

## MINUTES

*Monday, May 23, 2016, 10:00 A.M – 5:00 P.M.  
Phoenix Convention Center - Phoenix, Arizona*

### ATTENDANCE

#### PRESENT

##### *National Officers*

Jane Penny (Pres)	Marvin Fisher (VP-elect)	Hal Rosen (Counsel)
Mike Blount (Pres Elect)	Sal Nodjomian (VP)	Joseph Schroedel (XD)
John Mogge (Past Pres)	William Bersson (AOF)	

##### *Regional Vice Presidents*

Mary Anderson (O)	John Blaisdell	Michael Darrow	James DeGour
John Gerstenlauer (O)	Siokey Gastelum-Galvez	Jackie Hacker	James Hagan (O)
Thomas Heinold	Steve Houser	Cindy Lincicome	Anthony Petrocitto
Richard Rubin (O)	Bob Sidoti	Richard Stump	Stephen Thomas
Alan Watt	Rodney Worden		

##### *Deputy Regional Vice Presidents (non-voting)*

Richard Scott Jarvis	Rich Houghton
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##### *Committee and Council Chairs*

Matthew Altman	John Cawthorne (O)	Rick Cox	Amy D'Alonzo-Basehoar
C. Ernest Edgar	William Haight	Mark Handley	Stuart Harrison
Paula Loomis	Clarence McAllister	Gerald Morris	Scott Prosuch
Blair Schantz	J.J. Tang (O)	Corey Weaver	Neal Wright

##### *Deputy Committee and Council Chairs (non-voting)*

## *Elected Directors*

Wendell Barnes	John Cawthorne	Richard Delaney	Sharon Krock (O)
Kevin Lovell	Benjamin Matthews	Angela Nocera	Wendy Parker
Tony Price	Sally Riker	Robert Schlesinger (O)	Raymond Willcocks
Carrie Ann Williams (O)			

## *SAME National Staff (non-voting)*

Marc Bialek	Stephen Karl
Nick Desport	Ann McLeod
Allison Ingram	
Desyree Jones	

## *Other*

Eric Warner (President, Japan Post)  
Arthur Arao (RVP, Japan Post)  
Rich Houghton (Deputy RVP, Southwest)

## **NOT PRESENT**

## *National Officers*

Rich Khalil (Treas)	Kurt Ubbelohde (VP)
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## *Regional Vice Presidents*

Aaron Benson (O)	Michelle French (O)	Stephen Gambrell	Wes Hamill (O)
John Hickey	Mark Kessinger (O)	Terry McCann (O)	Shawn Moore
Kenneth Now			

## *Elected Directors*

Joseph Angell	Brian Balukonis
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## *Appointed Committee Chairs*

Charles Heaton (O)	Steve Moes
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(O) – Outgoing BOD Member

## Call To Order

At 10:00 A.M., 23 May 2016, the Executive Director (XD), Joe Schroedel, welcomed Board members, led the Pledge to the Flag, confirmed a quorum and turned the meeting over to Jane Penny, National President and Board of Direction (BOD) Chair.

## Welcome

Jane Penny welcomed the Board and thanked them for taking the time to attend the meeting prior to the JETC. She emphasized the working nature of this meeting. She also noted that each board member would be tasked to meet and greet exhibitors, provide written feedback to the national staff and write a thank you note to each exhibitor. All Board members then introduced themselves for the benefit of new Board members.

The XD then thanked board members for volunteering to lead the Society and reviewed Board meeting administration, some key SAME highlights and the expected outcomes for the day:

### Board Administration:

1. **SAFETY:** actions in the event of emergency; availability of medical aid.
2. **BOD Binder:** use as reference for board and after meeting; the Agenda and index of supporting material are at the front of the binder for quick reference.
3. **Incoming Board Member Welcome Packets:** Incoming Board members were sent an electronic version of the SAME standard New Board Member Welcome packet which includes expectations of Board members, Roberts Rules of Order and other important reference documents. A hard copy was prepositioned at each new Board member's seat.
4. **Wendell (Buddy) Barnes status:** Mr. Buddy Barnes, Houston Post, was appointed by the president to fulfill the remaining year vacated by Marv Fisher after Marv was elected to the vice presidency. Mr. Barnes will focus on training posts how to serve federal, state and local government and industry entities in addition to the military. The Houston Post is well known for its diverse membership.
5. **Conflict of Interest Statement:** every Board member was asked to sign the Conflict of Interest statement in the front of their binders) and provide to Desyree Jones.
6. **Member Profile Update:** Board members were directed to the form provided in their binders and asked to support the national office efforts to clean up the member database by updating their own member profiles and providing updates to Marc Bialek.
7. **Exhibitor Meet and Greet Requirement:** Now a Board meeting standard, Board members were each given a written list of booths to visit (3-4 each) a 3x5 card for feedback notes and several SAME note cards to use for thank you notes.

8. **Board seating:** Board members were seated in 8-person, round table work groups to facilitate the participation of members during the working session of the meeting (RVPs together; committee and council chairs together with elected directors). Incoming Board members were seated with their incumbent. [Note: The transition of the Board took place after the installation of the new president at the closing general session of the JETC on May 26. The outgoing Board was the voting Board for this meeting. Board members were also introduced to the JETC attendees during the week (current Board members at the opening session and new Board members after the induction of the new National President).]
9. **Draft TISP Post Level Activities:** Board members were given a copy of the draft post level activities that are recommended to support Goal 4 of the Strategic Plan. RVPs were asked to share with posts.
10. **National Staff Realignment:** available in the Board Binder, but not on the agenda for discussion is the detailed description of the national staff realignment that was executed in January. The purpose of the realignment was to improve: marketing, sales and business development by integrating those functions under Membership; alignment of skills and supervisory roles by establishing a senior manager level below director and by reducing the number of high salary directors to four; administrative support to the staff by moving it under the Finance Director to mirror industry standards; and the alignment of salaries with the market ranges, SAME affordability and future market competitiveness.
11. **Board Minutes:** Board proceedings, including minutes, briefings given during Board meetings and other pertinent information will be posted for easy access and transparency on the SAME web site.

## Society Highlights:

1. 63 Post web sites are now sponsored by the national office – free of charge.
2. The Ft Detrick Post in Frederick, Maryland was closing. It is now the Mid-Maryland post and is going strong as result of embracing the broader 2020 SAME vision and reaching out to other government agencies.
3. Several other posts are being reinvigorated – Tularoosa (thanks to LtCol Kevin Mares and great support from RVP Cindy Lincicome).
4. The Japan post is going gangbusters thanks to Art Arao and Eric Warner.
5. The European posts are being reinvigorated by new RVP CAPT Rod Worden who is here.
6. The SAME foundation has been formed and will be announced tomorrow at the opening general session.
7. The Tennessee Valley Post was recently established in Oak Ridge, Tennessee, SAME's 105<sup>th</sup> post. The post was a field chapter of the Nashville Post – thanks to the Nashville team! Col (Ret) Barry Totten is the Post President.
8. Our College Outreach chair, Corey Weaver passed his PE exam.

9. One of our new Elected Directors, LTC Kevin Lovell, will retire on June 30<sup>TH</sup> in Chicago.
10. John Gerstenlauer, outgoing New England RVP, had back surgery and is here, recovering well.
11. Some key decisions were made by the XC since the last Board meeting in November, including a \$43,000 allocation of cash funds to support the integration of the national office databases in order to better serve members.
12. JETC 2016 will mark a dramatic improvement in the quality of the program offerings and the inception of the JECO Table Top Exercise, both of which are aimed at enhancing the value proposition for military, government and industry participation in a truly joint engineer training opportunity. The members of the newly formed Coalition of Military Engineer Societies (SAME, AEA, MCEA, SNAME, ASNE) have agreed to collaborate to contribute to the future development of JETC. Board members were encouraged to attend the sessions to help evaluate the exercise.

## **Board Outcomes:**

Major outcomes that were established and achieved by the Board:

1. Make one decision: Approve Foundation Nominating Procedures.
2. Update the Board (national staff) – governance.
3. Induct new and thank outgoing Board members.
4. Work Groups: deliberate RVP role, committee and council roles, strategic plan progress metrics, improving the effectiveness of communications, streamer evaluation process and provide guidance to the national staff for further action. The national staff directors will meet on 31 May to review the Board's deliberations and guidance to produce the strategic plan metrics and supporting staff analysis.
5. Review of awards and recognition – there are 18 national awards and we are still not receiving adequate numbers of nominees (none or one in many cases).
6. Receive a presentation from officials (Pam Cook and Bud Worley) of the Technology Student Association (TSA), the latest SAME partner for STEM initiatives. Scott Prosuch, Chair STEM Committee introduced our guests and described the opportunities available to Posts.

## Consent Agenda:

The XD presented the consent agenda items for approval, explaining in detail the actions to date regarding the establishment of the SAME National Foundation and the need for the Foundation Nominating Procedures.

- Board of Direction Minutes (November, 2015)
  - Executive Committee Minutes (February 2016)
  - Executive Committee Minutes (March 2016)
  - National Office Document Retention Policy
  - Foundation Board Minutes (March 2016)
  - Foundation Board Minutes (April 2016)
  - Foundation Board Nominating Procedures (May 2016)
- **Decision:** Sal Nodjomian motioned that the consent agenda, including the Foundation Nominating Procedures be approved. The motion was seconded and unanimously approved.

## Foundation Board Nominating Procedures Background Discussion

Detailed documentation pertaining to the creation of the SAME National Foundation since the Board approved the establishment a national foundation in December, 2014, was provided in the Board binders for background. Prior to the consent agenda vote, the XD explained that the Certificate of Incorporation had been received from Washington, D.C. and the request for the tax ID and establishment as a 501 (c)(3) by the IRS (Form 1023) had been submitted. He further explained that the Foundation Founding Board had approved the Foundation Bylaws, Foundation logo, business plan, Foundation Board Nominating Procedures and milestones for further development of the Foundation. The most significant aspect of the Foundation Bylaws is the relationship established between the SAME Board and the Foundation Board. There is clear control and primacy vested in the SAME Board to ensure that the Foundation is an instrument by which the SAME strategic plan is achieved. The SAME Executive Director also is the executive director of the Foundation board for consistency and transparency.

Critical tasks ahead for the Founding Board include:

- Assisting with establishing the first full Foundation Board.
- Establishing a Council of Trustees (fundraising expertise).
- Developing a plan for the migration of the current E&M fund to the Foundation as the initial corpus.
- Drafting a concept for the optional use of the Foundation by posts as a repository for their endowment funds as a means of avoiding the necessity to create their own foundations (some posts have done, such as the Dallas Post, and experienced issues).

Critical tasks for the SAME Board include implementing the Foundation Nominating Procedures and establishing the first full Foundation Board by January 2017.

## SAME National Office Director Briefs

The XD provided an overview, in particular, of Strategic Plan implementation progress made by the national office since November. Each National Office Director briefed details. Major points made by the National Office Staff:

1. **Role of the National Office:** the National Office continues to invest in the Society by operationalizing its three main priorities: *Support Posts*, *Support the national direction (strategic plan)*, and *enhance the national reputation*. Financial investments in the society and Posts (stipends, etc) continue to grow.
2. **Strategic Plan 2020:** The XD emphasized that the overall focus of the strategic plan must remain the three areas adopted by the Board in November when the plan was approved: Military and Government Membership; Member Participation; and Industry-Government Engagement.
3. **Financial Health:**
  - a. **Audit:** the National Office received an unmodified (clean) audit of financial statements with one management comment (integrate the various systems to streamline financial processing, and improve data integrity). [See Society Highlights section for more details on the systems integration.]
  - b. **2015 Audited Financial Position:** the national office ended 2015 with a small positive balance *from operations* despite underperformance in membership and advertising.
  - c. **2016 Budget:** The National Office Budget was approved for the first time prior to the start of fiscal year. The XC approved an aggressive revenue budget for 2016 based on increased program quality, expanding support for the Annual Facilities Management Workshop and other events, and the realignment of the national office to include the creation of a marketing and sales office which has already produced a creative, sound business approach to revenue generation, especially the adoption of Annual Partnership Packages for our sustaining members. This program has enhanced the value proposition for them while front loading the national office cash flow (historic summer cash flow issues are resolved).
  - d. **Investment Committee:** the investment committee (Mark Handley, Heather Wishart-Smith, Rich Khalil) continue to establish professional standard for this inaugural committee. 2015 investment accounts decreased in value in response to market fluctuations.

- e. **Post Finances:** post financial reporting and audits continue to need improvement; however, posts do continue to generate adequate revenue to achieve their annual work plans and support Society programs.
  - f. **Reserves:** The National Office has almost 12 months reserves (industry standard is 6 months). When the E&M fund is migrated to the new Foundation, the reserves will still be over 9 months.
4. **Program.** Program quality at national events and conferences continues to grow based on the highly successful call for presentation approach that is delivering between 3 and 4 graduate level presentations for each planned time slot. This approach has: encouraged more sustaining member participation in presenting; enhanced the relationship between member requirements and program offerings; and has enhanced the role of SAME Committees and Councils who now play an active role in deciding which proposals are accepted for inclusion in the program.
5. **Membership and Marketing.** The overall national office focus on enabling members to achieve more with less investment of time continues to produce creative initiatives.
- a. **Individual Membership** is growing slightly, but until the membership database is thoroughly updated, the accuracy of the membership database will improve.
  - b. **Sustaining Membership** is down slightly, but the rate of decline has slowed. Many companies that historically were not in the federal space and entered in recent years have gotten out, leaving SAME in the process. But the national office is making a concerted effort to re-attract those that left and other new potential sustaining members.
  - c. **Public Sector Membership** is increasing, indicating that more posts are embracing the Strategic Plan 2020 vision.
  - d. **STEM Program:** The STEM program has taken off after a national level partnership with the Army Educational Outreach Program (AEOP) and their main program execution arm, the Technology Student Association (TSA). The main benefit of the program is the national opportunity for posts to provide volunteer judges for K-12 STEM competitions. The TSA accesses over 250,000 students per year.
  - e. **Post Leaders Workshop:** The current program is focused on training post leaders how to recruit, manage and retain active volunteers. This year's workshop is in St. Petersburg, Florida in late August and is being combined once again with the XC, Committee and Council Annual Work Plan Briefs and an AOF Conclave.
  - f. **Partnerships:** partnerships with other societies and stakeholder organizations is now taking a wider and more proactive approach. The fundamental philosophy is to partner with more organizations and to agree to benefit both organizations by exchanging participation in each other's events, exchanging memberships, offering free advertising for each other's events and more, all in kind. The reaction has been extremely positive.



- How will RVPs communicate as a team – RVP call?
- How do we make better use of Fellows?

Marv Fisher and Sal Nodjomian briefed the results of the work group discussions. The Board concluded that there is much work needed to improve the role of the RVP in supporting posts. The specific recommendations made include (national staff will follow up):

### **RVP Work Groups:**

1. Amp up RVP Manual – Rewrite.
2. Play a bigger role training and mentoring post leaders
3. Calendar of Events relating to RVP and responsibilities
4. Encourage deputy RVP training and add to manual
5. Send email to new RVP's and their duties
6. Monthly calls with post presidents
7. Quarterly, not Monthly, calls
8. RVPs should attend Post Leader workshop
9. RVPs deconflict schedules in region
10. Define regional Fellow process – Team position?
11. Get the RVP agenda out early focused on subjects
12. RVP role as gate keeper on contract vehicles
13. RVPs should demonstrate the commitment necessary to be viable contenders for national leadership
14. RVP succession in post guidance
15. Rewrite RVP Manual Committee before Working Conference

### **Committee and Council/Elected Director Work Groups:**

1. Need to focus on increasing military membership in C/Cs
2. Advertise what committees and council can do for career development
  - a. Suggest Posts have liaison's for each of the 15 counsels and committee to spread valuable info
  - b. Of 24 members on C/Cs, we have 1 who was from 39 small posts – clearly opportunities exist for smaller posts to get involved
3. How do we measure progress?
  - a. Each Committee and Council should establish measurable metrics
4. How do we communicate as a society what committees and councils do for value?
  - a. Get personal – C/C Chair or Vice Chair should send email with welcome and agenda to new members

- b. RVP's scheduled calls (C/Cs should be invited - join the call if they want to pass on C/C info or significant event upcoming)
- c. SAME National ensure distribution lists in each C/C are accurate
5. National Officers and BOD can help ensure we get more volunteers engaged with C/Cs.
  - a. What are the messaging tools to better spread the value of C/Cs?
6. RVP's do get a stipend. Should committee and council chairs get a stipend also?
7. How to make better use of Fellows and help committees and councils, possibly aligning a Fellow to each C/C as a liaison?
8. Get Fellows, RVPs, Committees and Councils to push minutes around, or a newsletter.
9. Execute better communications: Our SAME National monthly newsletter can add Committee and Council Happenings to help circulate journals or newsletters to our posts.

## General Discussion

Jane Penny led a general discussion. The topic of awards and recognition was discussed with the Board concluding that a task force is required to review national awards. A task force consisting of Tony Price, Amy Basehoar, Sally Riker and Ray Willcocks was established.

## Board Induction and Farewell

Joe Schroedel and Jane Penny inducted new Board members. Outgoing Board members were then recognized with individual framed certificates.

## Board Meeting Summary

Jane Penny then summarized the very productive meeting by thanking Board members for their active engagement by making the following observations:

- Society Leadership transition underway
- Society financially sound and moving forward
- Strategic direction and plan is well underway. Actions around RVP's and C/C's role discussed with enhancement plans being built
- Communications need enhancement. Example: STEM



# Board of Direction

## Video – Annual Report For the Year

The Board then previewed the Annual Report video that was shown at the Opening General Session of JETC.

A motion to adjourn the meeting was made, seconded and carried at 5:00 P.M. The Board then departed and reconvened for the President's Reception.

Joseph Schroedel  
BG, P.E., F.SAME, USA (Ret)  
Executive Director

# Executive Director

## *The National "A" Team:*

Allison Ingram | Finance and Administration Director

Marc Bialek | Membership, Marketing and Post Operations Director

Ann McLeod | Meetings and Expositions Director

Nick Desport | Programs Director and Deputy XD

Stephen Karl | TME Editor in Chief and Communications Senior Manager

**“THANK YOU ... for Volunteering”**

**“THANK YOU ... for Leading”**

**As a result: SAME will continue to be  
*‘Built to Last’***

# BOARD MEETING OUTCOMES

- Welcome New Board Members
- Thank Outgoing Board Members
- Review Society Governance (National Staff)
- Strategic Plan Implementation: *Enable SAME Volunteer Leadership* by:

- Approve **Progress Metrics**
- Fix **Communications**
- Review/Revise **Recognition** (saying thanks) and **Awards** Program
- Approve **Streamer Evaluation** Process
- Review Post Opportunities (**Committees and Councils**)

- Obtain Board Direction

## National Office Priorities

Support Posts

Support the National Direction

Enhance the National Reputation

***Team Building and Fun at the President's Reception!***

# SAME National Office Teams of Teams

(Extract from 7 January National Office Workshop)

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## National Office 2016 Tasks to Support Strategic Plan 2020:

FOCUS....FOCUS....FOCUS....

### Top Tasks for 2016 (as identified at the 7 Jan Strategic Plan Workshop):

- ✓ Establish National Office **Sales Team** and matrix teams quickly.
- ✓ Establish **membership benchmarks** (military/gov't membership, member participation).
- ✓ Establish **Industry-Government Engagement team** to Support post level implementation and initial CEO Roundtable (Kathy Off volunteered to lead N.O. team).
- ✓ Execute **Foundation Action Plan** to achieve start up by JETC 2016 – first Founding Board meeting set for 10 March.
- ✓ **Streamline communications with posts** (newsletter with links idea to consolidate announcements, quarterly president webinar w/ XD - TBD).
- ✓ **Streamline member profiles** – reduce data fields; integrate national office systems.
- ❑ Get Board and National Office **photos on web** – help people know who to contact and who does what.
- ❑ Establish National Office **administrative standards** to ensure consistency and quality of internal and external communications.
- ❑ Establish vibrant **recognition program** (National recognize post achievement - eg change of presidents).
- ❑ Establish **Strategic Plan progress metrics**, streamer processes.

# National Office Support to the Strategic Plan:

*The First 6 Months: defining what is possible and relevant*

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## ***Resources and Financial Health of SAME***

- **Budget Approved** prior to the start of the Fiscal Year (first time)
- **Clean Audit** achieved
- **F&A Transition Completed**
- **Investment Committee** active and contributing (Heather Wishart-Smith, Mark Handley, Rich Khalil)
- **National Foundation** established (announce on 24 May at JETC)
- **Revenue: National Office Realignment – operate as a business:**
  - Established Sales Team
  - Sales and Marketing integrated into Membership and Post Operations
  - Finance and Administration integrated
  - Disciplined procedures (Budget, QMR, accounting, oversight)
  - Systems Integration
- **Investing More in Posts** each year (2015 = \$230,000)
- **A GOAL:** underwrite national leadership participation



*Fuel for the Strategic  
Plan fires!!*

# National Office Support to the Strategic Plan:

*The First 6 Months: defining what is possible and relevant*

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## **Support to Posts**

- ***Develop Volunteer Opportunities that Enhance Value to Members and Attract Member Participation***
  - **Best Practices System (600 files collected)**
    - Phase I: Save Time – Document Exchange on web established
    - Phase II: Best Practice Templates – webinars (STEM programs, Atlanta Camp, golf events, etc)
  - **Committees and Councils (Some Examples):**
    - **STEM:** National Partnership with Army Program (AEOP) and TSA (Technology Student Association); active committee implementation
    - **TISP:** Define Goal 4 Opportunities for Posts: CIS, Resilience Forum (GWU), Resilience Roundtable (GMU), Goal 4 Opportunity Task Force (product pending)
    - **FM Workshop:** Define requirements (IMCOM, etc) – partner with IFMA to meet needs – successful workshop - budding industry opportunity ...
    - **Program Development:** Call For Presentation system working - graduate level; 4:1 (proposals : slots); **QUALITY = VALUE**; C&C's help select; increased SM presentations; increasing outside interest; future – tracks to support certification

# What Right Can Look Like – The STEM Story:

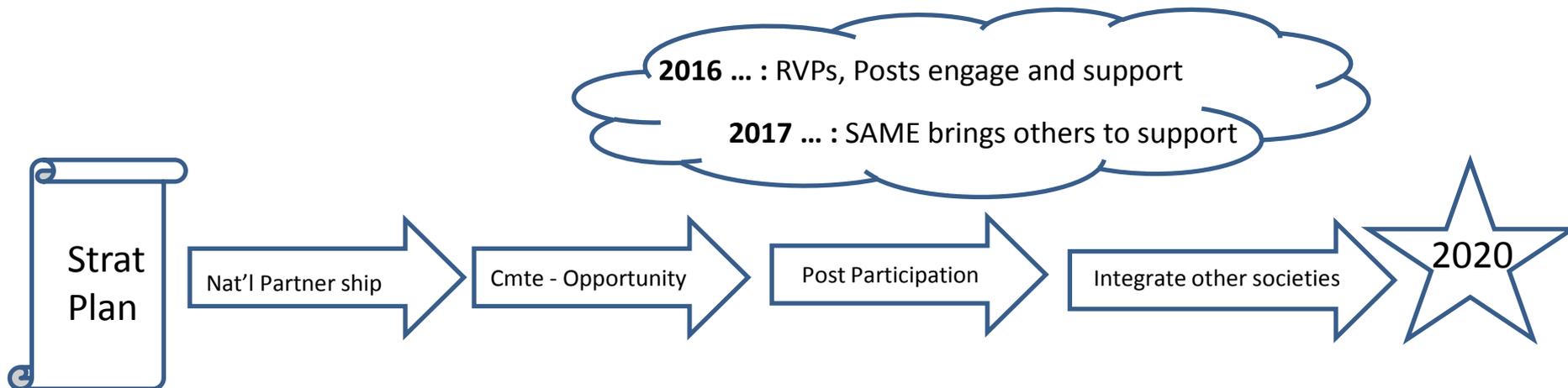
**Jan 2016:** AEOP National Partnership; Introduced to TSA – reach 250,000 kids, incl DODDS schools in Japan and Europe

**Feb 2016:** STEM Committee Action to support K-12 competitions with post level judges

**Mar 2016:** XD meets with TSA CEO - positive feedback; invited to JETC; TSA invited STEM Cmte Chair to TSA national conference; SAME vision is to bring other support through AAES and direct partnerships with societies in the A/E/C industry – fulfill our vision

**Apr 2016:** XD meets with AAES – SAME will support AAES STEM Cmte -

**May 2016:** STEM Cmte updates SAME Board; TSA brief Board



# What Right Can Look Like – The FM Workshop Story:

**OCT 2014:** Begin Partnership with IFMA

**MAR 2015:** XD meets with IMCOM CDR – “What need?” – “Facilities Mgt Training and certification.” (LTG Halvorsen)

**APR 2015:** XD and IFMA brief IMCOM Cdr on potential of FM workshop in Feb 2016. IMCOM keenly interested .

**JUN/JUL 2016:** Meet with APPA, APWA, AFE ... potential partnering

**FEB 2016:** *FM Workshop – unqualified success*

**APR 2016:** IMCOM partners with Royal Institute of Chartered Surveyors ; commits to SAME to bring all resources to workshop

**APR 2016:** IMCOM requests integration of DPW Conference with FM workshop in 2017.



# National Office Support to the Strategic Plan:

*The First 6 Months: defining what is possible and relevant*

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## **Support to Posts**

- **Direct Support (some examples):**
  - Post visits – start fires – communicate leadership intent – explain strat plan
  - Tennessee Valley Post established– 105<sup>th</sup> Post!!
  - Member Profile Clean Up Campaign – post card is working!
  - Membership Drive Kickoff (Membership Director out learning)
  - Webinar hosting and post webinar support
  - New National web page and mirror post web sites – now hosting 63 Post sites (free)
  - National Leadership Calendar Coordination App (“TEAMUP”)
  - Customer Service: XC Approved \$43,000.00 for National Office Systems Integration (serve members better – integrate registration and member database, etc)

# National Office Support to the Strategic Plan:

*The First 6 Months: defining what is possible and relevant*

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## ***Support to Posts***

- **Program Development**
  - **FM Workshop: IMCOM “all in”; asked for DPW track for 2017 – now an annual event in San Antonio!**
  - **DBIA Partnership Reset: 4 May Federal Owner’s Forum – 12 agencies present – asked for more!**
  - **JETC 2017 Reset: Coalition of Military Engineering Societies established: JETC 2016 Table Top JEOC Exercise**
  - **“Federal Small Business Conference”: VA directed participation in SAME conference; market research TF established to improve quality**
  
- **Foster One Society: *Unified national direction - vibrant local posts***
  - **National Officer Elections: Implemented new procedure (split ED from Pres Elect); real election: 1100+ voted (400 was all time max in 2015)**
  - **Communicate: Post and Region Visits – Jan TME Focus; *Real TIME* Newsletter established**
  - **Vietnam Commemorative Edition TME (coordination, planning)**
  - **Expand Society News in TME**
  - **Industry-Government Engagement Plan: Initial Post Issue Workshops (trial with 10 posts)**
  - **Member Needs Assessment completed – verified input to Strategic Plan process**

# ***RVP's ... “What’s Keeping You Up At Night?” ...***

## ***April 2016 RVP Call***

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- Decreasing Membership
- Getting Members Interested in Leadership Positions
- Volunteer burnout
- Succession for Post Leaders
- Remote Posts – how to get interested civilians to run the post
- How to recognize volunteers appropriately
- Challenge of the Non-Federal Entity status of SAME – engaging USACE and NAVFAC - “damn lawyers”
- No young member involvement
- Lack of stimulating programs – coming up with fresh ideas
- Lack of Engagement/Participation
- Communication – websites, emails, newsletters, etc...

# What's Next?

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- ❑ **23 May:** Board Support for and Guidance on Strat Plan Implementation Action Plan and Progress Metrics
- ❑ **24 May:** Kick off JETC with rollout of SAME National Foundation
- ❑ **26 May:** Continuity of National Leadership and Society Awards Ball and Awards Gala
- ❑ **31 May:** National Office Workshop – implement Board Guidance; track data to support progress assessment
- ❑ **14 Nov:** Board Assesses Progress (National Office present analysis of data from posts, regions and C&C's)
- ❑ **15 Jan 2017:** Annual Report to Membership in *TME*

# So What's Next?

- ❑ **23 May:** Board Support for and Guidance on Strat Plan Implementation Action Plan and Progress Metrics



***“What is the Implementation Action Plan for our Strategic Plan and who does what?”***

- **National Office:** enable volunteer contributions: legal governance; generate resources; develop opportunities that save time and inspire participation; lead military/government recruiting drive; measure progress; synchronize all levels; conduct value added national events; manage external national relationships (chiefs, etc)

- **Regions:** support posts – internally and advocate needs to national

- **Posts:** locally relevant plans that inspire participation and contribute to strategic plan objectives

- **Committees and Councils:** add value to members and society by providing program expertise and opportunities for posts

- **FELLOWS:** .....

# 2020 SAME STRATEGIC PLAN

Towards Our Centennial

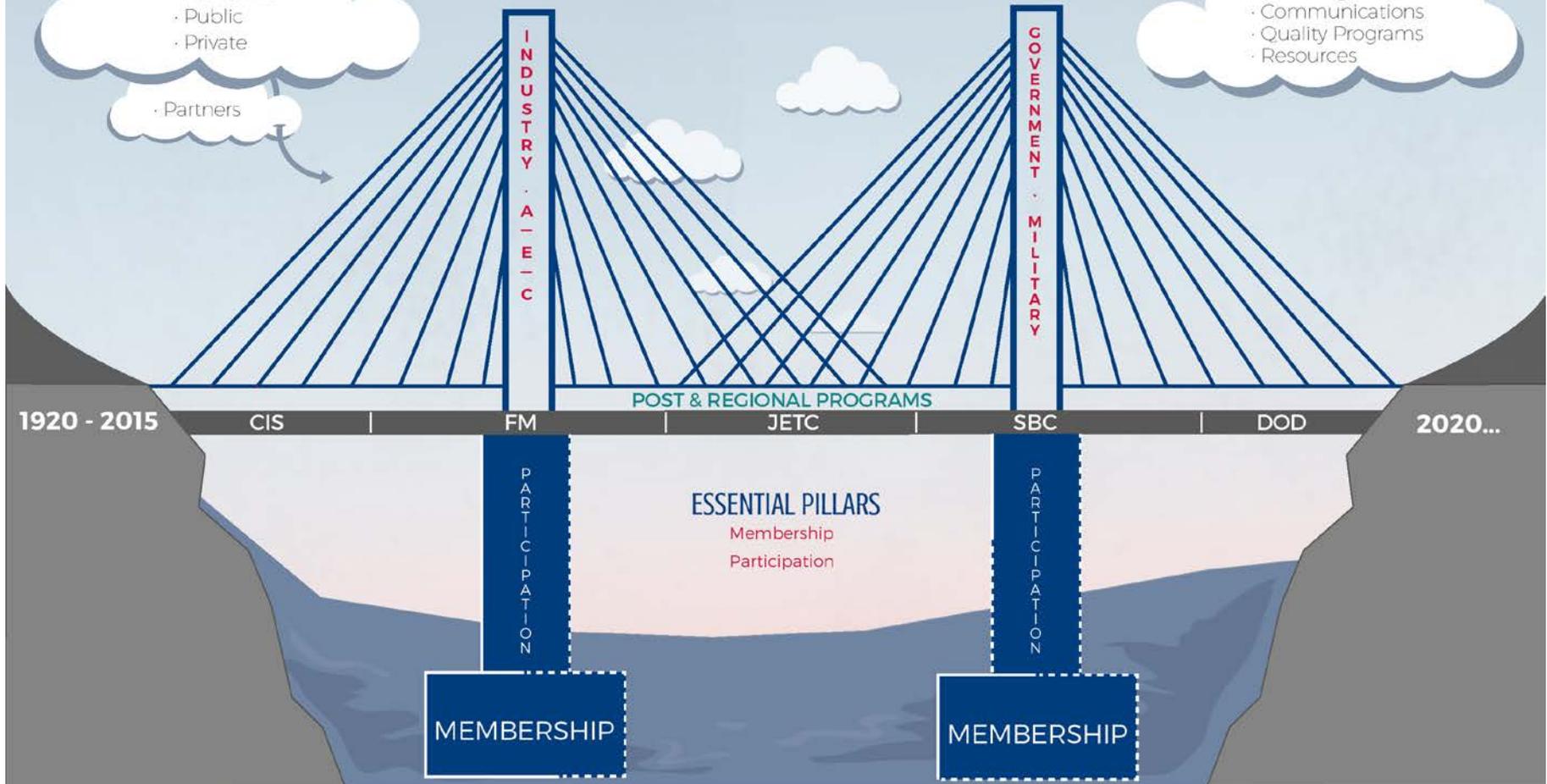
## CAPABILITIES

- Military
- Academic
- Public
- Private

- Partners

## ENABLERS

- Volunteer Leadership
- Branding
- Communications
- Quality Programs
- Resources



JETC Board Meeting May 23, 2016

Society of American Military Engineers | Dedicated to National Security Since 1920

# FINANCE AND ADMINISTRATION

Allison Ingram | Director

Desyree Jones | Senior Operations and Administration Manager

William Hoffman | Senior Accountant

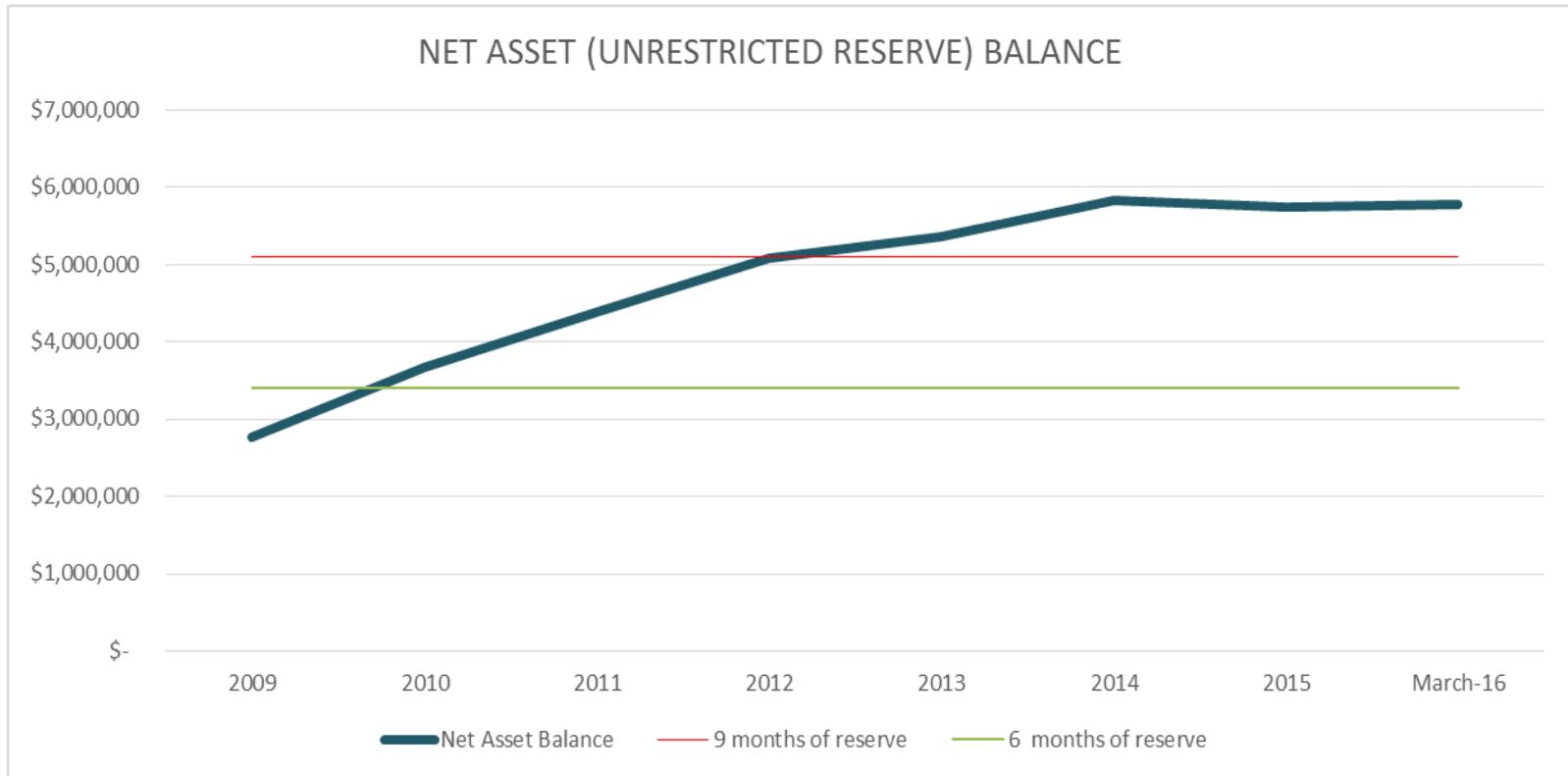
Otis Carter | Logistics and Administrative Specialist

# 2015 in Review

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- Unmodified (clean) Audited Financial Statements issued
- No new management letter comments
- 990, 990T and VA 500 filed
- 2016 budget approved in December 2015

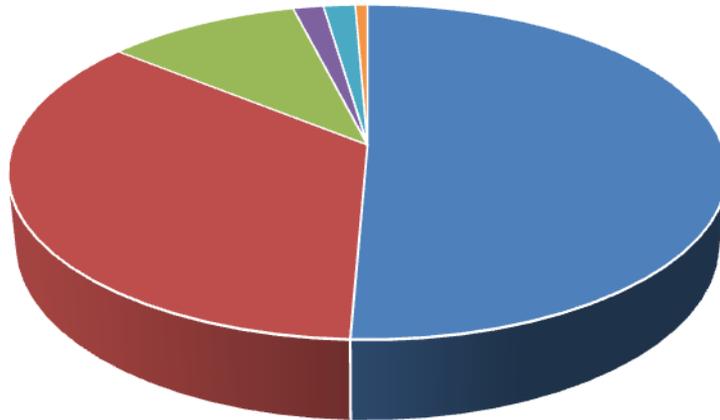
# Financial Health



The best-practices metric for a healthy association is to maintain 6-9 months of 1 year's worth of operating expenses in net asset reserve. Based on the current year projections SAME's net asset reserve is approximately **10** months.

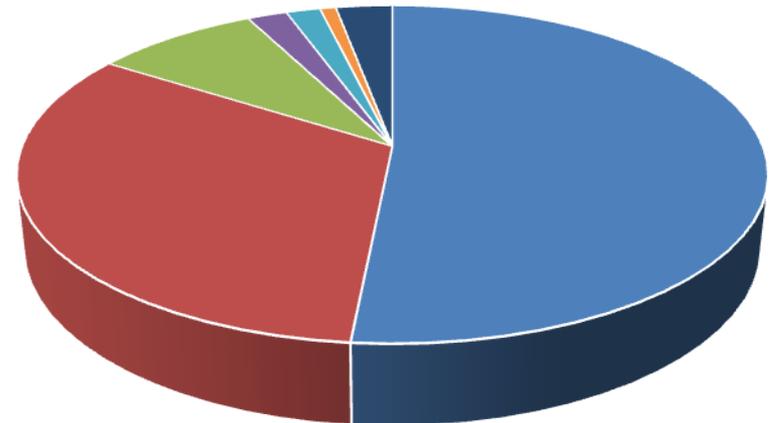
# Sources of Revenue

2015 Actual \$5,757,000\*



- Conferences and Meetings 50.7%
- Membership 35.2%
- Publications and Advertising 10.2%
- Continuing Education 1.6%
- Post Operations 1.7%
- Other Income 0.6%

2016 Projected \$6,815,000

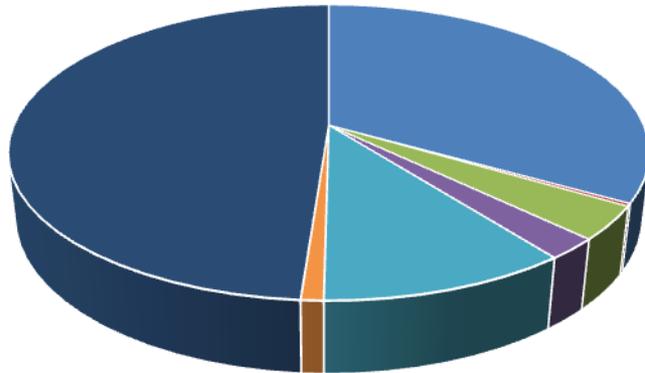


- Conferences and Meetings 51.5%
- Membership 32.8%
- Publications and Advertising 8.4%
- Continuing Education 2.0%
- Post Operations 1.7%
- Other Income 0.8%
- Investment Income 2.8%

\* Excludes investment loss of \$98,370

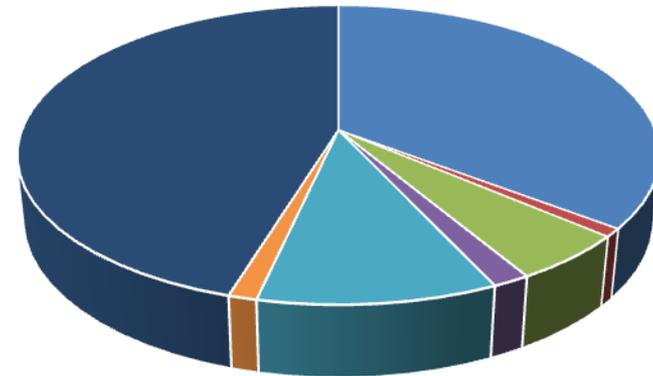
# Expenses by Functional Area

2015 Actual \$5,744,000



- Conferences and Meetings 33.3%
- Membership Activities 0.3%
- Publications and Communications 3.7%
- Continuing Education/Programs 2.3%
- Post Operations 10.7%
- E&M Fund 1.0%
- Management and General 48.8%

2016 Projected \$6,743,000



- Conferences and Meetings 32.9%
- Membership Activities 0.5%
- Publications and Marketing 3.9%
- Continuing Education 2.3%
- Post Operations 11.7%
- E&M Fund 0.7%
- Management and General 48.2%

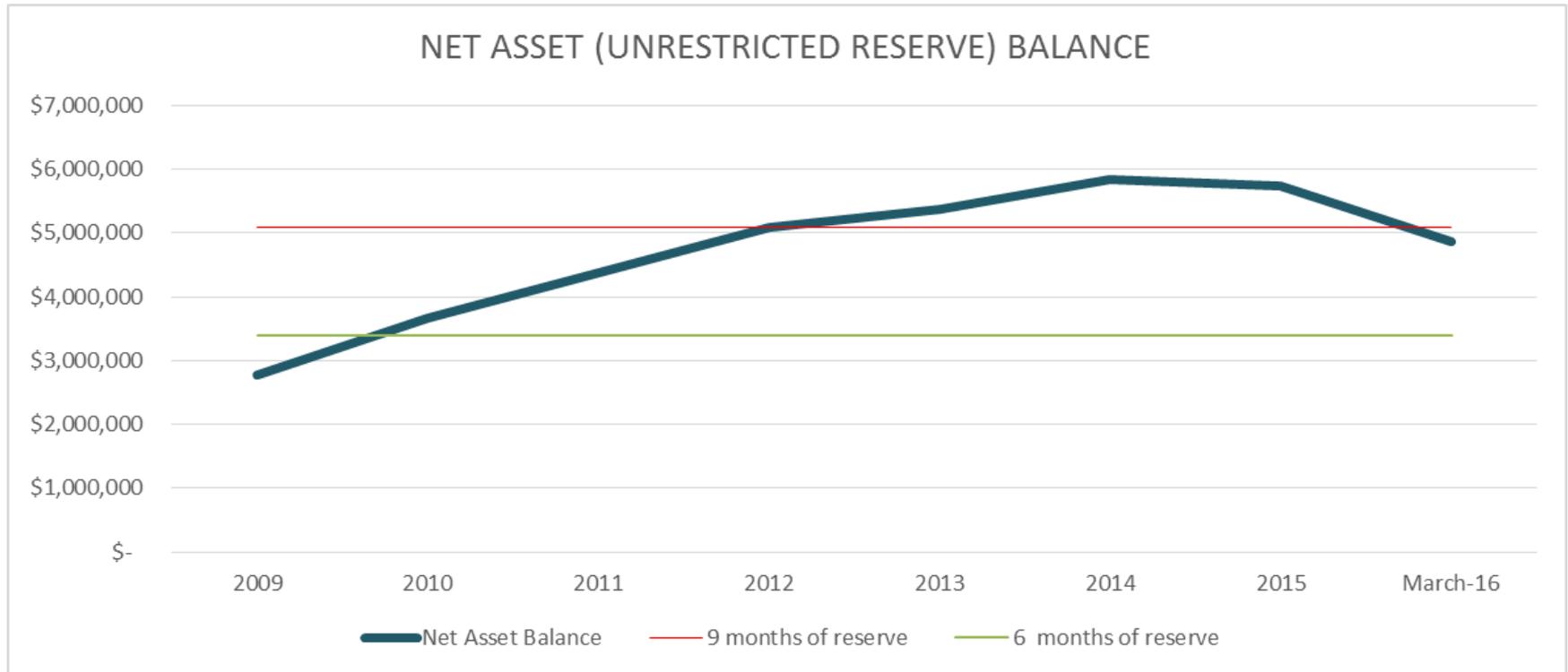
**2016 Projected Net Income: \$72,165**

# 2016: The Way Forward

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- Continue revenue diversification
- Expanded financial support to Posts and volunteer leaders
- Investment Committee oversight of SAME and Foundation assets
- Monthly Financial Reporting and projections
- Financial Systems Integration

# Impact of E&M Fund Transfer



Upon transfer of E&M Funds, SAME will still have an unrestricted net asset reserve of 8.5 months.

# Membership, Post Ops, Marketing, & Business Development

Marc Bialek | Director

Natasha Rocheleau | Systems Integration & Member Database Programs Manager

Stephanie Satterfield | Marketing, Sales, & Business Development Sr. Manager

Stacy Humes | Post Operations Specialist

Marlayna Bush | Membership, Foundation & Program Sales Coordinator

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# Presentation Highlights

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- Membership is UP
- # of Sustaining Members Companies is DOWN
  - Many SM's getting out of Federal Market
- # of Sustaining Reps is down but the bleed is slowing
- Public Sector Membership is UP
- NEW Tennessee Valley Post
- Support to Posts – Very Strong if I must say so myself
- Sponsorship and Advertising UP
- Marketing & Communications – Lots of new things to come
- Integration – Moving along – Lots of benefits

# Total Membership Summary

Membership Categories	Jan 1, 2014	Jan 15, 2015	Jan 10, 2016	May 1, 2016	Change from Jan 1 2016
Dues Paying Individual Members	10,089	10,898	10,452	10,773	3%
Public Agency Representatives	253	342	312	322	3%
Non-Profit & Academic Reps	80	81	89	84	-6%
Sustaining Member Reps	14,347	14,618	13,659	13,598	<-1%
<b>Total Dues Paying Members</b>	24,769	25,939	24,232	24,777	2%
Life Members	1,857	1,943	2,018	2,026	<1%
Student Members	2,423	2,729	2,823	3,006	6%
<b>Total Members</b>	29,049	30,611	29,073	29,809	3%

# Organizational Memberships

	Jan 1, 2014	Jan 15, 2015	Jan 10, 2016	May 1, 2016	YTD Change from Jan 1, 2015
Sustaining Member Companies	1,541	1,553	1,442	1407	-7%
Sustaining Member Post Memberships	4,624	4,547	4,295	4254	<1%
Public Agency	51	50	75	76	1%
Nonprofit & Academic	21	19	24	24	0%

# Public Sector Members

Service or Agency	12-15-14 Civ	12-15-14 Mil	12-15-14 Total	5-1-16 Civ	5-1-16 Mil	5-1-16 Total
Army	1,594	1,570	3,164	1,518	1,535	3,011
Air Force	698	1,400	2,098	667	1,312	1,937
Navy	291	827	1,118	262	766	1,004
Public Health	9	162	171	10	149	161
Coast Guard	34	177	211	38	192	226
Marine Corps	30	69	99	39	69	97
<b>Total Uniformed Service</b>	<b>2,656</b>	<b>4,205</b>	<b>6,861</b>	<b>2,534</b>	<b>4,023</b>	<b>6,557</b>
Fed, State or Local Govt	769		769	989		989
<b>Total Public Sector</b>	<b>3,425</b>	<b>4,205</b>	<b>7,630</b>	<b>3,523</b>	<b>4,023</b>	<b>7,546</b>
<b>Total Dues Paying Members (Incl Life Mbrs)</b>	<b>26,626</b>			<b>26,803</b>		
<b>Percent of Total Dues Paying Members</b>	<b>12%</b>	<b>14%</b>	<b>26%</b>	<b>13%</b>	<b>15%</b>	<b>28%</b>

# Membership

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## Military Engineering Schools

- 2016-2017 Focus on Military Engineering Schools as “Center of Gravity” for uniformed military engineers
- SAME will work with:
  - US Marine Corps Staff College, Grey Research Center, Quantico, VA
  - US Army Engineer School, Fort Leonard Wood, MO
  - US Navy Civil Engineer Corps Officer School, Port Heuneme, CA
  - Air Force Institute of Technology, Wright-Patterson AFB, OH

# Membership

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- The “Center of Gravity” for these schools are the Instructors.
  - Each instructor influences hundreds of students each year
  - For example at the Army Engineer School the Engineer Captains Career Course (ECCC) instructors, also known as small group leaders (O-3s) teaches 60 O-3s every year. After graduation they will influence 4 lieutenant (O-1s and O-2s) in their unit. So 1 Small Group Leader can effect 240 officers in the Engineer Regiment. There are 8 Small Group Leaders in the ECCC who could positively influence 1,920 officers (O-1 through O-3) every year in just that course in that one school. Those O-1s and O-2s return to FLW for ECCC when they are O-3s to influence, reinforce and repeat. Nice cycle.

# Membership

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- SAME National to provide:
  - SAME Brief on benefits of Uniform Membership and two possible career paths (for those who stay in the military and for those who do not)
    - Going over Posts, Discounts of Partner Education, Accreditation, Careers, etc...
  - Pay for Dinner for class attendees

# Membership

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- Military Engineering Schools Continued
  - Joe will hold a call with the Posts surrounding each of the Military Engineering schools to offer our support
  - Hoping that surrounding Posts will support the closest Post in their efforts as this is not a loose confederation but “One Society”
  - Alternative Credit Path for Streamers

# TME Advertising Revenue

**\*\* as of May 1, 2016. Sales for this issue continue until June 1, 2016**

	Jan- Feb TME	Mar- Apr TME	May- Jun TME	Jul- Aug TME	Sept-Oct TME	Nov- Dec TME	Year End Totals
<b>2016</b>	<b>61</b>	<b>72</b>	<b>122</b>	<b>90**</b>			
2015	61	85	99	77	91	89	502
2014	81	99	121	98	105	97	601
2013	120	111	168	120	147	133	910
2012	120	155	214	114	145	145	1.069
2011	135	149	302	172	169	209	1.309
2010	120	132	245	188	185	198	1.239

# Sponsorship Revenue

**\*\* Sales for SBC are open and ongoing**

Event	2014 Sales	2015 Sales	2016 Budget	2016 Sales	2016 Sales compared to budget
DOD	\$13,000	\$21,000	\$18,500	\$32,000	<b>+13,500</b>
JETC	\$261,400	\$256,500	\$230,000	\$357,000	<b>+127,000</b>
Transition	\$16,000	\$12,500	\$26,500	\$28,600	<b>+2,100</b>
SBC	\$137,500	\$208,500	\$200,500		
Totals	\$427,900	\$440,000	\$475,500	<b>**\$417,600</b>	

# Partner Program Revenue

Partner Program Levels	# Purchased	Revenue
Titanium	1	\$150,000
Platinum	2	\$200,000
Gold	6	\$450,000
Silver	2	\$100,000
Small Business	1	\$20,000
Total	12	\$920,000

**2017 Partner Program launching at JETC. The new program is more robust than its 2016 predecessor and includes more regional and post level event options.**

# **Sales – Account Management**

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- Marlayna Bush
  - Focusing on 199 dropped sustaining member companies from 2015
  - Approximately 50 so far from 2016
  - Recruiting sustaining members from lists received from DBIA and CMAA
  - Selling educational courses such as David Nour 6 Part series and IBOW, and Council Webinars

# Newsletter – Real TiME

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- Going to All Members
- Will cut back on the # of emails from HQ
  - Featured Article
  - Podcasts
  - Member Survey
  - Education/Professional Development
  - Calendar of Events (National, Regional, Partner, Posts)
  - Social Media Highlights
  - Post Spotlight or Member Spotlight
  - Infographics
  - Countdown to 100

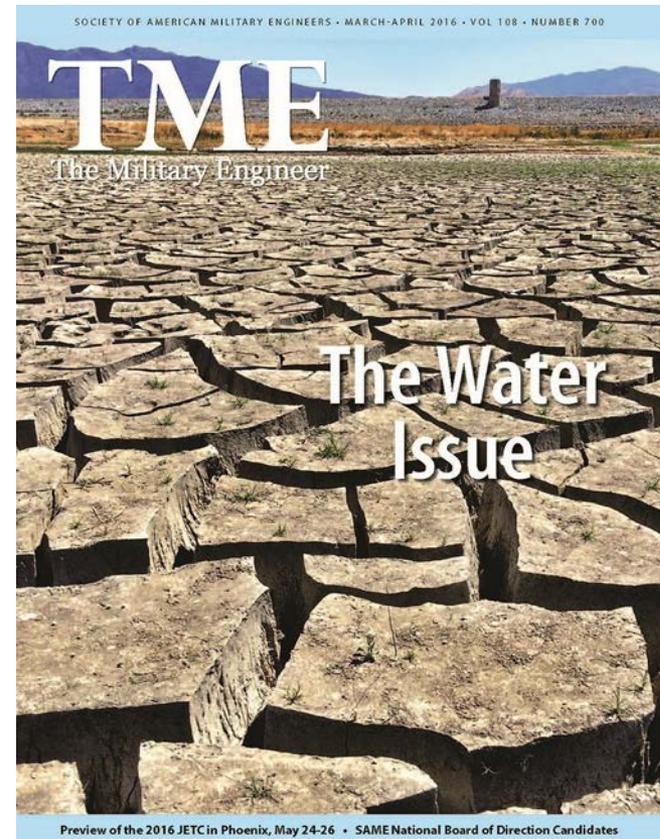
# Editorial Calendar

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- Editorial Topics Calendar Integration Supports Posts, Members, Supports our National Direction and Supports our National Reputation
- Integrate our Brands
- Create Opportunities for Members
- Outcome: Integration makes SAME and its members a “thought leader” in a particular professional area each month of the year. One month the focus is on water, one month it is facility management, one month it is environmental engineering, one month it is joint engineer operations, and so on. A member or member company could theoretically produce an article, turn it into a webinar and then present it at JETC—fully featuring themselves/their company or agency as an “expert” in a particular area.

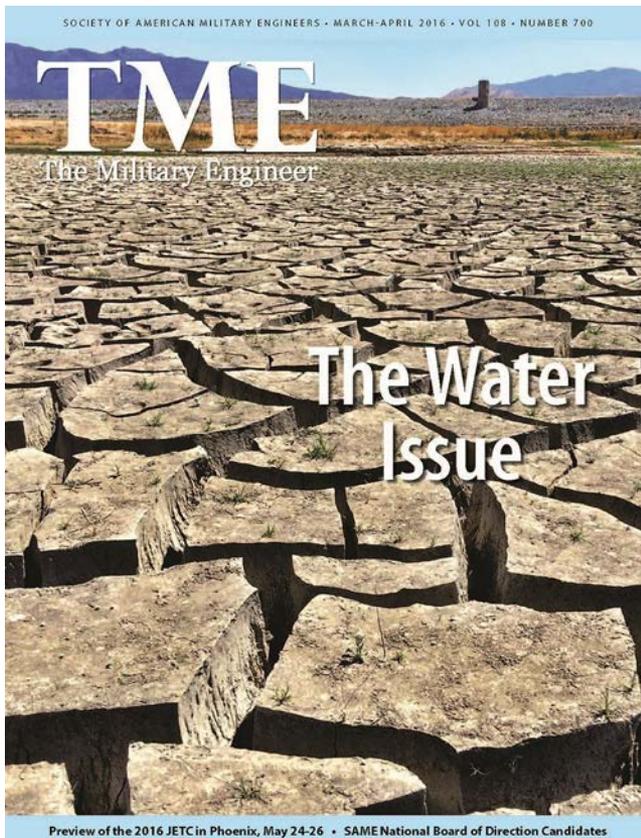
# Example: March-April – Features and Articles Focus on Water

- Webinars – four webinars held during the month – These webinars would be known about months in advance as the editorial calendar is out 18 months in advance.
- Topics could be independent of the TME articles or a more in-depth look at a specific article
- This process will alleviate one of the biggest challenges in organizing webinars – what topics, who’s doing them, and when?



# Example: March-April – Features and Articles Focus on Water

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- Posts would be provided the National Topics/Editorial Calendar in advance and if they choose, they could align their monthly meeting presentations accordingly if they wanted.

# Further Integration...

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- DBIA Water/Waste Water Conference
  - Water TME issue or collection of Water articles in DBIA attendee bag
  - A “TME Presents” collection of case studies during a session at DBIA

# Editorial Calendar

## 2016 Editorial Calendar

**TME**  
The Military Engineer

### BONUS DISTRIBUTIONS

#### March-April

Distributed to more than 600 attendees at the DOD & Federal Agency FY2017 Program Briefings, March 8-9, 2016, in Alexandria, Va.

#### May-June

Distributed to more than 1,500 attendees at the 2016 SAME Joint Engineer Training Conference & Expo (JETC), May 24-26, 2016, in Phoenix, Ariz.

#### September-October

Distributed to more than 4,000 attendees at the IFMA World Workplace Conference & Expo, Oct. 5-7, 2016, in San Diego, Calif.

#### November-December

Distributed to more than 1,700 attendees at the 2016 SAME Small Business Conference, Nov. 16-18, 2016, in Atlanta, Ga.

### January-February

#### Main Theme: Environmental Engineering

TME will highlight how industry and government agencies are working to ensure a commitment to environmental stewardship and resource conservation, including through remediation, munitions response, regulatory compliance, air quality initiatives, habitat restoration, and handling of emerging contaminants and contaminants of concern.

#### Special Report: Resilience & Preparedness

As the country faces potential economic and national security challenges caused by climate change, extreme weather and other new and ongoing concerns, this Special Report will highlight projects, programs and initiatives intended to help increase the resilience and preparedness of communities, states, regions and infrastructure across the United States.

#### Article Deadlines:

Article Proposals: Oct. 2, 2015 | Final Manuscripts: Oct. 19, 2015

#### Advertising Deadlines:

Ads Close: Dec. 1, 2015 | Ad Materials Due: Dec. 4, 2015

### March-April

#### Main Theme: The Water Issue

This issue of TME will be devoted entirely to Water. Topics will include:

- improving infrastructure and accessibility on inland waterways, coastal ports and channels for the benefit of the nation and its communities;
- increasing availability of safe drinking water on rural villages, military installations and down-range operations;
- overcoming the impacts of droughts to mitigating the impacts of floods;
- innovation in research laboratories to implementation on the battlefield;
- enacting better stormwater and wastewater practices to planning for future global demand growth;
- reducing water usage on bases and government facilities;
- combating the impacts of sea level rise; and more.

#### Article Deadlines:

Article Proposals: Nov. 13, 2015 | Final Manuscripts: Dec. 14, 2015

#### Advertising Deadlines:

Ads Close: Feb. 1, 2016 | Ad Materials Due: Feb. 5, 2016

### May-June

#### Main Theme: Energy & Sustainability

TME will highlight the importance of energy and sustainability on the federal government's ability to fulfill its strategic interests. Topics will address the military services' focus on mission assurance through energy assurance; energy trends that may impact future international relations; benefits of increasing installation sustainability through net zero approaches; and innovation and investment that can best support key foundations of the United States such as improvements to the energy grid and power generation infrastructure.

#### Special Report: FY2017 Engineering Service Programs

This annual feature will preview the FY2017 military construction and sustainment, restoration and modernization programs as presented by the Engineering Chiefs of the U.S. Army, U.S. Navy, U.S. Air Force, U.S. Coast Guard and U.S. Public Health Service and provide insight into key mission focuses and trends facing the uniform services.

#### Article Deadlines:

Article Proposals: Jan. 29, 2016 | Final Manuscripts: Feb. 22, 2016

#### Advertising Deadlines:

Ads Close: April 1, 2016 | Ad Materials Due: April 4, 2016

### SPECIAL ISSUE: Summer 2016

#### Vietnam Commemorative Issue

TME will publish a special issue in summer 2016 remembering the contributions, impacts and achievements of military engineers during the Vietnam War. Reprints of past articles that appeared in TME during the Vietnam War years coupled with retrospectives from today by Vietnam veterans and military engineering leaders will round out the issue. Lt. Gen. Ted Stroup, P.E., F.SAME, USA (Ret.) is Guest Editor of this special issue in concert with TME staff.

*We would like to hear from Vietnam veterans who have an interest in providing material for this special issue in order to make it an authentic and memorable issue. Contact TME Editor Stephen Karl at [editor@same.org](mailto:editor@same.org) for more information.*

### July-August

#### Main Theme: Project Management

TME will examine how the public and private sectors are working together to ensure that facilities and infrastructure in support of strengthening the nation are built efficiently and expeditiously, whether constructing an innovative water treatment plant or highway system for a local community or region, fast-tracking a mission critical building in an austere contingency base environment, or undertaking a multi-year Civil Works megaproject that brings economic value to the country and safety to its citizens.

#### Special Report: Cyber Security

This Special Report will look at the evolving challenges facing the United States and its strategic interests as a result of cyber-attacks. Solutions will be presented on how industry and government are working to increase awareness, mitigation and responsiveness to cyber threats that impact proprietary data, national security, military missions, operational readiness and critical infrastructure.

#### Article Deadlines:

Article Proposals: April 1, 2016 | Final Manuscripts: April 18, 2015

#### Advertising Deadlines:

Ads Close: June 1, 2016 | Ad Materials Due: June 3, 2016

### September-October

#### Main Theme: Asset Management

TME will provide insight into the increasingly important discipline of Asset Management. A broad set of topics will include: facility management, master planning, utility mapping, resource usage and more, as well as how government agencies and the military services are overcoming continued budget strains for sustaining and maintaining their facilities and infrastructure in order to achieve demanding mandates for energy, water, waste efficiency and others.

#### Special Report: Health & Safety

This Special Report will focus on the critically important aspects of design, engineering and construction that affect health and safety of workers, occupants and the environment. Coverage will include safety and proper training for the job site, health of those living and working in facilities, proper codes and standards adherence, and innovative systems and technologies that seek to increase health and safety as it pertains to the A/E/C profession.

#### Article Deadlines:

Article Proposals: June 3, 2016 | Final Manuscripts: June 20, 2016

#### Advertising Deadlines:

Ads Close: Aug. 1, 2016 | Ad Materials Due: Aug. 3, 2016

### November-December

#### Main Theme: Design & Construction

TME will feature a range of projects from across the public sector that exemplify how designers, engineers and constructors, working collaboratively and with others involved in the project delivery process, are building facilities and infrastructure that enable the government and military services to meet their mission needs. Projects may include a lock and dam repair, a federal courthouse renovation, a new barracks or missile defense facility, a renewable energy project, or others.

#### Special Report: Joint Engineer Operations

This Special Report will look at how military leadership, uniformed engineers and contractors are continuing to shape doctrine and implement lessons learned on the battlefield and through humanitarian missions and joint operations to advance U.S. strategic interests, enhance allied relationships, and provide support to developing countries and in response to national emergencies.

#### Article Deadlines:

Article Proposals: Aug. 5, 2016 | Final Manuscripts: Aug. 22, 2016

#### Advertising Deadlines:

Ads Close: Oct. 3, 2016 | Ad Materials Due: Oct. 6, 2016

### Year-End Issue: December 2016

#### TME Year in Review

This special year-end digital issue features some of the best and most unique articles, features and interviews that appeared in TME during the year. The Year in Review also spotlights the Icutin Medal winner, an annual award presented to the author of the most outstanding article that appeared in TME as voted on by a panel of past SAME National Presidents.



#### New in 2016!

Each issue of TME also will welcome submissions on three specific topics:

- Business Development
- Contracts & Acquisition
- Research & Innovation

Feature articles within these areas can be submitted for consideration at any point throughout the year. The idea is to engage thought-leaders among SAME's diverse mix of professionals and provide readers with unique viewpoints, lessons learned and insight on topics of importance to their careers. Publication is at the discretion of the editorial staff.

#### Spotlight Articles

TME also encourages submissions on topics that may not be represented on the Editorial Calendar or may be better presented in a longer-form, feature presentation. Past examples include: Expeditionary Engineering, Joint Basing, USACE District Acquisition, and Engineering Programs in Europe.

For more information, visit [www.same.org/tme](http://www.same.org/tme), or contact [editor@same.org](mailto:editor@same.org).

NOTE: Editorial Calendar subject to change at the discretion of the editor.

JETC Board Meeting May 23, 2016

Society of American Military Engineers | Dedicated to National Security Since 1920

# Post Operations

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- 105 POSTS!
- New Tennessee Valley Post
- Potential New Field Chapter at Marine Corps Air Ground Combat Center (MGAGCC) Twentynine Palms in California
- Potential New Vandenberg AFB Post in California
- Potential Middle East Posts – coming back

# Post Operations Council vs. Task Force?

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Comprised of Staff Member (Marc Bialek)

- Large, Medium and Small Post Representatives
- Representation from each of the 17 regions if possible
- Dick Kochanek of the San Antonio Post would like to be the first Chair

Mission: The Council would be responsible for coming up with new ways to make volunteer leadership at the Post level easier and new ideas to help Posts execute current programs

# Post Operations – Document Exchange

## Over 600 Samples and Templates

The screenshot shows a web browser window displaying the SAME Document Exchange website. The browser's address bar shows the URL [www.same.org/Document-Exchange?EntryId=0](http://www.same.org/Document-Exchange?EntryId=0). The website features a navigation menu with options like 'Admin', 'Tools', 'Help', 'Modules', 'Pages', and 'Users'. A sidebar on the left contains links for 'Discover SAME', 'Get Connected', 'Become Involved', and 'Grow Professionally'. The main content area includes a banner for 'DISCOVER SAME' with a photo of people at a conference. Below this is a section titled 'IN THIS SECTION' with a list of links: 'About SAME', 'National Leadership', 'History of SAME', 'TME Magazine', 'Shop the SAME Store', and 'Make a Donation'. The central focus is the 'Document Exchange' section, which displays a table of documents:

Title	Author	Last Modified	
SAME Templates, Samples and Documents	Marco Dialek	5/4/2016 10:29 AM	   

Below the table are links for 'Show Deleted' and 'Edit Templates'. The footer includes social media icons, the 'BRICKS&CLICKS' logo, and copyright information: '© 2016 Copyright. All rights reserved. SITE MAP | CONTACT US | JOB CENTER Society of American Military Engineers. Dedicated to National Security Since 1920.'

# Post Leaders Workshop Registration Open

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## POST LEADERS WORKSHOP

COMING AUG. 28-30, 2016 IN ST. PETERSBURG, FLA.

Held each year the Post Leaders Workshop brings together leaders of SAME Posts from across the globe to share best practices, discuss areas of need, and listen to experts on getting volunteers engaged.

*Attendance is required for a Post to earn Distinguished Post status.*

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JETC Board Meeting      May 23, 2016

Society of American Military Engineers | Dedicated to National Security Since 1920

# Post Leaders Workshop

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- Icebreaker and Reception on the beach with Tampa Post and Post Leaders
- Optional Yoga and Leadership morning sessions
- Cynthia D'Amour speaking about Recruitment, Retention and Engagement – special focus on how Post Leaders can bring back what they learned from PLW
- Special Presentations from Buddy Barnes, Stretch Dunn and Jim Donahue
- Business Plan Presentations from Mission Committees and Councils to XC and Post Leaders

# Student Leaders Conference

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- 2 days
- Cynthia D'Amour - day 1
- YM, Sustaining Member and Uniform Member Career Panels – day 2
- Career Fair
- Imagineer Session
- Keynote TBD

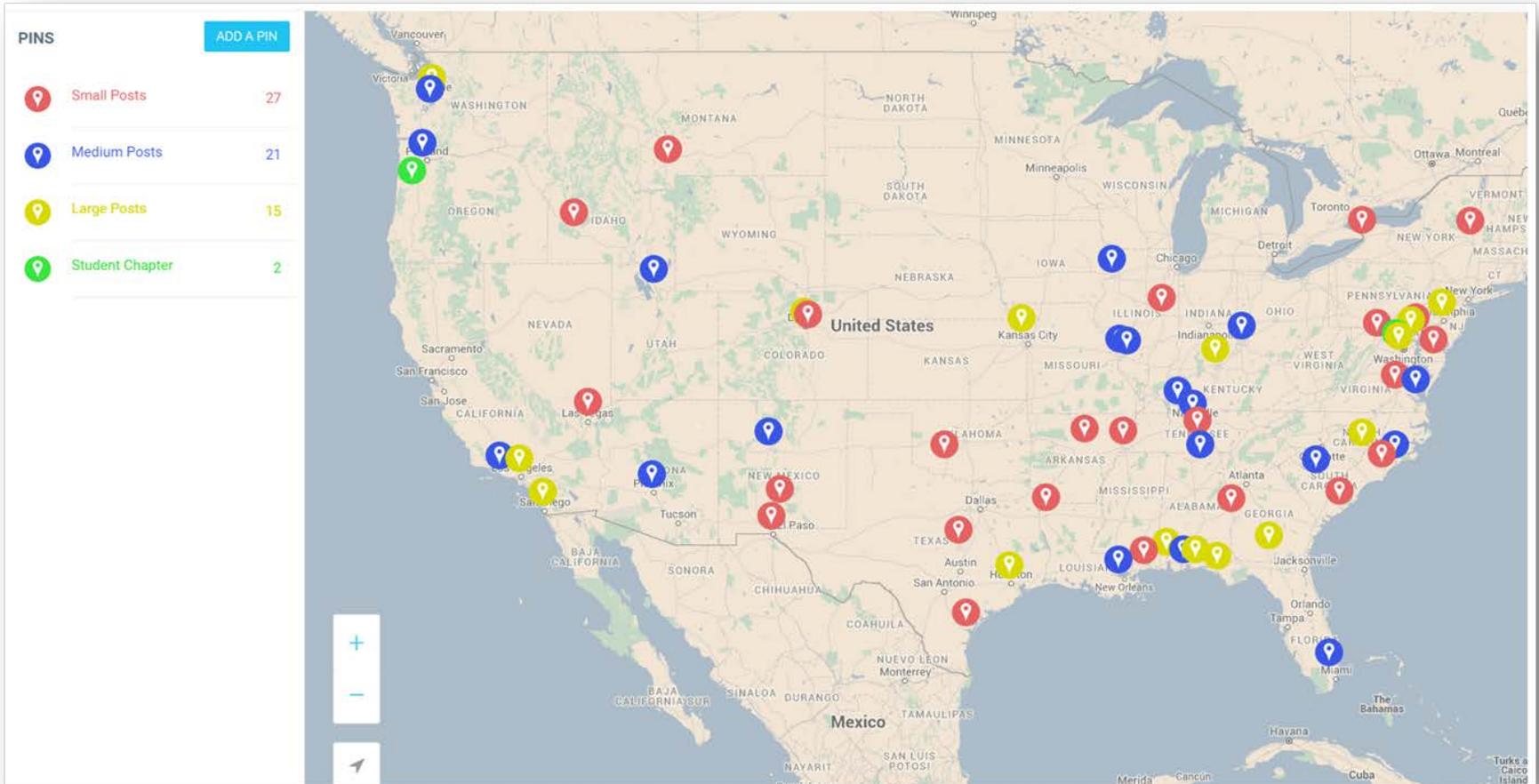


# Post Websites

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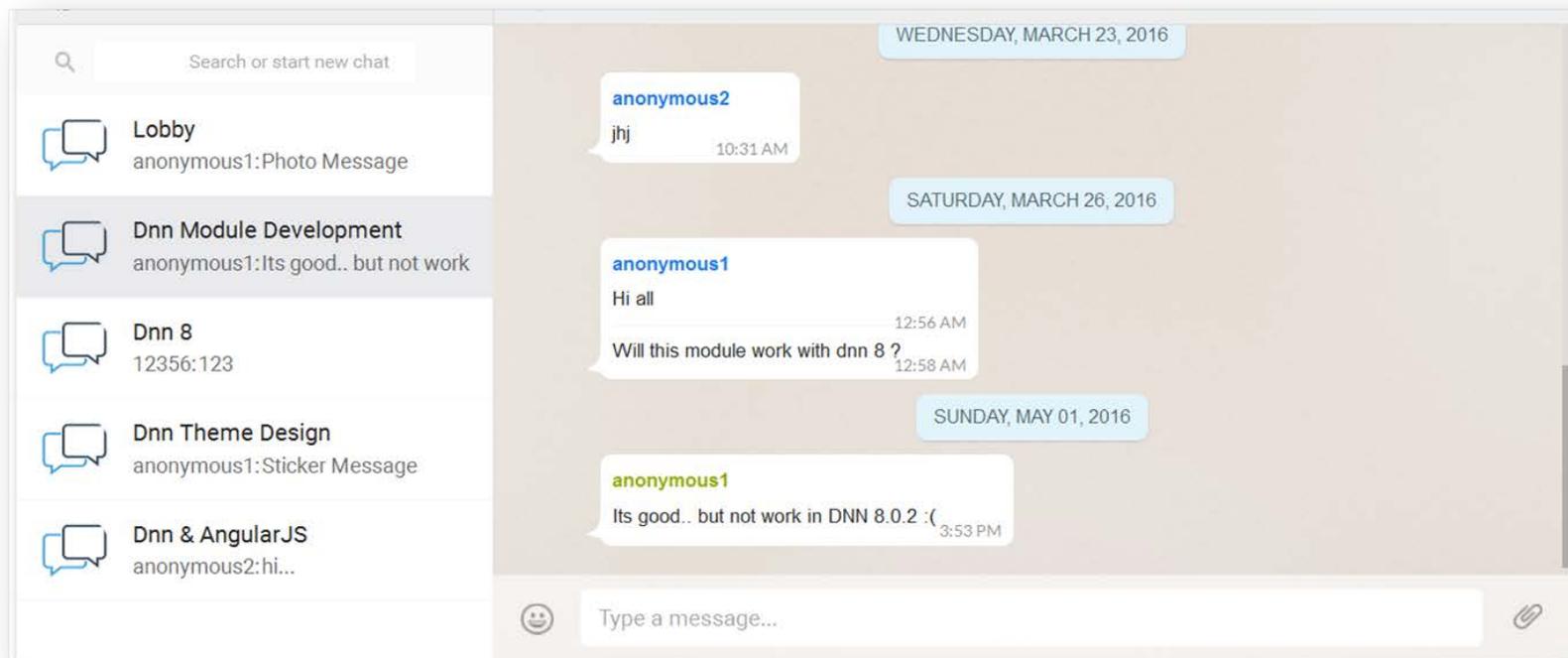
- 65 Websites to date – 2 on deck as they currently don't have websites
- Find a Post Interactive Map
- Bruna Siloto will be presenting on the Post Websites at PLW

# Post Websites



# SAME Website and Post Websites

- Current Modules being tested for Future Implementation – Chat Room



# SAME Website and Post Websites

- Current Modules being tested for Future Implementation – Blog Posts

Responsive layout support

Cross Article demo - show articles with list and provide basic search (via CrossArticle\_List sub module)

Departments

Article(669) 

RSS Feeds(73) 

Product Catalog(4) 

Real Estate(6) 

Job Listing(4) 

Automobile(3) 

Classified Ads(24) 

Input Title:  Order By: Creation Date Descending  Page: 5

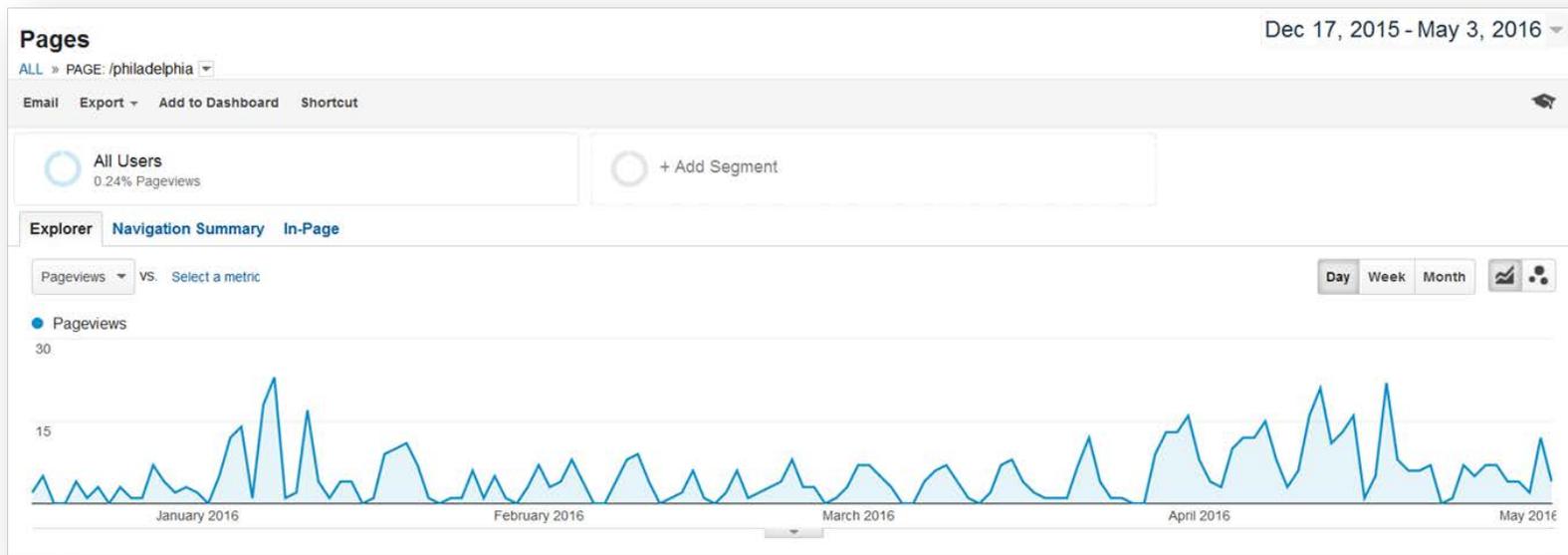
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- DNN 8 newsletter & email marketing & social & contacts module - Cross Bulk Mailer 6.3 released (2/11/2016)
- Cross Article 8.2 is out, now supports JQuery Tabs (2/1/2016)
- Classified Pro 8.6 - eCommerce & Store & Auction & Classified Ads & Slideshow & Content Localization is out (1/27/2016)
- DNN 7.3 video & audio & YouTube & slideshow module - Cross Video Gallery 6.6 is out (10/29/2014)
- DNN 7.3 photo & Flickr & Picasa & Slideshow module - Cross Photo Gallery 5.9 released (10/8/2014)



# Post Websites

- Google Analytics Reports are available upon Post Request



# Post Websites

- Post Website Management Page – Resource center for Post Web Managers with all information needed to update their websites with forum, quick guides and webinar

The screenshot displays the Post Website Management Page. On the left, a 'RESOURCES' sidebar lists links for learning HTML and CSS, CSS effects, and additional tools. The main content area features a video player for a webinar titled 'Updating Content module'. Below the video, a 'Welcome to the Post Web Management Page' section provides instructions for Post Web Managers. A table titled 'Additional Modules' lists various modules and their functions. At the bottom, a forum section is visible with a search bar and a topic titled 'Post Website Management'.

**RESOURCES**

**Learn HTML and CSS Online:**

- Codecademy
- Treehouse
- W3 Schools [Free]
- HTML.net [Free]
- General Assembly [Free]

**CSS Effects**

- Code Pen
- Hover Effects

**Additional**

- DNN Tutorials
- HTML Cleaner
- Convert a PDF file into a Word Doc
- PDF to a Paper
- Adjust your image size online [Free]

**Updating your new Post Website**

**Updating Content module**

**Welcome to the Post Web Management Page for Post Web Managers**

This page is accessible only by Post Web Managers and here you will find a brief webinar on how to update basic features of your new website. You can also post any questions, comments or start a discussion on our Forum at the bottom of this page. For each advanced module of the website, you will find a quick guide with steps on how to update that module on your website.

Thanks for stopping by!

For specific module requests please contact me at [os100@same.org](mailto:os100@same.org) or [webmanager@same.org](mailto:webmanager@same.org).

**Additional Modules**

Module	Functions	Pages Using Module (live demo)
COOLDNN-Responsive logo Carousel	Image or logo carousel/slider	Image Slider Logo Carousel

• COOLDNN - Responsive logo Carousel - Quick Guide [PDF]  
All images on this module need to be the same dimensions. You can use Photoshop to adjust that or free online tools such as <https://polr.com/editor/>

**Forum**

NEW TOPIC | Mark all as read | Actions | Filters | Help

Post Website Management | Shared publicly | Membership and email settings

4 of 4 topics (1 unread)

This group does not have a welcome message.

[Add welcome message](#)

[Post Website Management Issues \(1\)](#)

# Membership Record Updates

- Drive to get our members to clean up their member records and add new, valuable information.
- The intent - SAME National provides targeted marketing campaigns rather than a “blanket” marketing approach.



# Strategic Partnerships

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- **Goal:** To leverage SAME with other associations in the A/E/C Industry to the benefit of our members – help us realize our vision.
- **Member Value Proposition (to be funded by Foundation):** Currently partnered with CMAA (66% discount); APPA verbally agreed to 70% discount. Negotiating with SMPS, APPA, DBIA, PMI and IFMA.
- **Benefits** – Continuing Education Discounts, Expanded Marketing Reach, Potential for New Members, stature in A/E/C industry as integrator, and much more ....
- **Other Partnerships:** Coalition of Military Engineering Societies, BSA (signed), reworking DBIA, and many others – intent is to exchange opportunities in kind (memberships, booths at events, advertising, etc).

# Database Integration

Task	Present	Deliverables	Budget/Labor	Date
<b>Company Directory</b> <i>(Directory of Member Firms and Public Agencies; no longer in print but available via the web site as a showcase for our member firms.)</i>	Hosted by outside vendor Not connected to CV* Important member benefit for company members Requires additional login to independent site No connectivity with membership database so updates are not captured in our database Requires manual verification of over 1,500 records to determine if the company is still a member Requires manual data entry by SAME staff to set up initial profile	All data transferred to CV Enhanced member benefit with searchable fields and downloadable results Single login for ALL SAME functions – membership and company profile updates Fully connected with membership data; “one stop shop” for our company members Enhanced fields – small business category, capabilities, emergency response experience, description, logos- that are easily editable Cost savings by terminating outside vendor contract	\$2,000  (Euclid programmer time; temp 10 hrs; NR [non-billable])	May 2016

# Database Integration

Task	Present	Deliverables	Budget/Labor	Date
<b>Partnership Allocation</b> <i>(We have entered into Partnership Agreements with some of our major company members so that we are not “nickel and diming” them to death.)</i>	<ul style="list-style-type: none"> <li>All money is collected in three installments</li> <li>Money is allocated to various functions (events, membership, advertising) via an Excel spreadsheet and manual accounting reconciliation</li> </ul>	<ul style="list-style-type: none"> <li>CV is set up to handle all financial aspects of the Partnership Agreements</li> <li>Membership is properly tracked and posts are given their share of post dues</li> <li>Advertising is properly allocated so that we can track both finances and the insertion orders</li> <li>Event booth sales, registrations and other functions are properly tracked both for statistics and for finance</li> </ul>	\$4,000  Euclid programmer time; AI, NR [non-billable]	November 2016

# Database Integration

	Present	Deliverables	Task	Date
<b>eShow</b> (Currently all our major conference – e.g.JETC, SBC – registrations are hosted by eShow because they have an advanced system and provide on-site support)	<ul style="list-style-type: none"> <li>eShow is our registration program for major conferences</li> <li>Not connected to CV</li> <li>No connection with financial software, requiring manual reconciling</li> <li>No connection with membership resulting in frustration and confusion for our members</li> </ul>	<ul style="list-style-type: none"> <li>We continue to use eShow because of their capabilities</li> <li>CV is integrated with eShow</li> <li>Any updates that are captured during the registration process are also captured in our database</li> <li>Single login for ALL membership and registration functions for our members</li> <li>Full accounting of all financial transactions</li> </ul>	\$26,000  Euclid programmer time; \$5,000 flat fee to eShow; temp 20 hrs for record cleanup	Phase 1 July 2016; Phase 2 (financial data transfer) February 2017

# Database Integration

Task	Present	Deliverables	Budget/Labor	Date
<b>Dynamics</b> <i>(Financial management system)</i>	<ul style="list-style-type: none"> <li>Not integrated with CV</li> <li>All financial data entered manually by SAME staff</li> <li>Difficult Audit process</li> <li>Manual reconciliation</li> </ul>	<ul style="list-style-type: none"> <li>Fully integrated with CV</li> <li>Financial data electronically transferred</li> <li>Reconciliation accurate and streamlined</li> </ul>	\$4,000  Euclid programmer time; AI, NR [non-billable]	September 2016
<b>Email</b> <i>(Blast email system for pushing information to our members)</i>	<ul style="list-style-type: none"> <li>Not integrated with CV</li> <li>Third party vendor</li> <li>No capacity to track bad addresses or unsubscribes</li> </ul>	<ul style="list-style-type: none"> <li>Email program in CV</li> <li>Ability to allow members to unsubscribe</li> <li>Ability to track responses and undeliverable addresses</li> <li>Cost savings by terminating third party contract</li> </ul>	\$1,000  License fee to email system; Euclid programmer time; NR [non-billable]	June 2016

# Database Integration

Task	Present	Deliverables	Budget/Labor	Date
<b>Job Board</b>	<ul style="list-style-type: none"> <li>• Third party vendor</li> <li>• Vendor collects 75% of job posting revenue</li> <li>• Not integrated with CV</li> <li>• No capability to control job postings</li> <li>• Multiple logins and not tied to membership</li> </ul>	<ul style="list-style-type: none"> <li>• SAME realizes full revenue</li> <li>• All job postings and resumes are stored in CV</li> <li>• Single web sign-on through our web site</li> <li>• Members can upload their resumes and apply for jobs</li> <li>• Companies can post jobs for various time periods and various positions</li> <li>• National office has ability to office valuable member benefit</li> <li>• Cost savings by terminating third party vendor</li> </ul>	<p>\$4,000</p> <p>Euclid programmer time; potential temp time to migrate records 20 hrs</p>	July 2016

# Database Integration

<b>SAME Camp Registration</b>	<ul style="list-style-type: none"> <li>• Not integrated with CV</li> <li>• No historical data on campers</li> <li>• No SAME membership follow-up with campers</li> <li>• Manual verification of SAME membership</li> <li>• Third party vendor handling all camp registration</li> </ul>	<ul style="list-style-type: none"> <li>• Registration to camp via single sign-on through our web site</li> <li>• All camper data maintained by SAME and tied to membership</li> <li>• Historical data and follow-up with campers who are future members</li> <li>• Streamlined registration process so that camp registrar can focus on non-administrative matters</li> </ul>	\$2,000	February 2017

# PROGRAMS

Nick Desport | Director

Belle Febbraro | Senior Education & Program Manager

Nicole Mathews | Education & Program Manager

Jackie Barrett | TISP & Education Program Manager

# Program Direction

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- Quality = Value
- Call For Presentations
  - Its Working (FMW: 18/62, CIS: 43/64, JETC: 46/109)
  - C/Cs Develop Some Sessions and Serve as Reviewers
  - Meets Member Needs (Diverse Tech/BD/Leadership)
  - Involves/Engages Industry Members
- Education/Webinars
  - National Support to Posts (Baltimore, Tampa, Honolulu, Rock Island, San Diego, Anchorage)
  - National Offerings?

# JETC 2017 and Beyond

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- Coalition of Partners
  - AEA/MCEA/ASNE/SNAME
  - Bring in suppliers too
- Keep focus on JECO - type of exercise
  - Bring back value to the military
- Continue to Build on Program Content
  - Deliver more Professional Development
  - 59 Education Sessions in 2016 via CFP & C/Cs

# Committee & Council Purpose

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- Provide Value to our Society
  - People with similar interests
  - JETC/SBC/CIS/IBOW/FMW/HETW/JEOC/Resilience Workshops
- Provide Value to Individual Members
  - Professional Development
  - Connections – Networking/Mentoring
- Provide Opportunities for Posts – To Support Strategic Plan
  - Leadership Positions and Connections
  - Member Recruiting
- **WHAT DO THEY CURRENTLY DO?**

Link to Young Members

**Member Engagement**

**PDHS**

**CIS**

**Conference Calls**

Educational Webinars

**RECOGNITION**

**Newsletters**

**Connections**

**FM Workshop**

**JETC**

**SBC**

**Promote Leadership**

**Board of Direction**

**Committees & Councils**

**Journals**

**Subject Matter Experts**

**PLW Briefings**

**Mentors**

**Track Chairs**

**Moderators**

**IBOW**

**Professional Development**

**Communication Channels**

**Work Plans**

**JEOC**

# DISCUSSION

# MEETINGS & EXPOSITIONS

Ann McLeod, CEM, CAE | Director

Amira Kruyne | Registration & Exhibits Manager

Kathy Off, PMP, CGMP | Meetings & Exhibits Manager

# SBC Concept

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- Focus on Market Research
  - For Government: Understand what capabilities are out there for upcoming projects and programs, the competition can they expect, etc.
  - For Industry: Return armed with info their company needs to make decisions on pursuits, available teaming opportunities, etc.
  - Small task force from SB Council providing input on how we can build on current methods and increase market research support
- Outcomes
  - Wider audience of both industry and government is attained due to better ability to gather needed information.
  - Government contracting officers become more aligned with the projects for which they are overseeing contracting services.
  - Improve efficiency and effectiveness of market research for government employees, and reduce acquisition timeline

# SBC Concept

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- Focus on Quality Sessions
  - For business briefings, possibly organize by business lines rather than geographically
  - Conducting Call for Presentations to deliver wide scope of education sessions for small businesses and tap into expertise from SAME membership
  - Provide more training for government employees based on their needs and requirements
- Outcomes
  - Increased attendance for both government and industry
  - Increased return on investment and return on participation for attendees, thereby fostering loyalty and increased participation

# SBC Planning

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- Meeting and communicating regularly with VA and USACE POCs
- Booth sales process began first week of May
- Call for presentations to be deployed shortly after JETC
- Registration and housing to open end of June
- Partnering with Atlanta Post for volunteer support

# JETC – Where We Go Next

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- Evaluate efforts made this year (CFP, JECO exercise, expanded schedule)
- Work with the coalition to create a robust event that fulfills all audience needs and what it can become.
- ASK...how does JETC help us:
  - PROVE our value ?
  - LIVE our mission ?
  - ACHIEVE our vision ?
  - ACCOMPLISH our goals ?
    - Relationships
    - Leadership & Mentoring
    - Professional Development & Personal Growth
    - Resilience
- Determine the best location (2021...) in which to achieve

# COMMUNICATIONS

Stephen Karl | TME Editor in Chief and Communications Senior Manager

Natalie Rooney | Graphic Designer

Bruna Siloto | Web Specialist

# 1920

“A Society cannot accomplish the purposes for which it was established until it possesses a strong and influential membership. Accordingly, the main issue for the Society of American Military Engineers at this time is to build up its membership.”

*-The Military Engineer, May-June 1920*

# Today

“The 2020 SAME Strategic Plan is about enabling volunteers, our greatest asset, to achieve local objectives that support our vision. ... Volunteers are at the heart of everything we accomplish.”

*-The Military Engineer, Jan.-Feb. 2016*

# 1920

“These local Posts, in bringing our members into close personal touch with each other, are believed to be essential to the realization of our fullest usefulness...”

*-The Military Engineer, May-June 1920*

# Today

“The opportunity to become involved and inspire begins at the Post Level.”

*-The Military Engineer, Nov.-Dec. 2015*

“We are and will remain a Society of vibrant Posts.”

*-The Military Engineer, Jan.-Feb. 2016*

# 1920

“Eligibility qualifications for membership in this Society are drawn on the broadest possible lines consistent with the achievements of its aims.”

*-The Military Engineer, Jan.-Feb. 1920*

# Today

“We are unique with regard to the inclusive nature of our mission. We serve our nation by uniting the efforts of uniformed and public engineers at all levels of government, industry, academia, other non-profit organizations and frankly, anyone who wants to make a contribution.”

*-The Military Engineer, Nov.-Dec. 2015*

# 1920

“Mutual confidence and efficient cooperation are possible only if we are all well acquainted. Therefore, let us make an effort, a continuous effort, to get together.”

*-The Military Engineer, July-Aug. 1920*

# Today

“Our intent is to build a Strategic Plan that ensures we are aligned as One Society.”

*-The Military Engineer, May-June 2015*

# 1920

“As an important means to this worthy end, we are establishing at this time a Society of American Military Engineers.

This society will serve no selfish ends. It is dedicated to patriotism and national security. Its objects are, in brief, to promote solidarity and co-operation between engineers in civil and military life, to disseminate technical knowledge bearing upon progress in the art of war and the application of engineering science thereto, and to preserve and maintain the best standards and traditions of the profession, all in the interests of patriotism and national security.”

*-The Military Engineer, Jan.-Feb. 1920*

# Today

“SAME is vital and enduring. Our leadership is needed now more than ever.

... The teamwork and Society-wide participation that is truly reflected in the 2020 *SAME Strategic Plan* is only a starting point. By pulling together, we will achieve our vision and set the stage for even greater service to our nation and our profession during our second 100 years!”

-*The Military Engineer*, Jan.-Feb. 2016

# 1920

“To maintain a national society, whose membership is scattered from coast to coast, some organ of communication, a live up to date journal, was likewise essential.

*-The Military Engineer, Sept.-Oct. 1920*

# Today

- SAME national website
- *TME* magazine
- *Bricks & Clicks* Blog
- 105 Post websites
- *Real TiME* newsletter
- Numerous Post newsletters
- SAME Twitter Account
- SAME Facebook Page
- SAME LinkedIn Group
- 15 Committees & Councils
- 17 Regional Vice Presidents
- 12 Elected Directors
- 5 National Officers
- 23 National Staffers

Yet we still  
struggle to  
communicate.

How can *all of us*  
improve  
communications?