SAME National Update for Post Leaders Workshop

Dr. Bob Wolff, P.E., F.SAME
Executive Director

January 31, 2014
The Uniqueness of SAME

Industry

Society of
American Military Engineers

U.S.P.H.S.
Engineers 1913
Architects

U.S. DEPARTMENT OF
HOMELAND SECURITY

U.S. DEPARTMENT OF
HOMELAND SECURITY

DEPARTMENT OF THE NAVY
UNITED STATES MARINE CORPS

NAVFAC
Naval Facilities Engineering Command

AEGEX

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AEGEX
Strategic Plan
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 and developing future engineers through outreach and mentoring.
VISION

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

- Integrity
- Patriotism
- Public Service
- National Security
- Technical Competence
- Excellence
- Environmental Stewardship
Goals & Objectives (Streamer for Each Goal)

- **Emergency Preparedness and Infrastructure Resilience**
  - 5 Objectives

- **Education & Training**
  - 7 Objectives

- **Relationships and Recognition**
  - 10 Objectives

- **Leadership and Mentoring**
  - 7 Objectives
Other Streamers

• **Membership Streamer:**
  - Normal criteria is growth in total membership and public sector membership
  - For 2013, no loss in total membership greater than 5 percent and no loss in Public Sector Membership

• **Distinguished Student Chapter**
  - Nominations Due April 15, 2014 for Period Sep 1 – Mar 31
  - Certificates to be awarded at 2014 JETC to Host Post

• **Distinguished Post**
  - Must win Membership Streamer plus 1, 2 or 3 of the other Streamers (excluding Emergency Preparedness and Infrastructure Resilience)

• **Top Small, Medium and Large Post**
  - Must be Distinguished Post and win EP&IR Streamer
  - HQ established new criteria – on SAME Website
# Nominations for Medals & Awards (2008-2012)

<table>
<thead>
<tr>
<th>Award</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachus Gold Medal</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Bliss Medal</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Brown Mentoring Award</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Flowers SB Award</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Greenfield SM Award</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Goethals Medal</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Morris SM Award</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Post Service Medal</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Public Agency Award</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Smith NCO Medal</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Student Leadership Medal</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>
Nominations for Medals & Awards 2008-2012 (Continued)

<table>
<thead>
<tr>
<th>Medal and Award</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sverdrup Medal</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Technology Medal</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Tudor Medal</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Urbahn Medal</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Young Member Medal Officer or NCO)</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Young Member Medal (Civilian)</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Sustainability – Net Zero</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Sustainability – Education &amp; Outreach</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>73</strong></td>
<td><strong>79</strong></td>
</tr>
</tbody>
</table>

Award Nominations Due February 12, 2014
Strategic Planning Process

• March Each Year – Strategic Planning Workshop
  – About 1/3 of Board of Direction participates
  – Review Strategic Plan for Revisions
  – Develop Focus Areas for New President’s Term
• May Each Year Board Approves:
  – Focus Areas
  – Recommended Changes to Strategic Plan & Streamers
• June Each Year
  – Focus Areas discussed in SAME News
  – Focus areas implemented by National and Posts
2013-2014 Focus Areas

• **Energy and Sustainability**
  - Continuation of Sustainable Installations
  - Implemented by Energy and Sustainability Committee
  - Continue Sustainability Awards begun in 2012

• **Military Transition Support**
  - Credentialing for enlisted and officer personnel
  - SAME HQ and Post Transition Workshops and Job Fairs

• **Science, Technology, Engineering and Math (STEM)**
  - Major emphasis from Administration and in DOD
  - Build on current K-12 outreach programs
  - Survey Posts to determine other ways for SAME to support STEM
SAME Guidance

- Post Operations Manual (January 2014)
- Constitution (Updated May 2004)
- Bylaws – (Updated November 2013)
- Post Bylaws Template (Updated May 2013)
- Ethics Primer (Oct 2006)
- Government Conference Attendance (Updated Jan 2014)
- Regional Vice President (RVP) Manual (April 2011)
- Scholarship Program Guidelines (May 2010)
- Joint Engineer Training Symposium (JETS) Guidelines (Jan 2014)
- Continuing Professional Competency Guide (April 2004)
Organization and Leadership

Board of Direction (48)

29,000+ Members
1,500+ Companies

8 Mission Committees and 3 Councils

24 SAME HQ Staff

104 POSTS

20 Field Chapters

52 Student Chapters
# 2013 Total Membership Summary

<table>
<thead>
<tr>
<th>Membership Categories</th>
<th>Jan 1, 2012</th>
<th>Jan 1, 2013</th>
<th>Jan 1, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues Paying Individual Members</td>
<td>9,608</td>
<td>9,767</td>
<td>10,089</td>
</tr>
<tr>
<td>Public Agency Representatives</td>
<td></td>
<td>281</td>
<td>253</td>
</tr>
<tr>
<td>Non-Profit &amp; Academic Representatives</td>
<td></td>
<td>78</td>
<td>80</td>
</tr>
<tr>
<td>Sustaining Member Representatives</td>
<td>15,197</td>
<td>15,469</td>
<td>14,347</td>
</tr>
<tr>
<td><strong>Total Dues Paying Members</strong></td>
<td><strong>27,656</strong></td>
<td><strong>24,769</strong></td>
<td></td>
</tr>
<tr>
<td>Life Members</td>
<td>1,821</td>
<td>1,849</td>
<td>1,857</td>
</tr>
<tr>
<td>Student Members</td>
<td>1,902</td>
<td>1,826</td>
<td>2,423</td>
</tr>
<tr>
<td><strong>Total Members</strong></td>
<td><strong>29,480</strong></td>
<td><strong>29,049</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Company, Public Agency, Non-Profit and Academic Memberships

<table>
<thead>
<tr>
<th></th>
<th>Jan 1, 2012</th>
<th>Jan 1, 2013</th>
<th>Jan 1, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustaining Member Companies</strong></td>
<td>1,662</td>
<td>1,694</td>
<td>1,541</td>
</tr>
<tr>
<td><strong>Sustaining Member Post Memberships</strong></td>
<td>4,950</td>
<td>5,140</td>
<td>4,624</td>
</tr>
<tr>
<td><strong>Public Agencies</strong></td>
<td>--</td>
<td>57</td>
<td>51</td>
</tr>
<tr>
<td><strong>Non-Profit and Academic</strong></td>
<td>--</td>
<td>25</td>
<td>21</td>
</tr>
</tbody>
</table>
# 2010 – 2014 Public Sector Members

<table>
<thead>
<tr>
<th>Service or Agency</th>
<th>Jan 1, 2010 Civ</th>
<th>Jan 1, 2010 Mil</th>
<th>Jan 1, 2010 Total</th>
<th>Jan 1, 2014 Civ</th>
<th>Jan 1, 2014 Mil</th>
<th>Jan 1, 2014 Total</th>
<th>Total Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Army</td>
<td>1,315</td>
<td>585</td>
<td>1,900</td>
<td>1,357</td>
<td>2,918</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Air Force</td>
<td>544</td>
<td>552</td>
<td>1,096</td>
<td>1,265</td>
<td>1,945</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Navy</td>
<td>296</td>
<td>372</td>
<td>668</td>
<td>800</td>
<td>1,072</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Public Health</td>
<td>32</td>
<td>100</td>
<td>132</td>
<td>154</td>
<td>164</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Coast Guard</td>
<td>39</td>
<td>72</td>
<td>111</td>
<td>163</td>
<td>191</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Marine Corps</td>
<td>23</td>
<td>19</td>
<td>42</td>
<td>48</td>
<td>77</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Total Uniformed Service</td>
<td>2,249</td>
<td>1,700</td>
<td>3,949</td>
<td>3,787</td>
<td>6,367</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Other Fed, State, Local</td>
<td>790</td>
<td>790</td>
<td>667</td>
<td>667</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Sector Members</td>
<td>3,039</td>
<td>1,700</td>
<td>4,739</td>
<td>3,787</td>
<td>7,034</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Dues Paying+Life Members</td>
<td>23,734</td>
<td></td>
<td></td>
<td>26,626</td>
<td></td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Percent Public Sector</td>
<td>13%</td>
<td>7%</td>
<td>20%</td>
<td>12%</td>
<td>14%</td>
<td>26%</td>
<td>7%</td>
</tr>
</tbody>
</table>
SAME Demographics

- 6,900 Registered Professional Engineers
- 650 Registered Architects
- 5,400 Young Members
- 790 Fellows
- 800 Fully Retired Members
- 350 Members w/ 50 years or more Membership
- Largest SAME Region = South Atlantic (7K)
- Smallest SAME Region = New England (1K)
SAME Mission Committees

• Architectural Practice Committee: JJ Tang, AIA, LEED AP, HDR
• College Outreach: COL Joe Manous, USA (Ret.), USACE
  **Note: Post Required to have Post Mentor for Student Chapters**
• Engineering & Construction Camps: COL Kurt Ubbelohde, USA (Ret.), F.SAME, Leo A. Daley
  **Note: Post Requested to Have POC for Camps**
• Environmental: Mr. Charles “Hud” Heaton, P.E., AMEC
• Facilities Management: COL Stacey Hirata, USA (Ret.), SES, HQ USACE
• International: Col John Cawthorne, USAF (Ret.), F.SAME, Baker
• Joint Engineer Contingency Operations Committee, COL Dan Grey, USA (Ret.)
• Energy and Sustainability Committee: CAPT Mike Blount, P.E., F.SAME, USN (Ret.), Balfour Beatty U.S.
SAME Councils

- Noncommissioned Officer: SMSgt Frank J. Lakotich III, USAF
- Small Business: Dr. Gita Murthy, RORE, Inc.
- Young Member: Mr. Ben Redding, Continental Mapping

Note: Request Posts Designate a Post Small Business Liaison Officer (PSBLO)
SAME Financial Summary

2013 Revenue ($6.8M)
- 36% Dues
- 28% JETC (70/25 Split)
- 21% Conferences
- 13% Advertising
- 2% Continuing Education
$300K Additional in Donations and Investment Div/Int/Gains

2013 Expenses ($7.1M)
- 37% Meeting Costs
- 33% Salaries + Benefits
- 13% Facility & Office Exp
- 4% Professional Fees
- 7% Dues & Dividends to Posts & Stipends
- 6% Pubs, Postage & Ads

Note: In 2002, Budget was $1.8M with Dues 70%, Ads 20% and Other 10%. No JETC, Conference or CEP revenue
Post Education and Mentoring Funds

• **Methods of Fund Raising**
  – Golf Outings
  – Awards Banquets
  – Continuing Education Programs
  – Industry Days and Small Business Conferences

• **Use of Funds**
  – Scholarships (Consistent with Scholarship Guidelines)
  – Students and Mentors to Engineering & Construction Camps
  – Stipends for YM and NCOs to JETC & Regional Conferences
  – Support YM and NCO Education and Certifications (TBD)
HQ Support to Posts

- Reliable membership database with responsive support to Membership POCs
- Post Operations Specialist provides central point of contact into SAME HQ
- Advice to Post Treasurers
- Review of hotel contracts for major Post events
- Provides plaques, ribbons and memorabilia
- Web management advice and assistance
- Advertise major Post events on website and SAME News
- Hosting Small Post websites (now open to Medium and Large Posts for a small fee)
HQ Support to Members

- Provides *TME*, a high quality, unique publication, available on SAME website
- Provides social networks for members
- Assist members in updating member records by phone or email
- Provides SAME Job Center provides support to transitioning members and member companies
- Offer travel stipends to Young Members and NCOs for JETC and Credentialing
- Offer stipends to Post Presidents for JETC
Adding Value to Membership

• Conferences and Workshops
• Strategic partnerships with other professional associations
• Continuing Education Program
• Support to Joint Engineering
• Academy of Fellows
• TME (The Military Engineer)
SAME HQ Sponsored Events

- January: Post Leaders, Student Chapter and Student Leadership Workshops
- February: Transition Workshop & Job Fair and Facilities Management Workshop (co-sponsored with IFMA)
- March: FY14 DOD and Federal Agency Program Briefings, Fellows Luncheon, Investiture and Golden Eagle Dinner
- April: Senior Executive Group
- May: JETC including Uniformed Services Advisory Group (USAG)
- August: Post Leaders Workshop and Federal Project Delivery Symposium (co-sponsored with DBIA)
- September: Executive Forum
- October: Senior Executive Group and Veteran’s Small Business Institute
- November/December: Small Business Conference and Emerging Leaders Alliance Workshop
- December: USAG
Adding Value to Membership

• Conferences and Workshops
• Partnerships with other professional associations
• Continuing Education Program
• Support to Joint Engineering
• Academy of Fellows
• TME (The Military Engineer)
Partnerships

Design Build Institute Of America

International Facility Management Association

Society for Marketing Professional Services

National Society of Professional Engineers®

Army Engineer Association
Strategic Partner Certifications and Related Courses

• **International Facilities Management Association (IFMA)** – Certified Facility Manager Review Course (1 Day, 7 PDHs)

• **Design Build Institute of America (DBIA)** – 3 Core 1 Day Courses (8 PDHs and 8 AIA LUs/HSW/SD Each)

• **Society for Marketing Professional Services (SMPS)** – Basic and Advanced Business Development Courses (1 Day – 6.5 PDHs, 6.5 CEUs Each)
Adding Value to Membership

- Conferences and Workshops
- Strategic partnerships with other professional associations
- Continuing Education Program
- Support to Joint Engineering
- Academy of Fellows
- *TME* (The Military Engineer)
Continuing Education Program

• 1-Day Courses in Conjunction with Other SAME HQ Sponsored Events (8 PDHs)

• CEP to Your Post
  – Post requests a course
  – SAME HQ will handle registration, logistics, marketing
  – Post market locally and guarantee at least 10 students
  – SAME HQ provide 25% of net revenue to Post

• Webinar Courses
  – Courses reduced to 4 Hours and 4 PDHs
  – Scheduled throughout the year and offered online in SAME library
  – Fee for both live and library courses
Committee Webinars

- Webinars produced by SAME Mission Committees
  - 90 to 120 minutes in length (1.5 – 2.0 PDHs)
  - Low Cost
    - $50.00 for Government, Academia, NCO, YM and SB
    - $100.00 for Industry Members
    - $150.00 for Industry Non-Members
- Additional cost for groups if PDH certificates are needed
Adding Value to Membership

• Conferences and Workshops
• Strategic partnerships with other professional associations
• Continuing Education Program
• Support to Joint Engineering
• Academy of Fellows
• Relevant and timely information
SAME Support to Joint Engineering

• Contractors on the Battlefield Panel at JEOC (2 Hours)
  • Panelists: KBR, AMEC, Fluor, CH2M Hill, Louis Berger and Versar
  • Four (4) sessions each year at Quantico, Ft Leonard Wood, AFIT and Port Hueneme plus PACOM and EUCOM

• JECO Track at JETC and Executive Forum

• Topic Specific Forums
  – Warfighting Workshop with USMC
  – Contractors on the Battlefield

• Workshops with Army Engineer Brigades
Adding Value to Membership

• Conferences and Workshops
• Strategic partnerships with other professional associations
• Continuing Education Program
• Support to Joint Engineering
• Academy of Fellows
• Relevant and timely information
Academy of Fellows

- Members with over 10 years in SAME who have demonstrated outstanding service to SAME and to the engineering profession
- Academy of Fellows consists of 705 members
- Fellows, Chaired by William A. “Bill” Brown Sr., P.E., HAIA, F.SAME, SES (Ret.)
- Posts should have a Fellows POC who is responsible for Fellows support to the Post and liaison with the AOF leadership
Programs Sponsored by the Academy of Fellows

• Golden Eagle Awards
  – National Security
  – Engineering Profession to SAME Fellow
• Gerald C. Brown Mentoring Award – Due January 13
• Fellows Luncheon, Investiture and Golden Eagle Awards Dinner – March 27, 2013
• Selection and Investiture of New Fellows – Due Date for nominations is September 4
• Mentoring – Mentoring Guidelines on AOF Website
Adding Value to Membership

• Conferences and Workshops
• Strategic partnerships with other professional associations
• Continuing Education Program
• Support to Joint Engineering
• Academy of Fellows
• Relevant and timely information
TME - *The Military Engineer*
- Print version sent to all dues-paying SAME members and paid subscribers
- Interactive PDF online at www.same.org/tme with online exclusive articles

**Directory of Member Companies & Organizations**
- Both Print and Online Directory were designed for 2013 release; new online being updated (deadline Nov. 18 for inclusion in print version).

**SAME Website—www.same.org**
- Includes information on SAME, from membership to history to committees and councils, and is the main launching point for event sites (i.e. www.same.org/jetc) and Posts using the SAME Post Website Initiative (i.e. www.same.org/chesapeake).

**Social Media Channels**
- “Bricks and Clicks” Blog, LinkedIn, Facebook, Twitter

**E-mails**
- Marketing e-mails sent periodically to targeted members based on event being promoted.
- E-mail from SAME Membership Director to Post Leaders (monthly) and Post IM POCs (quarterly).
SAME re-positioned the print version of the Directory in 2013 to allow for user ease and portability. 2014 Directory will continue this trend.

Changes include:
• Downscale company information to only include company name, address, phone, web and executive contacts
• Reduced publication size (both in dimensions and page count) to allow for user ease
Online Directory

- Online and Active at [www.same.org/directory](http://www.same.org/directory)
- Full Corporate Profile
- Enhanced search capabilities
- More visual appeal
- Mobile app access
- Online revenue generator with pricing packages
Social Media Results

SAME.org website
- 115,329 unique visitors

Bricks & Clicks
- 7,008 unique visitors

LinkedIn
- 9,869 members

Facebook
- 2,039 members

Data for Jan. 1, 2013 to December 31, 2013

SAME Website Stats
- Visits: 192,900
- Unique Visitors: 115,329
- Page Views: 511,610
- Average duration: 2 min, 30 sec.

Bricks & Clicks (SAME Blog) Stats
- Visits: 9,559
- Unique Visitors: 7,008
- Page Views: 15,924
- Average duration: 1 min, 52 sec.
Website Hits

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Unique Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page</strong></td>
<td>152,571</td>
</tr>
<tr>
<td>(of the total 511,610 page views)</td>
<td></td>
</tr>
</tbody>
</table>

**Top 5 Most Viewed Pages:**

- Calendar of Events: 33,826 | 24,384
- Find a Post: 18,925 | 11,672
- Individual Membership: 9,539 | 7,704
- Post Operations: 7,981 | 5,541
- Presentations (past events): 6,243 | 2,459

LinkedIn Groups:

- Academy of Fellows (SAME Fellows only)
- Board of Direction (SAME Board of Direction only)
- College Outreach Committee (SAME Members only)
- Emergency Preparedness Committee (SAME Members only)
- Environmental Committee (SAME Members only)
- International Committee (SAME Members only)
- Joint Engineer Contingency Committee (SAME Members only)
- Regional Vice Presidents Group (RVPs only)
- Small Business Council (SAME Members only)
- Sustainability Sub-committee, FAM Committee (SAME Members)
- Young Members Council (SAME Members only)
- 18 Posts and two Post Young Member Groups

Facebook
16 Facebook connections to SAME HQ Facebook: 2 Construction Camps, 5 Student Chapters, 1 Council and 8 Posts.
Post Website Initiative

Outdated Sites:

- Lewis & Clark
- Moody-Valdosta
- Big Sky
- Carolina Midlands
- Gem State
- High Plains
- Coastal Bend

Web site made inactive as of December 31th, 2013 due to lack of current information.
Posts Adding Value to SAME Membership

- Professional programs
  - Lunch and Dinner speakers
  - Seminars and Workshops
  - Field Trips
- Business Opportunity Briefings
- Community Service and Support to Wounded Warriors and Veterans
- K-12 and College Outreach and Mentoring
- Social events
- Continuing Communications with Members
Questions