



June 5, 2014

SUBJECT: Minutes of Board of Direction Meeting, May 20, 2014, Orlando, FL

1. **Attendance.** There was a quorum with 37 of 43 Voting Members present (**Appendix A**). The following Board members were absent:
 - a. RDML Mike Giorgione, USN (Ret.), National VP
 - b. COL Steve Shea, USAF, Europe RVP
 - c. COL Charlie Perham, USAF, Southwest RVP
 - d. Mr. Steve Gambrell, Lower Mississippi RVP
 - e. Mr. J.J. Tang, RA, HDR, Chair, Architectural Practice Committee
 - f. Ms. Sharon Krock, Elected Director
 - g. Mr. Rich Khalil, Treasurer (Non-Voting)Also in attendance were the SAME HQ Directors and Ms. Linda McKnight
2. **President's Opening Remarks.** President Mogge called the meeting to order at 8:00 a.m. and welcomed the Board members. Dr. Wolff installed the new Board of Direction and recognized Mr. Bob Moriarty, recently selected for a Senior Executive position in the Air Force. President Mogge discussed the importance of the Focus Areas that resulted from the Strategic Planning meeting in March and that Board members take the responsibility to champion these Focus Areas in the coming year. The large SAME Board allows for diversity which benefits the organization. President Mogge also acknowledged his leadership for the past year as President and for many other leadership positions in SAME.
3. **Recruitment of Executive Director.** Past President Gary Engle reported on the process and status. The national leadership is continuing to work on the recruitment based on the process approved by the Executive Committee in February but it is not at a point to make an announcement. SAME advertised the position and we witnessed much word of mouth distribution of the recruitment. The Search Committee reviewed the five applications and made a recommendation after which the National Officers had a conference call with Search Committee. When the National Officers have made a decision, it will be provided to the Board for a pro-forma vote of approval as required by the SAME Bylaws. The National Officers see no reason why we cannot continue to target August 1 as the start date for the new XD. If that schedule holds, we would plan a Hail and Farewell to pay tribute to Bob Wolff for his 12 years of service to SAME and to introduce the new XD. President Mogge requested that if any Board members had questions on the recruitment that they ask he or Gary during the course of the day.
4. **Board Orientation (Appendix B).** Bob Wolff provided an orientation to the Board covering roles and responsibilities and expectations of each category of Board member as well as the Executive Director and the SAME HQ staff. He commented on the advantages of having civilian Presidents since they are committed for a three year term as President-Elect, President and Past President that was not as effective when we had senior military Presidents. The XD encouraged Board members to recommend initiatives that would benefit the Society, realizing that in most cases the person making the recommendation may be asked to chair a Task Force to study the issue and make recommendations to the Board. The XD indicated that we recently dis-established the NCO Council since it was not effective in getting NCOs involved; instead, we are asking NCOs to get involved at the Post level or with one of the other committees. At the end of the briefing, the XD provided a brief summary on the "7 Measures of Success" for non-profit organizations based on a book written using the same methodology as Jim Collins' book "Good to Great."

5. **Consent Agenda.** The President called for a motion to approve the items on the Consent Agenda. A motion was made and seconded. There was no discussion. The Consent Agenda was approved.

- a. **2014 – 2015 Executive Committee (Appendix B)**
- b. **Minor Changes to SAME Bylaws (Appendix C)**
- c. **Changes to SAME National Award Criteria (Appendix D)**
- d. **Related Party Transaction Policy (Appendix E)**

A motion was made and seconded to approve the Consent Agenda. There was no discussion and the Board voted unanimously to approve the four items.

6. **Changes to Fellows Approval Process in SAME Bylaws (Appendix F).** Bill Brown, Chair, Academy of Fellows briefed the proposed change. **The Board unanimously approved the change. Missing from Recording**

7. **SAME HQ Staff Briefings.** The XD introduced the HQ staff briefings as being the “data” that should be considered in the development of the SAME Strategic Plan.

- a. **Membership and Post Operations (Appendix G).** Marc Bialek, Director of Membership and Post Operations provided a status of membership and post operations. **Missing from Recording**
- b. **Conferences and Workshops (Appendix H).** Ann McLeod, Director of Meetings and Expositions, provided a summary of the 2014 SAME HQ sponsored events to date and a comparison of the current estimates for JETC and SBC compared to past years. In general, sponsorship revenue and attendance is down across the board, having a major impact on the SAME budget. **The Missing from Recording**
- c. **Education and Training (Appendix I).** Nick Desport briefed the board on SAME’s education and training programs as well as the SAME sessions conducted as part of the Joint Engineer Operations Course sponsored by the Joint Staff and implemented by a Course Director at Ft Leonard Wood, and the Credential Reimbursement Program sponsored by the Young Member Council.
- d. **1st Quarter Financial Results (Appendix J).** Kathy Wilson, Director of Finance and Accounting, provided a briefing on the 1st Quarter as well as the current balances of the General Reserve, Investment and Education and Mentoring Fund accounts. In summary, SAME HQ budgeted a net loss from Operations of \$207K while the actual deficit was \$129K. When including donations, dividends and interest, the budgeted net deficit was \$154K compared to an actual deficit of \$37K. SAME anticipates a balanced budget by the end of 2014. A Board member commented that each year SAME HQ has produced a surplus, resulting in sizeable investment accounts and questioned what SAME plans to do with these resources and why we raised member dues in light of these surpluses. The XD commented that the surplus in 2013 was a result of a strong stock market. In addition, associations are required to have a reserve fund of at least six months operating expense to counter any downward trends in revenue or disruption of operations from a major event, and most desire to have an investment account that can provide SAME with dividends and interest that supplement other revenue categories. The XD also commented that he will be proposing the establishment of a Foundation, utilizing the E&M Fund assets, to enable SAME to obtain donations and take initiatives outside the SAME charter since in the past, SAME HQ has been constrained in how much is awarded each year since these distributions are considered expenses in the SAME HQ budget. President Mogge stated support for the current approach to budgeting and building SAME’s assets, and commented

8. **Introduction to Strategic Plan (Appendix K).** The XD provided an introduction to the Strategic Plan by discussing the original charter of the Society as well as the current environment in which SAME is operating which represents some challenges and opportunities, and the need for change. There is a realization that SAME is not needed by the military services to develop their professional competency, and the military services do not view “building relationships” as a justification for sending people to conferences even though SAME provides a venue for individuals from the military services to meet each

other which they don't do unless deployed to a joint operation.

9. Results of Member Survey (Appendix L). Eileen Erickson briefed the results of a 2014 Member Survey, comparing it with the 2011 and 2008 surveys. Overall, the member survey shows a high level of satisfaction with SAME. A Board member questioned the validity of the survey when 20 percent of the respondents don't participate in Post meetings. Of course, those members could be participating in continuing education or national events. The results show very poor participation of SAME members in SAME social media (Linked In, Blog, and Twitter). Ms. Erickson then briefed the results of a survey on the SAME Directory of Organizations. Based on the results of the survey, the XD indicated that SAME plans to eliminate the printed directory in favor of a completely online Directory. This will give members an opportunity to view directory information on a mobile APP, and eliminate the cost of a printed directory. While the directory provided SAME with advertising revenue, it substantially declined when we went from the large directory to the small directory, but SAME has obtained some online advertising revenue and it should increase in the future.

10. SAME Mission, Vision, Goals and Objectives (Appendix M).

a. Mission and Vision. The XD discussed the rationale for the new mission statement. The SAME President stated that the new mission statement reflects the changing environment of the nation and SAME membership. The most important change is widening the SAME aperture to include more specifically State and local governments. A Board member stated that it was strange that the word "military" is not in the mission statement and maybe SAME needs to change its name to reflect a broader context than the military. The SAME President did not feel it was the right time to consider rebranding the Society. Another Board member indicated people in the military do not consider themselves as in the "uniformed services." As a result of this comment, the words "military and" were added to "uniformed services" in the mission statement. Another Board member suggested that adding State and local governments to the mission will dilute the SAME mission. However, another Board member indicated that member companies are looking for opportunities outside of DOD as those budgets decline. A Board member supported the term "national security" as differentiating SAME from other associations and reflected that the nation's infrastructure is an important part of national security. A motion was made and seconded to approve the mission and vision statement. A question was raised about the previous part of the mission on "developing future engineers through outreach and mentoring," which has now been included in the SAME Goals and Objectives due to word limitations on the mission statement. **The Board unanimously approved the new mission and vision, with the addition of "military and" to the mission statement.**

b. SAME Goals and Objectives. The XD explained the rationale for splitting the Emergency Preparedness and Contingency Operations goal into two goals to give more focus to each, with TISP being a major support organization to the Emergency Preparedness and Infrastructure Resilience Goal and the Joint Engineer Contingency Operations (JECO) Committee a support organization for the Joint Engineer Doctrine and Operations Goal. He also briefed the board on the changes to the other three Goals and objectives. A Board member suggested that the Strategic Plan continue to provide a focus on Wounded Warriors as well as to Veterans which resulted in a change to the objective. Another Board member suggested that Objective 3.5 not limit education to "credentialing," which resulted in a change. In the Leadership and Mentoring Goal the wording "develop future engineers" was changed to "mentor and inspire students of all ages to pursue a career in Science, Technology, Engineering and Math (STEM)." A board member made a motion, and another Board member seconded the motion to approve the Goals and Objectives. **The Board unanimously approved the 2014-2019 Strategic Plan Goals and Objectives.**

11. Streamers.

a. Education and Mentoring Streamer (Appendix N). The proposed change to require 8 PDHs instead of 4 PDHs should be tailored to Post size and included for 2015, so the 8 PDHs would be required for Large and Medium Posts but 4 PDHs would be required for Small Posts. A Board member indicated that Posts can get courses at lower costs from local vendors. A Board member made a motion to approve the revised Streamer for 2015; a Board member seconded the motion.

The Board unanimously approved the revised streamer for implementation in 2015.

b. Leadership and Mentoring Streamer (Appendix O). The XD briefed the changes to the streamer and made additional changes as a result of Board discussions. **The Board unanimously approved the revised streamer for implementation in 2014.**

c. Emergency Preparedness and Infrastructure Resilience Streamer (Appendix P). The XD indicated that there are no changes shown to an existing streamer since the streamer was substantially overhauled. A Board member indicated that if there are new requirements it should not be implemented in 2014. The SAME President indicated that SAME has no policy position on Climate Change but rather believes the subject needs to be discussed in SAME forums as a part of Sustainability. Another Board member indicated that there was a recommendation at the Strategic Planning meeting to eliminate this streamer. The XD indicated that after meeting with the representatives from Posts and revamping the Streamer, the XD is recommending its retention but to not yet include the streamer in the requirements for Distinguished Post. Copies of the old version of the Streamer were distributed to Board members to compare with the new version. The Board agreed to implement the new streamer in 2015 but eliminate the current streamer in 2014 and not require the streamer in 2014. For those Posts that desire to use the new streamer in 2015, SAME HQ will assist those Posts in attending the Critical Infrastructure Symposium (CIS) in April 2015. The SAME President indicated his support for the streamer as a measure of keeping SAME relevant. A Board member objected to the requirement for a Large and Medium Post to send a representative to a TISP or regional conference rather than attending a TISP webinar. A motion was made and seconded to approve the streamer for implementation in 2014 with the changes discussed and that it not be included in the Distinguished Post criteria. Another Board member objected to implementing the streamer mid-year in 2014. The motion was modified that the Streamer not be implemented until 2015 and there not be a streamer requirement in 2014. **The Board unanimously approved the new streamer for implementation in 2015 with the provisions of the new streamer available in 2014 so that activities accomplished in 2014 can be included in the 2015 Streamer submission, and allowing all Posts to attend a TISP conference or webinar.**

12. Federal Buildings Personnel Training Act (Appendix Q). Kathy Pavick and Randy Olson from IFMA presented information on the FBPTA and its impact on facilities managers. The goal of the Act is to ensure that federal facility managers and contractors performing facility management for the federal government are properly trained for their mission. Currently the program is unfunded, however, some agencies are using existing training funds to support the new Act. GSA over two years established 12 Competency Areas, 43 Core Competencies and 232 Performances. GSA has also established an assessment tool which will show the gaps for an individual in the 232 Performances and 43 Core Competencies. IFMA has conducted an analysis to show how its Certified Facility Manager (CFM) certification covers 144 of the 253 Performances required by those established by GSA to comply with the Act. IFMA will work in the future to increase the number of Performances that are satisfied by IFMA certifications. The XD expressed SAME's support for the CFM which it has promoted for the past 8 years and had some success with SAME members taking a CFM review course and obtaining the CFM credential.

13. 2014-2015 Focus Areas (Appendix R). The XD and SAME President discussed the proposed 2014-2015 Focus Areas. The Board unanimously approved the three focus areas. The SAME President encouraged all Board members to champion these focus areas and discuss them with SAME Posts.
Missing from Recording

14. Uniformed Services Advisory Group (USAG) Agenda (Appendix S). The XD presented the agenda items that will be discussed later in the day with the Engineering Service Chiefs. A Board member raised the issue of who would attend these meetings, since the original intent was for the Board to meet with the USAG. The XD explained that following the last meeting in December which included only the SAME National Officers, he and the President agreed to limit the attendance to this small group to encourage more candid and open discussion. The XD felt it was awkward at the 2013 JETC to have a large number of Board members as an audience which was not engaged in the discussions with the Engineering

Service Chiefs. The SAME President indicated that he supported the more limited audience but would revisit the issue following the USAG meeting. **Missing from Recording**

15. Summary of Senior Executive Group (SEG) Meeting (Appendix T). The SAME President provided the Board with a very brief summary of the SEG meeting which he indicated was very successful in having candid interchange between industry and the military services. A summary of the meeting will be published in the Jul/Aug TME. **Missing from Recording**

16. Adjournment. The SAME President thanked the Board and adjourned the meeting at 2:10 p.m.

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