



SAME Executive Committee Meeting Agenda

0700 - 0745, Wednesday, Mar. 7, 2018

Linden Oak Room, Bethesda North Hotel & Conference Center, Bethesda, MD

TIME	AGENDA	BRIEFER
0700 – 0705	Welcome & Call to Order	Sal Nodjomian
0705 – 0710	May BOD Meeting Concept (encl 1) / BOD Recognition	Joe Schroedel
0710 – 0720	Foundation Update	John Mogge
0720 – 0730	AOF Conclave	Sal Nodjomian
0730 – 0740	Run to 2020 & Beyond Brief and Dashboard (encl 2)	Joe Schroedel
0740 – 0745	Summary & Adjourn	Sal Nodjomian

Encl 1: BOD Meeting Concept

Encl 2: Dashboard

Encl 3: Financial Update

BOD Overall Strategic Direction (from last BOD DAY): “RT2020AB Major Outcome is to increase active member participation which will create irreversible momentum going into SAME’s second century and put SAME on the national stage by firmly establishing our role locally and nationally.”

2018 JETC BOD Outcome: BOD Members (SAME’s leaders) are inspired to become highly motivated “lone nuts” of the RT2020AB and have designed the: “SAME Leader Toolbox” – ie, provided the national staff and leadership with their requirements to help enable them to succeed in inspiring participation across the society.

Given:

New and Old BOD members, appointed directors
Input from posts and C&Cs (RVPs and C&C Chairs)
RT2020AB Dashboard
BOD Member Homework: Stories of members; plans to support the Run
National Office Opening and Board Day plan, with:
Lone Nut video with caveat (slow dance; dance with purpose)
2017 SAME Annual Report with 2016-2017 trend analysis
RT2020AB Running shirts with SAME 100th logo

Method:

Dress: BOD members dress casually (if walk to WWI memorial).

Cost: We establish new tradition: show appreciation for board members (hotel room, ...)?

General Sequence of Day:

National Leadership Breakfast (issue playbooks)
New BOD Member Orientation prior to BOD
Inspiring Opening
Work Groups (SAME Leader Tool Box)
Official BOD Meeting with Tool Box Brief Backs
WWI Memorial Walk ... “SAME Roots”
At the WWI Museum: President’s Reception, tour of museum, pep rally with **2020 Brief**

Opening:

1. Sal opens the BOD Day ... XD is missing ... Sal grouses ... staff has no clue where XD is ... so Sal starts the day (pledge, then begins reflecting on the last BOD and the RT2020 Action Plan) ... “I ended the SBC BOD with offer for resignations – nobody accepted ... Does that mean we have the right leaders? ... Did everyone take me seriously? ... Did we do everything we could have to help you succeed? ... (room goes dark before anyone can respond ... appears power was lost ... Father Time, carrying a lantern, appears and approaches Sal ... “Sal, let me help you see the truth ... sit over here (soft chair) and listen to me ...)

2. SAME PAST ... (emphasis – enduring purpose)

- Clip of WWI fighting and veterans reflections
- Light shines on WWI era engineer in WWI era uniform who appears with a civilian engineer who just left the Army ... they tell the story of start of SAME ... excerpts of TME, Jan 1920 on screen ... “SAME is Born”
- WWII era seabee ... Clips of WWII reflections ... SAME contributions
- Vietnam era AF engineer ... Clips of Vietnam ... SAME contributions ... Special Edition TME
- Desert Storm ...
- **Clip of interviews of Backus**

2. SAME Future ... (emphasis – vision and enduring need for SAME ... unique)

- Father Time shows a TV news clip ... **opening of the “National Celebration of Engineering Contributions to National Security”** (SAME JETC 2020) in Washington ... SECDEF opening
- **Unveil the Centennial Logo**

3. SAME Present ... (intent – show progress in short time ... have the right leaders and the right tasks ... but still some shortcomings ... leaders need tools to help them move the Society forward to achieve the vision)

- **Annual Report Video**
- Father Time gets up and randomly picks BOD members to tell a story of a member who did something special
 - o Points out some of the gaps ... (**emphasis ... BOD has right plan**)
 - Navy LT getting bombarded with business cards at a post meeting
 - Post handing buckets of money for free
 - 5 very old people voting ... post president for the 20th time
 - SMs asking where is military?
 - Scott P begging for camp mentors and STEM umpires
 - Check the block mentality on streamers
- **Father Time shows the Lone Nut video – challenges Sal to help his leaders ... listen to them ... give them some tools ... take them to the start to understand the journey**
- **Father Time gives Sal his RT202AB running shirt ...**

4. The Lantern dims ... Father Time says he must go ... tells Sal his team must ignite the passion of today’s members to help SAME endure for many centuries Father Time disappears as the lantern goes out ... the lights come on ...

5. Sal gets up... excited ... declares that we have the right leadership team to get us to 2020 ... dons his shirt ... directs that every BOD member be issued a shirt ... (staff obtains sizes prior to BOD) ... work groups form (tasks assigned prior to BOD) ...

“tell me how we close those gaps – what tools do we need ... review existing tools ... let’s build the SAME Leader Tool Box!”

BOD Work Group Tasks (in general, identify enablers that BOD members and all Society Leaders can use to ignite passion, energy and participation):

Each Group will review the Run to 2020 Major Actions from the perspective of the work group title in order to identify needed tools and effectiveness of existing tools. Keep Foundation in mind too.

WG 1: Member Participation Best Practices – tools for recruiting member participation

- Review PLW (5 minute volunteer, hot button, how get PLW participants to use what given ...)
- Succession Planning ... how to get it going ...

WG 2: Member and Unit (post, student chapter, etc) National Recognition – tell stories of great things members are doing that contribute – this will become a centerpiece of our efforts to inspire participation ... showing real appreciation)

- Review tools – which ones for what purpose (web, newsletters, TME, podcasts, Real TiME, ... new ones?)

WG 3: Metrics: how measure participation?

- ?Measure Impact of participation ... ie – more getting done?
- ?Measure participation directly (then have to define, etc – perhaps too cumbersome .. not intent)

WG 4: Military/Government civilian participation –

- Review ways to get young military to join ... and existing military members to be active (instructor for new National LDP or post LDP...)
- Review roadblocks

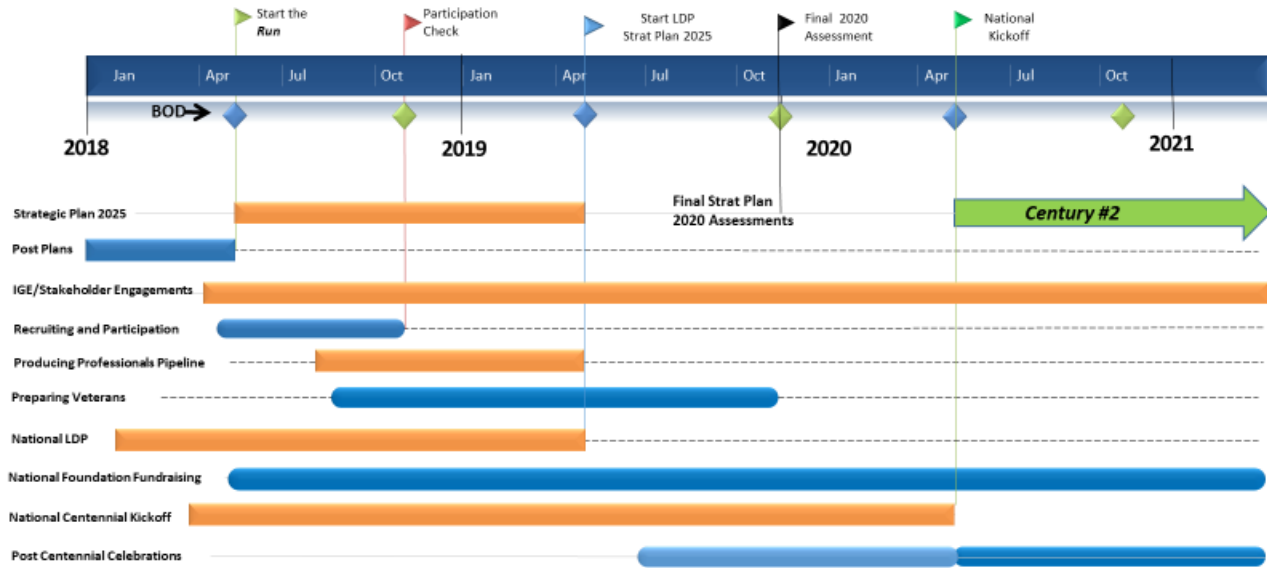
WG 5: Industry participation

- Answer the what’s in it for industry partners, SM’s

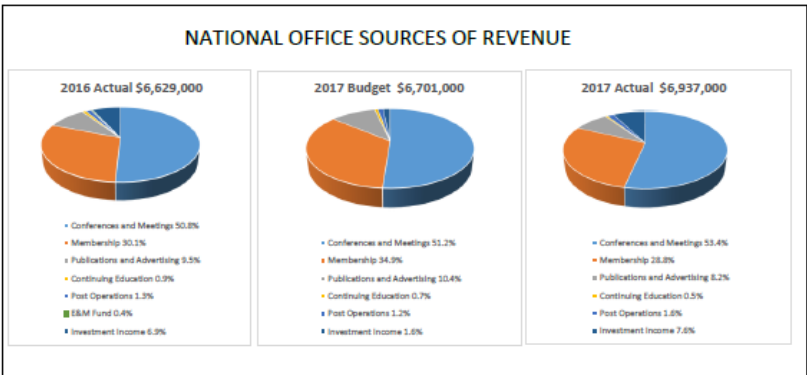
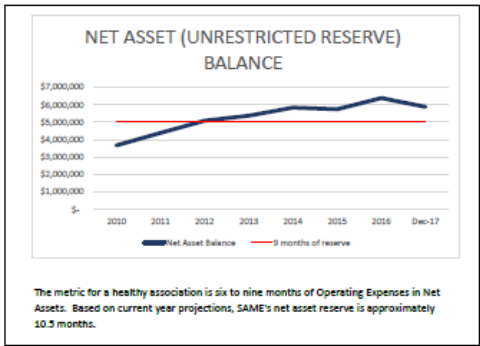
WG 6: Partner Participation

- Answer the what’s in it for partners?
- How get posts to reach out to local chapters of partners?
- Involve partner chapter members in our actions (STEM umpires, etc.)?

Bottom Line Output of the workgroups: Leader Tools -- we’ll have a matrix of tools that they can review and add to or delete ... work groups brief the formal board.



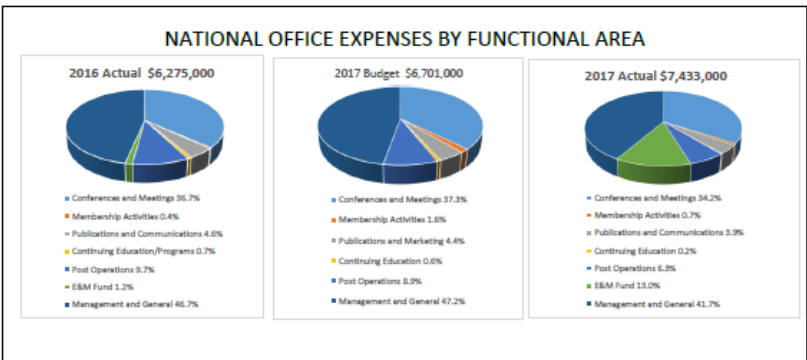
Society of American Military Engineers
 December 31, 2017
 Key Financial Performance Indicators



Notable Trends

■ Red = Area of Concern
■ Yellow = Watching closely
■ Green = Positive News

- Funds previously designated for the Education and Mentoring Fund will be transferred to the Foundation in FY 2017. As of December 31, \$970,000 has been transferred to the Foundation, negatively affecting the Society's net income. These expenditures have been moved out of operational activity in the financial statements.
- SAME experienced very positive momentum on non-dues revenue. We are successfully selling website advertisements and ReaTIME sponsorships. Additionally, the Job Board is now managed by SAME, which eliminates a 40% commission.
- The 2017 budget included aggressive membership and advertising numbers. We ended the year behind budget. However, after several years of declining dues revenue, the dues revenue line item remained flat between 2016 and 2017.
- SBC had a stellar year, exceeding the initial budget and the revised aggressive net income targets. SBC's net income exceeded budget by \$248,000.



NOTE: The information presented on this dashboard represents only part of the Association's financial picture for this fiscal period. Please see the attached statement of financial position (balance sheet) and statement of activities (income statement) for a more complete summary of the Association's financial results.