



SAME Board of Direction Minutes

0900 - 1700, Tuesday, Nov. 14, 2017

David L. Lawrence Convention Center, Rm 304-305, Pittsburgh, PA

Attended			
John Accardi	Joe Angel	Brian Balukonis	Buddy Barnes
Amy Basehoar	Bob Bevins	John Blaisdell	Mike Blount
Patricia Bonilla	John Cawthorne	Richard Cox	Jay Manik for Mike Darrow
Sly d'Agrella**	Nick Desport	Marv Fisher	Jackie Hacker
Bill Haight	Mark Handley	Stuart Harrison	Tom Heinold
John Hickey	Tony Higdon	Allison Ingram**	Stephen Karl**
Robert Keyser	Sharon Krock	Anita Larson	Cindy Lincicome
Paula Loomis	Chad Lorenzana**	Kevin Lovell	Joe Manous
Ben Matthews	Ann McLeod**	Patrice Melancon	Cindy Miller
John Mogge**	Jill Murphy**	Kenny New	Angela Nocera
Sal Nodjomian	Kathy Off**	Anthony Petrocitto	Tony Price
Scott Prosuch	Sally Riker	Hal Rosen**	Chris Knutson for Blair Schantz
Joe Schroedel**	Yvonne Simon	Richard Stump	Lisa Thoele
Bo Temple**	Corey Weaver	Ray Willcocks	Neal Wright
Tony Hofmann**	Caroline Roberts**	Jim Schriener**	Victoria Stoneking**
Did Not Attend			
James Coburn**	Zebulun Coulter**	Glenn Grubbs**	Rich Houghton
Rich Khalil**	Steve Thomas	Gerald Morris	Beth Runco**

**Non-voting

Call to Order: 1345 hrs

Prior to the actual meeting, the board heard a briefing by Victoria Stoneking from the Air Force STEM Program. The goal is to collaborate on the program at the local level with SAME Posts (encl 1). The board also heard a Foundation update from Foundation President, John Mogge. Posts have the ability to alleviate volunteer burden by placing scholarship money in the Foundation as an extra service. Repository of the Foundation is NOT a Post money-grab. John asked the board, specifically RVPs, to be advocates, articulate, and to stay current on Foundation activities via the website, www.same.org/foundation (encl 1). The leadership presented Joe Schroedel with the King Collaborator Award, representing the work he has done and will do to support SAME's vision. The board then divided into discussion groups per the agenda (encl 2) and re-convened at 1345 hrs.

Consent Agenda

The following consent agenda items were approved, pending further research on the ability for deactivated Post Funds to be transferred to a local SAME Camp:

- Minutes BOD Meeting 22 MAY 17
- Minutes FDN Meeting 23 MAY 17
- Minutes XC Meeting 21 AUG 17
- Bylaws Update
- Deactivated Post Funds Policy
- Deactivation of Posts (Red River, Yuma, High Plains, Dolimiti – field chapter)
- Awards TF Recommendations

- Membership Streamer TF Recommendation

Action: Allison Ingram will research tax ID issues surrounding the transfer of deactivated Post Funds to camps.

Old Business

Membership Dues Structure

One of the tasks coming out of the May board meeting was to simplify the dues structure. Jill Murphy briefed the board on her research beginning with individual member dues. There was discussion regarding resistance to any perceived change or increase in dues resulting from a re-structure. Sal Nodjomian reminded the board that the rationale for ignoring the complex dues structure for so long was due to the poor market which has now recovered. SAME is currently overly dependent on events for revenue which is dangerous from a risk perspective. Jill will continue her research and communicate the cost effectiveness of any changes to structure.

Action: Jill Murphy will produce a timeline for the board to provide feedback, and to show when any potential changes would take effect.

Strategic Partner Update

Kathy Off briefed the board on current Strategic Partnerships. She provided the criteria that National uses to produce a worthy MOA and provided examples of how our partners can participate in our Run to 2020 and collaborate at the Post level.

Calendar Process Update

Joe Schroedel briefed the board on the importance of de-conflicting our National Calendar to ensure that we provide maximum ROI for our members and enhance the ability for our leadership to attend local events. Posts need to ensure that events are added to the National Calendar on-line as soon as possible and that there is an attempt to de-conflict with other major events. Many of our members rely on the on-line National Calendar for their business strategy.

New Business

Discussion groups provided feedback via group leaders. The common thread is to increase participation via the Run to 2020 and Beyond. Volunteer opportunities can be tailored to fit many levels of time commitment, therefore giving a larger percentage of our membership a voice in their Society. Leaders will provide discussion summaries to National for input into an action plan.

Action: Joe Schroedel will develop action plan from discussion group input and present it at the Executive Committee meeting in December for review before publishing for the membership.

Adjourn: 1610 hrs.

Sal Nodjomian emphasized the need to energize every sub-set of our Society as we prepare for 2020 and beyond. The board shared a toast with the 2018 Golden Eagle Award Recipient for contributions to the industry, Ed Gibson.

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

Encl 1: Board Slides
Encl 2: Meeting Agenda
Encl 3: Action Tracker


Society of
SAME
American Military Engineers

SAME FALL BOARD DAY



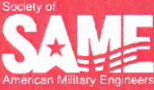
11/28/2017 *Dedicated to National Security Since 1920* 1

Society of
SAME
American Military Engineers



Jim Hagan, F.SAME
1952 - 2017

11/28/2017 *Dedicated to National Security Since 1920* 2




Air Force STEM

Victoria Stoneking
Plans and Program Engineer, USAF

www.afstem.org

11/28/2017 *Dedicated to National Security Since 1920* 3




Foundation Update

Update for the SAME Board of Direction
November 14, 2017
John Mogge, Foundation President

Fostering Engineering Leadership for the Nation

<http://www.same.org/foundation>

Dedicated to National Security Since 1920

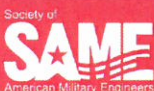


Foundation Update

Recall - the Foundation?

- Nonprofit Corporation registered in the District of Columbia
- Article 3: Purpose: The purposes for which the Corporation is organized are: charitable, educational, and scientific purposes with the meaning of Section 501(c)(3) of the Internal Revenue Code including but not limited to support of the educational and scientific purposes of the Society of American Military Engineers.
- Does not have members.
- Does have a “volunteer” Board of “working” Directors

Dedicated to National Security Since 1920



Foundation Update

It Exists to:

- Support the Strategic Plan 2020 Outcomes (internal and external)
- Separate philanthropic from operational – with the motivation to attract available (broadly based) resources.
- Provide an (optional) repository for Post Scholarship Funds (serve volunteers)
 - Leverage national investment management expertise
 - Eliminate separate post level incorporated funds
 - Compliment post fundraising
- Serve the wider objectives of the AEC industry and professional societies

Dedicated to National Security Since 1920

Society of
SAME
American Military Engineers

Foundation Update

Draft - Post Deposit Policy Update

- Requested support from Sal, RVPs, and Posts to review the draft policy, and offer feedback
- Good constructive feedback – many thanks to all – ready to finalize the policy
- Be clear this is not in any way a “money” grab – but rather a service to the posts to allow them to place their scholarship resources with the Foundation in a restricted manner or unrestricted and have it managed for them.
- Subsequently, the Houston and NoVa Posts have decided to take advantage of the service.
- Additionally, the Foundation has received a gift and a notice of a gift from two member associated estates.
- Meeting is tomorrow and once we review each committee reports we will post our board meeting minutes on the SAME website for all to see.

Dedicated to National Security Since 1920

Society of
SAME
American Military Engineers

Foundation Update

What can you do to help the Foundation?

- Be articulate about your Foundation
 - What it is and what it is not!
 - Separate out the rumors from the facts
- Be an advocate for its broad purpose to individuals and corporations and organizations beyond our ranks
- Promote the “Compelling Need” – help find the needy
- Volunteer to help the committees with their tasks – no board membership required to do this
- Stay current on the affairs of the Foundation – website monthly

Dedicated to National Security Since 1920



The Run to 2020!!

**Energizing Strategic Plan 2020 ... and
Setting the Stage for our Next Century of
Service**


"We're leveraging our 100th Anniversary!!"

"What's all of the excitement?"

30 Oct 2017



11/28/2017 *Dedicated to National Security Since 1920* 9



What Right Looks Like

September 2017: Philadelphia Post Awards Night.

Jeff York is recognized for *Extraordinary Efforts in Maintaining and Advancing the Objectives of the Post.*


Jeff's Comments: "... I was new to SAME in 2002 and was asked to plan and run part of JETC which the post was running that year. I didn't realize it was going to be a full time job, but after it was over, I enjoyed working with the post people so much that I stayed active for the last 15 years ..."

September 2032: Every Post Awards Night.

CPT Jane Doe is recognized for *Extraordinary Efforts in Maintaining and Advancing the Objectives of the Post.*

Jane's Comments: "... I was new to SAME in 2017 and was asked to help plan part of the SAME Centennial in which every post participated to help the Society achieve our 2020 vision. I was given the opportunity to participate to the extent that I was able. It was a fun and meaningful journey, and after it was over, I enjoyed working with the people so much that I became more active and have enjoyed the last 15 years ..."

11/28/2017 *Dedicated to National Security Since 1920* 10



Concept


Leverage our Centennial now to add emphasis to Strategic Plan Outcomes.

- Establish the XC as the lead for executing actions – fix XC membership for short run (Add Chairs: AOF, YMC, STEM, JECO)
- Unify society efforts at all levels to ensure we accomplish our vision of being acknowledged as the lead integrator within the A/E/C community .
- Increase active participation of all members over the next three years to finish this plan and kick start the next.
- Generate genuine excitement around the centennial, especially to enhance the military, government recruiting program.

Focus National and Post Outcomes to drive *The Run to 2020*

- Strategic Plan 2020 outcomes defined by the May 2017 BOD (Major Actions). Organize this effort around those outcomes with work groups to accomplish. Posts fulfill their part of the efforts.
- Integrate committee and council efforts around bigger outcomes – also provides outcome focused basis for developing next strategic plan.
- Focus the AOF actions on SAME legacy – get all Fellows engaged in specific efforts that reflect on SAME’s legacy in order to project our role for the future – support all work groups
- Focus the YMC on future engineers – finish development and implementation of the national LDP program and accomplish specific actions to motivate young member participation now and for the long run – they are our future

11/28/2017 *Dedicated to National Security Since 1920* 11




Concept (continued)

JETC 2020: The Kick Off Celebration in Washington D.C., the birthplace of SAME

- NOT a JETC with a birthday cake!
- Use SAME’s 100th birthday as an opportunity to *host* a national celebration of the *impact engineers* (general term) have made on America’s national security in the last 100 years – ie a huge celebration ... 5,000 or 10,000 people?
- Heavy partner and industry participation ... (XD’s of other Societies already like the idea)
- Keynotes of stature (Gen Colin Powell, ???).
- Assemble all past presidents? Commemorations? Reenactments? Open to Public – not your usual exhibit hall or program ...
- Let your imagination run wild ...
- AND ... the BOTTOM LINE ... an opportunity for stakeholders to acknowledge us as the Lead Integrators ...

11/28/2017 *Dedicated to National Security Since 1920* 12



Planning Organization

Overall Management: XC plus – fix some of the XC membership for the next three years:
AOF Chair, YMC Chair, JECO Chair, STEM Chair

National Leadership Team Lead: President Elect (PE)

Centennial Planning PM: XD

Planning Staff: National Office Staff (directed by XD)


Main Projects:

- National Event
- Post and Regional Events
- Strategic Plan 2025
- Work Groups
- ... complete after BOD Critical Task Analysis on 14 Nov 2017

Advisors: Senior Mentoring Group (TBD)

Stakeholder, Partner Participation: Engage in *work groups* and *tasks* as appropriate

11/28/2017 Dedicated to National Security Since 1920 13




Work Groups

<u>Work Group</u>	<u>Lead</u>	<u>Team</u> (Staff support all)
Ind-Gov Engagement (TTx, CEO RT, Issues WS)	Pres	AOF, RVP, SBC, FAM, Resilience, JECO, Env, Energy & Sustainability, IC Partners: AIA, IFMA, APPA, Fed agencies, State agencies, Local govt agencies ...
Recruiting (Participation)	VP(RVP)	National (NCO, enlisted Cmte); Post (RVPs and Posts)
Producing Engineers (professionals)	VP (C&C)	AOF, YMC, STEM, Camps, College Outreach, APC, Foundation Partners: AEOP, TSA, NCCER, BSA, SMPS, AIA ...
Preparing Veterans for the A/E/C Industry	MG Aadland (either ADir or Sen Mentor)	AOF, YMC, Credentialing, TW, Warrior Transition Partner: AGC, ABC, NCCER, VIP, NextOp, CMAA, IFMA, APPA, YMC NCO and Enlisted Cmte ...
Leader Development (National Program)	YMC Chair	YMC, AOF, Foundation

The Run to 2020!! Enabling Strategic Plan 2020

11/28/2017 Dedicated to National Security Since 1920 14




The "Run To 2020" Work Groups

Industry-Government Engagement: We have established a national CEO Round Table to allow executives to discuss strategic issues as well as inhibitors to successful project delivery. At the post level, we are establishing Post Issues Workshops to complement our well established market research efforts. The Post Issues Workshops bring multiple entities together to help solve real challenges on existing projects or to local program execution. The VA-SBA effort I mentioned grew out of our Charleston Post Issues Workshop. *The overall outcome – enhance the value that we provide both government and industry in accomplishing our main mission of leading collaboration.*

Recruiting (Participation): We launched an all-out recruiting campaign, focused mainly on potential military and government members, but also focused on getting more of our existing membership more actively engaged. For the past two years we have focused our Post Leaders Workshop on training post leaders how to recruit, manage and retain volunteers! So, at the Post level we are changing the culture from what many of us recall ("...you will join SAME ...") to "... come join us .. here's the value we offer you ..."! We are now integrated into CECOS, AFIT, Ft Leonard Wood and Ft Leavenworth at the national level to capture students while they are in a school setting. We have also initiated a sponsorship program whereby posts actively communicate with other posts when a member moves, or in the case of graduating students, to notify a gaining post of new members heading their way! We're taking a page out of the culture of caring that is part of the wider military family. *The overall outcome – significantly increase participation and make SAME the Society of Choice for military and government engineers.*

The Run to 2020!! Enabling Strategic Plan 2020

11/28/2017 *Dedicated to National Security Since 1920* 15



The "Run To 2020" Work Groups


Producing Engineers (professionals): Collectively, our STEM, Camps and college outreach programs touch the lives of potential engineers (general term) along the entire span of their early developmental years. We have established many partnerships with government, industry and academia that serve to fill the shortage of engineers our nation faces – truly a national security issue. *The overall outcome – integrate these efforts to ensure continual engagement to ensure we can track the ultimate delivery of a new engineer to the nation! ...and by doing so, attract life-long SAME members!!*

Preparing Veterans for the A/E/C Industry: We have made significant strides in our credentialing efforts that have resulted in the alignment of the military trades related school curricula with the requirements for civilian certification! The Army Engineer School effort leads the way, but the Navy and Air Force efforts are catching up. We have also implemented many programs and partnerships that are aimed at helping military veterans transition into the A/E/C industry. *The overall outcome - we want to integrate these efforts around the impact needed by our country – fill the skills shortage gap – and help our veterans in the process!*

National Leader Development Program: This initiative will become a real gem! Our intent is to develop a national, year-long program for about 25 "students" per year. The first class will start at JETC 2019 and graduate at JETC 2020 (intentionally, the first class graduates and the second class starts at our Centennial). Each student will have a Fellow assigned as a mentor. This effort will help focus and integrate the efforts of the Academy of Fellows, the Young Member Council and the Foundation. The link to the Foundation is ingenious – this work group will double as a committee of the Foundation because the overall *Compelling Purpose of the Foundation*, as established by the Foundation Board, is to "Develop engineering leaders for the nation"! So, the Foundation can consider how to underwrite the program while it participates in the development of the program! *The overall outcome of this work group is to establish the first mechanism by which the Foundation delivers its compelling purpose and leverage the genuine goodness of that purpose to grow the Foundation!*


The Run to 2020!! Enabling Strategic Plan 2020

11/28/2017 *Dedicated to National Security Since 1920* 16



Critical Tasks (Sample)

Critical Tasks	Lead	Notes
Increase Fellows Participation in Posts	AOF	Len Dillinger lead TF
Golden Eagle 2020 (Special)	AOF	Optional
Historical Analysis	AOF	Contribute to TME, TME Special, Celebration events
Communications	Staff	Other agencies in TME, TME (Run Up, Spec Ed);
Past President "sign up" message	Pres	Recruit participation and support
Organize Senior Mentor Group	XD	
Foundation Plan	Found Pres	Leverage Centennial for fund raising (grow corpus)
National Kick Off Event	Staff	SAME Host National Celebration of engineering contributions to U.S.
Regional, Local Celebration Plan	VP(RVP)	Start: May 2020, end May 2021
GMU Student Chapter Test	XD	NOVA Post assist
Develop Strategic Plan 2025	PE	Build on Work Groups
Develop Recognition Plan	AOF/YMC	Past and Future ... Reset SAME approach to Awards and Recognition while identifying special awards/recognition as part of the Centennial celebration (eg. a special GED?), ...




BOD INPUT – 14 NOV

11/28/2017

Dedicated to National Security Since 1920

17



BOD Actions and Centennial Planning Crosswalk

Based on detailed assessments of Strategic Plan 2020 progress (Nov 2016 BOD, 2016 Annual Reports, Post streamer submissions, Post Annual Financial Reports, etc.), the May 2017 BOD determined Eight Actions that would help focus the Society to address the strategic plan areas that are lagging.


The Centennial provides a once in a lifetime purpose for actively participating over the next three years to accomplish the BOD Actions, and hence, our Strategic Plan. The construct for the Centennial Planning is based directly on the BOD Actions.

<p><u>BOD Actions (May 2017)</u></p> <ol style="list-style-type: none"> 1. Implement Recruiting Program 2. Develop Life long member support 3. Fully Implement Industry-Government Engagement Plan 4. Implement Volunteer Mgt, Best Practices – New PLW 5. Push Communications from Posts 6. Mandatory Post Annual Reports – celebrate volunteers 7. RVPs assess posts, field chapters, student chapters 8. Establish a Centennial Planning TF 	<p><u>Run to 2020</u></p> <p><i>Recruiting Work Group operational; add post recruiting Producing Professionals Work Group, Preparing Veterans for the A/E/C Industry Work Group, Leader Development Work Group</i></p> <p><i>Industry-Government Work Group</i></p> <p><u>Accomplished</u> – continue to refine PLW</p> <p>On going – no need for special work group – staff lead</p> <p><u>Accomplished</u> – Routine annual battle rhythm and written (video too) Annual Report well established</p> <p>To be presented to BOD in November; note: a policy for the disposition of funds from posts that are inactivated will be presented to the Nov 2017 BOD</p> <p><u>Accomplished</u></p>
---	---

11/28/2017

Dedicated to National Security Since 1920

18



BOD 14 November Discussion Groups

Discussion Groups: (Leader in parentheses – groups next slide)

1. Recruiting (Cindy Lincicome)
2. Producing Engineers (Mike Blount)
3. Preparing Veterans for the A/E/C Industry (Buddy Barnes)
4. Industry-Government Engagement (Sal Nodjomian)
5. Leader Development (Lisa Thoele)
6. Centennial Planning Tasks and Celebration Ideas (Joe Schroedel)


• Marv – float/observe

Discussion Group Tasks:

Review concept – identify changes to improve
Review and Define Work Groups (group membership, leadership, partners, ...)
Brainstorm ideas for the Centennial Celebration
Brainstorm tasks for Senior Mentor Group; identify candidates
Identify Critical Tasks: Using your assessments of Strategic Plan progress, develop the critical tasks for your Work Group that, when accomplished, will enable the Society to achieve our 2020 Vision and Goals. Review sample tasks on Slide 9 too.
Back brief the BOD

Discussion Group Back Brief to BOD Format: next two slides

11/28/2017 *Dedicated to National Security Since 1920* 19




Centennial Planning Input From Discussion Group: _____

Work Group Review:

Centennial Celebration Ideas:

Senior Mentor Group Candidates:

11/28/2017 *Dedicated to National Security Since 1920* 20




Critical Tasks Input

From Discussion Group: _____

<u>Critical Tasks</u>	<u>Lead</u>	<u>Notes</u>

11/28/2017
Dedicated to National Security Since 1920
21



BOD 14 November Discussion Groups

Recruiting:
Cindy Lincicome (Lead)
 John Accardi (ED)
 Shawn Moore (RVP)
 Thomas Heinold (RVP)
 Jacki Hacker (RVP)
 Rich Houghton (RVP)
Blair Schantz (Int'l C)
Chris Knutson (for Schantz)
 Rick Cox (EnvC)
 Mark Handley (Enrgy, SustC)
 Jill Murphy (Staff)

Preparing Veterans for A/E/C:
Buddy Barnes (Lead)
 Kevin Lovell (ED)
 Tony Price (ED)
 Paula Loomis (APC)
 Neal Wright (CredC)
 Tony Petrocitto (RVP)
 Cindy Miller (RVP)
Tony Hoffman (Warrior Trans)
 MG Bo Temple (Appt Dir)
 Stephen Karl (Staff)

Producing Engineers:
Mike Blount (Lead)
 Ray Willcocks (AOF)
 Joe Angell (ED)
 Ben Matthews (ED)
 Yvonne Simon (ED)
 Scott Jarvis (RVP)
 Corey Weaver (College)
Gerald Morris (Camps)
 Scott Prosuch (STEM)
Victoria Stoneking (AF STEM)
 Nick Desport (Staff)

Industry-Govt. Engagement:
Sal Nodjoman (Lead)
 John Cawthorne (ED)
 Bob Bevins (ED)
 John Blaisdell (RVP)
 Sharon Krock (RVP)
 Stuart Harrison (FAM C)
 Bill Haight (JECO)
 Joe Manous (Res C)
 Rich Stump (RVP)
 Patricia Bonilla (SBC)
 Kathy Off (Staff)

Leader Development:
Lisa Thoele (YMC) (Lead)
Mike Darrow (RVP)
Caroline Roberts (LDP co-lead)
Jay Manik (Dep RVP for Darrow)
 Angela Nocera (ED)
 Sally Riker (ED)
 Tony Higdon (RVP)
 Brian Balukonis (ED)
 John Hickey (RVP)
 Patrice Melancon (RVP)
 Allison Ingram (Staff)
 John Mogge (Foundation)

Centennial Planning Tasks & Celebration:
Joe Schroedel (Lead)
 Amy Basehoar (AwardsC)
 Anita Larson (ED)
 Hal Rosen (CNCL)
Steve Thomas (RVP)
 Kenny New (RVP)
 Bob Keyser (RVP)
 Ann McLeod (Staff)

Notes: Underline = not attending; italics = not BOD members
Marv Fisher Floating

11/28/2017
Dedicated to National Security Since 1920
22

Society of
SAME
American Military Engineers

Ring the Good Idea Chimes!



11/28/2017 *Dedicated to National Security Since 1920* 23

Society of
SAME
American Military Engineers

Board Meeting

Sal Nodjomian, SAME President

- Consent Agenda
- Old Business
- Back Briefs
- Commitment to 2020 Plan


11/28/2017 *Dedicated to National Security Since 1920* 24



Consent Agenda

- Minutes from past meetings
- Bylaws
- Deactivated Post Funds Policy
- Deactivation of Posts
 - High Plains (Rocky Mtn Region)
 - Red River (Lower Mississippi Region)
 - Yuma (Southwest Region)
 - Dolomiti (European Region – transition to Field Chapter)
- Awards TF Recommendations
- Membership Streamer TF Recommendations

11/28/2017 *Dedicated to National Security Since 1920* 25



Old Business

- Membership Dues Structure Update
- Strategic Partner Update
- Calendar Process Update

11/28/2017 *Dedicated to National Security Since 1920* 26

Society of **SAME**
American Military Engineers

Membership Dues Analysis

Jill Murphy: Membership and Post Operations Manager
Nick Desport: Programs, Membership and Post Operations Director

11/14/2017 *Dedicated to National Security Since 1920* 27

Society of **SAME**
American Military Engineers


2016 Dues Revenue

Category	Percentage
Individual	~15%
Sustaining	~85%

2016 All Revenue

Category	Percentage
Individual	~5%
Sustaining	~35%
All Other Revenue	~60%

11/14/2017 *Dedicated to National Security Since 1920* 28



Individual Membership Dues Analysis


Findings:

- SAME **undercharges** for dues at all levels
- **Only org** that does not have annual renewals for all categories
- SAME is one of only two orgs that doesn't charge student dues
- Cost to service a member: \$19.08/yr
- Last Full Dues Restructure: 2007 - 2008

Recommendations:

- Institute annual renewal dues for all members, including Military
- Simplify IM dues structure
 - Reduce from 14 to 7 categories
- Restructure proposal to XC March 2018
- Full BOD vote May 2018
- Implement Jan 2019

11/14/2017 *Dedicated to National Security Since 1920* 29



Sustaining Member Dues Analysis

On journey to provide engaged SM management

- National SM Matrix Team created in July 2017
- SM Engagement Specialist: Advertised for hire Nov 8th
- Industry Advisory Panel to provide industry input in the future?

Findings

- 70% of SAME SMs are 100 employees or below
- 80% of **new** SAME SMs are 100 employees or below
- SM Renewal Churn Rate is 83% each month (100 of 120)
 - Associations Average is 79%

Timeline: Full SM Dues analysis in 2018 & recommendation to BOD in Nov 2018

11/14/2017 *Dedicated to National Security Since 1920* 30

Society of SAME
American Military Engineers

Strategic Partner Update

Kathy Off: Strategic & Stakeholder Relations

11/28/2017 *Dedicated to National Security Since 1920* 31

Society of SAME
American Military Engineers

Strategic Partner Update

Strategic Partnership MOAs Must...

- Be 1-2 pages long
- Be mutually beneficial
- Not include any exchange of money
- Ensure that SAME can deliver on promises
- Be focused on a particular initiative or aspect of the Strategic Plan

11/28/2017 *Dedicated to National Security Since 1920* 32




Strategic Partner Update

The key to success for strategic partnerships is implementation and collaboration at the Post level.

- Help recruit new members
- Expand the geographic reach of the SAME mission
- Help members gain access to new intellectual property
- Help members solve local A/E/C challenges and issues through collaboration

11/28/2017 *Dedicated to National Security Since 1920* 33



SAME Calendar Process

OUTCOMES:

- Avoid scheduling conflicts between Post, Region and National events.
- Schedule National Leadership representation (Pres, Pres-Elect, Past Pres, VPs, XD) at Post and Regional events.

National Office POC: Martina Salazar: (703) 549-3800 msalazar@same.org

PROCESS:

1. ALL: Maintain Post, Regional and National web site calendars.
2. ALL: Identify potential conflicts before scheduling a major event.
3. National Office:
 - a. Conduct internal bi-weekly calendar huddle to review all major post and regional events and identify POC and critical info for each event.
 - b. Conduct quarterly national leadership calendar huddle to determine availability of leadership to attend events identified in para 3. a. above.
 - c. Establish coordination between national leader attending event and the host post or region.

We can't coordinate National Leadership attendance at your event if we don't know about it or know who to contact!

Dedicated to National Security Since 1920

Society of SAME
American Military Engineers

Discussion Group Back-briefs

- Industry – Govt. Engagement – Sal Nodjomian
- Recruiting – Cindy Lincicome
- Producing Engineers – Mike Blount
- Preparing Veterans – Buddy Barnes
- Leader Development – Lisa Thoele
- Centennial Planning Tasks & Celebration – Joe Schroedel

11/28/2017 *Dedicated to National Security Since 1920* 35

Society of SAME
American Military Engineers

COMMITMENT to the 2020 PLAN!



11/28/2017 *Dedicated to National Security Since 1920* 36

Society of
SAME
American Military Engineers

Don't forget your booth assignments! Turn them in to the SAME booth.

Society of
SAME
American Military Engineers



Summary & Adjourn

Sal Nodjomian, SAME President

President's Reception

East Atrium, 3rd Floor (*same floor you are on now*)



SAME Board of Direction Discussions & Meeting Agenda

0900 - 1700, Tuesday, Nov. 14, 2017

David L. Lawrence Convention Center, Rm 304-305, Pittsburgh, PA

Cannot Attend (no call-in)		
Gerald Morris	Mike Darrow (Jay Manik attending as Deputy)	Rich Khalil
Steve Thomas	Blair Schantz (Chris Knutson attending as Deputy)	

**Non-voting

TIME	AGENDA	BRIEFER
0900 – 0910	Call to Order, Quorum established, Pledge, Moment of Reflection for Jim Hagan	Sal Nodjomian
0910 – 0925	AF STEM Presentation	Victoria Stoneking
0925 – 1000	Foundation Update and Post Funds Policy Discussion	John Mogge
1000 - 1030	The Run to 2020 Brief	Joe Schroedel/XC
1030 – 1045	Transition to Discussion Groups	All
1045 – 1400	Discussion Groups w/working Lunch	All
1400	Convene Board Meeting	Sal Nodjomian
1400 – 1415	Consent Agenda	Joe Schroedel
	<ul style="list-style-type: none"> • Minutes BOD Meeting 22 MAY 17 • Minutes FDN Meeting 23 MAY 17 • Minutes XC Meeting 21 AUG 17 • Bylaws Update • Deactivated Post Funds Policy • Deactivation of Posts • Awards TF Recommendations • Membership Streamer TF Recommendation 	Joe Schroedel
1415 – 1445	Old Business	
	<ul style="list-style-type: none"> • Membership Dues Structure Update 	Jill Murphy
	<ul style="list-style-type: none"> • Strategic Partner Update 	Kathy Off
	<ul style="list-style-type: none"> • Calendar Process Update 	Joe Schroedel
1445 - 1615	Back Briefs and Plan Modifications	
	<ul style="list-style-type: none"> • Industry-Govt. Engagement 	Sal Nodjomian
	<ul style="list-style-type: none"> • Recruiting 	Cindy Lincicome
	<ul style="list-style-type: none"> • Producing Engineers 	Mike Blount
	<ul style="list-style-type: none"> • Preparing Veterans for A/E/C 	Buddy Barnes
	<ul style="list-style-type: none"> • Leader Development 	Lisa Thoele
	<ul style="list-style-type: none"> • Centennial Planning Tasks & Celebration 	Joe Schroedel
1615 – 1630	Commitment to 2020 Plan	Joe Schroedel
1630 – 1700	Summary and Adjourn	Sal Nodjomian
1700 – 1900	<i>President's Reception East Atrium, 3rd Floor</i>	Sal Nodjomian

Encl 1: Action Tracker

Encl 2: Strategic Partner Spreadsheet

Encl 3: Run to 2020 Centennial

Read-ahead: Assessment Summaries (RVP, C&C, AOI)

Read-ahead: Awards TF Recommendations

Read-ahead: Calendar Process Update

Read-ahead: Deactivated Post Funds Policy

Read-ahead: Financials

Read-ahead: Foundation Post Funds Policy

Read-ahead: Membership Dues Structure Update

Read-ahead: Membership Streamer TF Recommendation

Read-ahead: Minutes (3)

Read-ahead: Proposed Bylaws

Read-ahead: Proposed Deactivated Posts

SAME Board of Direction Action Tracker

#	Meeting/ Date	Action	Responsible	Estimated Completion or Update	Progress
1	11-16-16	Awards Task Force	Tony Price	11-14-17	Complete*
2	11-16-16	Re-institute NCO/Enlisted Council	Joe Schroedel w/support from BOD Members with assistance from Member Recruiting and Retention work group (MMRWG)	Tabled	YM Council has Enlisted/NCO Sub-Committee that may grow into Society-wide committee.
3	Nov 16	Leadership Development Committee Update	YMC	11-14-17	Ongoing*
4	5-22-17	Develop a National Standard of <i>Life-Long Support</i> through Recruiting, Retention, and Scholarships, to demonstrate care for members in order to set SAME apart.	MRRWG	11-14-17	Ongoing*
5	5-22-17	Develop a National Scholarship Standard in support of the Standard of Life-Long Support.	MRRWG	11-14-17	Ongoing*
6	5-22-17	Establish the <u>Centennial Planning</u> in order to begin planning the SAME Centennial Celebration, reimagine JETC 2020, and make recommendations to the BOD.	Joe Schroedel w/support from BOD Members	11-14-17	Complete*
7	5-22-17	Establish Membership Streamer TF and report findings to BOD	Jill Murphy	11-14-17	Complete*
8	5-22-17, 8-21-17, 11-14-17	Report findings on Membership Dues Structure to include "micro businesses."	Nick Desport & Jill Murphy	11-14-17	Ongoing/ Jill will produce timeline for board/ final report in May
9	11-14-17	Research tax ID issues surrounding the transfer of deactivated Post Funds to local camps.	Allison Ingram	12-13-17	
10	11-14-17	Develop Action Plan from discussion group input	Joe Schroedel	12-13-17	

*A completed or ongoing task will be shown as complete for one BOD meeting and then removed from the tracker.