WELCOME TO POST LEADERS WORKSHOP!
August 7-9, 2022

Cindy Lincicome, F.SAME
National President
The Year Ahead

Member Engagement
Member Management
Serving the Posts
Building on the Momentum
Member Engagement

- Results-oriented Strategic Plan to advance our National Security – **Goal 1 – Industry-Government Engagement, as our top priority!**
- Goal 1 – IGE is the only mandatory goal for Streamer requirements
- National focus to support Posts – led by President-Elect Charlie Perham
- Solving problems at the lowest level possible – in your communities
  - Remember that local challenges do not necessarily mirror those at the National level. Find the topics that impact your local and/or regional area.
Tools & Resources for Post IGE Success

- Subject Matter Experts
  - Community of Interests
  - Academy of Fellows
- Industry Government Engagement Playbook
- Leadership Development & Succession Planning

**COUNT ON US** to work with you throughout the year to **strengthen Post IGE contributions**
Serving Posts

- Top priority of the national level
- Seven of our BOD Elected Directors and Appointed Directors dedicated to supporting IGE efforts
- Three Dedicated Elected Directors to support Member Management
- All Elected Directors supporting National Leader with focused objectives

COUNT ON US … as we support our Regions and Posts to deliver our Strategic Plan to our stakeholders.
Build on the Momentum ~ TODAY

- Active Participation – Share YOUR Post Experience & Successes
- What’s the Highlighter For?
- Engage with your National Leaders, Regional and Deputy Regional Vice Presidents

I KNOW I CAN COUNT ON YOU … SO Our Members Can… COUNT ON US!!
This Is How We IGE !!

8/8/2022
SAME Post Leader’s Workshop
Ft Lauderdale, FL
<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>What is IGE?</td>
<td>9:00 – 9:20</td>
<td>Rob Biedermann, Mercedes Enrique</td>
</tr>
<tr>
<td>Non-Traditional IGE</td>
<td>9:20 – 9:40</td>
<td>Dennis Turner, Buddy Barnes</td>
</tr>
<tr>
<td>Federal IGE</td>
<td>9:40 – 10:00</td>
<td>Charysse Knotts</td>
</tr>
<tr>
<td>IGE Logistics</td>
<td>10:00 – 10:20</td>
<td>Lee Ann Zelesnikar</td>
</tr>
<tr>
<td>Break</td>
<td>10:20 – 10:30</td>
<td>All</td>
</tr>
<tr>
<td>Practical Exercise</td>
<td>10:30 – 11:50</td>
<td>Mike Huffstetler</td>
</tr>
<tr>
<td>Wrap Up</td>
<td>11:50 – 12:00</td>
<td>Rob Biedermann</td>
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</tbody>
</table>
What is IGE?

Mercedes Enrique, MBA, F.SAME
President, CMS Corporation

Rob Biedermann
SAME National Office
IGE isn’t just a streamer !!

LTC Wilber “Buddy” Barnes, P.E., F.SAME (Dist.), USA (Ret.)
What is IGE??

The IGE Equation: Culture + Process = Impact

– IGE is a culture of transparency, trust, and teamwork;
– IGE is a process of leadership, education, and partnership;
– By solving problems and building consensus, IGE creates impact
• 2025 SAME Streamers Program
  – Excellent examples of Post-level IGE activities from *Surveys* (25 pts) to *IGE Workshops* (250 pts)
  – Prioritizes through points earned
SAME Streamer Program
Supporting the 2025 SAME Strategic Plan

**GOAL 1: OBJECTIVE 1**
Ensure SAME’s Industry-Government Engagement Plan promotes multidisciplinary industry-government collaboration and adds value to shared efforts to improve America’s infrastructure, with the Society recognized by all stakeholders as the platform for industry-government engagement.

<table>
<thead>
<tr>
<th>TASKS</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>Conduct Local Industry-Government Engagement Workshops with key stakeholders to identify issues, collaborate on solutions, and document progress. Categories can include but are not limited to: Policy/Law, Capacity (skill development), Project Delivery Best Practices, Business Practice Capabilities (professional expertise, technology); Unfiring: Resilience small business; market research; cyber security; knowledge management.</td>
<td>250</td>
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<tr>
<td>Conduct Roundtable Discussions to identify potential issues.</td>
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<tr>
<td>Document ISG Workshop with complete details. - Topic, Date, Participating Agencies/Organizations, Outcomes/Impact, Follow-up Conducted/Needed</td>
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<tr>
<td>Identify new local toolkits to key stakeholders within local, state, and federal government entities to determine how the Post can serve these entities. - Meet with state, regional and/or local government to develop on how SAME can serve the community (could include Department of Public Works; City/County Engineers; Transportation/Transit Authority; Emergency Services; Environmental Services; Post-Anniversary) - Meet with military to educate how SAME can serve area’s installation. - Establish a Student Chapter with local college/university. Arrange for seminars/speakers at local college/university displaying strengths of national security A/E/C industry and emphasizing future career paths.</td>
<td>200</td>
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<tr>
<td>Conduct Local Joint Table Top Exercises (JTT) to simulate collaboration among government and civilian engineers and planners on locally relevant infrastructure challenges. Include federal, state, or local agencies and strategic partner, as appropriate.</td>
<td>150</td>
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<tr>
<td>Host an Industry Day/Government Briefing/Small Business events.</td>
<td>100</td>
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<tr>
<td>Provide relevant industry best practices and professional development opportunities for government contractors.</td>
<td>100</td>
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**GOAL 1: OBJECTIVE 2**
Develop Strategic Partnerships to identify focus areas, challenges, opportunities, and potential solutions, integrating mutual expertise to achieve greater results.

**Suggested Post Tasks:**

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<thead>
<tr>
<th>TASKS</th>
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<tbody>
<tr>
<td>Identify, establish, and nurture strategic and organizational partners at local, state, and regional levels and determine how the Post can collaborate with these entities and execute joint/partnering joint programs. (Examples include ASCE, ACI, AEC, CII, ASPE, DBIA). Annually review strategic partnerships for impact, value, reciprocity, and strategic significance and outcomes of partnerships. Identify opportunities for new partnerships within existing goals.</td>
<td>200</td>
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<tr>
<td>In addition to face-to-face meetings, use webinars and other technology to develop and sustain collaborative relationships.</td>
<td>100</td>
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</table>

**GOAL 1: OBJECTIVE 3**
Ensure SAME’s Communities of Interest serve Posts and national entities as subject matter experts, leveraging the Society’s broad technical diversity to advance knowledge, standards, and best practices.

**Suggested Post Tasks:**

<table>
<thead>
<tr>
<th>TASKS</th>
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<tbody>
<tr>
<td>Write CDs to identify topics and subject matter experts to support Post level technical events - ISG Workshops, Technical Briefings, Seminars, Webinars, Conferences, Table Top Exercises</td>
<td>50</td>
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<tr>
<td>Ensure Post members are serving on C/O Steering Committees and serving as liaisons to the Post</td>
<td>50</td>
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</table>

**GOAL 1: OBJECTIVE 4**
Develop a portfolio of professional communications to inform, educate, and reinforce SAME’s impact to the nations’ priority to expand industry-government engagement efforts, tools, and lessons learned on the SAME national website.

**Suggested Post Tasks:**

<table>
<thead>
<tr>
<th>TASKS</th>
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<tbody>
<tr>
<td>Promote progress of Post ISG Workshops through their conclusion by preparing and submitting articles documenting updates in TNE, REALIA, C/O communications, Post communications, social media, and on the ISG webpage.</td>
<td>50</td>
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**GOAL 1: OBJECTIVE 5**
Promote the mission of stakeholder interests at the Post, regional, and national levels through meetings, workshops, symposiums, and conferences.

**Suggested Post Tasks:**

<table>
<thead>
<tr>
<th>TASKS</th>
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<tbody>
<tr>
<td>Develop ISG programming to meet the needs of the Post or region consistent with the ISG goal.</td>
<td>100</td>
</tr>
<tr>
<td>Survey members to find out interests, issues, and demographics</td>
<td>25</td>
</tr>
<tr>
<td>Ensure Post leadership reflects the diverse demographics, professions and practices that match the Post membership.</td>
<td>25</td>
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</table>
Resources

• Post Operations Manual
  – Generic IGE Workshop Model
• Current and Past IGE Project Teams
  – Examples: PFAS, Partnering
• Post Leaders with successful Post-level IGEs
• IGE Team products
• Communities of Interest
• Other?
SAME IGE Initiative

Mercedes Enrique, MBA, F.SAME
President, CMS Corporation

August 8, 2022
SAME INDUSTRY-GOVERNMENT ENGAGEMENT (IGE) INITIATIVE

Shrinking Federal Industrial Base

Advanced Small Businesses

ONLY 2.5%
SUCCEED AFTER GRADUATING FROM THE SMALL BUSINESS PROGRAM
SOLUTION
Seven Year PILOT Program
Sign the Petition

@Transitioning Federal Small Businesses

https://cmscorp.com/ramp-up/
MEET THE LEADERSHIP TEAM

Mercedes Enrique, F.SAME
CMS Corporation
Project Manager & Chair

Patrick Broderick
Valiant Construction
Legislative Committee Chair

Rebecca Cahill
MJ Engineering
Communications Committee

Michael DeBrino
MJ Engineering
Coalition Support

Lexi Lessaris
CMS Corporation
Communications Committee Chair

Brandi Smith
Wood
Membership Committee Chair

Richard Witt
AE Works
Coalition Support

Michael Beezley
Apogee Consulting Group
Legislative Lead

Eric Dodson
Blue Cord Design & Construction
Legislative Lead

Luke Leising
Guidon Design
Legislative Lead

Scott Matheny
Semper Tek
Legislative Lead

Michael Waldrop
Blue Cord Design & Construction
Legislative Lead
Non-Traditional IGE

LTC Wilber “Buddy” Barnes, P.E., F.SAME (Dist.), USA (Ret.)
Senior Operations Manager, 5engineering

Dennis Turner
General Manager, Atlas
Today’s Panelists

LTC Wendell “Buddy” Barnes, PE, USA (Ret), F. SAME, Dist. Houston-Galveston Post

• Fun Facts
  – We Believe: IGE is not a Streamer, but the way the Houston/Galveston Post must operate
  – Member of one of our first Public Agencies, Houston Public Works when they joined
  – Over 50 years in SAME, President of 3 Posts, one twice and one Society
  – While SAME President, I attended 100th birthday for one of our 1st Fellows and presented his Fellow’s Pin and Amulet
Today’s Panelists

Dennis Turner
Houston-Galveston Post

• Fun Facts
  – Travelled America for 3 years measuring Tire-Pavement Noise
  – H/G Post Past-President (2020)
  – H/G Post was in first group to have SAME Foundation manage Post scholarship endowment
Public Agency History

• 1995 Public Agency Sustaining Membership (PASM) Established
• Requested and Justified by Houston-Galveston Post Leaders
• Grown to 39 PASM’s & also 21 Educational & Non-Profit
  – 11 Military/Federal
  – 28 Non-Military/Federal
  – 13 Non-Profit
  – 8 Educational
What Posts have Non-Military/Federal Public Agencies?

- Houston-Galveston – 7
- San Antonio – 2
- Fort Worth – 2
- Louisville/Oxnard-Ventura/Columbus/Jacksonville/
- Pensacola/Anchorage/Lake Michigan /New York City
- Pittsburg/Washington/Louisiana – 1
Who are these Non-Military/Federal Public Agencies?

- City/County/Parish Public Works
- Metro/Regional Transit or Mobility Authorities
- River/Port Authorities
- Water Utilities/Authorities
- Flood/Drainage Authorities
- Emergency Management
- Regional Gas/Electric
- State DOTs/Toll Road/Airport Authorities
Houston-Galveston Experience

• Weave IGE into Post Operations – Go Beyond the Streamer Criteria

• Every Board Meeting in an IGE
  – By-Laws Require a Public Agency Member each Board Election
    • City of Houston Public Works
    • USACE Southwestern Division
    • Harris County Precinct 4

• Two E&C Camp Mentors in 2022 from Public Agency Sustaining Members
Dedicated to National Security Since 1920

Costs for Public Agency Sustaining Members

• Three Year Membership – 6 members for $325
  – Don’t have to seek approval every year.

• WHAT A DEAL!
Where Do You Start?

• What do all 26,000 SAME members have in common?
• What Happens When Military retire?
  – Is there a Second Career?
• Are you comfortable discussing SAME with a Public Agency?
SAME Member in a Public Agency – “Easy” Sell

- Public Agency = a position of authority

  - Do they know you or your Post?
  - Are they actively involved in SAME?
  - Why not discuss a Public Agency Sustaining Membership?
• Invite to Meeting or Event that Demonstrates our **VALUE**
  – Professional and Personal Development
  – Networking
  – Community Involvement
  – Mentoring
  – Collaborative Forum to Resolve Issues and Challenges
Resolving Issues and Challenges

- Resiliency/Sustainability
- Staff Turnover/Training
- Funding
- Policy Changes/Conflicts
- Multi-Agency Coordination/Partnering
- Don’t guess...Ask!
What Makes SAME Different?

• We Focus on *Leadership and Mentoring*
• We Provide *Professional Development*
• We are the Society that *Collaborates with Other Societies*
• The ONLY Society whose Primary Mission is *National Security*
Federal IGE

Charysse Knotts, PE, PMP, LEED AP, F.SAME
Director Federal Programs Europe, Black & Veatch
Rhein-Main Post TORN IGE Events Case Study

- Introduction
- Benefits to the Post and the Government
- Identifying Relevant Challenges
- Engaging the Right People
- Execution of the IGE Workshops
- Event Outcomes
Meet Your Presenter

Charysse Knotts, PE, PMP, LEED AP, F.SAME

• Fellow Class of 2021, Rhein-Main Post Fellow POC
• Europe Deputy RVP
• SAME National IGE Team
• Rhein-Main Post President 2018-2020
• Board Member National, Rhein-Main, Kaiserslautern, and UK Posts
• Member of SAME since 1997
• 2021 IGE Post Award

Fun Facts

• World Traveler (7 continents, 68 countries and counting)
• Auto racing fanatic and race team owner
• Golden Retrievers are the best!
Benefits to the Post and the Government

- Government sees SAME as a valuable partner to help solve their challenges.
- IGEs increase Government engagement in local Posts.
- More IGE Events increase member engagement and development.
Identifying Relevant Challenges

• Relationships with the Government are the key! Ask what their burning issues are. Offer local Post support to organize an IGE event.

• The Task Order Requirement Notice (TORN) process for USACE was a new requirement in March 2020. Europe District developed their process to comply with the requirement.

• AE Industry wanted to know what, why, how ……
Engaging the Right People

- The Rhein-Main Post engaged with the Europe District Engineering Branch and AE Section to offer to organize an IGE Event to engage with their AEs.
- Developed skip-logic surveys (Kudos to Jill Murphy!) in partnership with the District.
- Sent surveys out to Europe Region membership (and encouraged non-member participation and wider distribution) to solicit input, feedback, and comments from Industry (and Government).
- Results were summarized in a report and provided to the Europe District to incorporate in their presentation.
Execution of the IGE Workshops

- Advertised the surveys and the IGE events months in advance (Post Website, NewsFlash, EventFlash, Word of Mouth). Setup Registration site (EventBrite).
- Provided survey results to Government weeks prior to events. Coordinated dry runs and comms checks prior to events.
- Locked in the location but had to pivot to virtual in 2020 and 2021 and hybrid in 2022. Hosted on WebEx in 2020 Teams in 2021 and GoToMeeting in 2022.
- Posted slides and supporting information on website in advance, on the event invite, and via links during the event. Recorded events and posted for later review (over 200 views).
Event Outcomes

Rhein-Main Post TORN IGE events:
- 1st TORN IGE July 2020 (virtual) – New Requirements for AEs
- 2nd TORN IGE March 2021 (virtual) – Survey Results, Further Development, Best Practices
- 3rd TORN IGE January 2022 (hybrid) – Refined Survey, FY21 TORN AAR, Best Practices

Other IGE Events (Rhein-Main Post and Joint Post Events)
- European Command (EUCOM) Poland Provided Infrastructure
- Challenges of Estimating and Managing Design and Construction Cost Risks in Europe
- USACE Europe District Program Updates
- USACE Europe District Geospatial: Delivering Products for Data Driven Decision Making in Europe
- USACE Europe District Master Planning in Europe: A Strategic Perspective

Europe District is now reaching out for SAME support for future IGE events
- Cost and Schedule Risk Analysis
- Cybersecurity
IGE Logistics

Lee Ann Zelesnikar
Business Development Manager, iSoft Solutions
Questions to consider when thinking about your IGE

- External participants and necessary agreements – MOAs
- Date, location, type of facility – needs to be centered on external requirements
- Budget – agreements may drive pricing
- Communication – focused or widely distributed
- Preparation – data collection, rehearsals, appropriate format
Planning Schedule

• Establish committee – at least 6 months out
• Determine topic – at least 6 months out
• Determine date and location – at least 4 months out
• Develop budget – at least 3 months out
• Finalize speakers – at least 3 months out
• Begin advertising event- at least 2 months out, longer if requesting sponsors
• Prepare event materials (program, slides) – at least 3 weeks out
• Finalize venue details – at least 2 weeks out
• Dry runs – at least 1 week out
## Execute

<table>
<thead>
<tr>
<th>Prepare</th>
<th>Format</th>
<th>Moderators</th>
<th>Event Closing</th>
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<tbody>
<tr>
<td>• Vision of what intending to achieve</td>
<td>• Panel, round table, other appropriate</td>
<td>• Moderators are extremely helpful during a virtual event</td>
<td>• Ensure time left for group wrap-up</td>
</tr>
<tr>
<td>• What data is needed ahead of the event and how to obtain it</td>
<td>• Number of participants and guests</td>
<td>• Need to manage the discussion, keep conversation on track</td>
<td>• Ensure discussion is at an appropriate endpoint</td>
</tr>
<tr>
<td>• Assess if you have the right participants</td>
<td>• Who gets to talk when</td>
<td>• Can aid in dealing with hybrid situations</td>
<td>• Next steps – assign people and dates</td>
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<tr>
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<td>• Virtual component?</td>
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<td></td>
<td>• Record the session(s)</td>
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<td>• Assign a note-taker</td>
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Event Outcomes

Prepare your audience

• Share read-aheads to allow your audience to participate

Follow Up

• Stay in contact with your presenters and participants after the event

Methods of reporting successes

• White paper, website, follow up programs, tell the National office!
Best Practices & Lessons Learned

- Planning will take longer than you think
- Update your website with the correct information
- Event logistics need to be solid
- Dry runs for sessions
- Communicating with attendees, speakers, exhibitors/sponsors
- Follow up is key!
Event Outcome Examples

- Hampton Roads Post – Sea Level Rise
  - USACE Norfolk District hosted follow-on meeting for select attendees
  - Post has continued to host Sea Level Rise events to allow for continued discussion

- Tulsa Post – Cost Engineering
  - White Paper
  - CEO Roundtable at 2019 SBC
  - SAME Cost Engineering Working Group
IGE Practical Exercise

Michael Huffstetler, Assoc AIA, LEED AP, F.SAME
Federal Client Leader – Military, Principal, DLR Group
• Objectives:
  • **Familiarize** Post leaders with IGE – applying LOCALLY
  • **Empower** you to engage w/ fellow board members to push IGE – regardless of your Post leader role!
  • **Exchange** ideas and experiences through a simulated Board discussion
  • **Inspire** you to take back 1-3 “best practices” to your Post Leadership
IGE Practical Exercise
Group A (Small & Medium Posts)

• Select a small or medium Post represented at your table
• Have that Post’s Representative share a brief overview of the Post, its members, etc.
• For the Represented Post selected, imagine the team at your table is your Board
• Develop your plan for hosting an IGE Workshop:
  • Discuss WHY coordinating a local IGE Workshop would benefit this Post (5 min)
  • Brainstorm as many potential IGE topics as you can (5 min)
  • Identify local govt entities you can solicit THEIR ideas/needs from on other topics (5 min)
  • Pick one topic and develop an action plan and timeline (10 min)
  • Discuss how to execute the Workshop; format, logistics, post-workshop actions, etc. (5 min)
• Be prepared to brief your plan at the conclusion of the exercise (10 min)
• Select a large Post represented at your table
• Have that Post’s Representative share a brief overview of the Post, its members, etc.
• For the Represented Post selected, imagine the team at your table is your Board
• Develop your plan for hosting an IGE Workshop:
  • Identify the 1-2 primary local agencies to focus on for coordinating a new IGE workshop (5 min)
  • Brainstorm as many NEW potential IGE topics with this entity that you can (10 min)
  • Pick one topic and rough out an action plan and timeline leading up to the workshop (10 min)
  • Discuss how to execute the Workshop; format, logistics, post-workshop actions, etc (5 min)
• Be prepared to brief your plan at the conclusion of the exercise (10 min)