



Virtual Board Meeting Minutes

April 28th, 2021

1300-1600 Eastern

INVITED		
+Hal Rosen (Chair)	+Tony Leketa (Vice-chair)	
+Tim Byers	+Suzanne DiGeronimo	+Gary Engle
+Randy Gardner	+Gene Lupia	+Angie Martinez
Linda McKnight	+Dave Nash	+Sal Nodjomian
John Peabody	+Jane Penny	+Bob Schlesinger
+Susan Thames		
+Elizabeth Meyer**	Walt Gillette**	+Ron Torgerson**
Julie Fisher**	John Mogge**	Sally Riker**
+Roger Wozny**	+Mark Handley**	+Heather Wishart-Smith**
+Joe Schroedel** (Executive Director)	+Will Hoffman** (Finance)	+Eddie Gonzalez** (Programs)

**Non-voting

+ in attendance

Minutes

Call to Order: Chairman Hal Rosen established there was a quorum and the meeting was called to order at 1:02 pm. Acknowledgement was made of Gary Engle transitioning his role to Tim Byers on the Investment Committee and Randy Gardner as the new Secretary. John Peabody is rolling of the Board and Linda McKnight will end her term early. Congratulations to the new Board of Director distinguished Fellows.

Approval of January 2021 Minutes: Tim Byers presented the minutes with a motion by Jane Penny and a second by Randy Gardner, there was no discussion and the Board approved them by unanimous decision.

Society Update: Joe Schroedel stated a "Home Fund" will be set up with the proceeds from the sale of the Century House. Donors that paid off the Century House are memorialized in the Red Book. The fund will be used to support the physical office space. Thanks to Gary for his work on the investment committee. Judy Cooper at the NYC Post contacted Joe about recognizing Bud Griffith. Joe suggested the Foundation Board set up an action to honor the founding board members of the Foundation. Use Bud's passing to set up a recognition action that can also memorialize Bud. SAME is likely crafting a TME article to highlight Bud's investment in SAME. This article could also include language about founding board members.

Also, there is a request by the NYC Post to clarify the role of the Posts, versus the Foundation, in sponsoring scholarships.

Society Initiatives:

1. BOD gave authority to access reserves to revamp all our internal systems: membership, finance, website into one operational strategy.
2. SAME to hire a consultant to review financial operations and recommend an automated system that can integrate with Salesforce-based membership database. Want to include Foundation input into our needs as part of that discovery process.
3. Nimble, a Salesforce based application, has been chosen to serve as our new database. Reviewing membership structure and dues structure as part of the new database. Need to restructure how member records are defined and managed.

Changes will allow SAME Headquarters to better serve the Society, including donors. New systems expected to be online by March 1st.

A graduate of the first LDP class, Craig Bryant, has been elected to the SAME board. This is a great testament to the value of the Foundation's investments.

The founding board members were: Roger Wozny, Gen Robert Van Antwerp, Bud Griffis, Mike Loose, Del Eulberg. The Founding board meeting was March 10, 2016. They made founding decisions before transitioning to a full board lead by John Mogge.

JETC is on track to where we were last year. Appetite for virtual meetings seems intact. Change of BOD President will occur at the first OGS.

Mark Handley Remarks

During his term as President

He will focus on governance, engaging directors more, looking at the impact of the Society. This focus is on thought leadership: supporting our engineers and leaders in our industry.

We will need to transition from virtual back to in-person events, while maintaining lessons learned. Also, we should keep some virtual elements to engage members that can't travel.

Strengthen the bond with the Foundation and the Society to better align program support.

Joe Schroedel said SBC is still up in the air and the decision is expected in June, location would be Atlanta, if in-person.

Hal Rosen recognized that Mark and David have done some great work already on a productive Foundation/Society relationship. Thanks to Heather for a great year and to Mark for the year to come.

Investment Update: Gary Engle stated our capital is well invested.

At \$3.25M. Even low quarterly return of 2.01%, beat estimate. Grew even though no new monies were invested. Small funds had a great return. Bonds are down. Fixed income will likely be reduced. Likely move away from alternative asset class (hedge funds). Equities are up. The financial advisors changed their name from DiMeo to Fiducient Advisors for marketing reasons.

Tim Byers participated in the recent calls and will be co-reviewing the annual investment policy in May as he takes over. Looking at past years, our returns have been matched to benchmark returns. Trend data shows great performance for SAME and the Foundation. Also, Post Funds are going well and quarterly reports are provided to the Post treasurers and presidents.

Hal reported the Foundation investments are more conservative than the Society investments. Some of the Foundation amount are the Post funds that we manage. Thanks to Tim for taking over. Thanks to Mark and Heather on Society investment policies. Thanks to Will Hoffman on his work in helping to manage the investments.

Finance Update: Will Hoffman Statement of Financial positioning looks good. Two additional Posts interested in participating. Anchorage and Pittsburg. There is not much on the liability side. Statement of Activities were light this quarter. No major giving appeals or major expenses. Not having any in-person events has kept expenses down. There has not been a lot of current activity but more donations are expected in Q2 and Q3 once the appeal for donations is promoted.

Tony Leketa inquired about an \$8K fee on the books and Eddie Gonzalez clarified that was for Jenn Campbell our Leadership Development Program (LDP) facilitator that provides the onboarding of each class and the close-out as they graduate. Will Hoffman stated the Audit is being prepared for the Foundation and the Society.

Financial Framework Status: John Peabody could not attend but is working on the framework.

Treasurer Position: Hal Rosen informed the board that we need someone to take on the Treasure's role. Will donors support solely Society specific programs? Also need to look at a formal "endowment" that would allow the Foundation to fund programs with interest accumulated.

There was discussion on the foundation financial framework and the strategic plan and the need to look at what the foundation wants to support

Camp Scholarship Discussion: Elizabeth Meyer reported the Program offers a 5-year \$5000 scholarship for each of the five nationally managed camps through its annual application process. Applications are down this year. LDP program serves as reviewers and volunteers are requested from each LDP class with each group reviewing 6-10 applications. A total of 37 scholarships have been awarded with ten not carried through all four years, either for dipping below the minimum GPA, or changing out of a STEM major. Also, some scholarship candidates fail to respond and don't get the scholarship. It was raised how do we accommodate virtual camp and future camps while meeting other current commitments? During the discussion of the impact of camper alumni scholarships it was stated we need to work with Scott Prosuch to develop an impact report of the scholarship program and produce and impact statement.

Action: Develop an impact report of the camper alumni scholarships.

Action: Investigate an application process and pricing to include the virtual camp to present at the August BOD meeting.

Tony Laketa presented a motion to Cap the camp scholarship program for now to the current limits. There was a Second by Sal Nodjomian with No discussion. The Motion was unanimously approved.

Leader Development Status Report: Susan Thames and Angie Martinez reported the LDP Graduation was scheduled for June 18th. There was an open invitation for this event. Current project presentations will be posted on www.same.org/impact. The facilitator Jenn Campbell offers her time throughout the year outside her contract to assist the students.

Mentors will be highlighted on the LDP page. Still recruiting current class mentors. Also, the LDP is working with the Academy of Fellows to match the final participants.

Organizational Chart Update: Hal Rosen covered the organization and the need to fill missing positions, Dave Nash acknowledge we have a process to identify and select new board members. John, Linda, and Gary are rotating off the Board.

Action: Let Eddie and Hal know if you are ending your term after this year by May 14th.

Bob Schlesinger volunteered to join the Governance Committee.

Annual Giving (Internal) Report: Bob Schlesinger stated the need to settle on themes for the coming year under the new SAME Second Century Campaign over 5 years.

Each year would have a program and outcome target.

- Grow LDP
- Transition veterans
- Stipends for mentors to attend camps
- Enhance mentoring of the Society
- Improve K12 STEM Outreach at the Society level.

As COI's develop their work plans, their activities could be considered in years 2-5 of the campaign.

Crafted a timeline to issue an appeal from July to December also we need to revisit donor levels plus we need a catchy tagline for the 5-year campaign.

Planned Giving Status Report: Suzanne DiGeronimo reported the problem with hiring a professional fundraiser is no one knows SAME like SAME members. Volunteers are fundraising assets. The Planned Giving Committee is going to create a manual on how to solicit planned gifts. Everyone will find out we can do a lot with using volunteer resources.

We discussed if we need to go wider beyond SAME for donors and have only tapped our members so far. It was recognized that the urgency of our fundraising never goes away. Second Century campaign gives us a great messaging jumping off point. As planned giving includes all of us in the next 100 years. Maybe this campaign is the time to prepare "my own" planned giving plan. We need more expertise to get us to the next level. What about named assets, like the "Tony Leketa Bathroom?"

The discussion included paying someone, allocating a budget, finding a contractor, while SAME will continue to provide staff support of up to eleven or so staff members like Will, Eddie, Otis to the foundation.

ACTION: Sal to recommend options for contracted consulting services.

Three-year program that will create a framework for approaching donors for planned giving. First target is Foundation post funds contacts. If we are stewarding their monies, they should be interested. Two volunteers stepped up which makes eight committee members for ten volunteers. We will host regular meetings to develop the framework. The concept will be field tested with the posts. Most posts will have new potential planned-giving targets. Looking forward to developing the strategy and implementing it.

Hal Rosen stated planned giving is huge and could serve as a significant revenue source. Budgeting may be a challenge but could be tied into strategizing an endowment. Suzanne said some posts may not want to participate in cultivating planned-giving donors. Also, there is potential for legacy donors to SAME through planned giving.

Other Fundraising Status: Hal Rosen commented we are committed to a major donor/corporate donor strategy by next Society BOD.

FAQ Status Report: Roger Wozny updated the FAQ in February and placed it on the website incorporating the new masthead.

ACTION: Post revised Foundation Briefing on webpage once org chart is finalized.

It was discussed that Stock gifts should be added to the FAQ and briefing and could serve as a significant revenue source and the process went smoothly and without getting too specific but gave examples of gift options and we can offer advice for potential donors to consult with a financial advisor.

Communications Committee Report: Jane Penny stated the most pressing item is to get a flyer out by JETC and there is still more to figure out there.

There was a discussion on how does the Foundation recognize board members that have passed away to spur donations. Also, we would need to figure out how to communicate the contributions of these former board members to raise awareness and inspire donations. We would like to set up a conversation on this with a small group that can develop a plan.

ACTION: Set up a follow-up messaging discussion with Suzanne and Hal.

It was suggested to connect with other committees to see what they need. Also one of the LDP projects is to develop a communications toolkit on how and when to communicate. The tool could serve as a model for the Foundation. The contact information was sent to Jane Penny. Lastly, find out about adding a Foundation slide for the JETC opening slides and to send an email to all the JETC registrants, then send out to the full membership afterwards.

Marketing Committee Report: Linda McKnight

N/A

New Business (5 minutes), All

See added items throughout the meeting.

Adjourned at 3:55pm.

	AGENDA	DISCUSSION LEAD
1300	Call to Order – Quorum Established – Pledge of Allegiance (5 minutes)	Hal Rosen
1305	Approval of January 2021 Minutes (5 minutes)	Tim Byers
1310	Society Update (10 minutes)	Joe Schroedel
1320	Investment Update (10 minutes)	Gary Engle and Tim Byers
1330	Finance Update (10 minutes)	Will Hoffman
1340	Financial Framework Status (10 minutes)	John Peabody
1350	Treasurer Position (10 minutes)	Hal Rosen
1400	Camp Scholarship Discussion (15 minutes)	Elizabeth Meyer
1415	Leader Development Status Report (10 minutes)	Susan Thames and Angie Martinez
1425	Org Chart Update (20 minutes)	Hal Rosen
1445	Break (5 minutes)	

1450	Annual Giving (Internal) Report (15 minutes)	Bob Schlesinger
1505	Planned Giving Status Report (10 minutes)	Suzanne DiGeronimo
1515	Other Fundraising Status (10 minutes)	All
1525	FAQ Status Report (10 minutes)	Roger Wozny
1535	Communications Committee Report (10 minutes)	Jane Penny
1545	Marketing Committee Report (10 minutes)	Linda McKnight
1555	New Business (5 minutes)	All
1600	Adjourn	Hal Rosen

Meeting	Action	Responsible	Estimated Completion
Nov. 20, 2019	Add a Foundation briefing to a future RVP call. Arrange with Mark Handley.	Hal	TBD
Aug 13, 2020	Decide on a Year 1 Planned Giving implementation plan.	Suzanne	Ongoing
Nov 18, 2020	Update Foundation Briefing	Roger	Ongoing
Nov 18, 2020	Develop a financial framework	John P	Ongoing
Jan 27, 2021	Recruit a new Treasurer.	Hal	Ongoing
Jan 27, 2021	Finalize program language in the Society-Foundation MOA.	Hal	Ongoing
April 28, 2021	Develop an impact report of the camper alumni scholarships. Investigate an application process and pricing to include the virtual camp to present at the August BOD meeting.	Elizabeth Meyer	August BOD Mtg
April 28, 2021	Let Eddie and Hal know if you are ending your term after this year.	Hal/Eddie	May 14 th
April 28, 2021	Post revised Foundation Briefing on webpage once org chart is finalized.	Roger	TBD
April 28, 2021	Set up a follow-up messaging Marketing Cmt discussion with Suzanne and Hal.	Jane	TBD
April 28, 2021	Recommend options for a contracted consulting services.	Sal	TBD