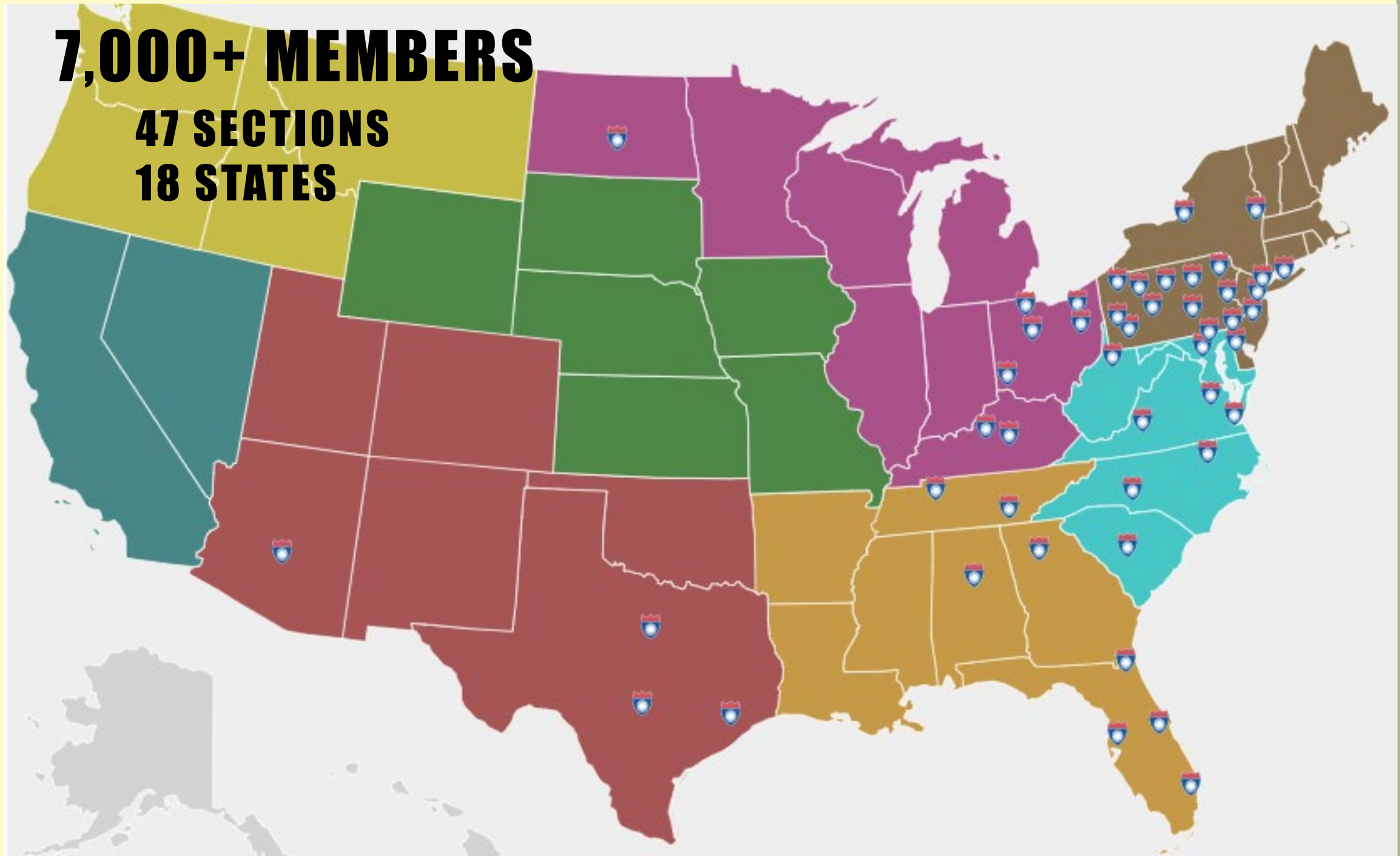


**WHERE IS
ASHE?**

7,000+ MEMBERS

47 SECTIONS

18 STATES



NEW SECTIONS



2020 – TENNESSEE VALLEY
2021 – SOUTH CAROLINA, ALABAMA & CENTRAL TEXAS

Find information here: [Start a New Section](#)

Or contact our National new sections committee co-chairs!

Brian O'Connor
[email Brian](#)

Sam Mody
[email Sam](#)

NATIONAL CONFERENCES

JOIN HUNDREDS OF INDUSTRY LEADERS AT
OUR ANNUAL CONFERENCE!

NEXT CONFERENCE: Columbus, OH, May 11-15, 2022

Hosting Sections



[2022 conference website](#)

2023: Atlanta, GA

Hosting Section



2024: Raleigh, NC



2025: Poconos, PA



[ASHE NATIONAL CONFERENCES](#)



FIND ALL OF THE
INFORMATION ABOUT OUR
UPCOMING CONFERENCES
HERE!

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HOW TO START A NEW SECTION

STEP 1



Identify a core group of 5 to 10 people interested in improving the transportation industry in your area.

–Ideas to promote:

- Ability to network with industry leaders
- Chance to build a stronger relationship with target clients
- Forum to network with peers and learn what's new!

STEP 2



Set up a complimentary luncheon meeting.

A member of our National Board will visit your group and discuss the benefits of becoming an ASHE Section.

Have an attendee sign in sheet for contact information.

–Ideas for locations:

- Your office's conference room
- Nearby restaurant
- Meeting space (hotel, event center, etc)

STEP 3



Contact potential members and ask them to complete an application for membership.

You will need a minimum of 35 people to start your Section (50 preferred).

–Ideas for More Members:

- Plan an event with industry leaders to present
- Social/Mixers

STEP 4



Identify and record your first-year officers and board members.

Draft by-laws. A template will be forwarded to you by ASHE National.

STEP 5



Host a charter meeting.

The ASHE National President will swear in officers and present the Charter certificate.

–Ideas for Charter Event:

- Plan for new board and make appealing to even more new members (industry leaders or networking opportunity)

NATIONAL SUPPORT

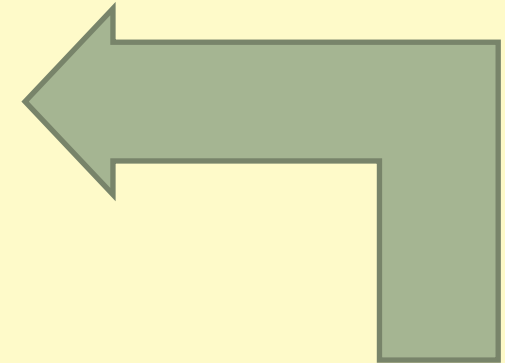
ASHE National New Sections committee will provide additional guidance and advice.

We have materials (both print and digital to help recruit and guide)!

Guidance will be provided in the ASHE Operations Manual on ASHE's website: www.ashe.pro

[Start a New Section](#)

HELPFUL TOOL!



**CLICK TO
START
VIDEO!**

***ALSO ON THE WEBSITE!**

GET EXPOSURE FOR YOUR SECTION! SCAN TO FOLLOW & SUBMIT UPDATES!



SEND UPDATES TO AMANDA SCHUMACHER – NATIONAL PR CHAIR – ASCHUMACHER@BORTON-LAWSON.COM



**WE CAN'T WAIT TO HELP
YOU FORM YOUR NEW
SECTION!**

YOU BELONG IN ASHE!



**THANKS FOR
HELPING ASHE
GROW!**

WWW.ASHE.PRO