



February 6, 2013

SUBJECT: Minutes of Board of Direction Meeting, December 13, 2012

1. **Attendance.**

Officers	RVPs	Councils	Absent
Leketa, Tony	Bersson, Bill	McDaniel, Bill	Altman, Matt Capt
Fogg, Jennifer	Delaney, Rad	Wallace, Matt	Anderson, Bill
Brown, Bill	Fillip, Alan		Engle, Gary
Rosen, Hal (Non-voting)	Grip, Bill	Elected Directors	Gaskins, Pat
Wolff, Bob (Non-voting)	Graves, Ashlyn	Angell, Joe	Griffin, Robert
	Iverson, Robert	Barnes, Buddy	Jarvis, Scott Col
Mission Committees	Kuhn, Gregg	Bautista, Manny	Khalil, Richard
Cawthorne, John	Nodjomian, Sal	Blount, Mike	Lebron, Jeanne
Grey, Dan	Rose, Steve	Ewy, Ann	Manous, Joe
Hirata, Stacey	Schlesinger, Bob	Lewis, Marilyn	Norris, Jack
Tang, JJ	Snyder, Marci	Moriarty, Bob	O’Kane, Nathan
Ubbelohde, Kurt	Wright, Neal	Torgerson, Ron	Pickens, Theron
		Turek, Nadja	Scheffler, Chef Capt
Appointed Directors	SAME HQ Staff		Washington, Jake
Julie Fisher	Dawkins, Diana	Guests	Wright, Vida
	Desport, Nick	Rick Rubin	
	McLeod, Ann		
	Wilson, Kathy		
Voting Members 8	12	11	Total = 31

2. **President’s Opening Remarks.** Mr Leketa opened the session and indicated that we have an active packed agenda. The Executive Director announced that there was a quorum present—35 of 44 voting members. The XD reminded the Board of the due date of January 15 for nominations for elected directors to the Board and encouraged the Board to nominated deserving individuals. The XD also commented on the successful Small Business Conference and the intent to sign a contract with the Marriott and the Kansas City Convention Center for November 2013—USACE re-confirmed its intent to fully support the conference. Additionally, the two Board meetings in 2013 will be on Tuesday of the JETC in San Diego and Thursday following the Small Business Conference in Kansas City. The President asked if there was any discussion—there was none.

3. **Consent Agenda.**

- a. **Approval of New Fellows. A motion was made, seconded, and unanimously approved.** Bill Brown, Chair of the Academy of Fellows, recognized the new Fellows on the Board of Direction.
- b. **Approval of Ft Hood Post. A motion was made, seconded, and unanimously approved.** The TEXOMA RVP, Greg Kuhn, made some comments on the new Post.

4. **Academy of Fellows.** Bill Brown, Chair, Academy of Fellows, provided an information briefing on the Academy of Fellows, including the overall philosophy of the Academy, which began in 1972. Bill recognized Hal Rosen for his continuing leadership in the selection of new Fellows, and discussed the challenge he intends to issue to Fellows to get them to become more involved in SAME. Bill indicated that a decision has made to charge \$50.00 per person and spouse for the new Fellows and invited VIPs in order to have the Golden Eagle Dinner at least break even compared to a financial loss in 2012. Bill discussed a new proposal to establish a category of Fellow Emeritus when one reaches 75 years of age and fully retired. The individual would submit an application for Emeritus status including a discussion of how the individual has been involved in a local Post. The Emeritus status would provide

complimentary tickets to the Golden Eagle Dinner and other Fellows events. A Board member suggested that complimentary tickets may not be sufficient and perhaps the Board would also pay a stipend for the individual, or provide complimentary register to any SAME event. Another Board member asked whether 75 was too old – perhaps a younger age would be more appropriate. **The President asked for a motion to establish such a category with complimentary tickets to SAME events. A motion was made, seconded and unanimously approved.** The XD also discussed the option of having another designation for Fellows 10-15 years after becoming a Fellow to demonstrate his/her commitment to the Pledge taken when becoming a Fellow. This would be a type of re-certification for Fellows much as is done for Professional Engineers. The President remarked that a system like the Masons have whereby individuals rise to different degrees may be what is needed.

5. Changes to Streamers.

- a. Relationships and Recognition Streamer. Criteria 3 was changed to require that Posts have an updated website as of January 1, 2014 for the 2013 streamer to reflect the importance for Posts to maintain an up to date website. Criteria 7 was changed to remove the Fellow nomination from the streamer criteria so that there is no pressure on Posts to submit a Fellows nomination just to meet the Streamer criteria and clarified that submitting endorsements for a nomination, self-nominations, and recipients of awards where no nomination was required, did not meet the intent of the criteria.
- b. Education and Training Streamer. A new Criteria 5 was added based on a recommendation from the TEXOMA Region: Conduct at least one community service project.

A motion was made and seconded to approve the Streamer changes. Discussion followed. A Board member asked about the placement of the community service element—it was previously in the streamers before they were restructured when the Strategic Plan was restructured in 2011. A Board member suggested that perhaps the RVP Medal should also be removed since the recommendation for a Medal just to meet the streamer criteria is not a good criterion. A question was raised as to the criteria for a RVP Medal—there are no written criteria for RVP Medals. Another Board member commented that when an RVP it was difficult to get nominations so having the RVP Medal as part of the streamer criteria is justified promotes recognition of deserving SAME members. Another Board member suggested that the Streamer criteria should focus only on national awards, but the consensus was to leave RVP Medals in the criteria. An RVP indicated that he has received only an email recommending an RVP Medal without any justification or backup material. The discussion then focused on having a standard form for the RVP Medal nominations to provide more consistency and to have nominations respond to set criteria. The President suggested that Jennifer Fogg review the process for RVP Medal nominations and that the Board vote on the three recommended changes. **The Board approved the changes, with one negative vote.**

6. **Warrior Transition Task Force.** Neal Wright and Mike Doris briefed the status of the task force, using a tabloid handout. The briefing was given to the USAG meeting the previous week. Neal indicated that the Mid-Atlantic Regional Conference began an initiative to bring credentialing to NCOs in the region. The effort became a national effort based on the discussion that occurred at the USAG meeting in St Louis in May 2012. Neal discussed the stakeholders and partners associated with the Task Force. Mike Doris discussed the TF analysis of specialty codes in the services with the credentials that would be appropriate for the various NCO and Officer functional areas. Some of the emphasis is to consider military courses where some additional instruction may allow the individual to meet the criteria of a credentialing agency. The Task Force will do some gap analysis and work with National Institute for Certification in Engineering Technologies (NICET) to determine how NICET might provide opportunities for credentialing of the enlisted engineer workforce. A pilot effort will be initiated between the Hampton Roads Post and Seabees at Little Creek, Air Force enlisted at Air Combat Command, and NCOs at the Prime Power Battalion at Ft Belvoir, VA. The Task Force has a detailed plan with a assignment of responsibility and a schedule for deliverables. One option might be for SAME to offer credentialing courses at the annual Transition Workshop or other SAME events for transitioning military. The SAME President thanked the Task Force for its efforts which are very important. A Board member acknowledged that the military does not support credentialing for service members who have a continuing career in the military but rather focus on those NCOs and officers who are transitioning out of the military. The Task Force emphasized that there needs to be a culture change in the military so that junior enlisted begin to view certifications as beneficial to their careers. Others cautioned that SAME may not be best suited to attempt to change the culture of the military but rather focus on transitioning military where there is currently a high unemployment rate. Another Board member related some experience in hiring senior enlisted who were not properly

credentialed to work on military projects on the base on which they were on active duty. A Board member suggested the Task Force review what is offered by Veteran Affairs. A Board member recommended that the Task Force focus on several specific credentials and not try to cover the waterfront with SAME's limited volunteer resources. The President thanked the Task Force.

7. **Wounded Warrior Initiatives.** Julie Fisher reported on SAME's progress in supporting Wounded Warriors, citing many examples of what Posts are doing. Many examples are on the SAME website. Wounded Warrior support is a topic discussed at each Post Leaders Workshop. As of the date of the Board meeting, SAME has exceeded its \$25,000 goal for the third QL+ Project. Donations to QL+ are not being solicited in individual membership renewals, in addition to the SAME Education and Mentoring Fund. As of October 2012, SAME has raised \$77,000 for QL+ projects implemented by students at the QL+ laboratory at CalPoly in San Luis Obispo, CA. We will continue to collect for the third project until the DOD Briefings in March when we present another check to QL+. Some Posts are hosting events and donating directly to QL+. The XD indicated that beginning in January 2013, SAME will provide an opportunity for companies to donate to both the E&M Fund and QL+.
8. **Energy and Sustainability.** John Mogge briefed progress on the energy and sustainability focus area, which is being supported by the new Energy and Sustainability Committee. John suggested that there is much synergy that can be achieved between the NCO and Young Member Councils and several of the other committees and the E&S focus area. John provided an overview of the Committee organization and some of the leaders on the committee and recognized the energy and sustainability sessions at the South Atlantic and South Central JETS. The XD indicated that the HQ energy and sustainability courses have not had the expected attendance. SAME's focus on energy and sustainability has brought in some new members to SAME. The Committee has several topics for webinars, including a focus on Net Zero military installations. The Committee would like to assist SAME in becoming Greener in its operations and conferences. The XD recommended that the Committee try to meet with the Engineering Services Executive Panel to discuss its agenda and how it can support their goals.
9. **Cyber Infrastructure.** Ron Torgerson briefed the progress of the Cyber Security Task Force, including the organization of the Task Force which has established several subcommittees and the Task Force goals. The XD remarked that the proposed Cyber Infrastructure Workshop might better be located in Huntsville, AL rather than Baltimore since Baltimore was simply a facility that was available. Ron concurred that Huntsville would be preferable. A board member indicated the EMP protection for DOD facilities is critical and of great interest to DOD as well as the banking and other industries. The President reinforced his belief that this subject is an excellent opportunity for SAME and is pleased with the progress of the Task Force. The XD suggested that Ron's Task Force offer to conduct a session on the subject at regional conferences.
10. **Planning for Future JETCs.** The XD briefed the changes in the JETC going forward. The Committee meetings will be designed to award PDHs and provide technical content rather than having an informal gathering. As of January 1, the Emergency Management Committee will be transitioned to TISP and will be asked to support Post Emergency Management Committees. SAME will advertise several one-day courses on Tuesday, which is new to JETC. On Wednesday, the sessions will be two hours in length rather than one hour in order to provide an opportunity for greater audience participation. SAME still has work to do on sizing the Honors Luncheon where 650 people signed up but only 400 attended. On Thursday, SAME will have the USAG meeting following the Post Awards Breakfast. A new feature on Thursday will be a "Meet the Chiefs" which had been held in previous years and eliminated due to the expended DOD Briefings but now being brought back so the JETC attendees can have an opportunity to hear from the Chiefs. As a result, the XD indicated that we may not need to introduce the Chiefs at the Society Ball. The Board meeting will be held on Tuesday rather than on Friday in San Diego and in the future. One of the goals of the JETC is to provide a compelling reason for the uniformed services to attend.
11. **Young Member Credentialing Program.** Ann Ewy briefed a proposed credentialing program—to provide financial support to Young Members and NCOs to obtain professional credentials. The program would be implemented by the Young Member Council and NCO Council with support from SAME HQ. The proposed financial support from SAME HQ is \$10,000 for Young Members and \$5,000 for NCOs per calendar year. A Board member commented on the need to have the Warrior Transition Task Force and this credentialing program. If the program includes the F.E. exam, then it should also include Student Chapter members who take the exam prior to graduating from college. The concern of the Board was the expense of review courses and which review courses would qualify for reimbursement—DBIA courses run up to \$4,000 and therefore there should be a limit on the amount to be reimbursed. A board member

commented that the Army Engineer School has requested approval for soldiers to be reimbursed for the cost of obtaining credentials and Ann Ewy indicated that USACE has the authority to reimburse employees for credentials but often does not have the available funds. Several comments reinforced that both the government and industry often reimburse employees so that the SAME program should not duplicate what these organizations are doing. Also, the cost for an architect to get registered is about \$1,500 for multiple exams compared to the P.E. registration which is one exam with a cost of \$265. The consensus of the Board was that the program was not sufficiently defined to warrant approval based on the questions that need to be answered relative to criteria for reimbursement and the scope of the program.

12. **XD Report.**

- a. **Organization.** The new Deputy and Director of Programs is now on board and there may be a need for another staff member if the number of webinars and Post hosted courses increases substantially over the current workload.
- b. **IT Infrastructure.** SAME implemented a substantial upgrade of its wiring for both IT and telephones.
- c. **Century House Renovation.** The renovation is making progress but delayed somewhat due to a falling ceiling, a structural review to ensure the addition of a new wall in the conference room was safe, and the need for asbestos abatement in the foyer. The XD displayed the expenditures to date and estimated future expenditures.
- d. **Membership.** As of December 1, the individual dues paying membership has increased by about 1 percent for the year, although it was negative for most of the year as people delayed their renewals. A board member expressed concern that many Posts would not win the Membership Streamer due to declining DOD budgets and a weak economy and whether SAME needs to change the criteria to reflect these economic conditions. From a SAME HQ viewpoint, we provide information to Posts during the year so that it can increase its recruitment and retention efforts to meet the membership goals. Unless the Board wants to lower the bar on the membership streamer or the criteria for a Distinguished Post for 2012. A Board member indicated that we need to reach out to small businesses many of which get started during a recession. A Board member suggested that more data would help the Board in setting criteria for the Membership Streamer. The consensus of the Board was to hold to the existing criteria and just have Posts work harder to achieve the membership goals. As of December 1, there has been no loss of sustaining memberships. However, a Board member commented that there are about 10,000 sustaining member representative positions that are unfilled and there are many Individual Members who have not joined two Posts which is allowed at no additional cost. A Board member asked whether SAME is doing enough to welcome new members and have the Post get them involved. At the end of the meeting, the Membership Director reported that many of the Posts that did not win the Membership Streamer in October would win the streamer as of December 13.
- e. **Post Operations.** The number of Field Chapters has increased due to the inability of some Posts to sustain themselves. SAME HQ will need to review which Field Chapters are still active in Iraq and Afghanistan. The number of Student Chapters is increasing as well. The XD reviewed the number of RVP Medals awarded in 2012 and commented on the new RVP lapel ribbon that will be given with the Shadow Box.
- f. **Financials.** SAME HQ continues to have an increase in assets. The expenses for JETC were less than expected so the net profit was greater than budgeted. Advertising revenue is down but without the contract advertising reps SAME is keeping more of its revenue. Overall, it appears that SAME will for the third year have a substantial surplus over the projected balanced budget. SAME continues to support TISP which runs about a \$200,000 deficit per year. Since TISP is a coalition organization it cannot expect much financial support from member organizations. The only way to increase revenue would be to obtain government grants but SAME HQ does not support this avenue due to the major administrative requirements in managing grants.
- g. **Investment Accounts.** The XD reviewed the status of SAME's investment accounts which are all doing well in 2012 which reflects a strong stock market. As 4-5% CDs expire, SAME is moving funds from CDs to a new Baird investment account. All dividends and interest are reinvested in the Merrill Lynch account, which is all mutual funds, whereas we are having the dividends and interest sent to SAME each month from the Baird investment account to assist in funding the proposed stipend programs and dividends to Posts.
- h. **Communications.** SAME continues to increase its efforts in social media to communicate with members since the rate at which members open SAME HQ emails is about 16 percent. The Board discussed use of social media in several companies and in SAME—there is much diversity of opinion on social media. SAME HQ continues to increase the number of Posts in the Small Website Program and will begin to offer the service to Medium Posts. The SAME Directory will transition to a split format between a printed directory and an online version. SAME may transition eventually to only an online directory, but for now it will be a smaller printed directory which provides SAME with advertising revenue and the corporate profiles online. The XD pointed out the new SAME membership

brochure and marketing kit that intended for Post recruiting efforts and SAME marketing to sustaining member companies.

- i. **Continuing Education.** The XD reviewed the courses given in 2012 and the disappointing attendance. In 2013, the plan is to program one or two courses when SAME hosts conferences overseas, but otherwise courses will be only offered when requested by a Post. The Okinawa Field Chapter hosted a Design-Build Course which was attended by 60 students and was an outstanding success story. The number of webinars will be increased – the webinars are profitable and offer SAME members the opportunity for education and PDHs without having to travel.
- j. **Conferences.** The XD reviewed the attendance at SAME HQ conferences over the past six months which were all financially successful. In response to a question, the XD indicated that the Millennium Hotel has invoiced SAME HQ for \$34,000 in attrition, but SAME HQ continues to ignore the invoice due to the unsatisfactory performance of the hotel during the JETC. Exhibits and sponsorships for the 2013 JETC are doing well, although attendance and sponsorships at the Executive Forum did not meet the projections. The XD reviewed the six regional conferences scheduled for 2013. In response to a question regarding Navy presence at the SAME Small Business Conference, the XD indicated that both the Navy and Air Force will have a minimum presence at the SAME conference in light of other small business conferences they attend or industry days they host. However, several board members indicated that the other small business conferences are not focused on engineering, construction and environmental programs and NAVFAC would be well served to have more presence at the SAME small business conference compared to Gold Coast, which is organized by NAVFAC but includes all Navy systems organizations. Several Board members endorsed greater diversity at the SBC, including EPA, VA, GSA and other organizations related to DOD. The XD concluded with a commitment to increase the outreach to other Federal agencies for the SBC, but also for membership in SAME to capture more of the Federal engineering, construction and environmental programs. A Board member cautioned that some of the Federal agencies may not make good partners in light of the fallout from their conferences which resulted in stricter government regulations on conference attendance.
- k. **2017 JETC Site Selection.** The XD provided a summary of the process for selecting a site for the 2017 JETC, which has resulted in two cities under consideration—New Orleans and Columbus. A Board member asked why Louisville was not on the list. Ann McLeod responded that the Galt House was the primary hotel offered for the room block and it was too reminiscent of the Millennium that Louisville was eliminated from consideration. One reason that some cities are not available is that SAME has its JETC Monday – Thursday and many convention centers want to book two conferences – one Sun-Tues and another Thurs – Sat. A Board member commented that attendance has shown to increase when a conference is held in New Orleans. The Board members who belong to the Kittyhawk Post expressed concern about Columbus as a JETC location and also the lack of communication with the Post about the potential of hosting a JETC in Columbus. The XD also requested that individuals that have retired government ID cards do not use the government rate rooms when attending the SBC and JETC since SAME is allotted only a limited number of government rooms.
- l. **Proposed Stipend Programs.** The XD reviewed the programs which are intended to support several categories of members—Small Businesses, Young Members, NCOs and public sector members. The proposed programs are subject to their incorporation into the 2013 budget. In all cases, limitation of funds will necessitate each program having selection criteria and a process to select the best candidates for the program. One of the programs is new—providing stipends for Post Presidents from Distinguished Posts and reduce the registration fee for all other Post Presidents. In 2012, SAME HQ spent \$135,000 from Operating Funds and \$38,000 from E&M Funds. If all the listed programs are funded in 2013, SAME HQ would be spending \$300,000 from Operating Funds and \$62,000 from E&M Funds. A Board member expressed concern that the new Fellows from the Public Sector may not be able to attend the Fellows Investiture and Golden Eagle Dinner, and requested that consideration be given to assisting new Fellows to get to these events. A Board member suggested that we need to consider the return on investment for these programs—tangible and intangible. The XD agreed that he should try to provide some indication of ROI for the programs when approved in the 2013 Budget. A Board member suggested that these programs be “authorized” and not necessarily “appropriated” since in future years some of the programs may not be affordable. A Board member asked whether there might be a backlash from the membership when SAME generates so much surplus rather than lower prices for conferences or membership dues. The XD responded that he and the SAME HQ Directors reviewed our pricing and concluded that SAME HQ prices are reasonable when compared to other conferences. Also, SAME is coming off of three exceptional years for DOD funding and the future may not be as profitable. The proposal is to waive the registration fee for Post Presidents and pay for lodging and airfare for Post Presidents from Distinguished Posts. These registration waivers will reduce the profit for JETC but will demonstrate SAME’s commitment to the targeted groups. **The Board agreed that the stipends should be approved as a part of the budget approval by the XC in February.**

m. **Dividends to Posts.** The President questioned the recommendation that SAME HQ not make a distribution to Posts from the 2012 surplus but rather carry it over to the investment accounts. A Board member indicated a disagreement with the previous Board decisions to issue dividends only to Small and Medium Posts. A motion was made and seconded to distribute \$1,000 to all Small and Medium Posts. The motion did not carry. However, other Board members argued for issuing a dividend since many small Posts spend all their money each year and do not have any substantial reserves. A motion was made to make a \$3,000 distribution to all Small Posts. The motion was seconded. A Board member argued that every Post should receive a dividend if one is issued. Another Board member felt it was too much money to distribute. The motion was unanimously defeated. **A motion was made to distribute \$1,500 to only Small Posts. The motion was seconded and the motion carried.**

13. **Government Attendance at Non-DOD Conferences.** The agenda item to discuss this issue was limited since it was thoroughly discussed at the RVP meeting the previous day. Of primary concern is the impact of the current guidance on the SAME regional conferences. Guidance on conferences is evolving and SAME will continue to monitor and provide additional information to Posts. At this time, the Board agreed to the XD sending out the White Paper that was provided to the Board so that Posts have some guidance on the acceptance of stipends by government employees. A Board member indicated that the situation that would require civil service civilians to take annual leave will result in lower attendance at JETC. A Board member suggested that the White Paper be restructured so that it has some key points up front. The Board agreed to have the XD send out the White Paper to Posts.

14. **Adjournment.** The President adjourned the meeting at 2:45 p.m.

Respectfully Submitted: Dr. Robert D. Wolff, P.E., F.SAME, Executive Director