



WELCOME TO POST LEADERS WORKSHOP!

August 7-9, 2022

Cindy Lincicome, F.SAME
National President



The Year Ahead

Member Engagement
Member Management
Serving the Posts
Building on the Momentum

Member Engagement

- Results-oriented Strategic Plan to advance our National Security
 - **Goal 1 – Industry-Government Engagement, as our top priority!**
- Goal 1 – IGE is the only mandatory goal for Streamer requirements
- National focus to support Posts – led by President-Elect Charlie Perham
- Solving problems at the lowest level possible – in your communities
- ❖ Remember that local challenges do not necessarily mirror those at the National level. Find the topics that impact your local and/or regional area.

- Subject Matter Experts
 - Community of Interests
 - Academy of Fellows
- Industry Government Engagement Playbook
- Leadership Development & Succession Planning

COUNT ON US to work with you throughout the year to **strengthen Post IGE contributions**

- Top priority of the national level
- Seven of our BOD Elected Directors and Appointed Directors dedicated to supporting IGE efforts
- Three Dedicated Elected Directors to support Member Management
- All Elected Directors supporting National Leader with focused objectives

COUNT ON US ... as we support our Regions and Posts to deliver our Strategic Plan to our stakeholders.



Build on the Momentum ~ TODAY

- Active Participation – Share YOUR Post Experience & Successes
- What's the Highlighter For?
- Engage with your National Leaders, Regional and Deputy Regional Vice Presidents

I KNOW I CAN COUNT ON YOU ... SO Our Members Can... COUNT ON US!!

This Is How We IGE !!

8/8/2022

SAME Post Leader's Workshop

Ft Lauderdale, FL



Agenda

Activity	Time	Presenter
What is IGE?	9:00 – 9:20	Rob Biedermann, Mercedes Enrique
Non-Traditional IGE	9:20 – 9:40	Dennis Turner, Buddy Barnes
Federal IGE	9:40 – 10:00	Charysse Knotts
IGE Logistics	10:00 – 10:20	Lee Ann Zelesnikar
Break	10:20 – 10:30	All
Practical Exercise	10:30 – 11:50	Mike Huffstetler
Wrap Up	11:50 – 12:00	Rob Biedermann

What is IGE ?

Mercedes Enrique, MBA, F.SAME

President, CMS Corporation

Rob Biedermann

SAME National Office

IGE isn't just a streamer !!

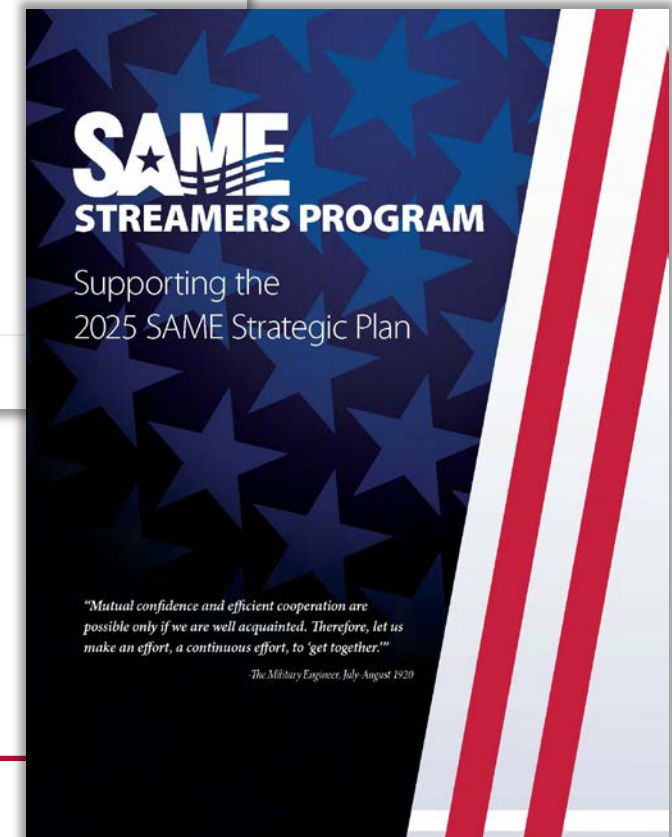
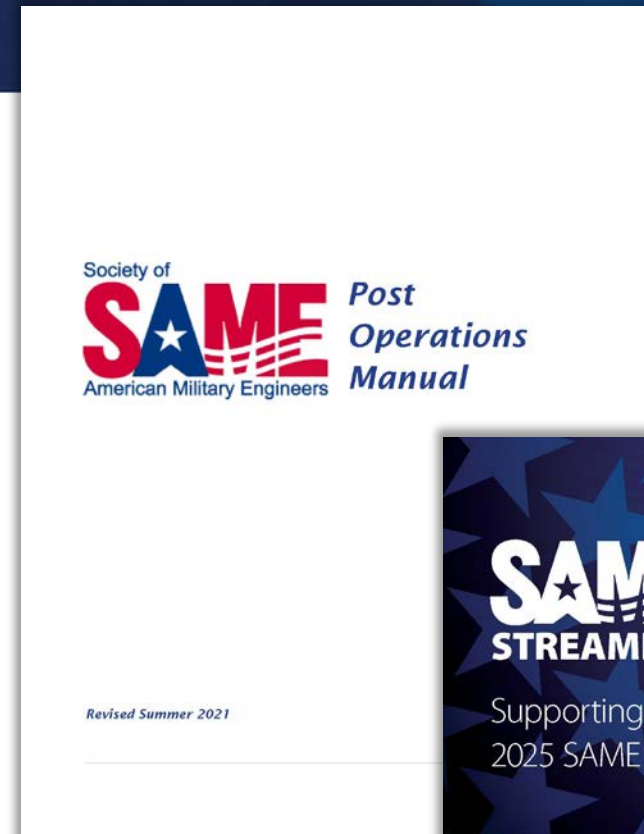
LTC Wilber "Buddy" Barnes, P.E., F.SAME (Dist.), USA (Ret.)

What is IGE??

The IGE Equation: Culture + Process = Impact

- IGE is a culture of transparency, trust, and teamwork;*
- IGE is a process of leadership, education, and partnership;*
- By solving problems and building consensus, IGE creates impact*

- 2025 SAME Streamers Program
 - Excellent examples of Post-level IGE activities from *Surveys* (25 pts) to *IGE Workshops* (250 pts)
 - Prioritizes through points earned





SAME Streamer Program

Supporting the 2025 SAME Strategic Plan

GOAL 1: OBJECTIVE 1

Ensure SAME's Industry-Government Engagement Plan promotes multidisciplinary industry-government collaboration and adds value to shared efforts to improve America's infrastructure, with the Society recognized by all stakeholders as the platform for industry-government engagement.

Suggested Post Tasks:

TASKS	POINTS
<ul style="list-style-type: none"> ▶ Conduct local Industry-Government Engagement Workshops with key stakeholders to identify issues, collaborate on solutions, and document progress. Categories can include but are not limited to: Policy/Law; Capacity (skilled labor); Project Delivery Best Practices, Business Practice; Capability (professional expertise, technology); Warfighting; Resilience; small business; market research; cyber security; knowledge management. ▶ Conduct Roundtable Discussion to identify potential issues ▶ Document IGE Workshop with complete details: <ul style="list-style-type: none"> • Topic/Date; Participating Agencies/Organizations; Outcomes/Impact; Follow-up Conducted/Needed 	250
<ul style="list-style-type: none"> ▶ Identify new local touchpoints to key stakeholders within local, state, and federal government entities to determine how the Post can serve those entities. <ul style="list-style-type: none"> • Meet with state, regional and/or local government to educate on how SAME can serve the community (could include Department of Public Works; City/County Engineer; Transportation/Transit Authority; Emergency Services; Environmental Services; Port Authority) • Meet with military to educate how SAME can serve area's installation. • Establish a Student Chapter with local college/university. Arrange for seminars/briefings at local college/university displaying strengths of national security A/E/C industry and emphasizing future career paths. 	200
<ul style="list-style-type: none"> ▶ Conduct local Joint Table Top Exercises (TTX) to stimulate collaboration among government and civilian engineers and planners on locally relevant infrastructure challenges. Include federal, state, or local agencies and strategic partners, as appropriate. 	150
<ul style="list-style-type: none"> ▶ Host an Industry Day/Government Briefing/Small Business events. 	100
<ul style="list-style-type: none"> ▶ Provide relevant industry best practices and professional development opportunities for government and uniform members. 	100

GOAL 1: OBJECTIVE 2

Develop Strategic Partnerships to identify focus areas, challenges, opportunities, and potential solutions, integrating mutual expertise to achieve greater results.

Suggested Post Tasks:

TASKS	POINTS
<ul style="list-style-type: none"> ▶ Identify, establish and nurture strategic and organizational partners at local, state, and regional levels and determine how the Post can collaborate with those entities and execute two partnering/joint programs. (Examples include ASCE, ACEC, AGC, CMAA, NSPE, DBIA). Annually review strategic partnerships for impact, value, reciprocity, and strategic significance and outcomes of partnerships. Identify opportunities for new partnerships within existing goals 	200
<ul style="list-style-type: none"> ▶ In addition to face-to-face meetings, use webinars and other technology to develop and sustain collaborative relationships. 	100

GOAL 1: OBJECTIVE 3

Ensure SAME's Communities of Interest serve Posts and national entities as subject matter experts, leveraging the Society's broad technical diversity to advance knowledge, standards, and best practices.

Suggested Post Tasks:

TASKS	POINTS
<ul style="list-style-type: none"> ▶ Utilize COIs to identify topics and subject matter experts to support Post level technical events: <ul style="list-style-type: none"> • IGE Workshops, Technical Briefings, Seminars, Webinars, Conferences, Table Top Exercises 	50
<ul style="list-style-type: none"> ▶ Ensure Post members are serving on COI Steering Committees and serving as liaisons to the Post 	50

GOAL 1: OBJECTIVE 4

Develop a portfolio of professional communications to inform, educate and reinforce SAME's impact to the nation; provide a repository of industry-government engagement efforts, tools, and lessons learned on the SAME national website.

Suggested Post Tasks:

TASKS	POINTS
<ul style="list-style-type: none"> ▶ Promote progress of Post IGE Workshops through their conclusion by preparing and submitting articles documenting updates in TME, RealTIME, COI communications, Post communications, social media, and on the IGE webpage. 	50

GOAL 1: OBJECTIVE 5

Promote inclusion of stakeholder interests at the Post, regional, and national levels through meetings, workshops, symposiums, and conferences.

Suggested Post Tasks:

TASKS	POINTS
<ul style="list-style-type: none"> ▶ Develop IGE programming to meet the needs of the Post or region consistent with the IGE goal. 	100
<ul style="list-style-type: none"> ▶ Survey members to find out interests, issues, and demographics 	25
<ul style="list-style-type: none"> ▶ Ensure Post leadership reflects the diverse demographics, professions and practices that match the Post membership. 	25

- Post Operations Manual
 - Generic IGE Workshop Model
- Current and Past IGE Project Teams
 - Examples: PFAS, Partnering
- Post Leaders with successful Post-level IGEs
- IGE Team products
- Communities of Interest
- Other?



SAME IGE Initiative

Mercedes Enrique, MBA, F.SAME
President, CMS Corporation

August 8, 2022

Shrinking Federal Industrial Base



Advanced Small Businesses





SOLUTION

Seven Year PILOT Program



Sign the Petition

<https://bit.ly/PILOTACTION>



@Transitioning Federal Small Businesses

<https://cmscorp.com/ramp-up/>

08/08/22

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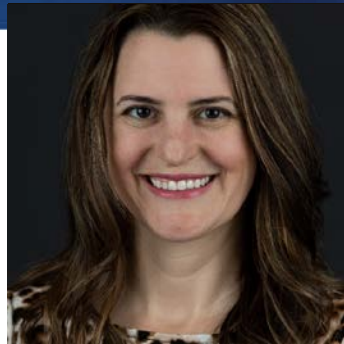
MEET THE LEADERSHIP TEAM



Mercedes Enrique, F.SAME
 CMS Corporation
 Project Manager &
 Chair



Patrick Broderick
 Valiant Construction
 Legislative
 Committee Chair



Rebecca Cahill
 MJ Engineering
 Communications
 Committee



Michael DeBrino
 MJ Engineering
 Coalition
 Support



Lexi Lessaris
 CMS Corporation
 Communications
 Committee Chair



Brandi Smith
 Wood
 Membership
 Committee Chair



Richard Witt
 AE Works
 Coalition
 Support



Michael Beezley
 Apogee Consulting
 Group
 Legislative Lead



Eric Dodson
 Blue Cord Design &
 Construction
 Legislative Lead



Luke Leising
 Guidon Design
 Legislative Lead



Scott Matheny
 Semper Tek
 Legislative Lead



Michael Waldrop
 Blue Cord Design
 & Construction
 Legislative Lead

Non-Traditional IGE

LTC Wilber “Buddy” Barnes, P.E., F.SAME (Dist.), USA (Ret.)

Senior Operations Manager, 5engineering

Dennis Turner

General Manager, Atlas

LTC Wendell “Buddy” Barnes, PE, USA (Ret), F. SAME, Dist. Houston-Galveston Post



- Fun Facts
 - We Believe: IGE is not a Streamer, but the way the Houston/Galveston Post must operate
 - Member of one of our first Public Agencies, Houston Public Works when they joined
 - Over 50 years in SAME, President of 3 Posts, one twice and one Society
 - While SAME President, I attended 100th birthday for one of our 1st Fellows and presented his Fellow's Pin and Amulet

Dennis Turner Houston-Galveston Post



- Fun Facts
 - Travelled America for 3 years measuring Tire-Pavement Noise
 - H/G Post Past-President (2020)
 - H/G Post Treasurer (2015-2018)
 - H/G Post was in first group to have SAME Foundation manage Post scholarship endowment

- 1995 Public Agency Sustaining Membership (PASM) Established
- Requested and Justified by Houston-Galveston Post Leaders
- Grown to 39 PASM's & also 21 Educational & Non-Profit
 - 11 Military/Federal
 - 28 Non-Military/Federal
 - 13 Non-Profit
 - 8 Educational

What Posts have Non-Military/Federal Public Agencies?

- Houston-Galveston – 7
- San Antonio – 2
- Fort Worth – 2
- Louisville/Oxnard-Ventura/Columbus/Jacksonville/
- Pensacola/Anchorage/Lake Michigan /New York City
Pittsburg/Washington/Louisiana– 1

Who are these Non-Military/Federal Public Agencies?

- City/County/Parish Public Works
- Metro/Regional Transit or Mobility Authorities
- River/Port Authorities
- Water Utilities/Authorities
- Flood/Drainage Authorities
- Emergency Management
- Regional Gas/Electric
- State DOTs/Toll Road/Airport Authorities

- Weave IGE into Post Operations – Go Beyond the Streamer Criteria
- Every Board Meeting in an IGE
 - By-Laws Require a Public Agency Member each Board Election
 - City of Houston Public Works
 - USACE Southwestern Division
 - Harris County Precinct 4
- Two E&C Camp Mentors in 2022 from Public Agency Sustaining Members

- Three Year Membership – 6 members for \$325
 - Don't have to seek approval every year.
- **WHAT A DEAL!**

Where Do You Start?

- What do all 26,000 SAME members have in common?
- What Happens When Military retire?
 - Is there a Second Career?
- Are you comfortable discussing SAME with a Public Agency?

- Public Agency = a position of authority
 - Do they know you or your Post?
 - Are they actively involved in SAME?
 - Why not discuss a Public Agency Sustaining Membership?

- Invite to Meeting or Event that Demonstrates our **VALUE**
 - Professional and Personal Development
 - Networking
 - Community Involvement
 - Mentoring
 - Collaborative Forum to Resolve Issues and Challenges

- Resiliency/Sustainability
- Staff Turnover/Training
- Funding
- Policy Changes/Conflicts
- Multi-Agency Coordination/Partnering
- Don't guess...Ask!

What Makes SAME Different?

- We Focus on *Leadership and Mentoring*
- We Provide *Professional Development*
- We are the Society that *Collaborates with Other Societies*
- The **ONLY** Society whose Primary Mission is *National Security*

Federal IGE

Charysse Knotts, PE, PMP, LEED AP, F.SAME

Director Federal Programs Europe, Black & Veatch

Rhein-Main Post TORN IGE Events Case Study

- Introduction
- Benefits to the Post and the Government
- Identifying Relevant Challenges
- Engaging the Right People
- Execution of the IGE Workshops
- Event Outcomes



Meet Your Presenter

**Charysse Knotts,
PE, PMP, LEED
AP, F.SAME**

- Fellow Class of 2021, Rhein-Main Post Fellow POC
- Europe Deputy RVP
- SAME National IGE Team
- Rhein-Main Post President 2018-2020
- Board Member National, Rhein-Main, Kaiserslautern, and UK Posts
- Member of SAME since 1997
- 2021 IGE Post Award

Fun Facts

- World Traveler (7 continents, 68 countries and counting)
- Auto racing fanatic and race team owner
- Golden Retrievers are the best!





- Government sees SAME as a valuable partner to help solve their challenges.
- IGEs increase Government engagement in local Posts.
- More IGE Events increase member engagement and development.

Identifying Relevant Challenges



- Relationships with the Government are the key! Ask what their burning issues are. Offer local Post support to organize an IGE event.
- The Task Order Requirement Notice (TORN) process for USACE was a new requirement in March 2020. Europe District developed their process to comply with the requirement.
- AE Industry wanted to know what, why, how

Engaging the Right People

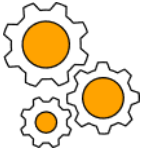


- The Rhein-Main Post engaged with the Europe District Engineering Branch and AE Section to offer to organize an IGE Event to engage with their AEs.
- Developed skip-logic surveys (Kudos to Jill Murphy!) in partnership with the District.
- Sent surveys out to Europe Region membership (and encouraged non-member participation and wider distribution) to solicit input, feedback, and comments from Industry (and Government).
- Results were summarized in a report and provided to the Europe District to incorporate in their presentation.

Execution of the IGE Workshops



- Advertised the surveys and the IGE events months in advance (Post Website, NewsFlash, EventFlash, Word of Mouth). Setup Registration site (EventBrite).
- Provided survey results to Government weeks prior to events. Coordinated dry runs and comms checks prior to events.
- Locked in the location but had to pivot to virtual in 2020 and 2021 and hybrid in 2022. Hosted on WebEx in 2020 Teams in 2021 and GoToMeeting in 2022.
- Posted slides and supporting information on website in advance, on the event invite, and via links during the event. Recorded events and posted for later review (over 200 views).
- Follow-up with Government and Industry Participants to develop and improve next event. Website updates. Streamer documentation. Capture lessons learned and best practices.



Rhein-Main Post TORN IGE events:

- 1st TORN IGE July 2020 (virtual) – New Requirements for AEs
- 2nd TORN IGE March 2021 (virtual) – Survey Results, Further Development, Best Practices
- 3rd TORN IGE January 2022 (hybrid) – Refined Survey, FY21 TORN AAR, Best Practices

Other IGE Events (Rhein-Main Post and Joint Post Events)

- European Command (EUCOM) Poland Provided Infrastructure
- Challenges of Estimating and Managing Design and Construction Cost Risks in Europe
- USACE Europe District Program Updates
- USACE Europe District Geospatial: Delivering Products for Data Driven Decision Making in Europe
- USACE Europe District Master Planning in Europe: A Strategic Perspective

Europe District is now reaching out for SAME support for future IGE events

- Cost and Schedule Risk Analysis
- Cybersecurity

IGE Logistics

Lee Ann Zelesnikar

Business Development Manager, iSoft Solutions

Questions to consider when thinking about your IGE

- External participants and necessary agreements – MOAs
- Date, location, type of facility – needs to be centered on external requirements
- Budget – agreements may drive pricing
- Communication – focused or widely distributed
- Preparation – data collection, rehearsals, appropriate format

- Establish committee – at least 6 months out
- Determine topic – at least 6 months out
- Determine date and location – at least 4 months out
- Develop budget – at least 3 months out
- Finalize speakers – at least 3 months out
- Begin advertising event- at least 2 months out, longer if requesting sponsors
- Prepare event materials (program, slides) – at least 3 weeks out
- Finalize venue details – at least 2 weeks out
- Dry runs – at least 1 week out

Prepare

- Vision of what intending to achieve
- What data is needed ahead of the event and how to obtain it
- Assess if you have the right participants

Format

- Panel, round table, other appropriate
- Number of participants and guests
- Who gets to talk when
- Virtual component?
- Record the session(s)
- Assign a note-taker

Moderators

- Moderators are extremely helpful during a virtual event
- Need to manage the discussion, keep conversation on track
- Can aid in dealing with hybrid situations

Event Closing

- Ensure time left for group wrap-up
- Ensure discussion is at an appropriate endpoint
- Next steps – assign people and dates

Prepare your audience

- Share read-aheads to allow your audience to participate

Follow Up

- Stay in contact with your presenters and participants after the event

Methods of reporting successes

- White paper, website, follow up programs, tell the National office!

Best Practices & Lessons Learned

- Planning will take longer than you think
- Update your website with the correct information
- Event logistics need to be solid
- Dry runs for sessions
- Communicating with attendees, speakers, exhibitors/sponsors
- Follow up is key!

- Hampton Roads Post – Sea Level Rise
 - USACE Norfolk District hosted follow-on meeting for select attendees
 - Post has continued to host Sea Level Rise events to allow for continued discussion
- Tulsa Post – Cost Engineering
 - White Paper
 - CEO Roundtable at 2019 SBC
 - SAME Cost Engineering Working Group

IGE Practical Exercise

Michael Huffstetler, Assoc AIA, LEED AP, F.SAME
Federal Client Leader – Military, Principal, DLR Group

IGE Practical Exercise (50 min)

2 Groups: A=Small/Medium B=Large

- **Objectives:**

- **Familiarize** Post leaders with IGE – applying LOCALLY
- **Empower** you to engage w/ fellow board members to push IGE – regardless of your Post leader role!
- **Exchange** ideas and experiences through a simulated Board discussion
- **Inspire** you to take back 1-3 “best practices” to your Post Leadership

- Select a small or medium Post represented at your table
- Have that Post's Representative share a brief overview of the Post, its members, etc.
- For the Represented Post selected, imagine the team at your table **is your Board**
- Develop your plan for hosting an IGE Workshop:
 - Discuss WHY coordinating a local IGE Workshop would benefit this Post (5 min)
 - Brainstorm as many potential IGE topics as you can (5 min)
 - Identify local govt entities you can solicit THEIR ideas/needs from on other topics (5 min)
 - Pick one topic and develop an action plan and timeline (10 min)
 - Discuss how to execute the Workshop; format, logistics, post-workshop actions, etc. (5 min)
- Be prepared to brief your plan at the conclusion of the exercise (10 min)

- Select a large Post represented at your table
- Have that Post's Representative share a brief overview of the Post, its members, etc.
- For the Represented Post selected, imagine the team at your table **is your Board**
- Develop your plan for hosting an IGE Workshop:
 - Identify the 1-2 primary local agencies to focus on for coordinating a new IGE workshop (5 min)
 - Brainstorm as many NEW potential IGE topics with this entity that you can (10 min)
 - Pick one topic and rough out an action plan and timeline leading up to the workshop (10 min)
 - Discuss how to execute the Workshop; format, logistics, post-workshop actions, etc (5 min)
- Be prepared to brief your plan at the conclusion of the exercise (10 min)