

SAME National Update for Post Leaders

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Executive Director
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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.



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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

- **Emergency Preparedness and Contingency Operations**
- **Education & Training**
- **Relationships and Recognition**
- **Leadership and Mentoring**



Objectives

- **Emergency Preparedness and Contingency Operations**
 - 5 Objectives
- **Education & Training**
 - 6 Objectives
- **Relationships and Recognition**
 - 10 Objectives
- **Leadership and Mentoring**
 - 7 Objectives



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



Implementation of Strategic Plan

- SAME President, XD and SAME national Board members communicate mission and focus areas to membership via TME, Website and speeches at regional conferences
- Post Leaders should communicate the SAME mission and focus areas to Post members via Web site, Post communications and meetings.
- Posts demonstrate their support to the Strategic Plan by submitting and winning Post Streamers

**AN IMPORTANT MEASURE OF
POST AND SAME SUCCESS**



2011-2012 Focus Areas

- **Joint Engineer Contingency Operations**
 - Focus on support to combat engineers, EOD, RED HORSE, Prime Beef and Seabees
- **Support to Wounded Warriors**
 - Support to QL+
 - Interface with Wounded Warrior Transition Centers and Organizations for mentoring and job placement
 - Advertise Post initiatives on SAME website
- **Sustainable Installations**
 - Continue to facilitate dialogue among the uniformed services and industry on sustainable practices and meet goals set by Executive Order and legislation



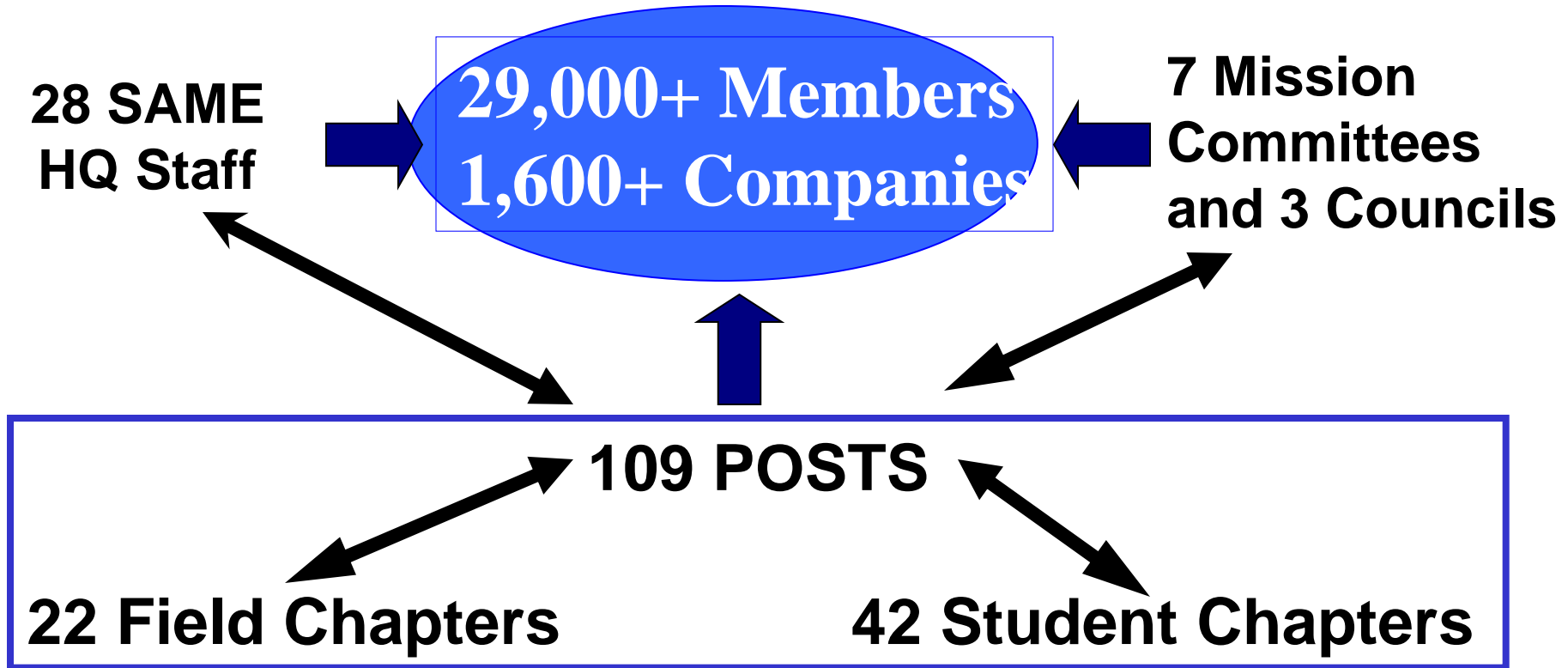
SAME Guidance

- Constitution and Bylaws
- Post Bylaws Template
- Ethics Primer
- Regional Vice President (RVP) Manual
- Regional Conference Planning Library
- Scholarship Program Guidelines
- Continuing Professional Competency Guide
- Post Operations Manual



Organization and Leadership

Board of Direction



Student Chapters

Goal – Link Academic Institutions hosting Student Chapters to SAME with free Student Chapter Membership

- Principal POC – Faculty Advisor
- Student Leader or Student President
- 2 Additional Faculty Members

Note: Post Mentor would already be a SAME member of the Post and not a Student Chapter Member



Current Governance Model

- **Board of Direction (43 Voting and 5 Non-voting Members)**
 - Establish Strategic Direction via Strategic Plan
 - Approve major policy and society-wide programs
 - Establish areas of focus in support of Strategic Plan
 - Work with Executive Director to guide national programs
- **Executive Committee (12 Voting and 3 Non-voting Members)**
 - Approve SAME HQ budget
 - Acts for Board of Direction
- **Regional Vice Presidents (16 Regions)**
 - Install Post Officers
 - Assist in Planning Regional Conferences
 - Represent Post views to Board of Direction



Governance Task Force Members

- Chair: Maj Gen Del Eulberg, USAF (Ret.)
- Army: MG Robert Griffin, USA (Ret.)
- Navy: VADM Mike Loose, USN (Ret.)
- SAME Officer: 1st Vice President, Tony Leketa
- ANG: Mr. Bill Albro
- USPHS: RADM Sven Rodenbeck
- SAME Counsel: Hal Rosen
- SAME XD: Bob Wolff

- JER Advisor: Stephen Rice, USACE Office of Counsel



Task Force Recommendation

- Recommend change in governance to establish an Executive Advisory Council composed of Engineering Service Chiefs, one of whom will be the Chair. – Changed to USAG with no Chair
- Adopt revised criteria for SAME President and Board Chair who will be nationally elected
- Request XD to propose changes to the SAME Constitution to be voted upon at the 2012 JETC business meeting and changes to the Bylaws to be approved by the Board of Direction after the 2012 JETC.
- XD to prepare a public relations plan to communicate the changes and rationale to SAME membership
- Request Engineering Service Chiefs obtain approval to serve on the SAME Executive Advisory Council as Official Liaison



New Governance Model

SAME Board of Direction

(43) Voting Members
(3) Non-Voting Members

8 Officers

- President & Board Chair
- President-Elect
- Past President
- Vice President
- Vice President
- Secretary (XD) – Non-voting
- Treasurer – Non-voting
- Counsel – Non-voting

16 Regional Vice Presidents

12 Elected Directors

3 Council Chairs

7 Committee Chairs

Uniformed Service Advisory Council

Engineering Service Chiefs (5)

- Members serve in “Official Capacity”
- No fiduciary responsibility for SAME
- Members are not members of SAME Board of Direction but meet with Board at least 2 times per year

Note: Government members on the Board serve in their “Personal Capacity”



SAME Mission Committees

- Readiness & Homeland Security: CAPT Jay Manik, P.E., F.SAME, USCG (Ret.), CDM
- College Outreach: COL Joe Manous, USA (Ret.), USACE
- Engineering & Construction Camps: LTC Scott Prosuch, F.SAME, USA (Ret.), Tetra Tech
- Environmental: COL Jack Norris, USA (Ret.), AECOM
- Facilities Asset Management: COL Stacey Hirata, USA (Ret.), SES, HQ USACE
- International: Mr. Chris Williams, CH2M Hill
- Joint Engineer Contingency Operations Committee, CDR Jim Croom, P.E., USN



SAME Financial Summary

2011 Revenue (\$7.9M)

- 28% Dues
- 29% JETC (70/30)
- 23% Conferences
- 17% Advertising
- 2% Continuing Ed
- 1% Other

2011 Expenses (\$7.5M)

- 34% Meeting Costs
- 33% Salaries + Benefits
- 13% Facility & Office Exp
- 4% Professional Fees
- 7% Pubs, Postage & Ads
- 9% Dues & Dividends to Posts & Stipends

Note: In 2002, Budget was \$1.8M with Dues 70%, Ads 20% and Other 10%. No JETC, Conference or CE revenue





Balance on Reserve & Special Accounts (\$000)

Account	1/1/05	1/1/12
Investments Managed Account w/Mutual Funds	884	1,447
Cash Equivalents (CDs and Money Market Funds)	521	976
General Reserve Funds	1,405	2,831
Operating Fund Investments (Long Term)	0	1,471
Operating Fund (Money Markets & <1 Yr CDs)	96	1,763
Century House Fund (Short Term CDs)	2	62
Education & Mentoring Fund (3-7 Year CDs)	106	674





2011 Support to Posts

(Excluding Dues)

Description	Amount (\$000)	Notes
Dividend to Small & Medium Post E&M Funds	220	\$3,000 sent to Small and Medium Posts
NCO & YM Stipends to 2011 JETC	50	38 YMs and 4 NCOs participated in 2011 JETC
Emergency Preparedness and Homeland Security	20	Post representative to attend TISP Conference
Web Contract to Support Small Posts	30	Pilot of 5 Small Posts
TOTAL SUPPORT	320	



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
- Provides plaques, ribbons and memorabilia
- Web management advice and assistance
- **Advertise major Post events on website and SAME News**
- Allowing Posts to host SAME sponsored continuing education events



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
- Offering quality continuing education programs in various locations throughout U.S.
- Provides high quality conferences and workshops



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)



National Portfolio of Annual Conferences and Workshops

- **Post Leaders & Student Leadership Workshops – January - 2012 – San Diego**
- Transition Workshop and Job Fair – February – 2012 Atlanta
- **DOD Program Briefings – March – 2012 Bethesda, MD**
- Peninsula Engineer Conference – April – Seoul, Korea
- **Joint Engineer Training Conference & Expo (JETC) – 3rd Week in May -2012 St Louis**
- Executive Forum, August – 2012 Los Angeles
- **Post Leader Workshop – August – Alexandria, VA**
- Student Chapter Workshop – October – St Louis, MO
- **Small Business Conference for DOD Engineering, Construction and Environmental Programs – 2012 Grapevine, TX**



JETC Attendance

Registration Type	2011 Grapevine	2010 Atlanta	2009 Minneapolis
OVERALL Total	2,411	2,241	1,550
Full Conference	2,233	1,844	1,420
One-Day Only	178	397	130
Demographics			
Government	387 (16%)	273 (12%)	266 (17%)
Industry	1108 (46%)	1,119 (50%)	675 (44%)
Speakers	93 (4%)	85 (4%)	81 (5%)
Exhibitor	823 (34%)	764 (34%)	528 (34%)



Other Events

2011

- International Committee Sponsored Business Opportunity Webinars - April
- Middle East Partnering Workshop – March 2011 – Doha, Qatar
- Engineer Warfighting Workshop – October 2011 – San Diego in conjunction with Marine Corps Engineer Association Awards

2012

- IFMA/SAME Facilities Management Workshop – 8-9 February – San Antonio, TX
- 2nd Biennial Europe Engineer Conference – 9-12 July – Germany



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Strategic Partnerships



Design Build Institute
Of America



Construction
Management
Association of
America



Strategic Partner Courses

- University of North Dakota – Undergraduate ABET Accredited Engineering Degree
- Construction Management Association of America (CMAA) – Construction Management Standards of Practice (3 Days – 24 PDHs)
- International Facilities Management Association (IFMA) – Certified Facility Manager Review Course (2 Days – 16 PDHs)
- Design Build Institute of America (DBIA) – 3 Core 1 Day Courses (3 Days – 24 PDHs)



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Continuing Education Program

- Project Management for DOD Practitioners (3 Days)
- **PMP Review Course for PMP (3 Days)**
- Best Value Source Selection for DOD Projects (3 Days)
- **Increasing Sustainability of Existing DOD Building (1 day)** Certified by USGBC for LEED maintenance credit
- Energy Management for DOD Installations (1.5 Days)
- **New for 2012: Contracting and Ethics for Small Business (1 day – 8 PDHs)**
- **New in 2012: Early Contractor Involvement (1 Day)**
- **New in 2012: Mentor Protégé and Joint Venture Agreement (1 Day – 8 PDHs)**



- **2012 – Locations for 5-7 Course Offerings**
 - January – San Diego, CA
 - February – Atlanta, GA
 - April – Seoul, Korea
 - October – Charlotte, NC
 - July – Germany
- Your Post may request a course – SAME will handle registration, logistics and marketing.
- Post to market locally and guarantee at least 10 students



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- 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

- **Senior NCO Panel at AFIT 570 Superintendents Course (2 Hours)**
 - Panelists: Senior Engineer NCO from Army, Navy, Air Force and USMC
- **Contractors on the Battlefield Panel at JEOC (2 Hours)**
 - Panelists: KBR, AMEC, Fluor and CH2M Hill
 - Four (4) sessions each year at Quantico, Ft Leonard Wood, AFIT and Port Hueneme plus PACOM and EUCOM
- **SAME Joint FM Panel at IFMA World Workplace**
 - Hosted by SAME Facilities Asset Management Committee
- **Joint Engineer Contingency Operations Committee and Focus Area**



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Academy of Fellows

- Members with over 10 years in SAME who have demonstrated exceptional service to SAME and to the engineering profession
- Academy of Fellows consists of 705 members
- Fellows, Chaired by Mr. Paul Parker, SES, USAF and an Executive Committee of Vice Chairs
- 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 31**
- Fellows Luncheon, Investiture and Golden Eagle Awards Dinner – March 28, 2012
- Selection and Investiture of New Fellows – **Due Date for Applications is September 1**
- Mentoring – Mentoring Guidelines

Note: Proceeds from Golden Eagle Awards Dinner go to SAME Education and Mentoring Fund



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Communications Strategy

- ***TME (The Military Engineer)***
 - Primary professional communication with SAME members
 - Affords members avenue for publication
 - Society News from ***SAME News*** now in TME
- **SAME web site**
 - SAME History and Governance Documents
 - SAME National, Regional and Post Calendar of Events
 - Committee information
 - Membership and Post Operations
 - Post accomplishments



- Linked In
- Bricks & Clicks
- Facebook
- Twitter



Post Leadership (Post President & Board)

- Review Strategic Plan and assess how well Post Programs support the plan and meet specific member needs
- Provide direction in planning Post programs to meet member needs in support of Strategic Plan
- Set expectations for being a Distinguished Post
- Give responsibility to Board Members - delegate
- Include Young Members, NCOs, Small Business and Fellows in Post Leadership
- Recognize outstanding achievements of members
- **Manage Change from National Board of Direction**



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
- K-12 and College Outreach and Mentoring
- Social events
- Continuing Communications



Post E&M Funds

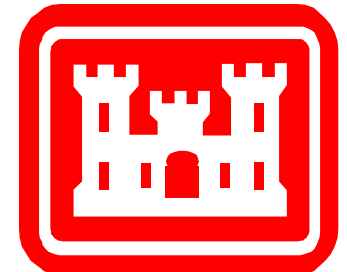
- **Methods of Fund Raising**
 - Golf Outings
 - Awards Banquets
 - Solicitations
 - Other
- **Use of Funds**
 - Scholarships
 - Students and Mentors to Engineering and Construction Camps
 - Stipends for YM and NCOs to JETC and Regional Conference
 - Support YM and NCO Education and Certifications



The Uniqueness of SAME



Industry



Questions

