MINUTES

Monday, May 23, 2016, 10:00 A.M – 5:00 P.M.
Phoenix Convention Center - Phoenix, Arizona

ATTENDANCE

PRESENT

**National Officers**
Jane Penny (Pres)  Marvin Fisher (VP-elect)  Hal Rosen (Counsel)
Mike Blount (Pres Elect)  Sal Nodjominian (VP)  Joseph Schroedel (XD)
John Mogge (Past Pres)  William Bersson (AOF)

**Regional Vice Presidents**
Mary Anderson (O)  John Blaisdell  Michael Darrow  James DeGour
John Gerstenlauer (O)  Siokey Gastelum-Galvez  Jackie Hacker  James Hagan (O)
Thomas Heinold  Steve Houser  Cindy Lincicome  Anthony Petroccitto
Richard Rubin (O)  Bob Sidoti  Richard Stump  Stephen Thomas
Alan Watt  Rodney Worden

**Deputy Regional Vice Presidents (non-voting)**
Richard Scott Jarvis  Rich Houghton

**Committee and Council Chairs**
Matthew Altmann  John Cawthorne (O)  Rick Cox  Amy D’Alonzo-Basehoar
C. Ernest Edgar  William Haight  Mark Handley  Stuart Harrison
Paula Loomis  Clarence McAllister  Gerald Morris  Scott Prosuch
Blair Schantz  J.J. Tang (O)  Corey Weaver  Neal Wright

**Deputy Committee and Council Chairs (non-voting)**
**Elected Directors**

Wendell Barnes  
John Cawthorne  
Richard Delaney  
Sharon Krock (O)

Kevin Lovell  
Benjamin Matthews  
Angela Nocera  
Wendy Parker

Tony Price  
Sally Riker  
Robert Schlesinger (O)  
Raymond Willcocks

Carrie Ann Williams (O)

**SAME National Staff (non-voting)**

Marc Bialek  
Stephen Karl  
Eric Warner (President, Japan Post)

Nick Desport  
Ann McLeod  
Arthur Arao (RVP, Japan Post)

Allison Ingram  
Rich Houghton (Deputy RVP, Southwest)

Desyree Jones

**National Officers**

Rich Khalil (Treas)  
Kurt Ubbelohde (VP)

**Regional Vice Presidents**

Aaron Benson (O)  
Michelle French (O)  
Stephen Gambrell  
Wes Hamill (O)

John Hickey  
Mark Kessinger (O)  
Terry McCann (O)  
Shawn Moore

Kenneth Now

**Elected Directors**

Joseph Angell  
Brian Balukonis

**Appointed Committee Chairs**

Charles Heaton (O)  
Steve Moes

(O) – Outgoing BOD Member
Call To Order

At 10:00 A.M., 23 May 2016, the Executive Director (XD), Joe Schroedel, welcomed Board members, led the Pledge to the Flag, confirmed a quorum and turned the meeting over to Jane Penny, National President and Board of Direction (BOD) Chair.

Welcome

Jane Penny welcomed the Board and thanked them for taking the time to attend the meeting prior to the JETC. She emphasized the working nature of this meeting. She also noted that each board member would be tasked to meet and greet exhibitors, provide written feedback to the national staff and write a thank you note to each exhibitor. All Board members then introduced themselves for the benefit of new Board members.

The XD then thanked board members for volunteering to lead the Society and reviewed Board meeting administration, some key SAME highlights and the expected outcomes for the day.

Board Administration:

1. **SAFETY**: actions in the event of emergency; availability of medical aid.
2. **BOD Binder**: use as reference for board and after meeting; the Agenda and index of supporting material are at the front of the binder for quick reference.
3. **Incoming Board Member Welcome Packets**: Incoming Board members were sent an electronic version of the SAME standard New Board Member Welcome packet which includes expectations of Board members, Roberts Rules of Order and other important reference documents. A hard copy was prepositioned at each new Board member’s seat.
4. **Wendell (Buddy) Barnes status**: Mr. Buddy Barnes, Houston Post, was appointed by the president to fulfill the remaining year vacated by Marv Fisher after Marv was elected to the vice presidency. Mr. Barnes will focus on training posts how to serve federal, state and local government and industry entities in addition to the military. The Houston Post is well known for its diverse membership.
5. **Conflict of Interest Statement**: every Board member was asked to sign the Conflict of Interest statement in the front of their binders) and provide to Desyree Jones.
6. **Member Profile Update**: Board members were directed to the form provided in their binders and asked to support the national office efforts to clean up the member database by updating their own member profiles and providing updates to Marc Bialek.
7. **Exhibitor Meet and Greet Requirement**: Now a Board meeting standard, Board members were each given a written list of booths to visit (3-4 each) a 3x5 card for feedback notes and several SAME note cards to use for thank you notes.
8. **Board seating**: Board members were seated in 8-person, round table work groups to facilitate the participation of members during the working session of the meeting (RVPs together; committee and council chairs together with elected directors). Incoming Board members were seated with their incumbent. [Note: The transition of the Board took place after the installation of the new president at the closing general session of the JETC on May 26. The outgoing Board was the voting Board for this meeting. Board members were also introduced to the JETC attendees during the week (current Board members at the opening session and new Board members after the induction of the new National President).]

9. **Draft TISP Post Level Activities**: Board members were given a copy of the draft post level activities that are recommended to support Goal 4 of the Strategic Plan. RVPs were asked to share with posts.

10. **National Staff Realignment**: available in the Board Binder, but not on the agenda for discussion is the detailed description of the national staff realignment that was executed in January. The purpose of the realignment was to improve: marketing, sales and business development by integrating those functions under Membership; alignment of skills and supervisory roles by establishing a senior manager level below director and by reducing the number of high salary directors to four; administrative support to the staff by moving it under the Finance Director to mirror industry standards; and the alignment of salaries with the market ranges, SAME affordability and future market competitiveness.

11. **Board Minutes**: Board proceedings, including minutes, briefings given during Board meetings and other pertinent information will be posted for easy access and transparency on the SAME web site.

**Society Highlights:**

1. 63 Post web sites are now sponsored by the national office – free of charge.
2. The Ft Detrick Post in Frederick, Maryland was closing. It is now the Mid-Maryland post and is going strong as result of embracing the broader 2020 SAME vision and reaching out to other government agencies.
3. Several other posts are being reinvigorated – Tularoosa (thanks to LtCol Kevin Mares and great support from RVP Cindy Lincicome).
4. The Japan post is going gangbusters thanks to Art Arao and Eric Warner.
5. The European posts are being reinvigorated by new RVP CAPT Rod Worden who is here.
6. The SAME foundation has been formed and will be announced tomorrow at the opening general session.
7. The Tennessee Valley Post was recently established in Oak Ridge, Tennessee, SAME’s 105th post. The post was a field chapter of the Nashville Post – thanks to the Nashville team! Col (Ret) Barry Totten is the Post President.
8. Our College Outreach chair, Corey Weaver passed his PE exam.
9. One of our new Elected Directors, LTC Kevin Lovell, will retire on June 30th in Chicago.
10. John Gerstenlauer, outgoing New England RVP, had back surgery and is here, recovering well.
11. Some key decisions were made by the XC since the last Board meeting in November, including a
    $43,000 allocation of cash funds to support the integration of the national office databases in order to
    better serve members.
12. JETC 2016 will mark a dramatic improvement in the quality of the program offerings and the inception
    of the JECO Table Top Exercise, both of which are aimed at enhancing the value proposition for military,
    government and industry participation in a truly joint engineer training opportunity. The members of
    the newly formed Coalition of Military Engineer Societies (SAME, AEA, MCEA, SNAME, ASNE) have
    agreed to collaborate to contribute to the future development of JETC. Board members were
    encouraged to attend the sessions to help evaluate the exercise.

Board Outcomes:

Major outcomes that were established and achieved by the Board:

1. Make one decision: Approve Foundation Nominating Procedures.
2. Update the Board (national staff) – governance.
3. Induct new and thank outgoing Board members.
4. Work Groups: deliberate RVP role, committee and council roles, strategic plan progress metrics,
   improving the effectiveness of communications, streamer evaluation process and provide guidance to
   the national staff for further action. The national staff directors will meet on 31 May to review the
   Board’s deliberations and guidance to produce the strategic plan metrics and supporting staff analysis.
5. Review of awards and recognition – there are 18 national awards and we are still not receiving adequate
   numbers of nominees (none or one in many cases).
6. Receive a presentation from officials (Pam Cook and Bud Worley) of the Technology Student
   Association (TSA), the latest SAME partner for STEM initiatives. Scott Prosuch, Chair STEM Committee
   introduced our guests and described the opportunities available to Posts.
Consent Agenda:

The XD presented the consent agenda items for approval, explaining in detail the actions to date regarding the establishment of the SAME National Foundation and the need for the Foundation Nominating Procedures.

- Board of Direction Minutes (November, 2015)
- Executive Committee Minutes (February 2016)
- Executive Committee Minutes (March 2016)
- National Office Document Retention Policy
- Foundation Board Minutes (March 2016)
- Foundation Board Minutes (April 2016)
- Foundation Board Nominating Procedures (May 2016)

➢ Decision: Sal Nodjomian motioned that the consent agenda, including the Foundation Nominating Procedures be approved. The motion was seconded and unanimously approved.

Foundation Board Nominating Procedures Background Discussion

Detailed documentation pertaining to the creation of the SAME National Foundation since the Board approved the establishment a national foundation in December, 2014, was provided in the Board binders for background. Prior to the consent agenda vote, the XD explained that the Certificate of Incorporation had been received from Washington, D.C. and the request for the tax ID and establishment as a 501 (c)(3) by the IRS (Form 1023) had been submitted. He further explained that the Foundation Founding Board had approved the Foundation Bylaws, Foundation logo, business plan, Foundation Board Nominating Procedures and milestones for further development of the Foundation. The most significant aspect of the Foundation Bylaws is the relationship established between the SAME Board and the Foundation Board. There is clear control and primacy vested in the SAME Board to ensure that the Foundation is an instrument by which the SAME strategic plan is achieved. The SAME Executive Director also is the executive director of the Foundation board for consistency and transparency.

Critical tasks ahead for the Founding Board include:

- Assisting with establishing the first full Foundation Board.
- Establishing a Council of Trustees (fundraising expertise).
- Developing a plan for the migration of the current E&M fund to the Foundation as the initial corpus.
- Drafting a concept for the optional use of the Foundation by posts as a repository for their endowment funds as a means of avoiding the necessity to create their own foundations (some posts have done, such as the Dallas Post, and experienced issues).
Critical tasks for the SAME Board include implementing the Foundation Nominating Procedures and establishing the first full Foundation Board by January 2017.

SAME National Office Director Briefs

The XD provided an overview, in particular, of Strategic Plan implementation progress made by the national office since November. Each National Office Director briefed details. Major points made by the National Office Staff:

1. **Role of the National Office:** the National Office continues to invest in the Society by operationalizing its three main priorities: *Support Posts, Support the national direction (strategic plan), and enhance the national reputation*. Financial investments in the society and Posts (stipends, etc) continue to grow.

2. **Strategic Plan 2020:** The XD emphasized that the overall focus of the strategic plan must remain the three areas adopted by the Board in November when the plan was approved: Military and Government Membership; Member Participation; and Industry-Government Engagement.

3. **Financial Health:**
   a. **Audit:** the National Office received an unmodified (clean) audit of financial statements with one management comment (integrate the various systems to streamline financial processing, and improve data integrity). [See Society Highlights section for more details on the systems integration.]
   b. **2015 Audited Financial Position:** the national office ended 2015 with a small positive balance from operations despite underperformance in membership and advertising.
   c. **2016 Budget:** The National Office Budget was approved for the first time prior to the start of fiscal year. The XC approved an aggressive revenue budget for 2016 based on increased program quality, expanding support for the Annual Facilities Management Workshop and other events, and the realignment of the national office to include the creation of a marketing and sales office which has already produced a creative, sound business approach to revenue generation, especially the adoption of Annual Partnership Packages for our sustaining members. This program has enhanced the value proposition for them while front loading the national office cash flow (historic summer cash flow issues are resolved).
   d. **Investment Committee:** the investment committee (Mark Handley, Heather Wishart-Smith, Rich Khalil) continue to establish professional standard for this inaugural committee. 2015 investment accounts decreased in value in response to market fluctuations.
e. **Post Finances:** Post financial reporting and audits continue to need improvement; however, posts do continue to generate adequate revenue to achieve their annual work plans and support Society programs.

f. **Reserves:** The National Office has almost 12 months reserves (industry standard is 6 months). When the E&M fund is migrated to the new Foundation, the reserves will still be over 9 months.

4. **Program.** Program quality at national events and conferences continues to grow based on the highly successful call for presentation approach that is delivering between 3 and 4 graduate level presentations for each planned time slot. This approach has: encouraged more sustaining member participation in presenting; enhanced the relationship between member requirements and program offerings; and has enhanced the role of SAME Committees and Councils who now play an active role in deciding which proposals are accepted for inclusion in the program.

5. **Membership and Marketing.** The overall national office focus on enabling members to achieve more with less investment of time continues to produce creative initiatives.

   a. **Individual Membership** is growing slightly, but until the membership database is thoroughly updated, the accuracy of the membership database will improve.

   b. **Sustaining Membership** is down slightly, but the rate of decline has slowed. Many companies that historically were not in the federal space and entered in recent years have gotten out, leaving SAME in the process. But the national office is making a concerted effort to re-attract those that left and other new potential sustaining members.

   c. **Public Sector Membership** is increasing, indicating that more posts are embracing the Strategic Plan 2020 vision.

   d. **STEM Program:** The STEM program has taken off after a national level partnership with the Army Educational Outreach Program (AEOP) and their main program execution arm, the Technology Student Association (TSA). The main benefit of the program is the national opportunity for posts to provide volunteer judges for K-12 STEM competitions. The TSA accesses over 250,000 students per year.

   e. **Post Leaders Workshop:** The current program is focused on training post leaders how to recruit, manage and retain active volunteers. This year’s workshop is in St. Petersburg, Florida in late August and is being combined once again with the XC, Committee and Council Annual Work Plan Briefs and an AOF Conclave.

   f. **Partnerships:** partnerships with other societies and stakeholder organizations is now taking a wider and more proactive approach. The fundamental philosophy is to partner with more organizations and to agree to benefit both organizations by exchanging participation in each other’s events, exchanging memberships, offering free advertising for each other’s events and more, all in kind. The reaction has been extremely positive.
g. **Post Operations Council:** San Antonio Post had suggested the establishment of a national Post Operations Council. The proposal was tabled for consideration during the RVP work groups. During the work group brief backs and Board discussion, the idea was not approved. Instead, the Board decided that the proposed efforts to review the role of RVPs would provide the additional support for and focus on posts envisioned by the proposal.

h. **Streamer Evaluation Process.** The Board was asked by Marc Bialek if the current streamer evaluation process is adequate. The Board concluded that the only improvement necessary is to make the process more transparent and to solicit post level participants since the new Alternate Credit Path will likely require additional effort to review submissions.

6. **Events.** The primary focus of the national office immediately after JETC will be the Federal Small Business Conference (FSBC). A tremendous amount of work has already been done to integrate the VA this year, with one major remaining effort – dramatically improving the market research value for all participants (both industry and government). A task force has been formed which includes expert consultants. This effort is motivated not only by the need to continually improve the quality of our events (value for participants), but integrate the differing approaches to matched networking traditionally employed by the VA and SAME. A call for presentations also is underway to solicit industry and government topics for education sessions.

7. **Communications.** As a means of emphasizing the need to increase the effectiveness of communications within the Society, Stephen Karl reviewed the history of communications since 1920. He concluded that we will continue to utilize multiple means (Facebook, TME, newsletter, etc) to accommodate individual preferences, but we will work to streamline communications to ensure redundant communications do not result in ignored messages. The Board committed to make the new national newsletter, *Real TiME* work.

**Board Work Groups and Discussion (1:30 P.M. – 4:00 P.M.)**

The Board work groups convened with Marv Fisher leading the RVP group and Sal Nodjomian leading the committee and council work groups. Elected directors were distributed among the C&C groups. The questions posed to all groups were:

- What can RVP’s/C&C’s do to support the three key outcomes of the Strategic Plan?
- How do we measure strategic plan progress (what are the few, key metrics)?
- How do we communicate better – as a leadership team ... as a Society?
- What can the National Office do to enable volunteer leadership?
Marv Fisher and Sal Nodjomian briefed the results of the work group discussions. The Board concluded that there is much work needed to improve the role of the RVP in supporting posts. The specific recommendations made include (national staff will follow up):

**RVP Work Groups:**

2. Play a bigger role training and mentoring post leaders
3. Calendar of Events relating to RVP and responsibilities
4. Encourage deputy RVP training and add to manual
5. Send email to new RVP’s and their duties
6. Monthly calls with post presidents
7. Quarterly, not Monthly, calls
8. RVPs should attend Post Leader workshop
9. RVPs deconflict schedules in region
10. Define regional Fellow process – Team position?
11. Get the RVP agenda out early focused on subjects
12. RVP role as gate keeper on contract vehicles
13. RVPs should demonstrate the commitment necessary to be viable contenders for national leadership
14. RVP succession in post guidance
15. Rewrite RVP Manual Committee before Working Conference

**Committee and Council/Elected Director Work Groups:**

1. Need to focus on increasing military membership in C/Cs
2. Advertise what committees and council can do for career development
   a. Suggest Posts have liaison’s for each of the 15 counsels and committee to spread valuable info
   b. Of 24 members on C/Cs, we have 1 who was from 39 small posts – clearly opportunities exist for smaller posts to get involved
3. How do we measure progress?
   a. Each Committee and Council should establish measurable metrics
4. How do we communicate as a society what committees and councils do for value?
   a. Get personal – C/C Chair or Vice Chair should send email with welcome and agenda to new members
b. RVP’s scheduled calls (C/Cs should be invited - join the call if they want to pass on C/C info or significant event upcoming)
c. SAME National ensure distribution lists in each C/C are accurate

5. National Officers and BOD can help ensure we get more volunteers engaged with C/Cs.
   a. What are the messaging tools to better spread the value of C/Cs?

6. RVP’s do get a stipend. Should committee and council chairs get a stipend also?

7. How to make better use of Fellows and help committees and councils, possibly aligning a Fellow to each C/C as a liaison?

8. Get Fellows, RVPs, Committees and Councils to push minutes around, or a newsletter.

9. Execute better communications: Our SAME National monthly newsletter can add Committee and Council Happenings to help circulate journals or newsletters to our posts.

General Discussion

Jane Penny led a general discussion. The topic of awards and recognition was discussed with the Board concluding that a task force is required to review national awards. A task force consisting of Tony Price, Amy Basehoar, Sally Riker and Ray Willcocks was established.

Board Induction and Farewell

Joe Schroedel and Jane Penny inducted new Board members. Outgoing Board members were then recognized with individual framed certificates.

Board Meeting Summary

Jane Penny then summarized the very productive meeting by thanking Board members for their active engagement by making the following observations:

- Society Leadership transition underway
- Society financially sound and moving forward
- Strategic direction and plan is well underway. Actions around RVP’s and C/C’s role discussed with enhancement plans being built
- Communications need enhancement. Example: STEM
Video – Annual Report For the Year

The Board then previewed the Annual Report video that was shown at the Opening General Session of JETC.

A motion to adjourn the meeting was made, seconded and carried at 5:00 P.M. The Board then departed and reconvened for the President’s Reception.

Joseph Schroedel
BG, P.E., F.SAME, USA (Ret)
Executive Director
Executive Director

The National “A” Team:

Allison Ingram | Finance and Administration Director
Marc Bialek | Membership, Marketing and Post Operations Director
Ann McLeod | Meetings and Expositions Director
Nick Desport | Programs Director and Deputy XD
Stephen Karl | TME Editor in Chief and Communications Senior Manager
“THANK YOU ... for Volunteering”

“THANK YOU ... for Leading”

As a result: SAME will continue to be ‘Built to Last’
BOARD MEETING OUTCOMES

• Welcome New Board Members
• Thank Outgoing Board Members
• Review Society Governance (National Staff)

• Strategic Plan Implementation: Enable SAME Volunteer Leadership by:
  — Approve Progress Metrics
  — Fix Communications
  — Review/Revise Recognition (saying thanks) and Awards Program
  — Approve Streamer Evaluation Process
  — Review Post Opportunities (Committees and Councils)

• Obtain Board Direction

Team Building and Fun at the President’s Reception!

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SAME National Office Teams of Teams

(Extract from 7 January National Office Workshop)

National Office 2016 Tasks to Support Strategic Plan 2020:

FOCUS....FOCUS....FOCUS....

Top Tasks for 2016 (as identified at the 7 Jan Strategic Plan Workshop):

- Establish National Office Sales Team and matrix teams quickly.
- Establish membership benchmarks (military/gov’t membership, member participation).
- Establish Industry-Government Engagement team to Support post level implementation and initial CEO Roundtable (Kathy Off volunteered to lead N.O. team).
- Execute Foundation Action Plan to achieve start up by JETC 2016 – first Founding Board meeting set for 10 March.
- Streamline communications with posts (newsletter with links idea to consolidate announcements, quarterly president webinar w/ XD - TBD).
- Streamline member profiles – reduce data fields; integrate national office systems.
- Get Board and National Office photos on web – help people know who to contact and who does what.
- Establish National Office administrative standards to ensure consistency and quality of internal and external communications.
- Establish vibrant recognition program (National recognize post achievement - eg change of presidents).
- Establish Strategic Plan progress metrics, streamer processes.
National Office Support to the Strategic Plan:  
*The First 6 Months: defining what is possible and relevant*

**Resources and Financial Health of SAME**

- **Budget Approved** prior to the start of the Fiscal Year (first time)
- **Clean Audit** achieved
- **F&A Transition** Completed
- **Investment Committee** active and contributing (Heather Wishart-Smith, Mark Handley, Rich Khalil)
- **National Foundation** established (announce on 24 May at JETC)
- **Revenue**: National Office Realignment – operate as a business:  
  - Established Sales Team  
  - Sales and Marketing integrated into Membership and Post Operations  
  - Finance and Administration integrated  
  - Disciplined procedures (Budget, QMR, accounting, oversight)  
  - Systems Integration
- **Investing More In Posts** each year (2015 = $230,000)
- **A GOAL**: underwrite national leadership participation

*Fuel for the Strategic Plan fires!!*
National Office Support to the Strategic Plan:

The First 6 Months: defining what is possible and relevant

Support to Posts

- Develop Volunteer Opportunities that Enhance Value to Members and Attract Member Participation
  - Best Practices System (600 files collected)
    - Phase I: Save Time – Document Exchange on web established
    - Phase II: Best Practice Templates – webinars (STEM programs, Atlanta Camp, golf events, etc)
  - Committees and Councils (Some Examples):
    - STEM: National Partnership with Army Program (AEOP) and TSA (Technology Student Association); active committee implementation
    - TISP: Define Goal 4 Opportunities for Posts: CIS, Resilience Forum (GWU), Resilience Roundtable (GMU), Goal 4 Opportunity Task Force (product pending)
    - FM Workshop: Define requirements (IMCOM, etc) – partner with IFMA to meet needs – successful workshop - budding industry opportunity ...
    - Program Development: Call For Presentation system working - graduate level; 4:1 (proposals : slots); QUALITY = VALUE; C&C’s help select; increased SM presentations; increasing outside interest; future – tracks to support certification
**What Right Can Look Like – The STEM Story:**

**Jan 2016:** AEOP National Partnership; Introduced to TSA – reach 250,000 kids, incl DODDS schools in Japan and Europe

**Feb 2016:** STEM Committee Action to support K-12 competitions with post level judges

**Mar 2016:** XD meets with TSA CEO - positive feedback; invited to JETC; TSA invited STEM Cmte Chair to TSA national conference; SAME vision is to bring other support through AAES and direct partnerships with societies in the A/E/C industry – fulfill our vision

**Apr 2016:** XD meets with AAES – SAME will support AAES STEM Cmte -

**May 2016:** STEM Cmte updates SAME Board; TSA brief Board

2016 … : RVPs, Posts engage and support

2017 … : SAME brings others to support

2020

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What Right Can Look Like – The FM Workshop Story:

**OCT 2014:** Begin Partnership with IFMA

**MAR 2015:** XD meets with IMCOM CDR – “What need?” – “Facilities Mgt Training and certification.” (LTG Halvorsen)

**APR 2015:** XD and IFMA brief IMCOM Cdr on potential of FM workshop in Feb 2016. IMCOM keenly interested.

**JUN/JUL 2016:** Meet with APPA, APWA, AFE ... potential partnering

**FEB 2016:** *FM Workshop – unqualified success*

**APR 2016:** IMCOM partners with Royal Institute of Chartered Surveyors; commits to SAME to bring all resources to workshop

**APR 2016:** IMCOM requests integration of DPW Conference with FM workshop in 2017.

2017 ... : Second Annual FM Workshop - expand

2017 ... : Navy involvement ...

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**Strat Plan**

1. ID Military Need
2. IFMA Nat’l Partnership
3. Plan/Execute Workshop
4. Expand: Integrate others

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**JETC Board Meeting**

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National Office Support to the Strategic Plan:  
The First 6 Months: defining what is possible and relevant

Support to Posts

• Direct Support (some examples):
  – Post visits – start fires – communicate leadership intent – explain strat plan
  – Tennessee Valley Post established– 105th Post!!
  – Member Profile Clean Up Campaign – post card is working!
  – Membership Drive Kickoff (Membership Director out learning)
  – Webinar hosting and post webinar support
  – New National web page and mirror post web sites – now hosting 63 Post sites (free)
  – National Leadership Calendar Coordination App (“TEAMUP”)
  – Customer Service: XC Approved $43,000.00 for National Office Systems Integration (serve members better – integrate registration and member database, etc)

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Support to Posts

• Program Development
  – FM Workshop: IMCOM “all in”; asked for DPW track for 2017 – now an annual event in San Antonio!
  – DBIA Partnership Reset: 4 May Federal Owner’s Forum – 12 agencies present – asked for more!
  – JETC 2017 Reset: Coalition of Military Engineering Societies established: JETC 2016 Table Top JEOC Exercise
  – “Federal Small Business Conference”: VA directed participation in SAME conference; market research TF established to improve quality

• Foster One Society: Unified national direction - vibrant local posts
  – National Officer Elections: Implemented new procedure (split ED from Pres Elect); real election: 1100+ voted (400 was all time max in 2015)
  – Communicate: Post and Region Visits – Jan TME Focus; Real TIME Newsletter established
  – Vietnam Commemorative Edition TME (coordination, planning)
  – Expand Society News in TME
  – Industry-Government Engagement Plan: Initial Post Issue Workshops (trial with 10 posts)
  – Member Needs Assessment completed – verified input to Strategic Plan process
RVP’s ... “What’s Keeping You Up At Night?” ... April 2016 RVP Call

- Decreasing Membership
- Getting Members Interested in Leadership Positions
- Volunteer burnout
- Succession for Post Leaders
- Remote Posts – how to get interested civilians to run the post
- How to recognize volunteers appropriately
- Challenge of the Non-Federal Entity status of SAME – engaging USACE and NAVFAC - “damn lawyers”
- No young member involvement
- Lack of stimulating programs – coming up with fresh ideas
- Lack of Engagement/Participation
- Communication – websites, emails, newsletters, etc...
What’s Next?

- **23 May**: Board Support for and Guidance on Strat Plan Implementation Action Plan and Progress Metrics
- **24 May**: Kick off JETC with rollout of SAME National Foundation
- **26 May**: Continuity of National Leadership and Society Awards Ball and Awards Gala
- **31 May**: National Office Workshop – implement Board Guidance; track data to support progress assessment
- **14 Nov**: Board Assesses Progress (National Office present analysis of data from posts, regions and C&C’s)
- **15 Jan 2017**: Annual Report to Membership in *TME*
So What’s Next?

- **23 May:** Board Support for and Guidance on Strat Plan Implementation Action Plan and Progress Metrics

“What is the Implementation Action Plan for our Strategic Plan and who does what?”

- **National Office:** enable volunteer contributions: legal governance; generate resources; develop opportunities that save time and inspire participation; lead military/government recruiting drive; measure progress; synchronize all levels; conduct value added national events; manage external national relationships (chiefs, etc)
  - **Regions:** support posts – internally and advocate needs to national
  - **Posts:** locally relevant plans that inspire participation and contribute to strategic plan objectives
  - **Committees and Councils:** add value to members and society by providing program expertise and opportunities for posts
  - **FELLOWS:** ......
FINANCE AND ADMINISTRATION

Allison Ingram  |  Director
Desyree Jones   |  Senior Operations and Administration Manager
William Hoffman |  Senior Accountant
Otis Carter     |  Logistics and Administrative Specialist

Dedicated to National Security Since 1920
2015 in Review

• Unmodified (clean) Audited Financial Statements issued
• No new management letter comments
• 990, 990T and VA 500 filed
• 2016 budget approved in December 2015
The best-practices metric for a healthy association is to maintain 6-9 months of 1 year’s worth of operating expenses in net asset reserve. Based on the current year projections SAME’s net asset reserve is approximately **10 months**.
Sources of Revenue

2015 Actual $5,757,000*

- Conferences and Meetings 50.7%
- Membership 35.2%
- Publications and Advertising 10.2%
- Continuing Education 1.6%
- Post Operations 1.7%
- Other Income 0.6%

* Excludes investment loss of $98,370

2016 Projected $6,815,000

- Conferences and Meetings 51.5%
- Membership 32.8%
- Publications and Advertising 8.4%
- Continuing Education 2.0%
- Post Operations 1.7%
- Other Income 0.8%
- Investment Income 2.8%
Expenses by Functional Area

2015 Actual $5,744,000

- Conferences and Meetings 33.3%
- Membership Activities 0.3%
- Publications and Communications 3.7%
- Continuing Education/Programs 2.3%
- Post Operations 10.7%
- E&M Fund 1.0%
- Management and General 48.8%

2016 Projected $6,743,000

- Conferences and Meetings 32.9%
- Membership Activities 0.5%
- Publications and Marketing 3.9%
- Continuing Education 2.3%
- Post Operations 11.7%
- E&M Fund 0.7%
- Management and General 48.2%

2016 Projected Net Income: $72,165
2016: The Way Forward

• Continue revenue diversification
• Expanded financial support to Posts and volunteer leaders
• Investment Committee oversight of SAME and Foundation assets
• Monthly Financial Reporting and projections
• Financial Systems Integration
Upon transfer of E&M Funds, SAME will still have an unrestricted net asset reserve of 8.5 months.
Membership, Post Ops, Marketing, & Business Development

Marc Bialek | Director
Natasha Rocheleau | Systems Integration & Member Database Programs Manager
Stephanie Satterfield | Marketing, Sales, & Business Development Sr. Manager
Stacy Humes | Post Operations Specialist
Marlayna Bush | Membership, Foundation & Program Sales Coordinator

Dedicated to National Security Since 1920
Presentation Highlights

• Membership is UP
• # of Sustaining Members Companies is DOWN
  – Many SM’s getting out of Federal Market
• # of Sustaining Reps is down but the bleed is slowing
• Public Sector Membership is UP
• NEW Tennessee Valley Post
• Support to Posts – Very Strong if I must say so myself
• Sponsorship and Advertising UP
• Marketing & Communications – Lots of new things to come
• Integration – Moving along – Lots of benefits
# Total Membership Summary

<table>
<thead>
<tr>
<th>Membership Categories</th>
<th>Jan 1, 2014</th>
<th>Jan 15, 2015</th>
<th>Jan 10, 2016</th>
<th>May 1, 2016</th>
<th>Change from Jan 1 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues Paying Individual Members</td>
<td>10,089</td>
<td>10,898</td>
<td>10,452</td>
<td>10,773</td>
<td>3%</td>
</tr>
<tr>
<td>Public Agency Representatives</td>
<td>253</td>
<td>342</td>
<td>312</td>
<td>322</td>
<td>3%</td>
</tr>
<tr>
<td>Non-Profit &amp; Academic Reps</td>
<td>80</td>
<td>81</td>
<td>89</td>
<td>84</td>
<td>-6%</td>
</tr>
<tr>
<td>Sustaining Member Reps</td>
<td>14,347</td>
<td>14,618</td>
<td>13,659</td>
<td>13,598</td>
<td>-&lt;1%</td>
</tr>
<tr>
<td><strong>Total Dues Paying Members</strong></td>
<td>24,769</td>
<td>25,939</td>
<td>24,232</td>
<td>24,777</td>
<td>2%</td>
</tr>
<tr>
<td>Life Members</td>
<td>1,857</td>
<td>1,943</td>
<td>2,018</td>
<td>2,026</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Student Members</td>
<td>2,423</td>
<td>2,729</td>
<td>2,823</td>
<td>3,006</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total Members</strong></td>
<td>29,049</td>
<td>30,611</td>
<td>29,073</td>
<td>29,809</td>
<td>3%</td>
</tr>
</tbody>
</table>
## Organizational Memberships

<table>
<thead>
<tr>
<th></th>
<th>Jan 1, 2014</th>
<th>Jan 15, 2015</th>
<th>Jan 10, 2016</th>
<th>May 1, 2016</th>
<th>YTD Change from Jan 1, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustaining Member Companies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,541</td>
<td>1,553</td>
<td>1,442</td>
<td>1407</td>
<td>-7%</td>
</tr>
<tr>
<td>Sustaining Member Post Members</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,624</td>
<td>4,547</td>
<td>4,295</td>
<td>4254</td>
<td>-&lt;1%</td>
</tr>
<tr>
<td>Public Agency</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>51</td>
<td>50</td>
<td>75</td>
<td>76</td>
<td>1%</td>
</tr>
<tr>
<td>Nonprofit &amp; Academic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>19</td>
<td>24</td>
<td>24</td>
<td>0%</td>
</tr>
</tbody>
</table>
## Public Sector Members

<table>
<thead>
<tr>
<th>Service or Agency</th>
<th>12-15-14 Civ</th>
<th>12-15-14 Mil</th>
<th>12-15-14 Total</th>
<th>5-1-16 Civ</th>
<th>5-1-16 Mil</th>
<th>5-1-16 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Army</td>
<td>1,594</td>
<td>1,570</td>
<td>3,164</td>
<td>1,518</td>
<td>1,535</td>
<td>3,011</td>
</tr>
<tr>
<td>Air Force</td>
<td>698</td>
<td>1,400</td>
<td>2,098</td>
<td>667</td>
<td>1,312</td>
<td>1,937</td>
</tr>
<tr>
<td>Navy</td>
<td>291</td>
<td>827</td>
<td>1,118</td>
<td>262</td>
<td>766</td>
<td>1,004</td>
</tr>
<tr>
<td>Public Health</td>
<td>9</td>
<td>162</td>
<td>171</td>
<td>10</td>
<td>149</td>
<td>161</td>
</tr>
<tr>
<td>Coast Guard</td>
<td>34</td>
<td>177</td>
<td>211</td>
<td>38</td>
<td>192</td>
<td>226</td>
</tr>
<tr>
<td>Marine Corps</td>
<td>30</td>
<td>69</td>
<td>99</td>
<td>39</td>
<td>69</td>
<td>97</td>
</tr>
<tr>
<td>Total Uniformed Service</td>
<td>2,656</td>
<td>4,205</td>
<td>6,861</td>
<td>2,534</td>
<td>4,023</td>
<td>6,557</td>
</tr>
<tr>
<td>Fed, State or Local Govt</td>
<td>769</td>
<td>769</td>
<td>1,538</td>
<td>989</td>
<td></td>
<td>989</td>
</tr>
<tr>
<td>Total Public Sector</td>
<td>3,425</td>
<td>4,205</td>
<td>7,630</td>
<td>3,523</td>
<td>4,023</td>
<td>7,546</td>
</tr>
<tr>
<td>Total Dues Paying Members (Incl Life Mbrs)</td>
<td>26,626</td>
<td>26,803</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of Total Dues Paying Members</td>
<td>12%</td>
<td>14%</td>
<td>26%</td>
<td>13%</td>
<td>15%</td>
<td>28%</td>
</tr>
</tbody>
</table>
Membership

Military Engineering Schools
• 2016-2017 Focus on Military Engineering Schools as “Center of Gravity” for uniformed military engineers
• SAME will work with:
  – US Marine Corps Staff College, Grey Research Center, Quantico, VA
  – US Army Engineer School, Fort Leonard Wood, MO
  – US Navy Civil Engineer Corps Officer School, Port Hueneme, CA
  – Air Force Institute of Technology, Wright-Patterson AFB, OH
Membership

• The “Center of Gravity” for these schools are the Instructors.
  – Each instructor influences hundreds of students each year
  – For example at the Army Engineer School the Engineer Captains Career Course (ECCC) instructors, also known as small group leaders (0-3s) teaches 60 0-3s every year. After graduation they will influence 4 lieutenant (0-1s and 0-2s) in their unit. So 1 Small Group Leader can effect 240 officers in the Engineer Regiment. There are 8 Small Group Leaders in the ECCC who could positively influence 1,920 officers (0-1 through 0-3) every year in just that course in that one school. Those 0-1s and 0-2s return to FLW for ECCC when they are 0-3s to influence, reinforce and repeat. Nice cycle.
### Membership

- **SAME National to provide:**
  - SAME Brief on benefits of Uniform Membership and two possible career paths (for those who stay in the military and for those who do not)
  - Going over Posts, Discounts of Partner Education, Accreditation, Careers, etc...
  - Pay for Dinner for class attendees
Membership

• Military Engineering Schools Continued
  – Joe will hold a call with the Posts surrounding each of the Military Engineering schools to offer our support
  – Hoping that surrounding Posts will support the closest Post in their efforts as this is not a loose confederation but “One Society”
  – Alternative Credit Path for Streamers
# TME Advertising Revenue

**as of May 1, 2016. Sales for this issue continue until June 1, 2016**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan-Feb TME</th>
<th>Mar-Apr TME</th>
<th>May-Jun TME</th>
<th>Jul-Aug TME</th>
<th>Sept-Oct TME</th>
<th>Nov-Dec TME</th>
<th>Year End Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>61</td>
<td>72</td>
<td>122</td>
<td>90**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>61</td>
<td>85</td>
<td>99</td>
<td>77</td>
<td>91</td>
<td>89</td>
<td>502</td>
</tr>
<tr>
<td>2014</td>
<td>81</td>
<td>99</td>
<td>121</td>
<td>98</td>
<td>105</td>
<td>97</td>
<td>601</td>
</tr>
<tr>
<td>2013</td>
<td>120</td>
<td>111</td>
<td>168</td>
<td>120</td>
<td>147</td>
<td>133</td>
<td>910</td>
</tr>
<tr>
<td>2012</td>
<td>120</td>
<td>155</td>
<td>214</td>
<td>114</td>
<td>145</td>
<td>145</td>
<td>1,069</td>
</tr>
<tr>
<td>2011</td>
<td>135</td>
<td>149</td>
<td>302</td>
<td>172</td>
<td>169</td>
<td>209</td>
<td>1,309</td>
</tr>
<tr>
<td>2010</td>
<td>120</td>
<td>132</td>
<td>245</td>
<td>188</td>
<td>185</td>
<td>198</td>
<td>1,239</td>
</tr>
</tbody>
</table>
**Sponsorship Revenue**

**Sales for SBC are open and ongoing**

<table>
<thead>
<tr>
<th>Event</th>
<th>2014 Sales</th>
<th>2015 Sales</th>
<th>2016 Budget</th>
<th>2016 Sales</th>
<th>2016 Sales compared to budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOD</td>
<td>$13,000</td>
<td>$21,000</td>
<td>$18,500</td>
<td>$32,000</td>
<td>+13,500</td>
</tr>
<tr>
<td>JETC</td>
<td>$261,400</td>
<td>$256,500</td>
<td>$230,000</td>
<td>$357,000</td>
<td>+127,000</td>
</tr>
<tr>
<td>Transition</td>
<td>$16,000</td>
<td>$12,500</td>
<td>$26,500</td>
<td>$28,600</td>
<td>+2,100</td>
</tr>
<tr>
<td>SBC</td>
<td>$137,500</td>
<td>$208,500</td>
<td>$200,500</td>
<td><strong>$417,600</strong></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>$427,900</td>
<td>$440,000</td>
<td>$475,500</td>
<td><strong>$417,600</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Partner Program Revenue

<table>
<thead>
<tr>
<th>Partner Program Levels</th>
<th># Purchased</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium</td>
<td>1</td>
<td>$150,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>2</td>
<td>$200,000</td>
</tr>
<tr>
<td>Gold</td>
<td>6</td>
<td>$450,000</td>
</tr>
<tr>
<td>Silver</td>
<td>2</td>
<td>$100,000</td>
</tr>
<tr>
<td>Small Business</td>
<td>1</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12</strong></td>
<td><strong>$920,000</strong></td>
</tr>
</tbody>
</table>

2017 Partner Program launching at JETC. The new program is more robust than its 2016 predecessor and includes more regional and post level event options.
Sales – Account Management

• Marlayna Bush
  – Focusing on 199 dropped sustaining member companies from 2015
  – Approximately 50 so far from 2016
  – Recruiting sustaining members from lists received from DBIA and CMAA
  – Selling educational courses such as David Nour 6 Part series and IBOW, and Council Webinars
Newsletter – Real Time

• Going to All Members
• Will cut back on the # of emails from HQ
  – Featured Article
  – Podcasts
  – Member Survey
  – Education/Professional Development
  – Calendar of Events (National, Regional, Partner, Posts)
  – Social Media Highlights
  – Post Spotlight or Member Spotlight
  – Infographics
  – Countdown to 100
Editorial Calendar

- Editorial Topics Calendar Integration Supports Posts, Members, Supports our National Direction and Supports our National Reputation
- Integrate our Brands
- Create Opportunities for Members
- Outcome: Integration makes SAME and its members a “thought leader” in a particular professional area each month of the year. One month the focus is on water, one month it is facility management, one month it is environmental engineering, one month it is joint engineer operations, and so on. A member or member company could theoretically produce an article, turn it into a webinar and then present it at JETC—fully featuring themselves/their company or agency as an “expert” in a particular area.
Example: March-April – Features and Articles Focus on Water

- Webinars – four webinars held during the month – These webinars would be known about months in advance as the editorial calendar is out 18 months in advance.
- Topics could be independent of the TME articles or a more in-depth look at a specific article
- This process will alleviate one of the biggest challenges in organizing webinars – what topics, who’s doing them, and when?
Example: March-April – Features and Articles Focus on Water

- Posts would be provided the National Topics/Editorial Calendar in advance and if they choose, they could align their monthly meeting presentations accordingly if they wanted.
Further Integration...

• DBIA Water/Waste Water Conference
  – Water TME issue or collection of Water articles in DBIA attendee bag
  – A "TME Presents" collection of case studies during a session at DBIA
2016 Editorial Calendar

January-February
Main Theme: Environmental Engineering
TME will highlight how industry and government agencies are working to ensure a commitment to environmental stewardship and resource conservation, including through remediation, groundwater response, regulatory compliance, audit initiatives, habitat restoration, and handling of emerging contaminants and contaminants of concern.

Special Report: Resilience & Preparedness
As the country faces both natural and national security challenges caused by climate change, extreme weather and other new and ongoing concerns, this Special Report will highlight projects, programs and initiatives intended to help increase the resilience and preparedness of communities, states, regions and infrastructure across the United States.

Articled Deadlines:

March-April
Main Theme: The Water Issue
This issue of TME will be devoted entirely to Water. Topics will include:
- improving infrastructure and accessibility on inland waterways, coastal ports and channels for the benefit of the nation and its communities;
- increasing availability of safe drinking water on rural villages, military installations and disembarkation operations;
- overcoming the impacts of droughts to mitigating the impacts of floods;
- innovation in research laboratories to implementation on the battlefield;
- creating better destructor and wastewater practices to planning for future global demand growth;
- reducing water usage on leases and government facilities;
- combating the impacts of sea level rise and more.

Articled Deadlines:

May-June
Main Theme: Energy & Sustainability
TME will highlight the importance of energy and sustainability on the federal government's ability to fulfill its strategic interests. Topics will address the military services focus on mission assurance through energy assurance: energy trends that may affect future international relations, benefits of increasing installation sustainability through net-zero approaches, and innovation and investment that can be sustained through the present and future - a look at how the Department of Defense, the Department of Energy, and the Energy Support Forces are trying to improve energy efficiency and reduce cost while improving energy resilience.

Special Report: FY2017 Engineering Service Programs
This special report will present an overview of FY2017 engineering service programs, including those in progress, those under development, and those that are not yet public. This section of the report will discuss the importance of the engineering services programs, their role in meeting the needs of the military and other federal agencies, and the challenges and opportunities facing these programs.

Articled Deadlines:

July-August
Main Theme: Project Management
TME will highlight the importance of project management in achieving the organization's goals and objectives. Topics will include:
- the role of project management in the planning, implementation, and control of projects;
- the importance of communication and collaboration among project team members;
- the use of project management tools and techniques to improve project performance;
- the importance of project management to the overall success of the organization.

Articled Deadlines:
Article Proposals: April 1, 2016 | Final Manuscripts: May 15, 2016

September-October
Main Theme: Asset Management
TME will cover the critical aspects of asset management, including:
- the importance of asset management in achieving the organization's goals and objectives;
- the role of asset management in the planning, implementation, and control of projects;
- the importance of communication and collaboration among asset management team members;
- the use of asset management tools and techniques to improve project performance;
- the importance of asset management to the overall success of the organization.

Articled Deadlines:
Article Proposals: June 1, 2016 | Final Manuscripts: July 15, 2016

November-December
Main Theme: Design & Construction
TME will feature a range of projects from across the public sector that exemplify how designers, engineers, contractors, and others involved in the project delivery process, are building facilities and infrastructure that enable the government and military services to meet their mission needs. Projects may include a healthcare facility, a federal courthouse renovation, a new submarine or missile defense facility, a renewable energy project, or others.

Special Report: Joint Engineer Operations
This Special Report will focus on how military engineering units and contractors are continuing to shape doctrine and training lessons learned on the battlefield, and through humanitarian and joint operations.

Articled Deadlines:

TME Year in Review
This special year-end issue features some of the best and most unique articles, features and interviews that appeared in TME during the year. The Year in Review also highlights the 2016 Malcolm McFarland Award for the author of the most outstanding article not received in TME as voted on by a panel of past SAME National Presidents.

Advertising Deadlines:

Now in 2016!
Each issue of TME also welcomes submissions on three specific topics:
- Business Development
- Contracts & Acquisition
- Research & Innovation

Spotlight Articles
2016-09-11 TME also encourages submissions on topics that may not be represented on the Editorial Calendar or may be better presented in a longer-form feature presentation. Past examples include: Expeditionary Engineering, Joint Engineering, USACE District Acquisition, and Engineering Programs in Europe.

For more information, visit www.same.org/tme, or contact editor@same.org.

NOTE: Editorial Calendar subject to change at the discretion of the editor.
Post Operations

• 105 POSTS!
• New Tennessee Valley Post
• Potential New Field Chapter at Marine Corps Air Ground Combat Center (MGAGCC) Twentynine Palms in California
• Potential New Vandenberg AFB Post in California
• Potential Middle East Posts – coming back
Post Operations
Council vs. Task Force?

Comprised of Staff Member (Marc Bialek)
- Large, Medium and Small Post Representatives
- Representation from each of the 17 regions if possible
- Dick Kochanek of the San Antonio Post would like to be the first Chair

Mission: The Council would be responsible for coming up with new ways to make volunteer leadership at the Post level easier and new ideas to help Posts execute current programs
Post Operations – Document Exchange
Over 600 Samples and Templates
Post Leaders Workshop
Registration Open

POST LEADERS WORKSHOP
COMING AUG. 28-30, 2016 IN ST. PETERSBURG, FLA.

Held each year the Post Leaders Workshop brings together leaders of SAME Posts from across the globe to share best practices, discuss areas of need, and listen to experts on getting volunteers engaged.

Attendance is required for a Post to earn Distinguished Post status.
Post Leaders Workshop

- Icebreaker and Reception on the beach with Tampa Post and Post Leaders
- Optional Yoga and Leadership morning sessions
- Cynthia D’Amour speaking about Recruitment, Retention and Engagement – special focus on how Post Leaders can bring back what they learned from PLW
- Special Presentations from Buddy Barnes, Stretch Dunn and Jim Donahue
- Business Plan Presentations from Mission Committees and Councils to XC and Post Leaders
Student Leaders Conference

• 2 days
• Cynthia D’Amour - day 1
• YM, Sustaining Member and Uniform Member Career Panels – day 2
• Career Fair
• Imagineer Session
• Keynote TBD
Post Websites

• 65 Websites to date – 2 on deck as they currently don’t have websites
• Find a Post Interactive Map
• Bruna Siloto will be presenting on the Post Websites at PLW
Post Websites
SAME Website and Post Websites

• Current Modules being tested for Future Implementation – Chat Room
SAME Website and Post Websites

• Current Modules being tested for Future Implementation – Blog Posts

Cross Article demo - show articles with list and provide basic search (via CrossArticle_List sub module)

- DNN 8 newsletter & email marketing & social & contacts module - Cross Bulk Mailing 6.3 released (2/11/2016)
- Cross Article 8.2 is out, now supports JQuery Tabs (2/1/2016)
- Classified Pro 8.6 - eCommerce & Store & Auction & Classified Ads & Slideshow & Content Localization is out (1/27/2016)
- DNN 7.3 video & audio & YouTube & slideshow module - Cross Video Gallery 6.6 is out (10/29/2014)
- DNN 7.3 photo & Flickr & Picasa & Slideshow module - Cross Photo Gallery 5.9 released (10/8/2014)
Post Websites

• Google Analytics Reports are available upon Post Request
Post Websites

- Post Website Management Page – Resource center for Post Web Managers with all information needed to update their websites with forum, quick guides and webinar
Membership Record Updates

• Drive to get our members to clean up their member records and add new, valuable information.

• The intent - SAME National provides targeted marketing campaigns rather than a “blanket” marketing approach.
Strategic Partnerships

- **Goal:** To leverage SAME with other associations in the A/E/C Industry to the benefit of our members – help us realize our vision.

- **Member Value Proposition (to be funded by Foundation):** Currently partnered with CMAA (66% discount); APPA verbally agreed to 70% discount. Negotiating with SMPS, APPA, DBIA, PMI and IFMA.

- **Benefits** – Continuing Education Discounts, Expanded Marketing Reach, Potential for New Members, stature in A/E/C industry as integrator, and much more ....

- **Other Partnerships:** Coalition of Military Engineering Societies, BSA (signed), reworking DBIA, and many others – intent is to exchange opportunities in kind (memberships, booths at events, advertising, etc).
# Database Integration

<table>
<thead>
<tr>
<th>Task</th>
<th>Present</th>
<th>Deliverables</th>
<th>Budget/Labor</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Directory</strong></td>
<td>Hosted by outside vendor</td>
<td>All data transferred to CV</td>
<td>$2,000</td>
<td>May 2016</td>
</tr>
<tr>
<td>(Directory of Member</td>
<td>Not connected to CV*</td>
<td>Enhanced member benefit with searchable fields and downloadable results</td>
<td>(Euclid</td>
<td></td>
</tr>
<tr>
<td>Firms and Public Agencies;</td>
<td>Important member benefit for company members</td>
<td>Single login for ALL SAME functions – membership and company profile</td>
<td>programmer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Requires additional login to independent site</td>
<td>updates</td>
<td>time; temp 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No connectivity with membership database so updates are not captured</td>
<td>Fully connected with membership data; “one stop shop” for our company</td>
<td>hrs; NR [non-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>in our database</td>
<td>members</td>
<td>billable)</td>
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<tr>
<td></td>
<td>Requires manual verification of over 1,500 records to determine if the</td>
<td>Enhanced fields – small business category, capabilities, emergency</td>
<td></td>
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<tr>
<td></td>
<td>company is still a member</td>
<td>response experience, description, logos- that are easily editable</td>
<td></td>
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<tr>
<td></td>
<td>Requires manual data entry by SAME staff to set up initial profile</td>
<td>Cost savings by terminating outside vendor contract</td>
<td></td>
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</tbody>
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JETC Board Meeting      May 23, 2016
Society of American Military Engineers | Dedicated to National Security Since 1920
## Database Integration

<table>
<thead>
<tr>
<th>Task</th>
<th>Present</th>
<th>Deliverables</th>
<th>Budget/Labor</th>
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</thead>
</table>
| **Partnership Allocation**       | • All money is collected in three installments<br>• Money is allocated to various functions (events, membership, advertising) via an Excel spreadsheet and manual accounting reconciliation | • CV is set up to handle all financial aspects of the Partnership Agreements<br>• Membership is properly tracked and posts are given their share of post dues<br>• Advertising is properly allocated so that we can track both finances and the insertion orders<br>• Event booth sales, registrations and other functions are properly tracked both for statistics and for finance | $4,000<br>Euclid programmer time; AI, NR [non-billable] | November 2016  

(We have entered into Partnership Agreements with some of our major company members so that we are not “nickel and diming” them to death.)
## Database Integration

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| **eShow** (Currently all our major conference – e.g. JETC, SBC – registrations are hosted by eShow because they have an advanced system and provide on-site support) | • eShow is our registration program for major conferences  
• Not connected to CV  
• No connection with financial software, requiring manual reconciling  
• No connection with membership resulting in frustration and confusion for our members | • We continue to use eShow because of their capabilities  
• CV is integrated with eShow  
• Any updates that are captured during the registration process are also captured in our database  
• Single login for ALL membership and registration functions for our members  
• Full accounting of all financial transactions | $26,000  
Euclid programmer time; $5,000 flat fee to eShow; temp 20 hrs for record cleanup | Phase 1 July 2016; Phase 2 (financial data transfer)  
February 2017 |
# Database Integration

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</table>
| Dynamics (Financial management system) | • Not integrated with CV  
• All financial data entered manually by SAME staff  
• Difficult Audit process  
• Manual reconciliation | • Fully integrated with CV  
• Financial data electronically transferred  
• Reconciliation accurate and streamlined | $4,000  
Euclid programmer time; AI, NR [non-billable] | September 2016 |
| Email (Blast email system for pushing information to our members) | • Not integrated with CV  
• Third party vendor  
• No capacity to track bad addresses or unsubscribes | • Email program in CV  
• Ability to allow members to unsubscribe  
• Ability to track responses and undeliverable addresses  
• Cost savings by terminating third party contract | $1,000  
License fee to email system; Euclid programmer time; NR [non-billable] | June 2016 |
## Database Integration

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</thead>
</table>
| Job Board     | • Third party vendor  
• Vendor collects 75% of job posting revenue  
• Not integrated with CV  
• No capability to control job postings  
• Multiple logins and not tied to membership | • SAME realizes full revenue  
• All job postings and resumes are stored in CV  
• Single web sign-on through our web site  
• Members can upload their resumes and apply for jobs  
• Companies can post jobs for various time periods and various positions  
• National office has ability to office valuable member benefit  
• Cost savings by terminating third party vendor | $4,000  
Euclid programmer time; potential temp time to migrate records 20 hrs | July 2016 |
# Database Integration

| SAME Camp Registration |  | Registration to camp via single sign-on through our web site  
|                        |  | All camper data maintained by SAME and tied to membership  
|                        |  | Historical data and follow-up with campers who are future members  
|                        |  | Streamlined registration process so that camp registrar can focus on non-administrative matters  
| Not integrated with CV |  |  
| No historical data on campers |  |  
| No SAME membership follow-up with campers |  |  
| Manual verification of SAME membership |  |  
| Third party vendor handling all camp registration |  |  
|  |  | $2,000  
|  |  | February 2017  

Database Integration
PROGRAMS

Nick Desport | Director
Belle Febbraro | Senior Education & Program Manager
Nicole Mathews | Education & Program Manager
Jackie Barrett | TISP & Education Program Manager
Program Direction

• Quality = Value
• Call For Presentations
  – Its Working (FMW: 18/62, CIS: 43/64, JETC: 46/109)
  – C/Cs Develop Some Sessions and Serve as Reviewers
  – Meets Member Needs (Diverse Tech/BD/Leadership)
  – Involves/Engages Industry Members
• Education/Webinars
  – National Support to Posts (Baltimore, Tampa, Honolulu, Rock Island, San Diego, Anchorage)
  – National Offerings?
JETC 2017 and Beyond

• Coalition of Partners
  – AEA/MCEA/ASNE/SNAME
  – Bring in suppliers too

• Keep focus on JECO - type of exercise
  – Bring back value to the military

• Continue to Build on Program Content
  – Deliver more Professional Development
  – 59 Education Sessions in 2016 via CFP & C/Cs
Committee & Council Purpose

• Provide Value to our Society
  – People with similar interests
  – JETC/SBC/CIS/IBOW/FMW/HETW/JEOC/Resilience Workshops

• Provide Value to Individual Members
  – Professional Development
  – Connections – Networking/Mentoring

• Provide Opportunities for Posts – To Support Strategic Plan
  – Leadership Positions and Connections
  – Member Recruiting

• WHAT DO THEY CURRENTLY DO?
Committees & Councils

Member Engagement
PDHs
CIS
Conference Calls
Connections
SBC
FM Workshop
Board of Direction

Subject Matter Experts
Moderators
PLW Briefings
Professional Development

Communication Channels
Work Plans
JEoC

Promote Leadership
Recruit Members
Mentors
Track Chairs
Seminars
Newsletters

JETC Board Meeting May 23, 2016

Dedicated to National Security Since 1920
DISCUSSION
MEETINGS & EXPOSITIONS

Ann McLeod, CEM, CAE | Director
Amira Kruyne | Registration & Exhibits Manager
Kathy Off, PMP, CGMP | Meetings & Exhibits Manager
**SBC Concept**

- **Focus on Market Research**
  - For Government: Understand what capabilities are out there for upcoming projects and programs, the competition can they expect, etc.
  - For Industry: Return armed with info their company needs to make decisions on pursuits, available teaming opportunities, etc.
  - Small task force from SB Council providing input on how we can build on current methods and increase market research support

- **Outcomes**
  - Wider audience of both industry and government is attained due to better ability to gather needed information.
  - Government contracting officers become more aligned with the projects for which they are overseeing contracting services.
  - Improve efficiency and effectiveness of market research for government employees, and reduce acquisition timeline
SBC Concept

• Focus on Quality Sessions
  – For business briefings, possibly organize by business lines rather than geographically
  – Conducting Call for Presentations to deliver wide scope of education sessions for small businesses and tap into expertise from SAME membership
  – Provide more training for government employees based on their needs and requirements

• Outcomes
  – Increased attendance for both government and industry
  – Increased return on investment and return on participation for attendees, thereby fostering loyalty and increased participation
SBC Planning

• Meeting and communicating regularly with VA and USACE POCs
• Booth sales process began first week of May
• Call for presentations to be deployed shortly after JETC
• Registration and housing to open end of June
• Partnering with Atlanta Post for volunteer support
JETC – Where We Go Next

• Evaluate efforts made this year (CFP, JECO exercise, expanded schedule)

• Work with the coalition to create a robust event that fulfills all audience needs and what it can become.

• ASK...how does JETC help us:
  – PROVE our value?
  - LIVE our mission?
  - ACHIEVE our vision?
  - ACCOMPLISH our goals?
    - Relationships
    - Leadership & Mentoring
    - Professional Development & Personal Growth
    - Resilience

- Determine the best location (2021...) in which to achieve
COMMUNICATIONS

Stephen Karl  |  TME Editor in Chief and Communications Senior Manager
Natalie Rooney  |  Graphic Designer
Bruna Siloto  |  Web Specialist
1920

“A Society cannot accomplish the purposes for which it was established until it possesses a strong and influential membership. Accordingly, the main issue for the Society of American Military Engineers at this time is to build up its membership.”

-The Military Engineer, May-June 1920

Today

“The 2020 SAME Strategic Plan is about enabling volunteers, our greatest asset, to achieve local objectives that support our vision. ... Volunteers are at the heart of everything we accomplish.”

1920

“These local Posts, in bringing our members into close personal touch with each other, are believed to be essential to the realization of our fullest usefulness…”

-The Military Engineer, May-June 1920

Today

“The opportunity to become involved and inspire begins at the Post Level.”

-The Military Engineer, Nov.-Dec. 2015

“We are and will remain a Society of vibrant Posts.”

1920

“Eligibility qualifications for membership in this Society are drawn on the broadest possible lines consistent with the achievements of its aims.”

-The Military Engineer, Jan.-Feb. 1920
Today

“We are unique with regard to the inclusive nature of our mission. We serve our nation by uniting the efforts of uniformed and public engineers at all levels of government, industry, academia, other non-profit organizations and frankly, anyone who wants to make a contribution.”

-The Military Engineer, Nov.-Dec. 2015
“Mutual confidence and efficient cooperation are possible only if we are all well acquainted. Therefore, let us make an effort, a continuous effort, to get together.”

-The Military Engineer, July-Aug. 1920
“Today our intent is to build a Strategic Plan that ensures we are aligned as One Society.”

- The Military Engineer, May-June 2015
1920

“As an important means to this worthy end, we are establishing at this time a Society of American Military Engineers.

This society will serve no selfish ends. It is dedicated to patriotism and national security. Its objects are, in brief, to promote solidarity and co-operation between engineers in civil and military life, to disseminate technical knowledge bearing upon progress in the art of war and the application of engineering science thereto, and to preserve and maintain the best standards and traditions of the profession, all in the interests of patriotism and national security.”

-The Military Engineer, Jan.-Feb. 1920
Today

“SAME is vital and enduring. Our leadership is needed now more than ever.

... The teamwork and Society-wide participation that is truly reflected in the 2020 SAME Strategic Plan is only a starting point. By pulling together, we will achieve our vision and set the stage for even greater service to our nation and our profession during our second 100 years!”

1920

“To maintain a national society, whose membership is scattered from coast to coast, some organ of communication, a live up to date journal, was likewise essential.

-The Military Engineer, Sept.-Oct. 1920
Today

- SAME national website
- *TME* magazine
- *Bricks & Clicks* Blog
- 105 Post websites
- *Real TiME* newsletter
- Numerous Post newsletters
- SAME Twitter Account
- SAME Facebook Page
- SAME LinkedIn Group
- 15 Committees & Councils
- 17 Regional Vice Presidents
- 12 Elected Directors
- 5 National Officers
- 23 National Staffers

Yet we still struggle to communicate.
How can all of us improve communications?