WELCOME to Post Leaders Workshop!

THANK YOU to our SPONSORS:

BLACK & VEATCH

MERRICK

DLR GROUP
<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 a.m. – 10:30 a.m.</td>
<td>The Year Ahead</td>
</tr>
<tr>
<td></td>
<td>Find the Value, Be the Value</td>
</tr>
<tr>
<td></td>
<td>Driving Value at your Post</td>
</tr>
<tr>
<td>10:30 a.m – 10:45 a.m.</td>
<td>Break!</td>
</tr>
<tr>
<td>10:45 a.m. – 12:00 p.m.</td>
<td>Driving Value continued</td>
</tr>
<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>LUNCH!</td>
</tr>
<tr>
<td>1:15 p.m. – 2:30 p.m.</td>
<td>Tabletop Exercises</td>
</tr>
<tr>
<td>2:30 p.m. – 2:45 p.m.</td>
<td>Break!</td>
</tr>
<tr>
<td>2:45 p.m. - 4:00 p.m.</td>
<td>Recruit, Retain, and Resources</td>
</tr>
<tr>
<td>4:00 p.m. – 4:15 p.m.</td>
<td>Break!</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Executive Director Transition</td>
</tr>
<tr>
<td>4:15 p.m. – 5:15 p.m.</td>
<td>Speed Round</td>
</tr>
<tr>
<td>5:45 p.m.</td>
<td>Networking Reception!</td>
</tr>
</tbody>
</table>
The Year Ahead

Col. Charlie Perham, F.SAME, USAF (Ret.)
SAME National President 2023-2024

Find the Value. Be the Value.
Determining Value

- Don’t Guess
- Get Direct Input
- Routine Feedback
- Evolve!
<table>
<thead>
<tr>
<th>Data Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics</td>
</tr>
<tr>
<td>National Member Survey</td>
</tr>
<tr>
<td>National Post-Event Surveys</td>
</tr>
<tr>
<td>Post Surveys</td>
</tr>
<tr>
<td>Personal Feedback</td>
</tr>
<tr>
<td>What’s happening in the industry</td>
</tr>
</tbody>
</table>
Why join SAME?

- Networking = 83%
- Local engagement = 54%

Importance of Benefits (scale of 5)

- Networking = 4.4
- Post Events = 4.09
- Tied for third:
  - Training & Education
  - Give back to the industry, profession, and/or nation
  - Industry best practices
  - Future of the field
Recent National Post-Event Surveys

What Drives Attendance:

- Networking = 80%
- Education / Professional Development = 55%

“SAME is a unique and very beneficial professional society. Need to continue to focus on value-added and maintain relevance to both Government and Industry.”

“The organization is really integral to the military engineer mission.”
## Recent Surveys Conducted for Posts

<table>
<thead>
<tr>
<th>Question</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Reason for becoming a member?</td>
<td>Networking – members routinely ask for more social events</td>
</tr>
<tr>
<td>Other Reasons for attending events?</td>
<td>Speakers/Presenters &amp; Business Development</td>
</tr>
<tr>
<td>Top benefit Posts provide?</td>
<td>Building Relationships</td>
</tr>
<tr>
<td>#1 topic or event that entices participation?</td>
<td>Industry Government Engagement</td>
</tr>
</tbody>
</table>
Routine Feedback and Awareness

We can create a survey for you!

Post-event surveys...ask a general question!

Unsolicited Feedback

Always keep top-of-mind what’s happening out there!
DATA informs VALUE
Sunset What No Longer Works
Next Up...How to Drive Value thru...

- Industry-Government Engagement
- Training & Education
- Leader Development
- Networking
This Is How We IGE !!

August 7, 2023
Post Leader’s Workshop
Fort Lauderdale, FL
IGE isn’t just a streamer!!

LTC Wendell “Buddy” Barnes, P.E., F.SAME (Dist.), USA (Ret.)
Why is IGE so important for SAME?

Ben Matthews, P.E., F.SAME
Vice President – Technical COIs
What is IGE

The IGE Equation: Culture + Process = Impact

Industry

Government

Engagement

- 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.

Suggested Post Tasks

<table>
<thead>
<tr>
<th>TASKS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Conduct 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 (skilled labor); Project Delivery Best Practices; Business Practice; Capability (professional expertise, technology); Workforce; Industry; Small business; market research; cyber security; knowledge management.</td>
<td>250</td>
</tr>
<tr>
<td>▶ Conduct Roundtable Discussions to identify potential issues.</td>
<td></td>
</tr>
<tr>
<td>▶ Develop an ISG Workshop with complete details: - Topic/Date: Participating Agencies/Organizations; Outcomes/Impact; Follow-up Conducted/Needed</td>
<td></td>
</tr>
<tr>
<td>▶ Identify new local high-touch points to key stakeholders within local, state, and federal government entities to determine how the Society can serve these entities. - Meet with state, regional and/or local government to educate on how SAME can serve the community (could include Department of Public Works; City/County Engineer; Transportation/Transit Authority; Emergency Services; Environmental Services; Post Authority) - Meet with military to educate how SAME can serve their installation. - Establish a Student Chapter with local colleges/university. Arrange for seminars/tutorials at local college/university displaying strengths of national security A/E/C industry and emphasizing future career paths.</td>
<td>200</td>
</tr>
<tr>
<td>▶ Conduct a Joint Industry/Government Briefing/Small Business events.</td>
<td>100</td>
</tr>
<tr>
<td>▶ Provide relevant industry best practices and professional development opportunities for government and civilian members.</td>
<td>100</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>TASKS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Identify, establish and nurture strategic and organizational partners at local, state, and regional levels and determine how the Society can collaborate with these entities and execute true partnering joint programs. (Examples include AISC, ACEC, AIA, CANA, ASPE, DRBG). Annually review strategic partnerships for impact, value, reciprocity, and strategic significance and outcomes. Identify opportunities for new partnerships within existing goals.</td>
<td>200</td>
</tr>
<tr>
<td>▶ In addition to face-to-face meetings, use webinars and other technology to develop and sustain collaborative relationships.</td>
<td>100</td>
</tr>
</tbody>
</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>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Develop CIs to identify topics and subject matter experts to support Post and local technical events - ISG Workshops, Technical Briefings, Seminars, Webinars, Conferences, Table Top Exercises</td>
<td>50</td>
</tr>
<tr>
<td>▶ Ensure Post members are serving on CI Steering Committees and serving as liaisons to the Post</td>
<td>50</td>
</tr>
</tbody>
</table>

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

Suggested Post Tasks:

<table>
<thead>
<tr>
<th>TASKS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Promote progress of Post ISG Workshops through their conclusion by preparing and submitting articles documenting updates in ZINE, REALTIME, CII communications, Post communications, social media, and on the ISG website.</td>
<td>50</td>
</tr>
</tbody>
</table>

GOAL 1: OBJECTIVE 5
Promote integration 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>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Develop ISG programming to meet the needs of the Post or region consistent with the ISG goals.</td>
<td>100</td>
</tr>
<tr>
<td>▶ Survey members to find out needs, 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>
</tr>
</tbody>
</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?
Non-Traditional IGE
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 – has the most!
• San Antonio
• Fort Worth
• Louisville/Oxnard-Ventura/Columbus/Jacksonville
• Pensacola/Anchorage/Lake Michigan/New York City
• Pittsburg/Washington/Louisiana
Who are 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 is an IGE
  – By-Laws Require a Public Agency Member each Board Election
    • City of Houston Public Works
    • USACE Southwestern Division
    • Harris County Precinct 4
Public Agency Leader Not in SAME

- Invite to Meeting or Event that Demonstrates our **VALUE**
  - Collaborative Forum to Resolve Issues and Challenges
  - Professional and Personal Development
  - Networking
Resolving Issues and Challenges

- Resiliency/Sustainability
- Staff Turnover/Training
- Funding
- Policy Changes/Conflicts
- Multi-Agency Coordination/Partnering
- Don’t guess...Ask!
IGE Event Planning & Outcomes
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
## Prepare
- Vision of what intending to achieve
- What data is needed ahead of the event and how to obtain it
- Assess if you have the right participants

## Format
- Panel, round table, other appropriate
- Number of participants and guests
- Who gets to talk when
- Virtual component?
- Record the session(s)
- Assign a note-taker

## Moderators
- Moderators are extremely helpful during a virtual event
- Need to manage the discussion, keep conversation on track
- Can aid in dealing with hybrid situations

## Event Closing
- Ensure time left for group wrap-up
- Ensure discussion is at an appropriate endpoint
- Next steps – assign people and dates
<table>
<thead>
<tr>
<th>Event Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prepare your audience</strong></td>
</tr>
<tr>
<td>• Share read-aheads to allow your audience to participate</td>
</tr>
<tr>
<td><strong>Follow Up</strong></td>
</tr>
<tr>
<td>• Stay in contact with your presenters and participants after the event</td>
</tr>
<tr>
<td><strong>Methods of reporting successes</strong></td>
</tr>
<tr>
<td>• White paper, website, follow up programs, tell the National office!</td>
</tr>
</tbody>
</table>
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!
Certified IGE Mentors

• Industry-Government Engagement webpage: https://wwwSAME.org/events-programs/industry-government-engagement-2/
Planning Education + Training

Belle Febbraro, Associate Director of Education, SAME
Mindy Hinsley, F.SAME, FSMPS, CPSM, Deputy Regional Vice President, SAME North Atlantic Division
Belle Febbraro
Associate Director, Education

- When I was 10, I came 3rd in the UK for figure skating in the under 14 category
- I’m obsessed with Sudoku
- I have experienced more jobs than I can count
- I love to paint and draw, and my favorite medium is acrylic. Have a degree in Fine Art and minored in Art History
Mindy Hinsley, F.SAME, FSMPS, CPSM
President, Hinsley Collective

• Die hard Baltimore Ravens and Nebraska Cornhuskers football fan (by marriage!)
• Love to travel and plan milestone birthday trips and adventures for friends and family – Greece, Switzerland, Scotland, and any island in the Caribbean
• Golf and paddle boarding are my favorite outdoor activities
• Never liked margaritas or tequila until I had Covid and started to crave them (true story!)
• SAME Baltimore Post Past President, current DRVP for the SAME North Atlantic Division, chair of the Marketing + Business Development committee, Small Business COI, and Co-founder + Chair, MEGA Maryland
EVENT PLANNING

Concept
Plan
Prepare
Execute
EVENT PLANNING

- Concept
- Plan
- Prepare
- Execute

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Do you know which steps to take to create a Concept?

Sure do!

I know what I need to do but not all the steps

Not really...I’ve only done this once before

No clue!
BUILD AN AGENDA

GENERATING TOPICS + FINDING SPEAKERS
GENERATING TOPICS

- Trends in industry
- Follow the money
- Member surveys results
- JETC, SBC + regional programs
- SAME COI content
- Industry partners
- Align streamer requirements + SAME strategic plan
TOPIC TEST

- Who can speak to the topic?
- Does it add value?
- Is it revenant to Post members?
  - Will it appeal to few, some, most or all?
- Are there tangible takeaways for attendees?
- Has it been overdone? Is it fresh?
- Are you offering PDH or AIA credits?
FINDING SPEAKERS

- Other Posts
- Leverage board + member contacts
- JETC and SBC programs
- SAME COI speaker recommendations
- Agencies
- Partners
- LinkedIn
- Other Events attended
Do you know how to plan your education program?

Sure do!

I know what I need to do but not all the steps

Not really...I’ve only done this once before

No clue!
SCHEDULING

• Check for competing events, holidays
• Select the appropriate venue
  o in person v. virtual?
  o Virtual is great for Post luncheons
• Determine the proper format, set agenda
• Include time for networking, breaks, and transitions
• Request speaker information
  o AV or special requirements
  o Provide speaker guidelines
  o PPT template in correct format
• Determine food and beverage costs
  o Accommodate dietary restrictions
• Set ticket pricing
PROMOTION

• Open registration
• Social media
• E-mail blasts
• Post website
• SAME National calendar
• Word of mouth
• Partnering organizations
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- Concept
- Plan
- Prepare
- Execute
PREPARATION & EXECUTION

- Ask for Draft Presentations
- Coordinate a Dry Run with Speakers
- Moderators collect Pre-prepared questions
- FINAL Presentation Deadline
- Send Know Before You Go Email to Speakers
- Expect changes on-site...be flexible
IT TAKES A TEAM

Logistics

Content

Customer Service
### PROGRAM NOTES

<table>
<thead>
<tr>
<th>How Many</th>
<th>Speakers</th>
<th>Moderators</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t overwhelm your attendees with too many choices</td>
<td>Provide intro and fun facts</td>
<td>Moderators plan a pre-conference call with speakers</td>
<td>1 credit per 50 minutes of content</td>
</tr>
<tr>
<td>Take counts of people in each session to use as reference</td>
<td>Meet the moderator prior to session</td>
<td>Prepare Pre-prepared questions</td>
<td>PDHs for educational content only...not briefings!</td>
</tr>
<tr>
<td>Keep the content strong and informative</td>
<td>Be available to network with the audience</td>
<td>Allow your speakers to shine</td>
<td>AIA credit must be pre-approved; go thru SAME National</td>
</tr>
</tbody>
</table>
TIME TO EXECUTE
AFTER THE EVENT

1. Thank your Speakers
2. Send Attendee Lists
3. Post Presentations
POST EVENT GOLD

• Quality of content
• Networking
• Venue
• Food and beverage
• Topics for future events
• Speaker recommendations
• Call for volunteers
• Call for membership
After listening to this information, how are you feeling?

Ready to take on events again

Nervous, but excited for the possibilities

Overwhelmed

I’m choosing to ignore my feelings right now
QUESTIONS?

- Belle Febbraro, bfebbraro@same.org
- Mindy Hinsley, mindy@hinsleycollective.com
Drive Value with Leader Development

Presented by:
Mike Darrow
Scott Grainger
Leader Development in SAME
Leader Development Tool Kit
National LDP Program Overview
  Curriculum Review – Books, Speakers, Panel Discussions
  UPIC
  Mentoring
  Expectations
More Leadership Opportunities
Questions
Leadership Importance in SAME

Starts with the Mission “Build leaders and lead collaboration among government and industry to develop multidisciplined solutions to national security infrastructure challenges.”

• Codified in the Strategic Plan – Goal 3 - Develop Leaders for the Profession
Leader Development COI

Goal #3
Develop Leaders for the Nation!

Leader Development COI Mission: Leads Efforts to Enhance Leader Development

- Mentorship
  - AOF
  - Young Professionals
  - Post Activities
  - Student Chapters
  - STEM/Camps
- Post Leader Development
  - Post-Level Toolbox Streamers
- Nat’l Leader Development Program
  - Mentors
  - Book Discussion
  - Curriculum
  - LDP Webinars
- COI Programs
  - Webinars
  - JETC
  - PLW
  - SBC

Marketing and Communication > Stories about LD COI’s Impact
LD COI Resource Center > Materials from All Pillars
Operating Manual > Doctrine and Implementing Guidance
Charter > Strategic Alignment with SAME 2025

LD COI Mission: Executing our Objectives

LD COI Pillars:
Main Lines of Effort
Delivering Value to the Society

Communication and LD COI Resource Center:
Centralized Activities
Supporting Across All LD Pillars

Governance:
Doctrine, Strategy, and Sustainment

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Factors to Consider
- One Post vs Multiple Posts
- Region
- In-Person vs. Virtual
- Application vs. accept all comers
- Charge for the program vs. free
## Post & Regional Programs

<table>
<thead>
<tr>
<th>Post(s)</th>
<th>Program Name</th>
<th>Program Champions</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Antonio</td>
<td>Leadership Lab</td>
<td>Cathy Bond, Sam Barnett</td>
</tr>
<tr>
<td>NoVA/DC</td>
<td>LMP</td>
<td>Philios Angelides, Ed Chamberlyne</td>
</tr>
<tr>
<td>Maryland</td>
<td>LMP</td>
<td>Ree Miskimon, Megan Kellner, Col Tony Price, US Army (Ret), Sally Clark</td>
</tr>
<tr>
<td>Houston</td>
<td>Leadership Prog</td>
<td>Liz Parent, Yvonne Rivera</td>
</tr>
<tr>
<td>Atlanta</td>
<td>LDP</td>
<td>Candice Scale</td>
</tr>
<tr>
<td>Texas Region</td>
<td>LDP</td>
<td>Charlie Hart</td>
</tr>
<tr>
<td>Kansas City</td>
<td></td>
<td>Julie Eiter</td>
</tr>
<tr>
<td>Tulsa</td>
<td>LDP</td>
<td>Anna Childers</td>
</tr>
</tbody>
</table>

“Just Do Something”  
– Candice Scale
National LDP Curriculum – Three Themes

Know Yourself

• Self-Assessment: Myers-Briggs Type Indicator + Emotional Intelligence + Feedback + Discussion
• Book: Leaders Eat Last by Simon Sinek
• Speakers: Jenn Campbell, Victoria Mechtley, Heather Wishart-Smith

Know Your Team

• Book: Team of Teams by Gen Stanley McChrystal
• Speakers: Tim Byers, Diana Holland, & Ted Studdard

Know Your Future

• Book: Start with Why by Simon Sinek
• Speakers: Jason Kelly, CISM Panel, Business Acumen Panel
National LDP Speakers & Topics

- Team Performance - MG Diana Holland
- Leading Global Teams - Maj. Gen. Timothy Byers (ret.)
- Business Acumen and Financial Management - Bre M. Jones
- Time Management - Chris Collie
- Personal Branding - Victoria Mechtly
- Living and Working your Life's Purpose - Heather Wishart-Smith
- Transition and Transformation - Col Ted Studdard (ret.)
- Crisis Communication - CAPT Mathew J. Martinson
- The Evolution of You: Becoming Someone You Want to Follow - BG Jason Kelly
- Mind Mapping - RADM John Adametz
- Know Yourself - Jenn Campbell
  - Emotional Intelligence & Myers-Briggs Type Indicator
- Utilization Projects - BG Shroedel (ret.)
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LDP Classroom Program

### Classroom Sessions

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Student Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAME LDP Curriculum</td>
<td>1</td>
</tr>
<tr>
<td>Projects</td>
<td>51</td>
</tr>
<tr>
<td>Conferences</td>
<td>14</td>
</tr>
<tr>
<td>Monthly Sessions</td>
<td>19</td>
</tr>
<tr>
<td>Books</td>
<td>44</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>129</strong></td>
</tr>
</tbody>
</table>

### Books
- The 360° Leader by John Maxwell
- Dare to Lead by Brené Brown
- Extreme Ownership by Jocko Willink and Leif Babin
- Leaders Eat Last by Simon Sinek

### Other Activities
- Self-assessments
- Guest speakers
- Mentors
- Class interaction
- Utilization project

### Classroom Technology:
- GoToMeeting
- WhatsApp
- Google Classroom

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Delivers Value to SAME and the A/E/C Industry
Based on Individual’s Interest/Passion
Post, Region, or National Level Impact
Utilize Leadership Skills to Execute
Individual or Group Projects
LDP Impact

- Adding to the Body of Industry Knowledge
- Developing Best Practices
- Expanding the Presence of SAME
- Personal and Professional Advancement

Emotional Intelligence Training Tool (EIT2), Scott Turygan

SAME Guided Pathway for Students and Young Professionals, Arpan Patel

American Indian/Alaska Native (AI/AN) STEM Outreach, TJ Fakler, Kevin Remley, Colleen Rust
Mentoring is Key!

Expectations:

• All participants have a mentor
• Meet regularly (monthly)
• Engage mentor in UPIC

Outcomes:

• Develop & advance leadership skills
• Grow network
• Create professional “growth” plan
Post Leader Development Toolkit

- Provides resources for Posts and Regions to use when developing a LD Program
- Not intended to be prescriptive, or exhaustive list of requirements
- Options include
  - Best Practices
  - Sample Curriculum
  - Book Lists
  - Potential Videos
  - Potential Speakers*
- This will be transitioning to the SAME Knowledge Network when fully implemented

Opportunities for Leadership

• Look for other leadership opportunities to engage your members

• Leader Development COI
  – We’re always looking for new perspectives
  – Lots of volunteer opportunities

• Mentoring Advisory Group
  – Opportunities at all levels to be involved

• Post and Regional Programs
  – Join one...or start one at your Post

• Apply for National LDP

• Leadership options outside the Post
  – RVP and Deputy RVP
  – National BOD/Elected Director
  – COI Chair, Committee Chairs
  – SAME Foundation BOD
Resource Ideas

Leadership Topics:

- Business Acumen/Financial Awareness
- Critical Incident Stress Management & Leader Resiliency in Crisis/Trauma

Books:

- Leaders Eat Last – Simon Sinek
- Team of Teams – Gen. Mc Chrystal
- Start with Why – Simon Sinek

Speakers:

- Leadership Consultants
- A/E/C Industry Leaders
- SAME Leaders
Evaluations & Feedback for Improvement

- Pre-Program Survey
- Individual Session Feedback
- Books, Speakers, Panels
- Post-Program Evaluation
- Post-Graduation (1 year, 2 year, ?)
Driving Value with Networking

Summer Gladden, Central Virginia Post
Ann McLeod, CEM, CAE, SAME National Office
When asked, **NETWORKING** is the single most common reason people cite for:
- joining SAME
- participating in events
- remaining a member
CENTRAL VIRGINIA POST CASE STUDY
Top Tips for Networking Events

- Simple
- Welcoming
- Consistent Timing
- Diversify Location
Simple

Consistent Timing

Welcoming

Diversify Location
Start Simple

- People just want a forum to get together!
- Maybe make it free to enter; drinks on own
- Games, activities not necessary
- Don’t always have to make money or have a sponsor

Starting simple and growing participation can build your base and allow for “fancier” networking events down the road!
Consistent Timing

• Having something the same time of month / time of day helps people plan
• Hold in conjunction with other things
• Avoid holidays, including religious ones
• Regularity (every month / every other month)
Simple
Consistent Timing
Welcoming
Diversify Location
Welcoming

• When people have a great experience, they will come back
• Lean on your “Lee Anns”😊 for organic friendliness
• Give list of newbies to your Lee Anns to make sure the newbies are welcomed and have a great experience
• Incentivize people to bring someone new – free registration for newbie + extra drink ticket for those who bring someone
• Don’t rely on just blast emails for invites – send personal ones too
• Encourage EVERYONE to talk to someone new and not just visit with those they already know
Simple

Consistent Timing

Welcoming

Diversify Location
Diversify Location

• Not every location works for everyone...move the site around especially if your post is spread out

• People like trying new cool places

• Think about places that have easy follow-on (i.e. people can remain at the location to continue networking; easy to go to dinner afterwards, etc.)

• See if other organizations (SMPS, DBIA, etc.) or nearby Posts have something scheduled...if yes, ask if you can partner! And return the favor!
Other Ideas and Tips!

• Do collect RSVPs, even if free...understand that some will no-show, but you’ll also have walk-ins.
• Yep, always have name badges.
• People love an attendee list...just make sure you have permission to share contact information.
• Post on social media a week before, day of – lots of people may find themselves free at the last minute.
• Day or two after the event, send email thanking everyone for coming with date of next one! Remind them they can bring someone new for ____ incentive.
Questions?

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Ann McLeod
amcleod@same.org
Use Value to Recruit & Retain

Presented by:
Ann McLeod & Jill Murphy
SAME National Office
Leverage the VALUE Your Post Offers

What Members Want

The New SAME Membership

Build Your Team
Value is Personal and Relevant

Start with thinking about “WIFFM” – What’s In It For Me?

From there, determinize how you can be relevant based on SAME’s Mission and Strategic Plan
Your Value Proposition (VP)?

Value Proposition = What you uniquely offer members

Value Proposition = Promise of delivery of those benefits

Value Proposition = Your #1 Marketing Tool

Dedicated to National Security Since 1920
What Do Members Want?

Survey your members!

Ask what will encourage them to show up

Include things like meeting location/day/time; different activities (IGE events, PDH, Networking, Community Service)

Be prepared to ACT on the responses!

Expect mixed results

Be flexible and use your resources: Staff, COIs, Other Posts, RVPs, National Leadership

If you deliver on your Value Proposition people will show up!
Who Are Your Prospects?

- Colleagues of current members
- Non-member event attendees
- Lapsed members
- Teaming partners, sub-contractors
- Speakers & their colleagues/staff
- Government located in your area...federal, state, local
Follow up immediately after an event or meeting

- Send thank you note
- Make a personal call
- Provide an incentive to return

Use your Value Proposition...Make the ROI Obvious

- Remember WIIFM
- Unique to different groups...communicate it that way
- Ask current members of that segment what resonates with them, use their testimonial

Highlight “member only” activities

Use your Resources:

- National Office Staff
- Post Resource Center
- Membership COI
- Society Leadership: NLT, RVPs, COI chairs
What is the number one reason people don’t join?

No one asked

The top reason people join SAME is because someone they know invited or encouraged them to join...and shared the PERSONAL value they receive from their membership and participation.
Member Retention

Starts the day a member joins!

Reach out to new members every month:

• Welcome email/call
• Invite them to the next meeting/event – Announce new members at meetings
• Pair them with a seasoned member – Introduce them to the board
• REMIND them of the unique value your post provides!

Encourage being active

• Ask them to help with a short-term volunteer role or sit on a committee
• Find out why they joined – capitalize on it
• Check in before renewal time
• Show them that being active adds even more value
Questions / Discussion on Value Proposition. Recruitment, and Retention
Resources to Support Value Delivery
Resources

Human Resources

Data Resources

Post Resource Center

Additional Resources
People = SAME’s Greatest Asset!

- Post Members
  - The “10 minute volunteer”
- COIs – Communities of Interest
  - Topics, Speakers, Technical Expertise
- Regional Vice Presidents
  - Sources of information, support & recognition
- National Leadership Team
  - Invite to Post BOD meetings, events & activities
- SAME National Office Staff
National Office Staff

1. Posts@same.org
2. Member@same.org
3. sessions@same.org
4. programs@same.org
5. registration@same.org
6. exhibit@same.org
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INVITE THEM TO YOUR POST!!!!

Send request to posts@same.org!

- Charlie Perham, President
- Cindy Lincicome, Past President
- Sharon Krock, President-Elect
- Mike Darrow, Vice President – Human Capital COIs
- Ben Matthews, Vice President – Technical COIs
- Mike Huffstetler, Vice President – RVPs/Posts
Communities = Knowledge

1. HUGE resource for content for meetings and webinars
2. Webpages
3. Past Presentations
4. “rejected” but still strong abstracts submitted thru CFPs
5. Multiview newsletters
6. Find people via the DIRECTORY

What topics are timely where you are? Turn to SAME’s communities for knowledge network, sharing, and resources!
1. Architectural Practice COI
2. College Outreach COI
3. Construction COI  !NEW!
4. Energy COI
5. Enlisted COI
6. Environmental COI
7. Facility Asset Management COI
8. Geospatial Working Group
9. Health Engineering Working Group
10. Joint Engineer Contingency Operations COI
11. Leader Development COI
12. Marketing & Business Development WG
13. Membership COI
14. Resilience COI
15. Small Business COI
16. STEM COI
17. Young Professionals COI
Data Resources

Survey Results
Post Membership Reports
Online Directories – only as good as what is entered
Post Resource Center
Online Directories

Search by any of these fields!
- Company
- NAICS
- Contracts Executed
- Locations
- Average Revenue
- Bonding Capacity
- And more

Results appear at the bottom of the page
Rosters = Invaluable

A variety of lists for a variety of purposes!
Online Rosters

My Posts Roster
Post rosters are available for download only to current RVP's, Post Presidents, Membership POC's, Communications POC's, and Secretaries. If you are none of these, you will not see a Download Roster button. Please contact Lei Nguyen at lnguyen@same.org if you have any questions.

My Account
- Edit My Contact Info
- My Contact Preferences

Philadelphia Post
Details
Online Rosters

SIX rosters to help manage your membership:

- Current
- Grace Period
- Lapsed

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Philadelphia Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Size</td>
<td>Large</td>
</tr>
<tr>
<td>Post Status</td>
<td>Active</td>
</tr>
</tbody>
</table>
The PRC is your Best Friend as a Post Leader

Quick Links
- Office Change Report, Equipment Request, Strat Plan, Find a Post

Admin & Operations
- Templates, Reports, Officer Installation, Post Ops Manual

Membership Stats
- Year Start, Monthly Snapshots, Year End

Communications & Websites
- Tutorials, Logos, Social Media Guidelines

Streamer Info
- Full Program, Planning Tools, Video, Slides, Previous Yearly Info

Finance Info
- Tax info, Sample Forms, Treasurer Training, Certificate of Incorporation

Dedicated to National Security Since 1920
SAME Post Leaders

Are you an SAME Post Leader? Here you will find information about Streamer Program criteria, change of office reports, financial and administrative information, best practices samples and templates, and operations manuals.

Quick Links

- 2023 Streamer Portal
- Change of Post Officers Report
- Post Notes Article Submission
- Equipment Request Form
- Student Chapter Status Report
- Diversity, Equity & Inclusion
- Industry-Government Engagement

Join a Post
Post Resource Center – Don’t Re-invent the Wheel!

- Essential Forms & Documents
  - Change of Officer Report!
- Templates, Samples, Tutorials and more
- Monthly Membership Streamer Stats
- Helpful resources from other Posts
- Membership COI is available to HELP POSTS!!
## Other Resources

<table>
<thead>
<tr>
<th>Document Exchange</th>
<th>Academy of Fellows</th>
<th>Strategic Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Best Practices</td>
<td>• Deep Pool of Experience</td>
<td>• Event Partners</td>
</tr>
<tr>
<td>• Templates</td>
<td>• Mentoring</td>
<td>• Technical Expertise</td>
</tr>
<tr>
<td>• Videos</td>
<td>• Leader Development</td>
<td>• Membership Growth</td>
</tr>
<tr>
<td>• Membership Marketing Tools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sample/Examples</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Communications Team
- Post Logo
- Tag on social, we can like and share
- Leader Development
- Membership recruitment materials

### Programs Team
- Sample Calls for Presentations
- Connect the dots for IGE ideas/projects
- Brainstorm!

### EACH OTHER!
- Posts in your region
- Like-sized posts
- Posts with similar work, issues, agencies
Questions??
AUDIBLE....

What would YOU find more valuable!

1. Continue with planned “5 Topics in 45 minutes”
2. Open Q&A to cover things we haven’t yet answered, things you’ve thought of, etc.
SPEED ROUND!
5 Topics in 45 Minutes

Post Websites & Membership Impact- Jill Murphy
Marketing & Events - Ann McLeod
Diversity, Equity & Inclusion - Dana Otto
The first 30 Post websites are now LIVE!
- Legacy sites will be active through the end of 2023

New Post websites have been migrated based on website analytics

Training videos are on the website and very useful

Website is much more user friendly for admins and users

All functionality remains and is better! Including calendar and search functions.

Your website URL will change and we will redirect

#1 thing to know: TRAINING VIDEOS ARE THE KEY TO SUCCESS!
Post Webmaster Training and Resources

Welcome to the training and resources page, Post Webmaster!

The tutorials listed below offer you an introduction to WordPress, how to maintain and update your website. Contact the SAME web manager if you have additional questions after going through the tutorials.

Training Videos

- Introduction to WordPress (3:51)
- Adding and Managing Events in WordPress (27:14)
- Adding News Items to WordPress (3:19)
- Managing Pages in WordPress (27:42)
- Preparing Files and Images in WordPress (3:30)
- Adding Media to WordPress (8:52)
- Introduction to Block Editor Basics in WordPress (10:45)
- Inserting Images in WordPress Using Block Editor (14:25)
- Inserting Links and Buttons in WordPress Using Block Editor (9:50)
- Block Editor Advanced Layouts in WordPress (4:50)

SAME Website Style Guide

DC Post Officers

Post Officers

Committees

- Military Committees
  - K-12 Outreach
  - Recruitment
- Emergency Preparedness & Infrastructure Resiliency
- Education
- Young Members Committee

Programs

- Awards Program
- Communications and Outreach

About the Post

The Society of American Military Engineers (SAME) is the only non-profit professional engineering organization that fully embraces the vision of an America strengthened by the application of sound technical knowledge and the collective engineering capabilities of government, the armed services, and private industry.

Our goal is to educate and mobilize volunteer engineers and other professionals to address critical issues affecting our nation and our way of life. SAME promotes the role of engineers and other technical professionals to advance the welfare of the nation and improve the quality of life for all Americans.

Post Leadership

- Leader: Akinci, P.-F. F. M. A.
- Contact: info@dc.post.same.org
- Web: www.dcpost.same.org

Upcoming Events

- SAME Events
- DC Post Events
### Marketing Best Practices

- **Set up a marketing calendar/schedule**

- **Always pull a new distro list before sending**...ideally immediately prior to sending!

- **Peak time to SEND emails is 10am, 1pm, 5pm ish....**

- **Messaging should clearly state WIIFM!**

- **Make it easy for people to see WHEN and WHERE for events**

- **LINKS LINKS LINKS – include them and always test them**

- **Make sure they look mobile friendly!**

- **VIDEOS and PHOTOS are essential!**
Create a Post email account to set up all social profiles and make for any easy officer transition.

When setting up your handle use @SAME and the name of your Post. (@SAMESpaceCoast, @SAMENoVA)

Tip: Save your email address and passwords to each profile to a spreadsheet to easily transition when Post officers change.
<table>
<thead>
<tr>
<th>Marketing – Social Media Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post at least once a week</td>
</tr>
<tr>
<td>Use relevant hashtags in your posts to grow your audience</td>
</tr>
<tr>
<td>Respond to all the messages you receive in a timely manner</td>
</tr>
<tr>
<td>Reply or react to all the comments on your social post</td>
</tr>
<tr>
<td>Always tag the people and companies represented in your social media post</td>
</tr>
<tr>
<td>Make it fun! Share an image, video, gif, or use emojis instead of just plain text. Information containing a visual component is retained 65% more than just text.</td>
</tr>
<tr>
<td>AFTER an event is over, share photos so people see what they missed</td>
</tr>
</tbody>
</table>
Event Planning

Concept

Plan

Prepare

Execute
Event Planning – “Plan”

WHEN to hold your event

- Deconflict dates – with national events, other posts close by / “competitive”; holidays
- Regularity

Contract with Venues – NEVER SIGN THE BOILERPLATE CONTRACT!

- Use historical performance
- Force Majeure
- Financial obligations
- We will review your contracts...BEFORE they are signed!

Event Schedule

- Longer breaks allow for more networking and organic conversation (30 minutes minimum)
- Time to visit with exhibitors
- Commute time for locals
### Event Planning – “Prepare”

#### 3 Tiered pricing for events/meetings

- SAME Post Member
- SAME Member, not member of your post
- Non-Member
- YES you can have tiers within tiers (i.e. government / small business / large business)
- Speaker rates? Exhibitor only rates?
- Date tiers? Early, regular, on-site...

#### Registration forms

- Include Opt in for sharing info
- Collect demographic info
- Include cancelation policies!
- Agree to Code of Conduct
- Communicate!
- Post event survey…create it prior to the event so you can deploy it immediately afterwards
Event Planning – “Execute”

Don’t underestimate how many people it takes to run things on-site!

It’s the EXPERIENCE that keeps them coming back!

Give people specific roles to help execute things on-site

Expect the unexpected

Have a crisis plan

The devil’s in the details

What makes people happy?! What are people’s hot buttons?
After the Event

Survey Attendees

Team Review

Plan for future events
Diversity, Equity & Inclusion

DEI Mission Statement

The Society of American Military Engineers is fully committed to promoting a culture of Diversity, Equity, and Inclusion (DEI) in all that we do.

As a professional organization, our unwaivering standard is that all individuals feel valued and respected regardless of gender, race, gender identity, ethnicity, national origin, age, sexual orientation, education, disability, veteran status, or other dimension of diversity.

Together, we will achieve that commitment and standard through our DEI Operational Plan, driven by our vision to make lasting impacts on the Society and the future of the Architecture, Engineering and Construction (AEC) profession.

SAME 2025 DEI Action Plan

View the DEI Action Plan

DEI Executive Commitment Statement

View the Executive Commitment Statement

DEI Toolkit & Resources

- Cultivating a Sense of Belonging
- Understanding LGBTQ Umbrella
- Intersectional Awareness
DEI Ideas for Post Leaders

Invite a DEI-focused speaker to a Post event or workshop. Reach out to our DEI subcommittee for ideas.

Check out SAME’s DEI Toolkit at https://www.same.org/about-same/dei

Expand advertising and sharing of scholarship and camp applications to schools with underrepresented populations.

Expand K-12 activities in your post to include schools with underrepresented populations.

DEI Contacts: Debra Crafter DRCrafter@leoadaly.com or Elaina Edwards elaina.edwards@wsp.com
Impacts of New Membership Structure

As of July 1st all members (individual and organizational) are in the new structure

Companies are being deliberate when renewing

Yes, membership numbers are lower but... we have members who want to be members!

Dues are now equal across member types and cover costs for all members
### TONIGHT:

Reception includes contests for making the best salsa and margaritas! Teams of up to 5 people each...get your group together!

### TOMORROW:

- By Post size: Small & Medium Posts together and Large Posts together. You will stay in your room – speakers will rotate between rooms!
- 45-minute break after breakouts and before last session for hotel check out.
- Closing session is on Strategic Planning for 2030 and everyone will reconvene in *this* room!