



The Society of American Military Engineers

Dedicated to National Defense

May 15, 2009

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The Society of American Military Engineers (SAME) stands at an exciting point in our history—the nation needs us to answer the call. To be a truly great organization, SAME must be able to make a unique and positive impact on the Nation. It must be a leader in the engineering profession, and must be built to last beyond our tenure in leadership. While the Society is strong in civilian and corporate membership, the downsizing of the military and the toll of the current conflicts overseas has significantly reduced the membership in the uniformed services. We must reverse this trend if we are to retain the character so prized and unique to SAME.

While we have a number of important ongoing initiatives, I want to focus attention on membership and building SAME to last. Our membership goal for the end of 2010 is to reverse the downward trend in uniformed membership and grow SAME by 5%. It is vital that we do so.

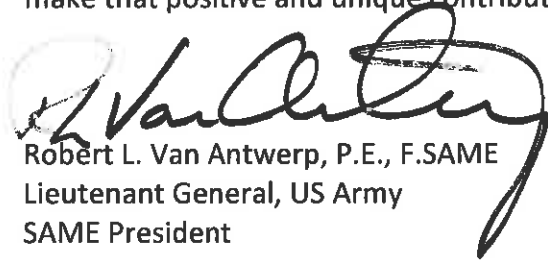
In order to build our society to last and to continue to lead our profession, I charge each of our Regional Vice Presidents and Post Presidents to take the following steps to improve membership and technical competence within the society.

1. **Make everyone in SAME a recruiter.** Disseminate and use the SAME talking points to allow all of our members to clearly understand the value and benefits of SAME membership. All of us should have a thirty second “elevator speech” that quickly conveys the positive and constructive benefits of being a part of SAME. I have attached a point paper and I urge you to get it out to all of your Post leaders.
2. **Connect membership to active outreach.** Create opportunities like visits to local schools or Boy Scout merit badge day or engineering camps to allow your members to take an active role in reaching out to tomorrow’s engineers. Given the opportunity, I am confident that most of our members will step forward and become an active part of the outreach so vital to building our profession to last.

3. **Engage military engineer units and organizations.** Provide DOD organizations, military units and civilian agencies, information on the benefits of belonging to SAME. High value programs and reduced membership fees for government employees, junior officers and NCOs will help to improve SAME's military membership. Look for opportunities to invite junior officers and NCOs to SAME meetings. Ask them to make presentations on work they have done or are doing both overseas and with the historically large construction programs ongoing here in the States. Having military members make presentations will help connect those officers and NCOs back to SAME and the civilian membership back to military engineering.

4. **Make the majority of SAME meetings "continuing education" opportunities.** Currently, 38 of the 50 state Professional Engineer boards are now requiring continuing education credits for maintenance of licenses. We should look at making our SAME meetings substantive enough to qualify as credit for professional continuing education. That means your program directors will need to ensure there is adequate substance in the programs. A great tool to not only improve the technical character of the SAME meetings, but also to increase the number of members and participants, is to create quarterly or bi-monthly technical workshops instead of the standard luncheon program. A panel discussion by three to five presenters not only provides exceptional opportunities for members to present their work, but increases the interest level in the meetings. A technique used in some posts is to have a two-hour technical workshop immediately preceding or immediately following a networking lunch. The benefits of technical workshops to attract and retain members could be huge.

I want to thank you for all that you do for your regions and posts. Your leadership is vital to growing a strong and vibrant society. For decades, SAME has been a pillar of strength in the engineering community and has kept the nation better prepared for mobilization by making the important connections between private engineering firms and our military. Your efforts to reinvigorate our membership, especially in the ranks of military engineers, will keep allowing us to make that positive and unique contribution to the nation.



Robert L. Van Antwerp, P.E., F.SAME
Lieutenant General, US Army
SAME President

Attachment
Benefits of SAME Membership

Benefits of SAME Membership

Purpose: To arm every member with additional information to add to their individual toolbox when discussing the SAME membership.

Reasons to Join and Stay a Member:

- Expand your professional development and personal growth toolkit
 - Participate in diverse training and educational opportunities at discounted rates
 - Earn continuing education credits to maintain your professional licenses
- Share your experience and enthusiasm with other engineers and the community
 - Participate in setting the standards for the military engineering profession
 - Rebuild excitement in engineering among America's youth through outreach programs
- Direct access to Leadership in all Uniformed Services
 - Interact on a personal level with the leadership of the Uniformed Services.
 - Gain insight on the future of the uniformed services and Joint engineering initiatives
- Direct access to Engineering and Construction Industry leadership
 - Interact on a personal level with CEOs and Presidents of Engineering and Construction Firms
 - Learn and discuss new technologies and lessons learned from industry front runners
- Be part of a network of individuals with like interests and common threads which become part of your personal and professional family

SAME Mission

To promote and facilitate engineering support for national security by developing and enhancing relationships and competencies among uniformed services, public and private sector engineers, and related professionals.

SAME Vision

To be a premier global engineering organization leading the professional and personal growth of all members in support of military readiness and development of solutions to national security challenges.

SAME Values

Integrity – Patriotism – Public Service – National Security – Technical Competence – Excellence –
Environmental Stewardship