

# WELCOME to Post Leaders Workshop!

THANK YOU to our SPONSORS:



**BLACK & VEATCH**



**MERRICK**<sup>®</sup>

 **DLR GROUP**



# Agenda

Time	Topic
8:45 a.m. – 10:30 a.m.	The Year Ahead Find the Value, Be the Value Driving Value at your Post
10:30 a.m – 10:45 a.m.	Break!
10:45 a.m. – 12:00 p.m.	Driving Value continued
12:00 p.m. – 1:15 p.m.	LUNCH!
1:15 p.m. – 2:30 p.m.	Tabletop Exercises
2:30 p.m. – 2:45 p.m.	Break!
2:45 p.m. - 4:00 p.m.	Recruit, Retain, and Resources
4:00 p.m. – 4:15 p.m.	Break!
4:15 p.m.	Executive Director Transition
4:15 p.m. – 5:15 p.m.	Speed Round
5:45 p.m.	Networking Reception!



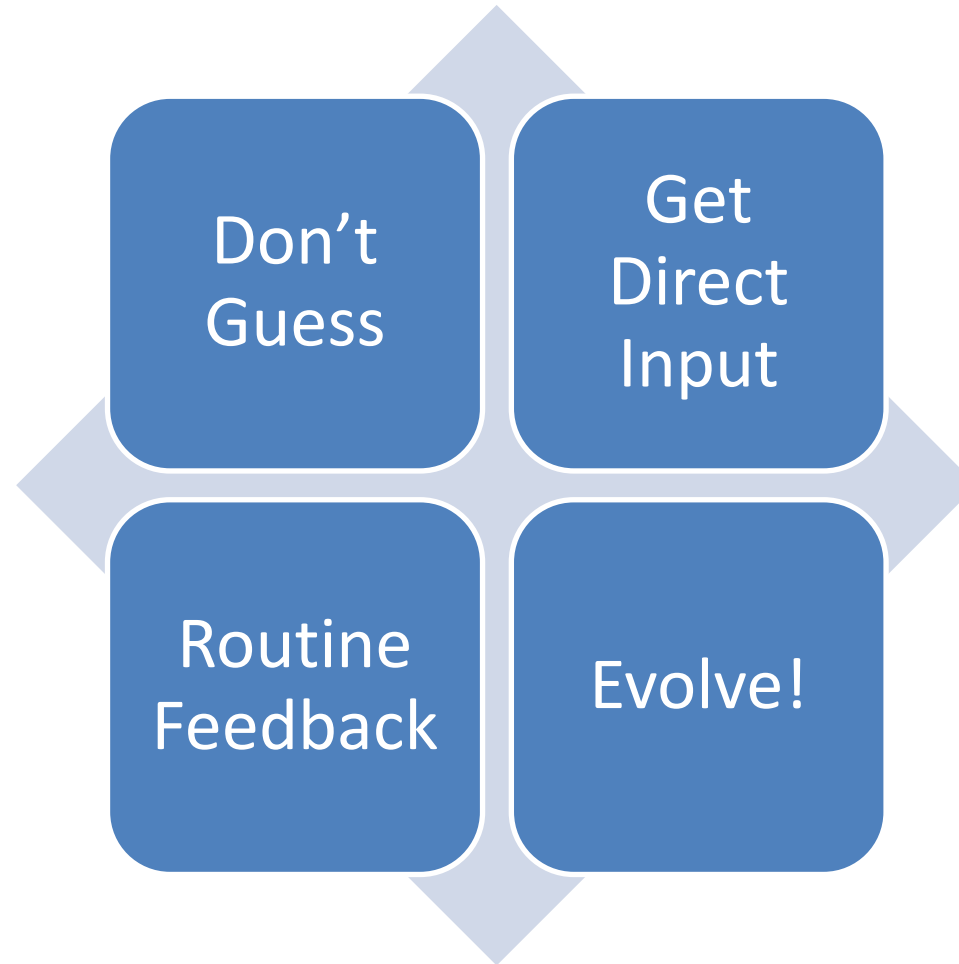
# The Year Ahead



Col. Charlie Perham, F.SAME, USAF (Ret.)  
SAME National President 2023-2024

**Find the Value. Be the Value.**

# Determining Value



Demographics

National Member Survey

National Post-Event Surveys

Post Surveys

Personal Feedback

What's happening in the industry



# Demographics

Primary Job Functions of Individuals

Company Size / Capabilities

Type of Work in Your Area

Historical Participation

## Why join SAME?

- Networking = 83%
- Local engagement = 54%

## Importance of Benefits (scale of 5)

- Networking = 4.4
- Post Events = 4.09
- Tied for third:
  - Training & Education
  - Give back to the industry, profession, and/or nation
  - Industry best practices
  - Future of the field

# Recent National Post-Event Surveys

## What Drives Attendance:

- Networking = 80%
- Education / Professional Development = 55%

“SAME is a unique and very beneficial professional society. Need to continue to focus on value-added and maintain relevance to both Government and Industry.”

“The organization is really integral to the military engineer mission.”





# Recent Surveys Conducted for Posts

#1 Reason for becoming a member?

- Networking – members routinely ask for more social events

Other Reasons for attending events?

- Speakers/Presenters & Business Development

Top benefit Posts provide?

- Building Relationships

#1 topic or event that entices participation?

- Industry Government Engagement

# Routine Feedback and Awareness

We can create a survey for you!

Post-event surveys...ask a general question!

Unsolicited Feedback

Always keep top-of-mind what's happening out there!



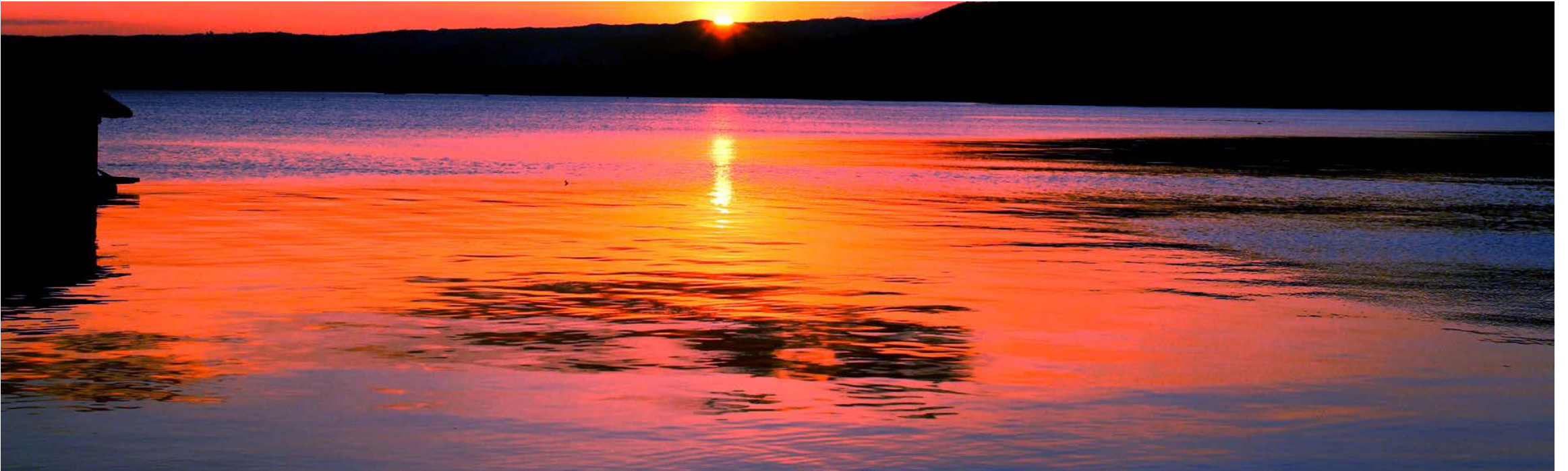
# DATA informs VALUE



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*Dedicated to National Security Since 1920*

# Sunset What No Longer Works







# Next Up...How to Drive Value thru...

- Industry-Government Engagement
- Training & Education
- Leader Development
- Networking

# **This Is How We IGE !!**

August 7, 2023

Post Leader's Workshop

Fort Lauderdale, FL

# ***IGE isn't just a streamer !!***

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



# Why is IGE so important for SAME?

Ben Matthews, P.E., F.SAME  
Vice President – Technical COIs

# What is IGE

Industry

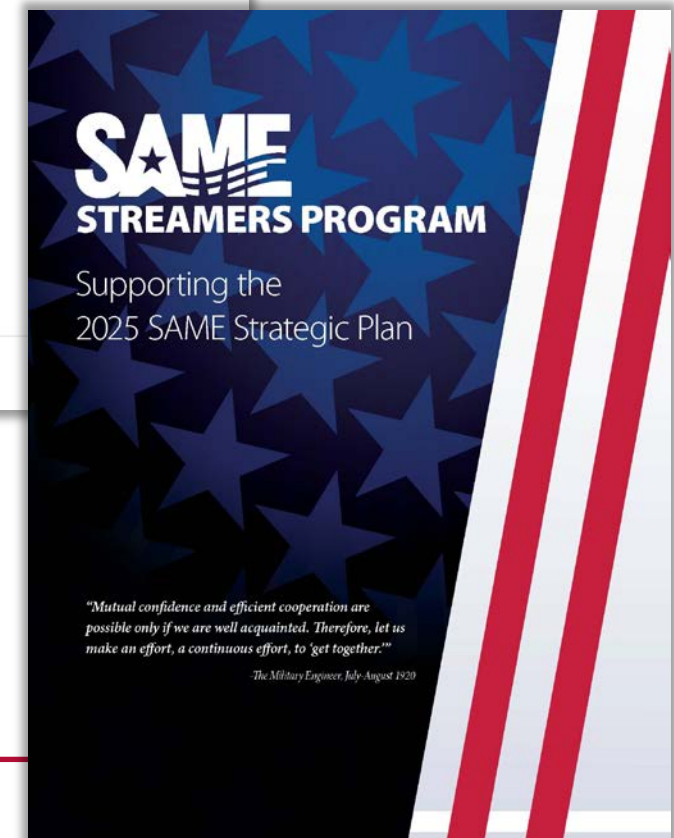
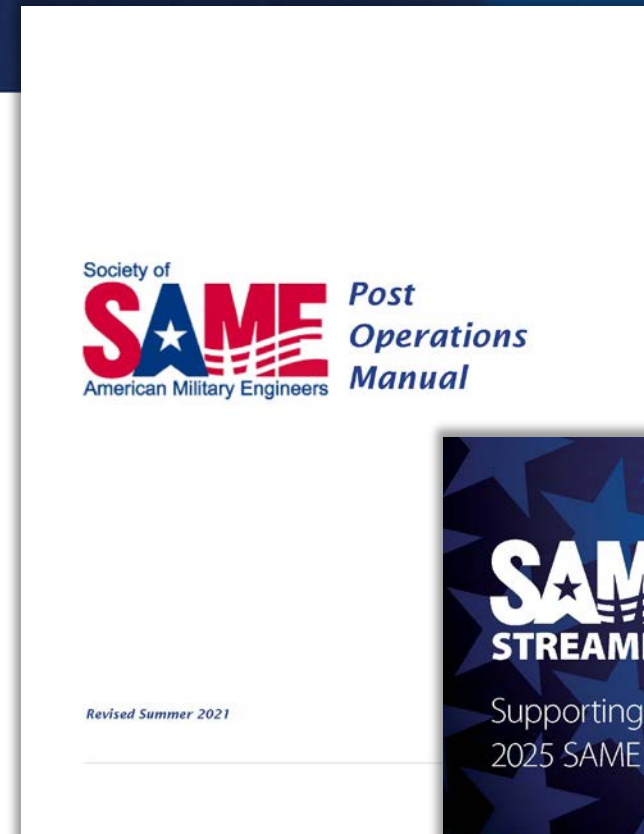
Government

Engagement

## ***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"> <li>▶ 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.</li> <li>▶ Conduct Roundtable Discussion to identify potential issues</li> <li>▶ Document IGE Workshop with complete details:               <ul style="list-style-type: none"> <li>• Topic/Date; Participating Agencies/Organizations; Outcomes/Impact; Follow-up Conducted/Needed</li> </ul> </li> </ul>	250
<ul style="list-style-type: none"> <li>▶ 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"> <li>• 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)</li> <li>• Meet with military to educate how SAME can serve area's installation.</li> <li>• 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.</li> </ul> </li> </ul>	200
<ul style="list-style-type: none"> <li>▶ 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.</li> </ul>	150
<ul style="list-style-type: none"> <li>▶ Host an Industry Day/Government Briefing/Small Business events.</li> </ul>	100
<ul style="list-style-type: none"> <li>▶ Provide relevant industry best practices and professional development opportunities for government and uniform members.</li> </ul>	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"> <li>▶ 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</li> </ul>	200
<ul style="list-style-type: none"> <li>▶ In addition to face-to-face meetings, use webinars and other technology to develop and sustain collaborative relationships.</li> </ul>	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"> <li>▶ Utilize COIs to identify topics and subject matter experts to support Post level technical events:               <ul style="list-style-type: none"> <li>• IGE Workshops, Technical Briefings, Seminars, Webinars, Conferences, Table Top Exercises</li> </ul> </li> </ul>	50
<ul style="list-style-type: none"> <li>▶ Ensure Post members are serving on COI Steering Committees and serving as liaisons to the Post</li> </ul>	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"> <li>▶ 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.</li> </ul>	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"> <li>▶ Develop IGE programming to meet the needs of the Post or region consistent with the IGE goal.</li> </ul>	100
<ul style="list-style-type: none"> <li>▶ Survey members to find out interests, issues, and demographics</li> </ul>	25
<ul style="list-style-type: none"> <li>▶ Ensure Post leadership reflects the diverse demographics, professions and practices that match the Post membership.</li> </ul>	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?



# Non-Traditional IGE

# Public Agency History

- 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 – has the most!
- San Antonio
- Fort Worth
- Louisville/Oxnard-Ventura/Columbus/Jacksonville  
Pensacola/Anchorage/Lake Michigan /New York City  
Pittsburg/Washington/Louisiana



# Who are 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

# Houston-Galveston Experience

- Weave IGE into Post Operations – Go Beyond the Streamer Criteria
- Every Board Meeting is an IGE
  - By-Laws Require a Public Agency Member each Board Election
    - City of Houston Public Works
    - USACE Southwestern Division
    - Harris County Precinct 4

# Public Agency Leader Not in SAME

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

# Resolving Issues and Challenges

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

# IGE Event Planning & Outcomes

## 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

## 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

# Event Outcomes

## 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!

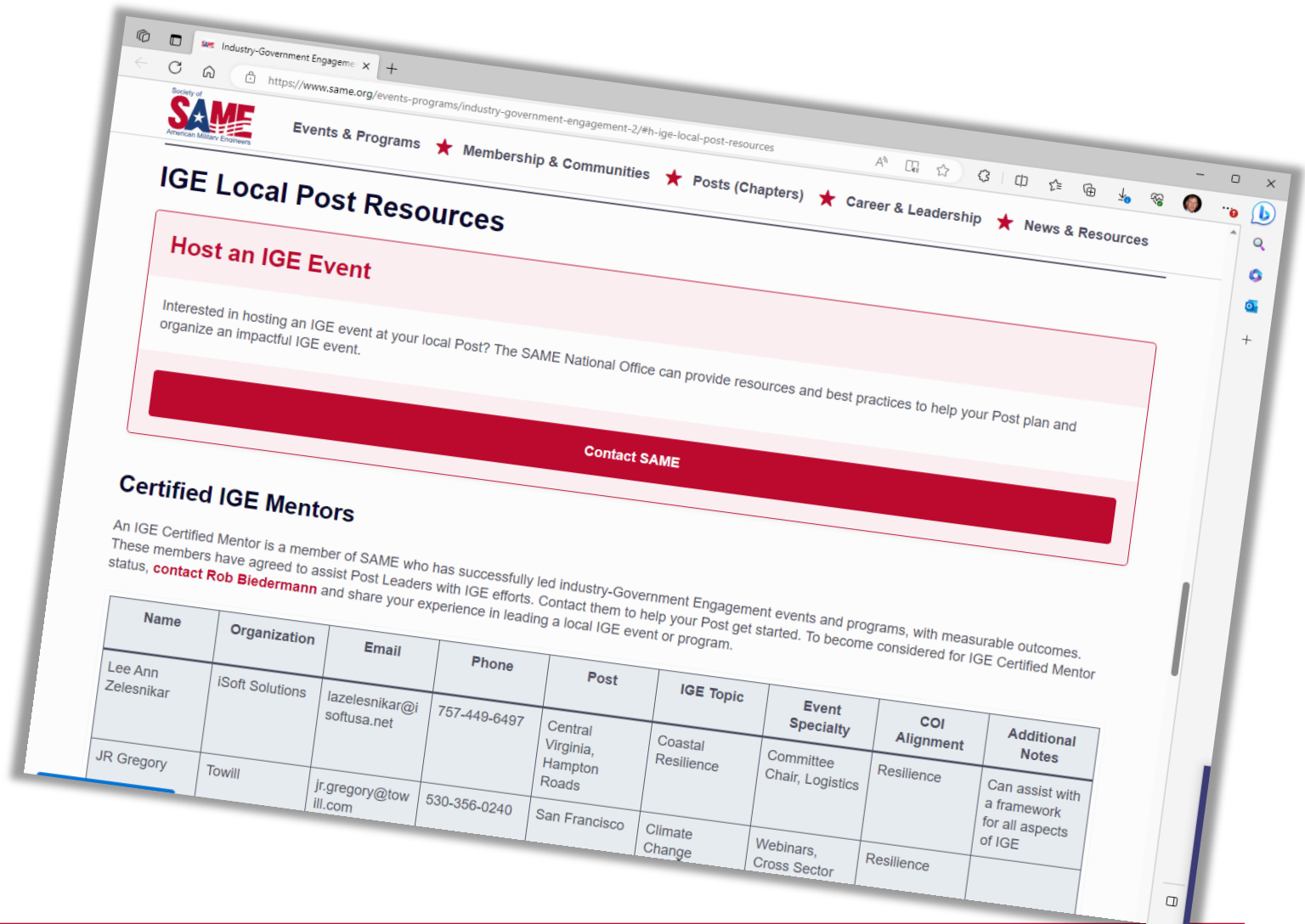


# Best Practices & Lessons Learned

- 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!

# Certified IGE Mentors

- Industry-Government Engagement webpage: <https://www.same.org/events-programs/industry-government-engagement-2/>



# Planning Education + Training

**Belle Febbraro**, Associate Director of Education, SAME

**Mindy Hinsley**, F.SAME, FSMPS, CPSM, Deputy Regional  
Vice President, SAME North Atlantic Division



# Belle Febbraro

## Associate Director, Education

- When I was 10, I came 3<sup>rd</sup> in the UK for figure skating in the under 14 category
- I'm obsessed with Sudoku
- I have experienced more jobs than I can count
- I love to paint and draw, and my favorite medium is acrylic. Have a degree in Fine Art and minored in Art History

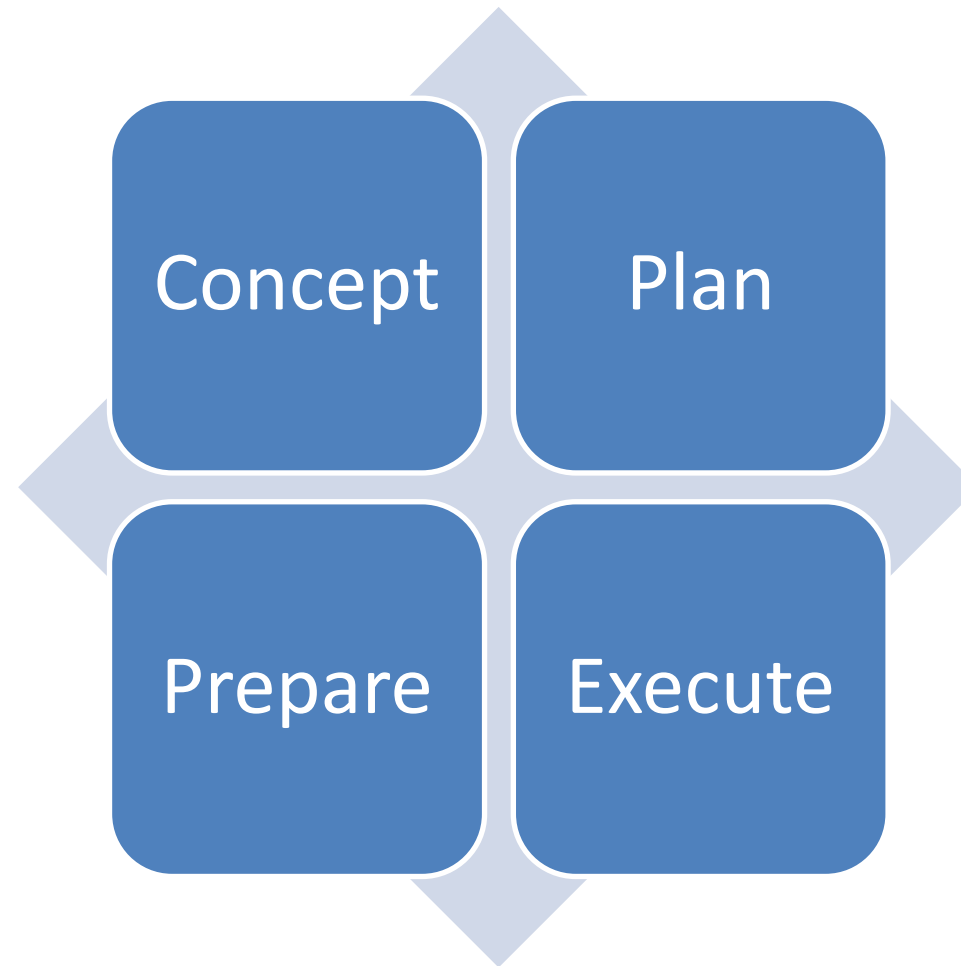
# Mindy Hinsley, F.SAME, FSMPS, CPSM

## President, Hinsley Collective

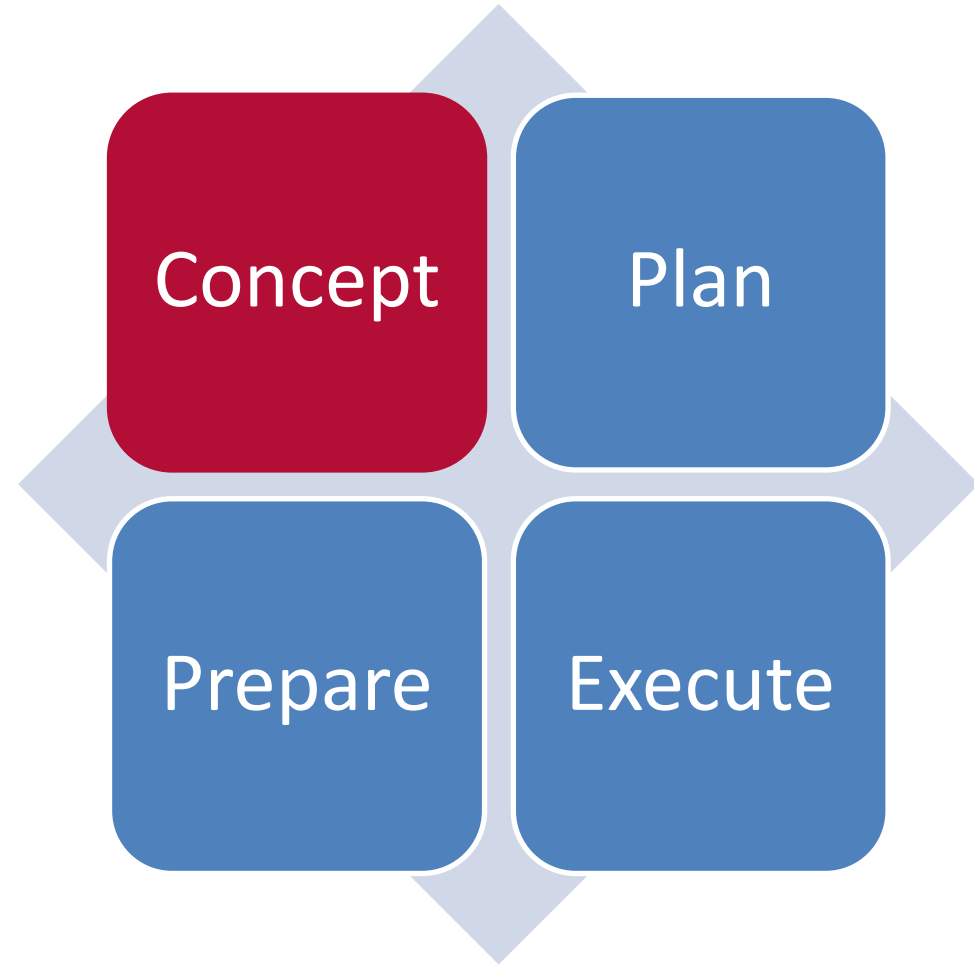


- Die hard Baltimore Ravens and Nebraska Cornhuskers football fan (by marriage!)
- Love to travel and plan milestone birthday trips and adventures for friends and family – Greece, Switzerland, Scotland, and any island in the Caribbean
- Golf and paddle boarding are my favorite outdoor activities
- Never liked margaritas or tequila until I had Covid and started to crave them (true story!)
- SAME Baltimore Post Past President, current DRVP for the SAME North Atlantic Division, chair of the Marketing + Business Development committee, Small Business COI, and Co-founder + Chair, MEGA Maryland

# EVENT PLANNING



# EVENT PLANNING



**Do you know  
which steps to  
take to create  
a Concept?**

Sure do!

I know what I  
need to do  
but not all  
the steps

Not  
really...I've  
only done  
this once  
before

No clue!



## GENERATING TOPICS + FINDING SPEAKERS



- Trends in industry
- Follow the money
- Member surveys results
- JETC, SBC + regional programs
- SAME COI content
- Industry partners
- Align streamer requirements + SAME strategic plan

WHAT  
DO YOU  
NEED TO  
KNOW



# TOPIC TEST

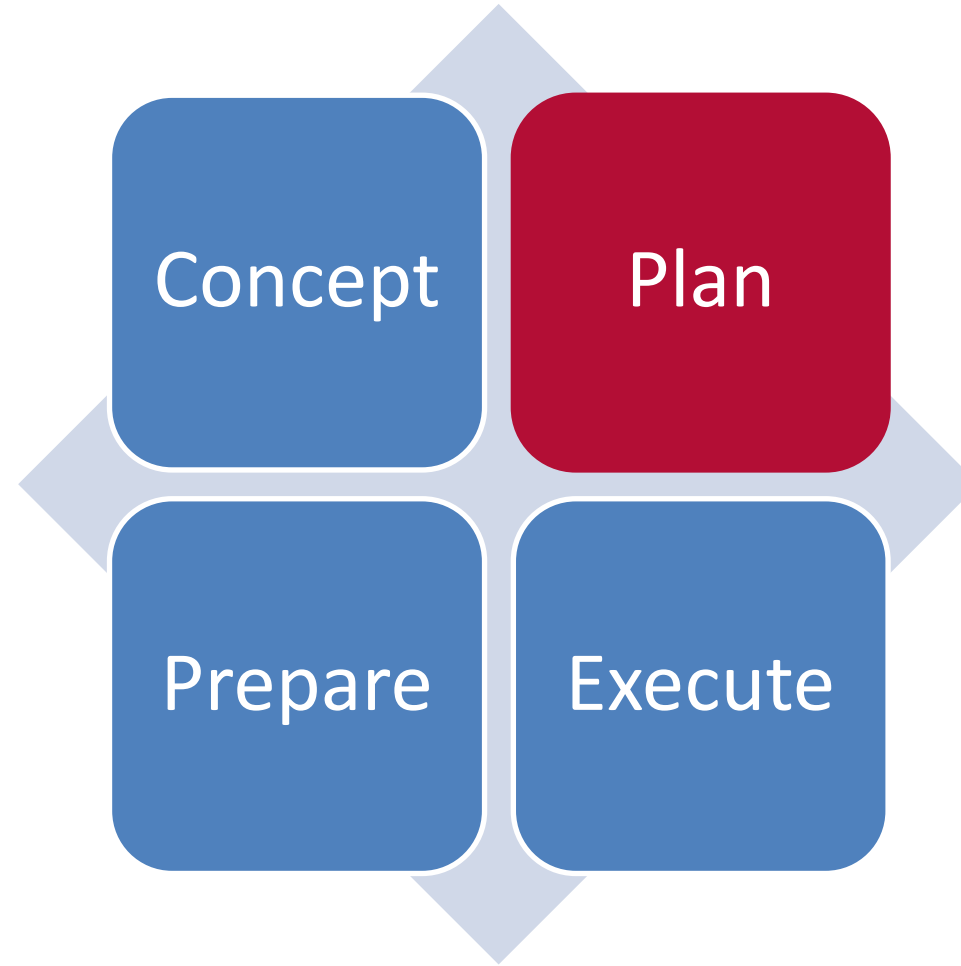


- Who can speak to the topic?
- Does it add value?
- Is it relevant to Post members?
  - Will it appeal to few, some, most or all?
- Are there tangible takeaways for attendees?
- Has it been overdone? Is it fresh?
- Are you offering PDH or AIA credits?

# FINDING SPEAKERS

- Other Posts
- Leverage board + member contacts
- JETC and SBC programs
- SAME COI speaker recommendations
- Agencies
- Partners
- LinkedIn
- Other Events attended





# POLL AUDIENCE

**Do you know  
how to plan  
your  
education  
program?**

**Sure do!**

**I know what I  
need to do  
but not all  
the steps**

**Not  
really...I've  
only done  
this once  
before**

**No clue!**



5.4.23 SAME-8  
by SAME



- Check for competing events, holidays
- Select the appropriate venue
  - in person v. virtual?
  - Virtual is great for Post luncheons
- Determine the proper format, set agenda
- Include time for networking, breaks, and transitions



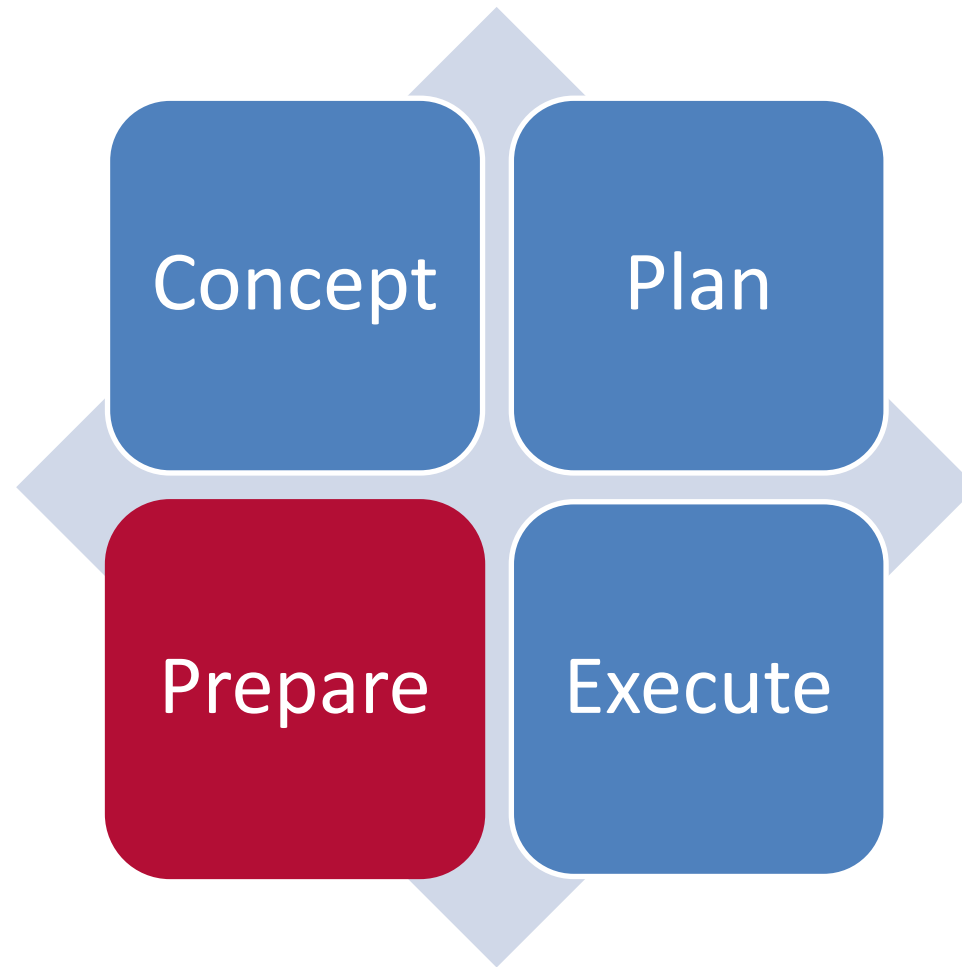
# GATHERING INFORMATION

- Request speaker information
  - AV or special requirements
  - Provide speaker guidelines
  - PPT template in correct format
- Determine food and beverage costs
  - Accommodate dietary restrictions
- Set ticket pricing





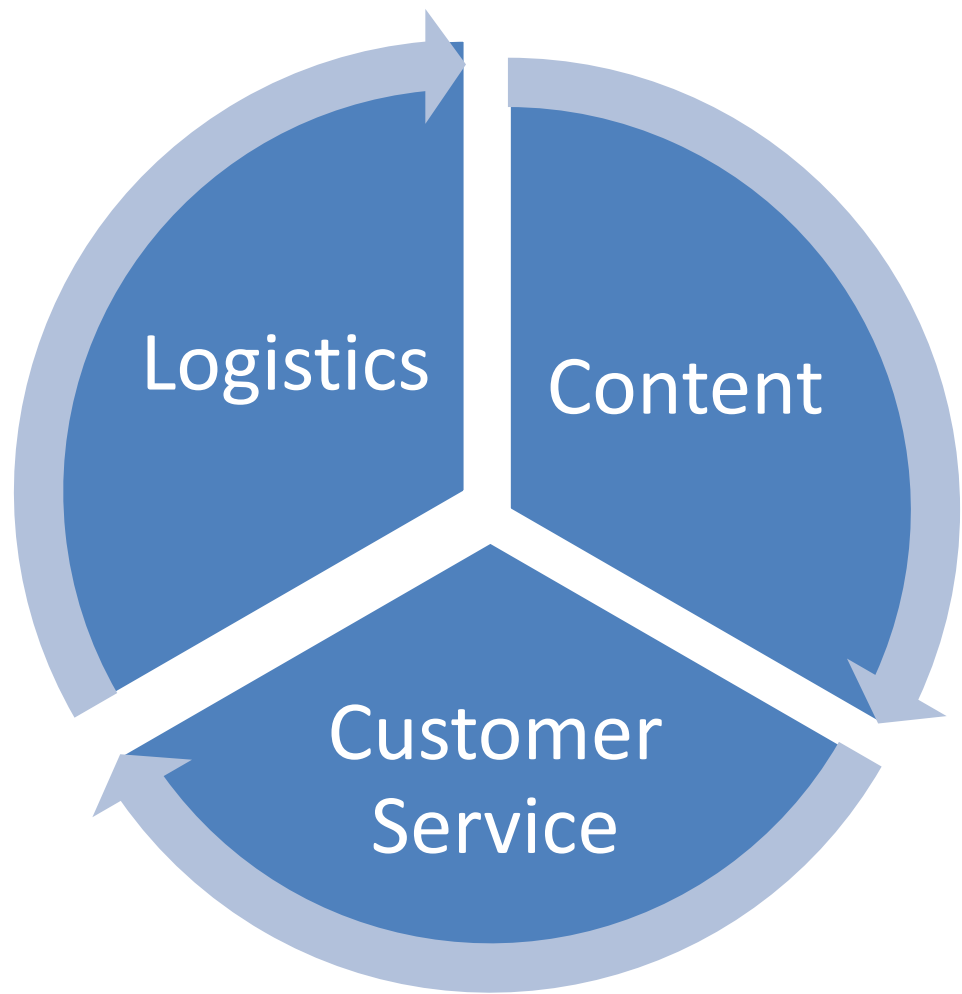
- Open registration
- Social media
- E-mail blasts
- Post website
- SAME National calendar
- Word of mouth
- Partnering organizations



# PREPARATION & EXECUTION

- Ask for Draft Presentations
- Coordinate a Dry Run with Speakers
- Moderators collect Pre-prepared questions
- FINAL Presentation Deadline
- Send Know Before You Go Email to Speakers
- Expect changes on-site...be flexible

# IT TAKES A TEAM



## How Many

- Don't overwhelm your attendees with too many choices
- Take counts of people in each session to use as reference
- Keep the content strong and informative

## Speakers

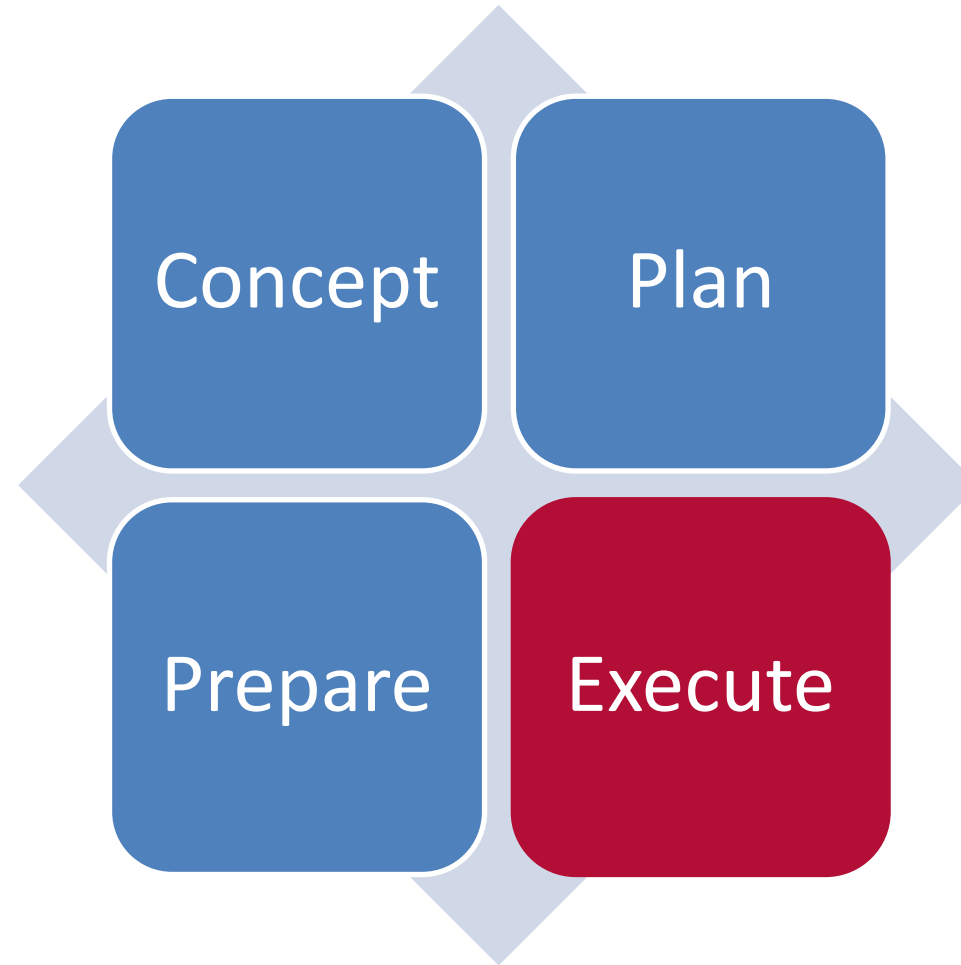
- Provide intro and fun facts
- Meet the moderator prior to session
- Be available to network with the audience

## Moderators

- Moderators plan a pre-conference call with speakers
- Prepare Pre-prepared questions
- Allow your speakers to shine

## Credit Hours

- 1 credit per 50 minutes of content
- PDHs for educational content only...not briefings!
- AIA credit must be pre-approved; go thru SAME National



# TIME TO EXECUTE







# AFTER THE EVENT

Thank your  
Speakers

Send  
Attendee Lists

Post  
Presentations

# POST EVENT GOLD

- Quality of content
- Networking
- Venue
- Food and beverage
- Topics for future events
- Speaker recommendations
- Call for volunteers
- Call for membership



**After listening to this information, how are you feeling?**

Ready to take on events again

Nervous, but excited for the possibilities

Overwhelmed

I'm choosing to ignore my feelings right now

# QUESTIONS?

- Belle Febbraro,  
[bfebbraro@same.org](mailto:bfebbraro@same.org)
- Mindy Hinsley,  
[mindy@hinsleycollective.com](mailto:mindy@hinsleycollective.com)



# Drive Value with Leader Development

Presented by:  
Mike Darrow  
Scott Grainger



# Leader Development in SAME

## **Leader Development in SAME**

## **Leader Development Tool Kit**

## **National LDP Program Overview**

**Curriculum Review – Books, Speakers, Panel Discussions**

**UPIC**

**Mentoring**

**Expectations**

## **More Leadership Opportunities**

## **Questions**

# Leadership Importance in SAME

**MISSION**  
 Build leaders and lead collaboration among government and industry to develop multidisciplinary solutions to national security infrastructure challenges.

**VISION**  
 Serve our nation as the foremost integrator for leadership development and technical collaboration within the A/E/C profession.

**2025 STRATEGIC OUTCOME**  
 Set the industry standard for active membership that creates lasting impact at the local and national levels.

★ 2025 SAME STRATEGIC PLAN ★

★★★

The 2025 SAME Strategic Plan is the result of a year-long inclusive effort that collected input and perspectives from all demographics across our Society. Contributions from Posts and Regions, Strategic Partners and Communities of Interest, Young Members and Fellows, and stakeholders throughout government, industry, academia, and the military were carefully blended to ensure that every member can see themselves in the plan and knows how they can contribute. Our mission to "build leaders and lead collaboration among government and industry to develop multidisciplinary solutions to national security infrastructure challenges" is woven all throughout the five goals and 25 objectives.

The plan is lofty and deliberate. SAME leadership realizes that Posts will achieve every goal and objective. Posts are encouraged to select the areas where they can provide the greatest impact and best serve their members. When we combine our vast network of local, regional, national, and international relationships reaching across the profession, we are confident the Society will successfully achieve these goals and objectives collectively.

For 100 years, SAME has been dedicated to patriotism and national security. As we start our second century, we hope you are inspired to further advance these aims of service through building leaders and leading collaboration across the spectrum of our involvement.

★ GOAL 1 ★

**STRENGTHEN INDUSTRY-GOVERNMENT ENGAGEMENT**  
 Lead efforts to foster communication and build relationships among military, public, private, academic, and professional organizations; further collaboration to identify issues and develop solutions in support of national security.

**OBJECTIVES:**

- 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.
- Develop Strategic Partnerships to identify focus areas, challenges, opportunities, and potential solutions, integrating mutual expertise to achieve greater results.
- 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.
- Develop a portfolio of professional communications to inform, educate, and reinforce SAME's impact to the nation; provide a repository of industry-government engagement tools, resources, and lessons learned on the SAME national website.
- Promote inclusion of stakeholder interests at the Post, regional, and national levels through meetings, workshops, symposiums, and conferences.

★ GOAL 2 ★

**BUILD AND SUSTAIN RESILIENT COMMUNITIES**  
 Lead efforts to prepare communities to absorb, recover, and adapt from natural and man-made threats; fortify our nation's resolve directly where people work and live.

**OBJECTIVES:**

- Leverage local, regional, national, and international partnerships to educate and train members and stakeholders on infrastructure risks, mitigation efforts, and joint response strategies to natural and man-made events.
- Utilize SAME's multidisciplinary network to connect and educate stakeholders on new and existing technologies and to develop solutions to problems across critical infrastructure sectors.
- Promote partnerships and collaboration supporting the needs of military installations in pursuit of mission assurance and readiness (such as energy, water, and cyber security).
- Utilize SAME's national relationships and local Posts to furnish vertical collaboration between all levels of government and private business.
- Lead collaboration to advocate for streamlined acquisition and implementation of resilience solutions.

★ GOAL 3 ★

**DEVELOP LEADERS FOR THE PROFESSION**  
 Lead efforts to enhance leadership development and cultivate the talent necessary to address the nation's grand challenges; ensure the enduring stewardship of the A/E/C profession.

**OBJECTIVES:**

- Execute leader development programs at the Post, regional, and national levels and ensure their long-term viability.
- Promote a structured mentoring continuum, highlighting growth and leadership opportunities for members at all levels.
- Support and promote the SAME Foundation in fostering engineering leadership for the nation.
- Increase participation and partnerships with academic institutions and college students at the local, regional, and national levels.
- Utilize SAME Fellows to assist Posts in building engagement, identifying and developing volunteer leaders, and establishing succession plans.

★ GOAL 4 ★

**ENRICH THE STEM PIPELINE FOR THE NATION**  
 Lead efforts to inspire, encourage, and enable youth to pursue STEM careers; help develop the technical capacity that our nation needs to remain globally competitive.

**OBJECTIVES:**

- Become a leader in STEM initiatives by leveraging national partnerships and connecting with locally relevant organizations focused on advancing STEM.
- Grow prospective members of the Society through K-12 outreach, scholarships, sponsorships, and engagement of college students.
- Grow participation in existing, and create new, Post and national STEM camps and initiatives; develop programs to motivate members to serve as mentors.
- Align students with mentors to enhance learning and long-term commitment that leads them into STEM professions.
- Enhance college outreach by collaborating nationally to help define the effective and unique role of Student Chapters.

★ GOAL 5 ★

**PREPARE SERVICEMEMBERS AND VETERANS FOR THE A/E/C INDUSTRY**  
 Lead efforts to fully integrate military and government members into the A/E/C industry; support training, credentialing, and networking initiatives that build, maintain, and translate skills to meet current and future needs.

**OBJECTIVES:**

- Provide technical and joint training, industry best practices, and networking opportunities to servicemembers at the Post, regional, and national levels.
- Provide servicemembers and veterans access to the full spectrum of credentialing for licensed professionals, skilled labor certifications, and other A/E/C qualifications.
- Enable success during and after active service by eliminating barriers to participation and by partnering with organizations that promote the entirety of veteran well-being.
- Sponsor leader development, networking, mentoring, and job fair opportunities for transitioning servicemembers that connect them to trade labor unions, industry organizations, and other professional resources.
- Operationalize the Post sponsorship model, where SAME Posts coordinate to welcome servicemembers/civilians and their families upon transitioning to new locations.

Starts with the Mission  
 "Build leaders and lead collaboration among government and industry to develop multidisciplinary solutions to national security infrastructure challenges."

- Codified in the Strategic Plan
  - Goal 3 - Develop Leaders for the Profession

# Leader Development COI

Goal #3

Develop Leaders for the Nation!

**Leader Development COI Mission: Leads Efforts to Enhance Leader Development**

**Mentorship**

AOF  
Young Professionals  
Post Activities  
Student Chapters  
STEM/ Camps

**Post Leader  
Development**

Post-Level Toolbox  
Streamers

**Nat'l Leader  
Development  
Program**

Mentors  
Book Discussion  
Curriculum  
LDP Webinars

**COI  
Programs**

Webinars  
JETC  
PLW  
SBC

Marketing and Communication > Stories about LD COI's Impact

LD COI Resource Center > Materials from All Pillars

Operating Manual > Doctrine and Implementing Guidance

Charter > Strategic Alignment with SAME 2025

LD COI Mission: Executing  
our Objectives

LD COI Pillars:  
Main Lines of Effort  
Delivering Value to the  
Society

Communication and LD  
COI Resource Center:  
Centralized Activities  
Supporting Across All LD  
Pillars

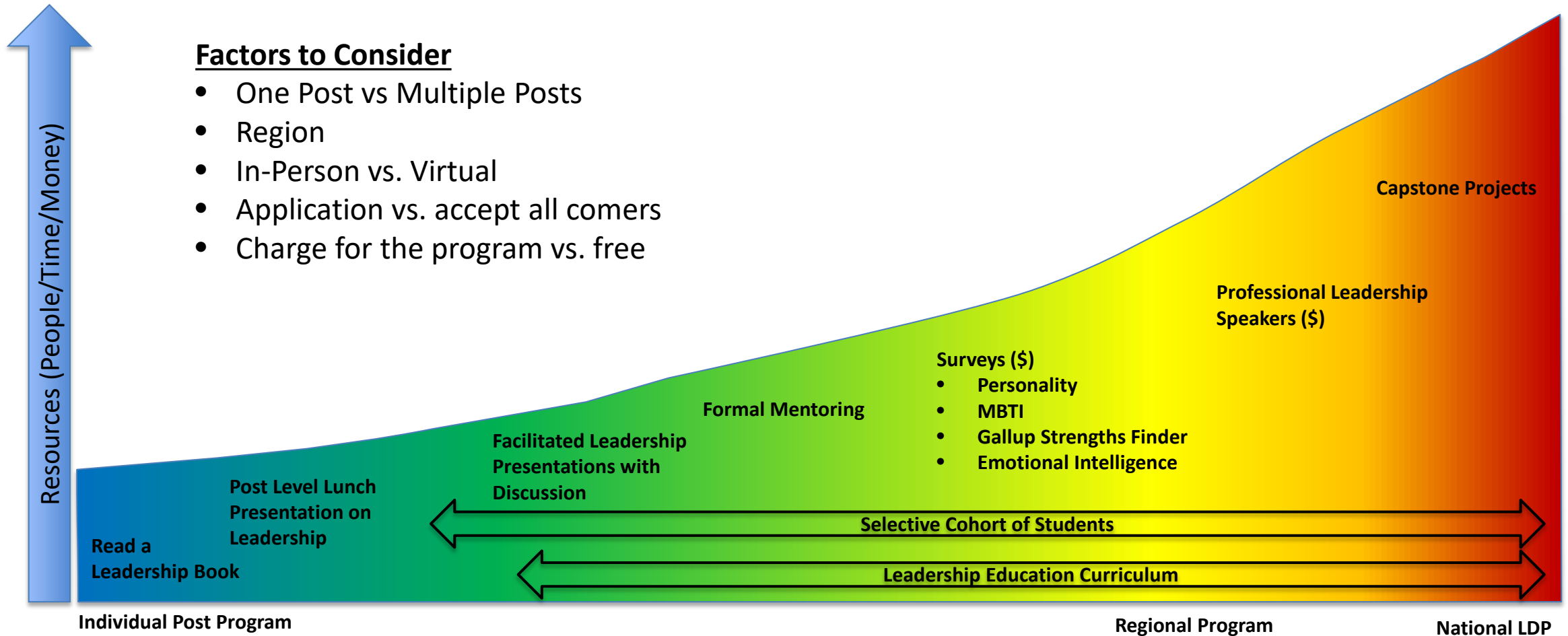
Governance:  
Doctrine, Strategy,  
and Sustainment



# Continuum of Leader Development

## Factors to Consider

- One Post vs Multiple Posts
- Region
- In-Person vs. Virtual
- Application vs. accept all comers
- Charge for the program vs. free



**LEADER DEVELOPMENT TOOLKIT CAN HELP!**



# Post & Regional Programs

Post(s)	Program Name	Program Champions
San Antonio	Leadership Lab	Cathy Bond Sam Barnett
NoVA/DC	LMP	Philius Angelides Ed Chamberlyne
Maryland	LMP	Ree Miskimon Megan Kellner Col Tony Price, US Army (Ret) Sally Clark
Houston	Leadership Prog	Liz Parent Yvonne Rivera
Atlanta	LDP	Candice Scale
Texas Region	LDP	Charlie Hart
Kansas City		Julie Eiter
Tulsa	LDP	Anna Childers

**“Just Do Something”  
– Candice Scale**

## Know Yourself

- Self-Assessment: Myers-Briggs Type Indicator + Emotional Intelligence + Feedback + Discussion
- Book: Leaders Eat Last by Simon Sinek
- Speakers: Jenn Campbell, Victoria Mechtley, Heather Wishart-Smith

## Know Your Team

- Book: Team of Teams by Gen Stanley McChrystal
- Speakers: Tim Byers, Diana Holland, & Ted Studdard

## Know Your Future

- Book: Start with Why by Simon Sinek
- Speakers: Jason Kelly, CISM Panel, Business Acumen Panel

# National LDP Speakers & Topics



- Team Performance - MG Diana Holland
- Leading Global Teams - Maj. Gen. Timothy Byers (ret.)
- Business Acumen and Financial Management - Bre M. Jones
- Time Management - Chris Collie
- Personal Branding - Victoria Mechtly
- Living and Working your Life's Purpose - Heather Wishart-Smith
- Transition and Transformation - Col Ted Studdard (ret.)
- Crisis Communication - CAPT Mathew J. Martinson
- The Evolution of You: Becoming Someone You Want to Follow - BG Jason Kelly
- Mind Mapping - RADM John Adametz
- Know Yourself - Jenn Campbell
  - Emotional Intelligence & Myers-Briggs Type Indicator
- Utilization Projects - BG Shroedel (ret.)

# LDP Classroom Program

## Classroom Sessions

Assignment	Student Hours
SAME LDP Curriculum	1
Projects	51
Conferences	14
Monthly Sessions	19
Books	44
<b>Total Hours</b>	<b>129</b>

## Books

- The 360° Leader by John Maxwell
- Dare to Lead by Brené Brown
- Extreme Ownership by Jocko Willink and Leif Babin
- Leaders Eat Last by Simon Sinek

## Other Activities

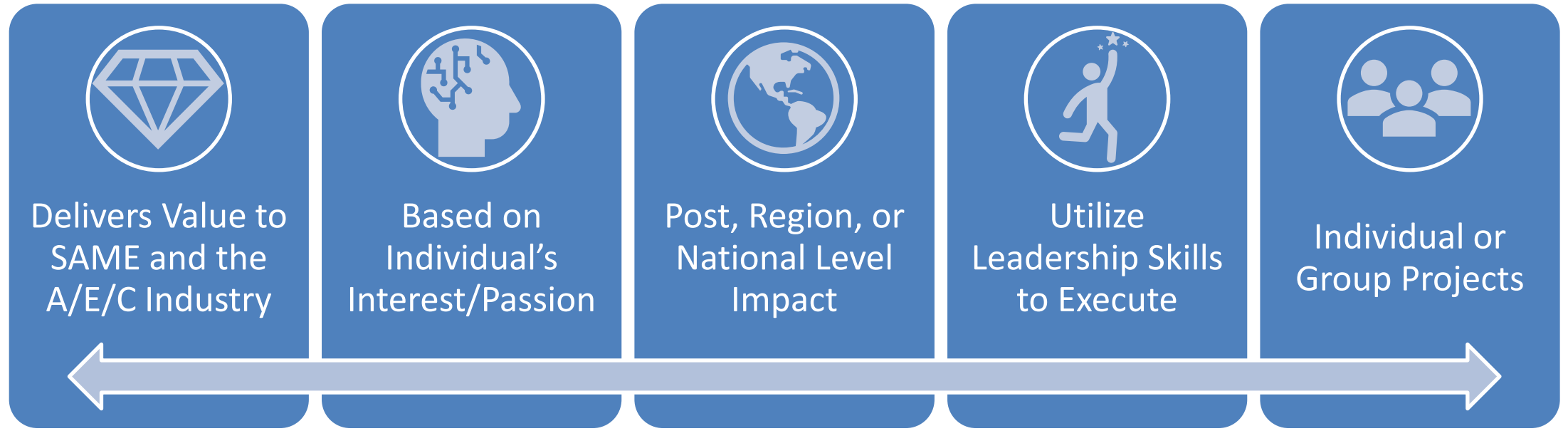
- Self-assessments
- Guest speakers
- Mentors
- Class interaction
- Utilization project

## Classroom Technology:



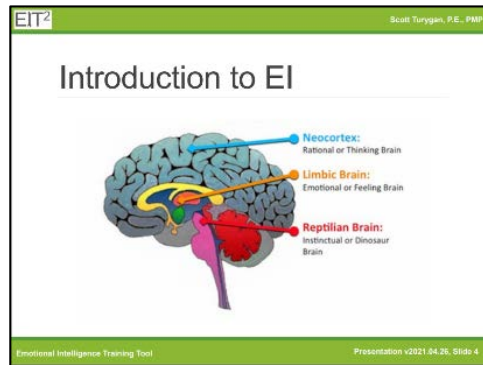
Google Classroom

# Utilization Project Implementation Capstone (UPIC)

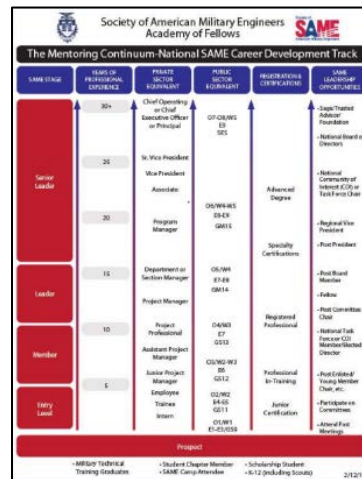


# LDP Impact

- Adding to the Body of Industry Knowledge
- Developing Best Practices
- Expanding the Presence of SAME
- Personal and Professional Advancement



Emotional Intelligence Training Tool (EIT2), Scott Turygan



SAME Guided Pathway for Students and Young Professionals, Arpan Patel



American Indian/Alaska Native (AI/AN) STEM Outreach, TJ Fakler, Kevin Remley, Colleen Rust

## Expectations:

- All participants have a mentor
- Meet regularly (monthly)
- Engage mentor in UPIC

## Outcomes:

- Develop & advance leadership skills
- Grow network
- Create professional “growth” plan



# Post Leader Development Toolkit

- Provides resources for Posts and Regions to use when developing a LD Program
- Not intended to be prescriptive, or exhaustive list of requirements
- Options include
  - Best Practices
  - Sample Curriculum
  - Book Lists
  - Potential Videos
  - Potential Speakers\*

\* This will be transitioning to the SAME Knowledge Network when fully implemented



<https://www.same.org/wp-content/uploads/2022/09/same-leader-development-toolKit-11-21.pdf>

# Opportunities for Leadership

- Look for other leadership opportunities to engage your members
- Leader Development COI
  - We're always looking for new perspectives
  - Lots of volunteer opportunities
- Mentoring Advisory Group
  - Opportunities at all levels to be involved
- Post and Regional Programs
  - Join one...or start one at your Post
- Apply for National LDP



- Leadership options outside the Post
  - RVP and Deputy RVP
  - National BOD/Elected Director
  - COI Chair, Committee Chairs
  - SAME Foundation BOD

# Resource Ideas

## Leadership Topics:

- Business Acumen/Financial Awareness
- Critical Incident Stress Management & Leader Resiliency in Crisis/Trauma

## Books:

- Leaders Eat Last – Simon Sinek
- Team of Teams – Gen. McChrystal
- Start with Why – Simon Sinek

## Speakers:

- Leadership Consultants
- A/E/C Industry Leaders
- SAME Leaders

Pre-Program Survey

Individual Session Feedback

Books, Speakers, Panels

Post-Program Evaluation

Post-Graduation (1 year, 2 year, ?)

# Q&A



*Dedicated to National Security Since 1920*

# Driving Value with Networking

Summer Gladden, Central Virginia Post

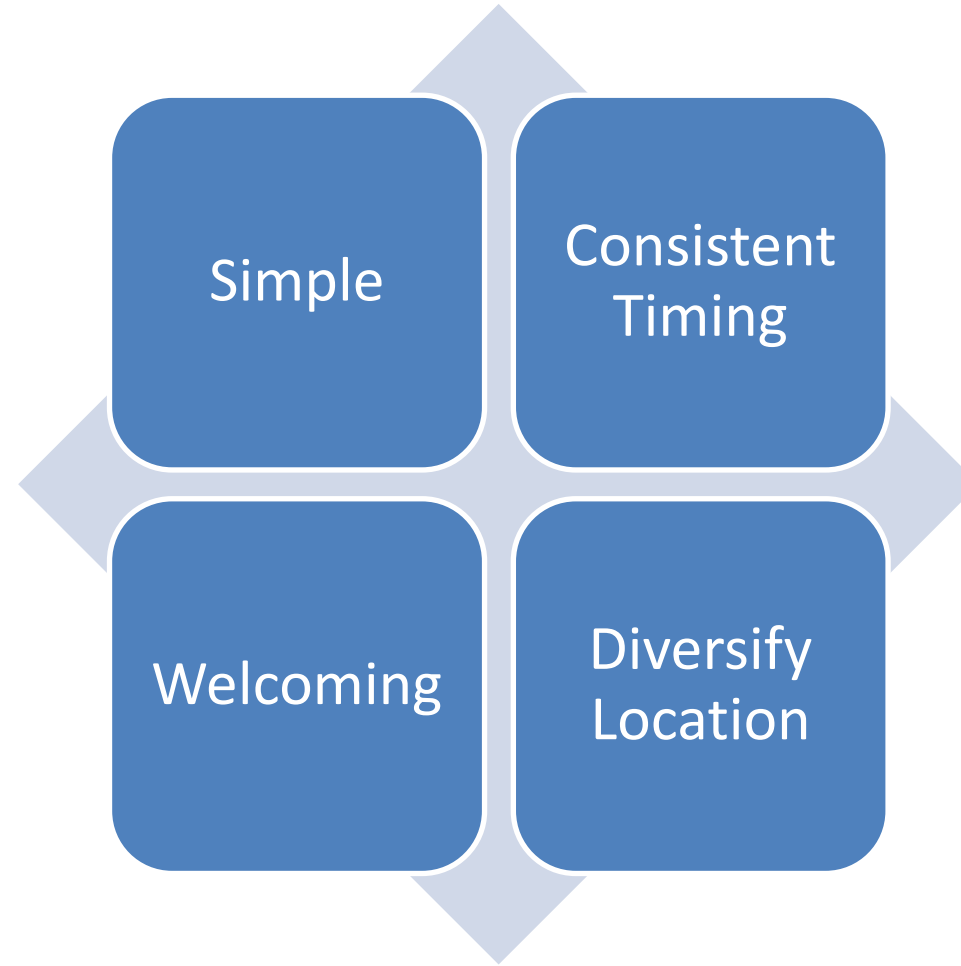
Ann McLeod, CEM, CAE, SAME National Office

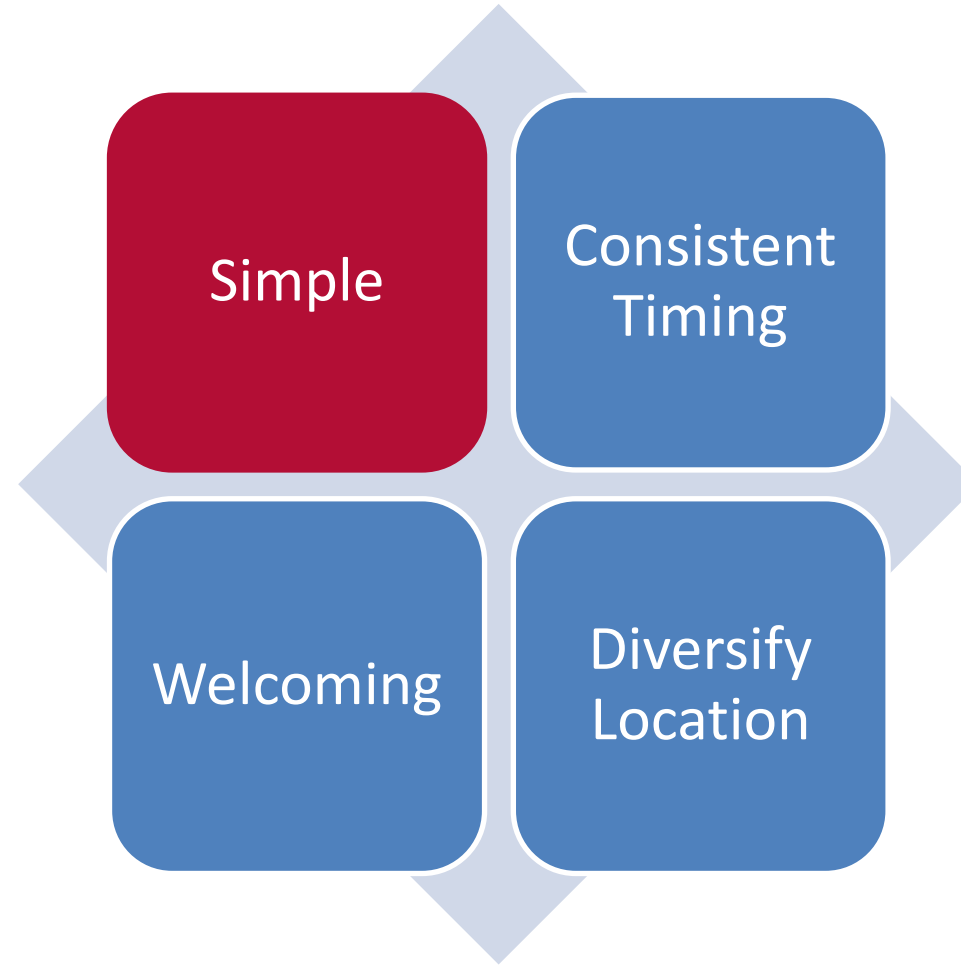
When asked,  
**NETWORKING**  
is the  
single most common reason people cite for:  
joining SAME  
participating in events  
remaining a member

# CENTRAL VIRGINIA POST CASE STUDY



# Top Tips for Networking Events

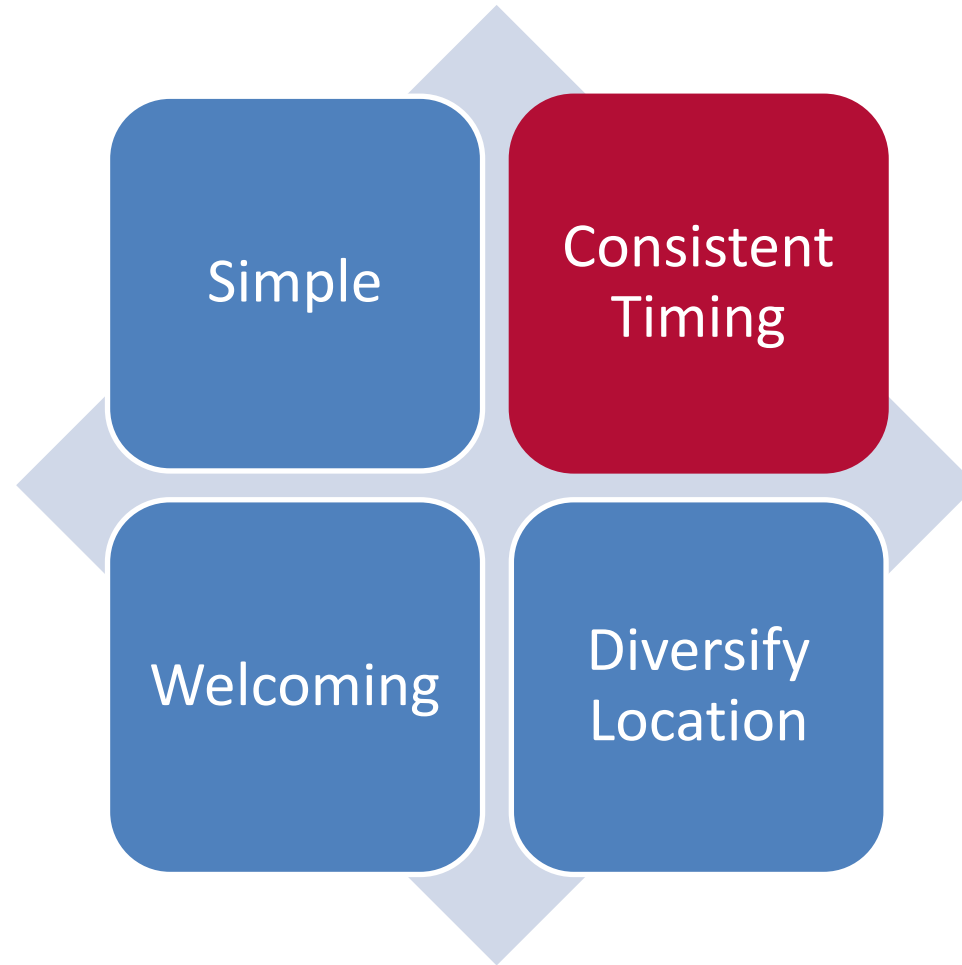




## Start Simple

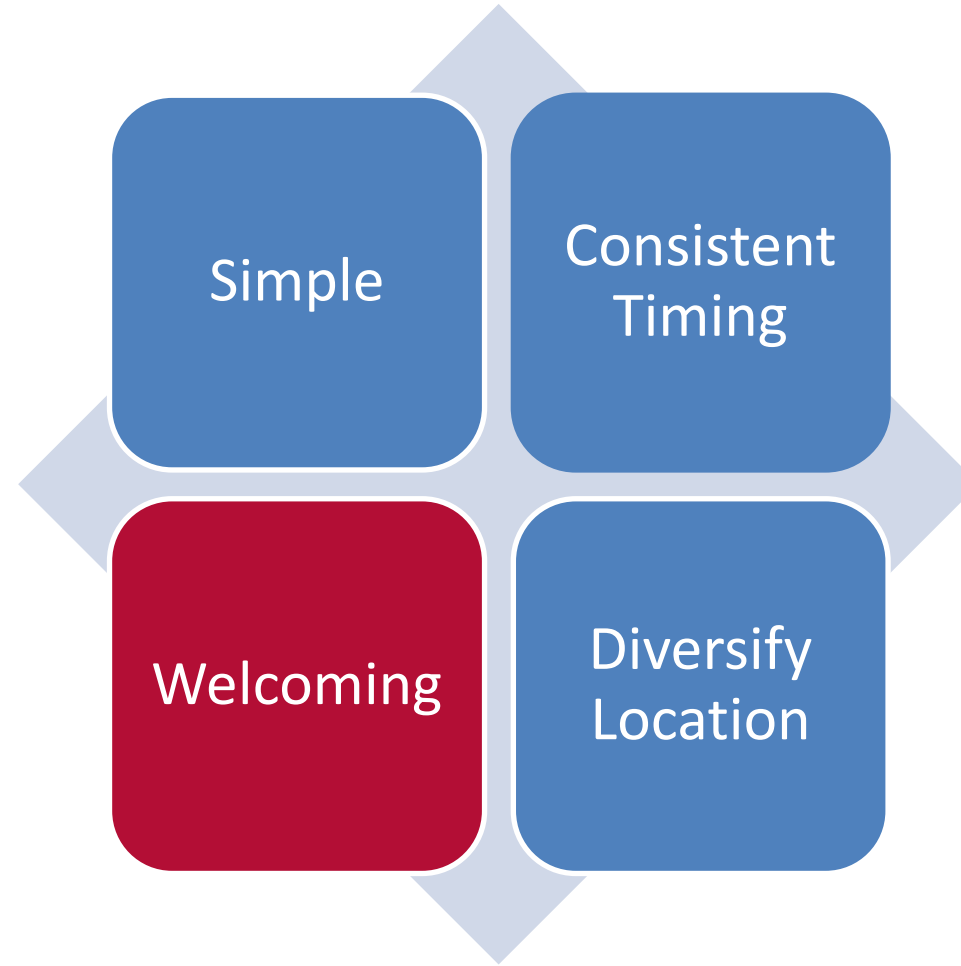
- People just want a forum to get together!
- Maybe make it free to enter; drinks on own
- Games, activities not necessary
- Don't always have to make money or have a sponsor

Starting simple and growing participation can build your base and allow for “fancier” networking events down the road!



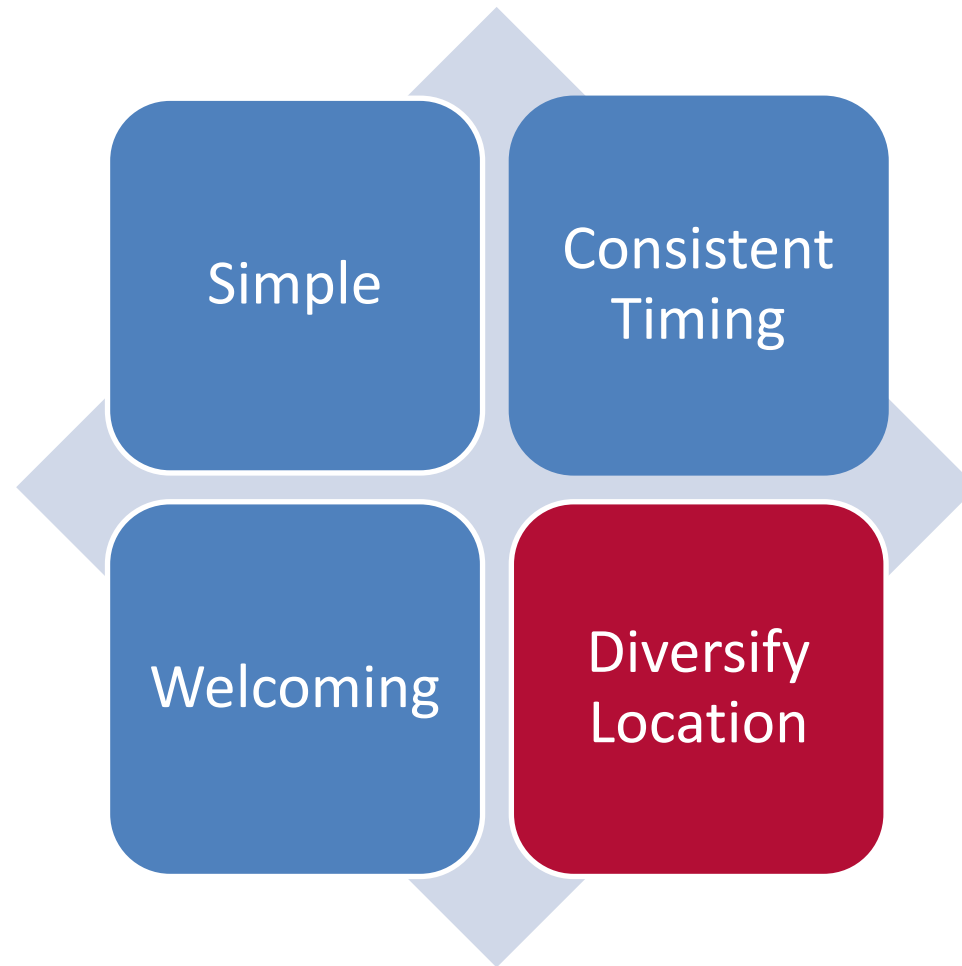
# Consistent Timing

- Having something the same time of month / time of day helps people plan
- Hold in conjunction with other things
- Avoid holidays, including religious ones
- Regularity (every month / every other month)



## Welcoming

- When people have a great experience, they will come back
- Lean on your “Lee Anns” 😊 for organic friendliness
- Give list of newbies to your Lee Anns to make sure the newbies are welcomed and have a great experience
- Incentivize people to bring someone new – free registration for newbie + extra drink ticket for those who bring someone
- Don’t rely on just blast emails for invites – send personal ones too
- Encourage EVERYONE to talk to someone new and not just visit with those they already know





## Diversify Location

- Not every location works for everyone...move the site around especially if your post is spread out
- People like trying new cool places
- Think about places that have easy follow-on (i.e. people can remain at the location to continue networking; easy to go to dinner afterwards, etc.)
- See if other organizations (SMPS, DBIA, etc.) or nearby Posts have something scheduled...if yes, ask if you can partner! And return the favor!

## Other Ideas and Tips!

- Do collect RSVPs, even if free...understand that some will no-show, but you'll also have walk-ins.
- Yep, always have name badges.
- People love an attendee list...just make sure you have permission to share contact information.
- Post on social media a week before, day of – lots of people may find themselves free at the last minute
- Day or two after the event, send email thanking everyone for coming with date of next one! Remind them they can bring someone new for \_\_\_\_\_ incentive.

# Questions?

Summer Gladden

summer.gladden@leebcor.com

Ann McLeod

amcleod@same.org

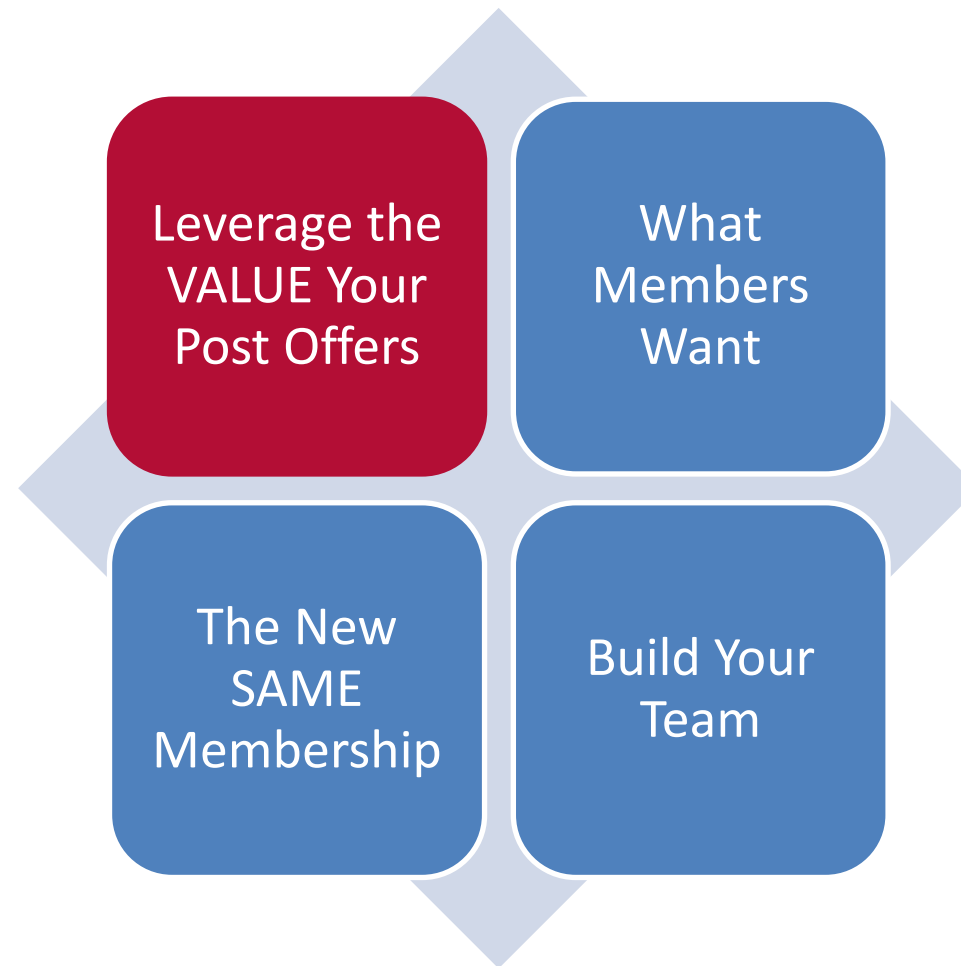


# Use Value to Recruit & Retain

Presented by:

Ann McLeod & Jill Murphy

SAME National Office



# Value is Personal and Relevant



Start with thinking about  
“WIFFM” –  
What’s In It For Me?



From there, determinize how you  
can be relevant based on SAME’s  
Mission and Strategic Plan



# Your Value Proposition (VP)?

Value Proposition =  
What you  
uniquely  
offer  
members

Value Proposition =  
Promise  
of  
delivery  
of those  
benefits

Value Proposition =  
Your #1  
Marketing  
Tool

# What Do Members Want?





# Who Are Your Prospects?

- Colleagues of current members
- Non-member event attendees
- Lapsed members
- Teaming partners, sub-contractors
- Speakers & their colleagues/staff
- Government located in your area...federal, state, local

# Recruit Them!

## Follow up immediately after an event or meeting

- Send thank you note
- Make a personal call
- Provide an incentive to return

## Use your Value Proposition...Make the ROI Obvious

- Remember WIIFM
- Unique to different groups...communicate it that way
- Ask current members of that segment what resonates with them, use their testimonial

## Highlight “member only” activities

## Use your Resources:

- National Office Staff
- Post Resource Center
- Membership COI
- Society Leadership: NLT, RVPs, COI chairs

## *What is the number one reason people don't join?*

No one asked

The top reason people join SAME is because someone they know invited or encouraged them to join...and shared the PERSONAL value they receive from their membership and participation.

# Member Retention

Starts the day a member joins!

Reach out to new members every month:

- Welcome email/call
- Invite them to the next meeting/event – Announce new members at meetings
- Pair them with a seasoned member – Introduce them to the board
- REMIND them of the unique value your post provides!

Encourage being active

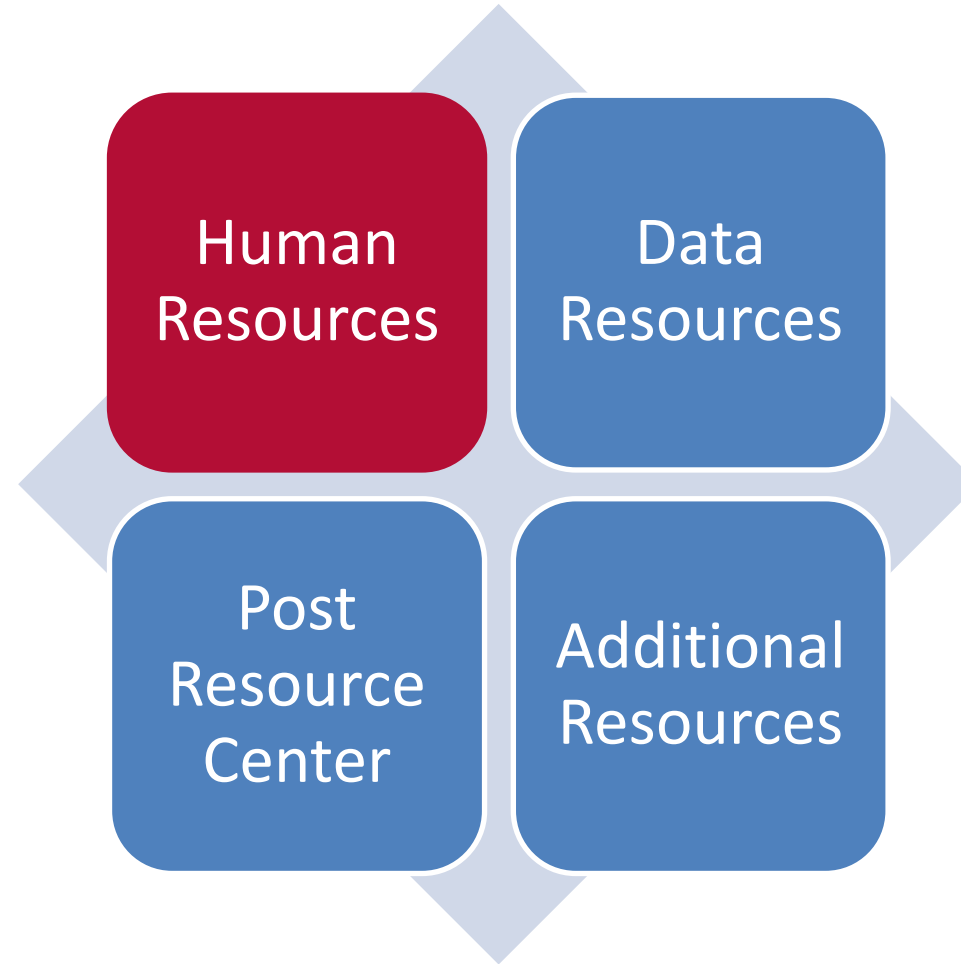
- Ask them to help with a short-term volunteer role or sit on a committee
- Find out why they joined – capitalize on it
- Check in before renewal time
- Show them that being active adds even more value

# Questions / Discussion on Value Proposition. Recruitment, and Retention



# Resources to Support Value Delivery

# Resources



# People!

## People = SAME's Greatest Asset!

- Post Members
  - The “10 minute volunteer”
- COIs – Communities of Interest
  - Topics, Speakers, Technical Expertise
- Regional Vice Presidents
  - Sources of information, support & recognition
- National Leadership Team
  - Invite to Post BOD meetings, events & activities
- SAME National Office Staff







# Membership & Post Ops Team



[posts@same.org](mailto:posts@same.org)

# National Office Staff

1. [Posts@same.org](mailto:Posts@same.org)
2. [Member@same.org](mailto:Member@same.org)
3. [sessions@same.org](mailto:sessions@same.org)
4. [programs@same.org](mailto:programs@same.org)
5. [registration@same.org](mailto:registration@same.org)
6. [exhibit@same.org](mailto:exhibit@same.org)



*Dedicated to National Security Since 1920*

**INVITE THEM TO YOUR POST!!!!**

Send request to [posts@same.org](mailto:posts@same.org)!

- Charlie Perham, President
- Cindy Lincicome, Past President
- Sharon Krock, President-Elect
- Mike Darrow, Vice President – Human Capital COIs
- Ben Matthews, Vice President – Technical COIs
- Mike Huffstetler, Vice President – RVPs/Posts

# Communities = Knowledge

1. HUGE resource for content for meetings and webinars
2. Webpages
3. Past Presentations
4. “rejected” but still strong abstracts submitted thru CFPs
5. Multiview newsletters
6. Find people via the DIRECTORY

What topics are timely where you are? Turn to SAME’s communities for knowledge network, sharing, and resources!



1. Architectural Practice COI
2. College Outreach COI
3. Construction COI !NEW!
4. Energy COI
5. Enlisted COI
6. Environmental COI
7. Facility Asset Management COI
8. Geospatial Working Group
9. Health Engineering Working Group
10. Joint Engineer Contingency Operations COI
11. Leader Development COI
12. Marketing & Business Development WG
13. Membership COI
14. Resilience COI
15. Small Business COI
16. STEM COI
17. Young Professionals COI



# Data Resources

Survey Results

Post Membership Reports

Online Directories – only as good as what is entered

Post Resource Center

# Online Directories

## Search by any of these fields!

- Company
- NAICS
- Contracts Executed
- Locations
- Average Revenue
- Bonding Capacity
- And more

Results appear at the bottom of the page

### Search Our Company Directory

[Collapse](#)

Use one or more of the below search criteria to find an SAME member company. Remember to click the "search" button to execute your query! Results of your search will appear BELOW the "search" button. 10 results appear per page, so remember to scroll through all the pages to view all companies found.

Click on "Collapse" at the upper right to condense the search criteria and to view only your results. If you are not a logged in member, you will not be able to see full company details.

Company Name	<input type="text"/>
Company Capabilities	<input type="text" value="Select Some Options"/>
NAICS Codes	<input type="text" value="Select Some Options"/>
Number of Employees	<input type="text"/> To <input type="text"/>
Small Business Categories	<input type="text" value="Select Some Options"/>
Average Revenue for Past 3 Years	<input type="text" value="--- None ---"/>
Previous or Current Agency Contracts Held	<input type="text" value="Select Some Options"/>
Number of Federal Contracts Executed	<input type="text" value="--- None ---"/>
Years of Government Contracts	<input type="text" value="--- None ---"/>
US Office Locations	<input type="text" value="Select Some Options"/>
States Where Business Is Conducted	<input type="text" value="Select Some Options"/>
Countries Where Business is Conducted	<input type="text"/>
Aggregate Bonding Capacity	<input type="text" value="--- None ---"/>
Single Project Bonding Capacity	<input type="text" value="--- None ---"/>



# Rosters = Invaluable

## My Account

Manage your Membership, update your information, and collaborate with your COI's and Posts.

### My Account

Edit My Contact Info

My Contact Preferences

Security & Login

EU Consent Form

### My Post Memberships

Post Rosters



**Ms. Jill P Murphy**

Associate Director, Membership & Post Operations

### Membership

Summary of your current membership.



**A variety of lists for a variety of purposes!**

## My Posts Roster

Post rosters are available for download only to current RVP's, Post Presidents, Membership POC's, Communications POC's, and Secretaries. If you are none of these, you will not see a Download Roster button. Please contact Lai Nguyen at [lnguyen@same.org](mailto:lnguyen@same.org) if you have any questions

### My Account

[Edit My Contact Info](#)

[My Contact Preferences](#)

[Security & Login](#)

### Philadelphia Post

[Details](#)



# Online Rosters

Account Name	Philadelphia Post
Post Size	Large
Post Status	Active

[Back](#)

Current Individual Roster

[Download](#)

Current Organization Roster

[Download](#)

Grace Period Individual Roster

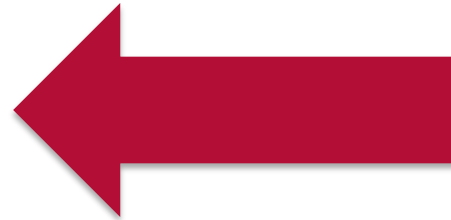
[Download](#)

Grace Period Organization Roster

[Download](#)

Lapsed Individual Roster

[Download](#)

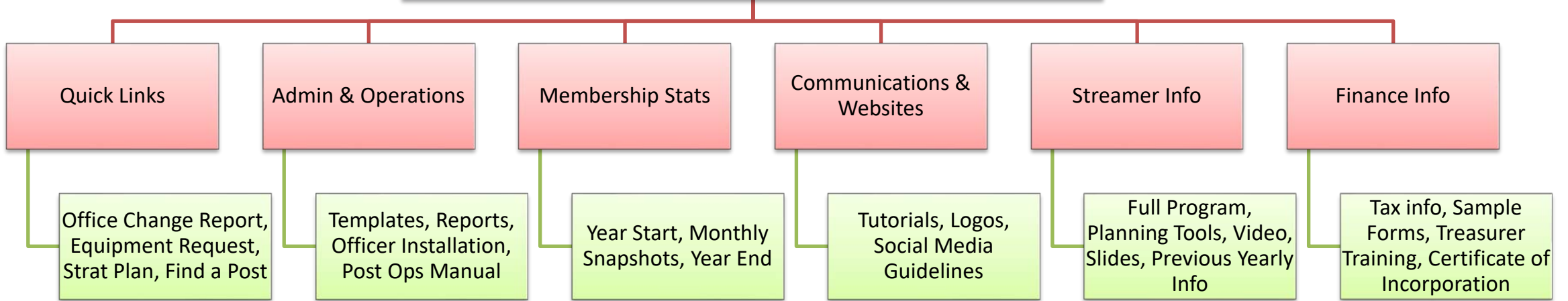


SIX rosters to help manage your membership:

- Current
- Grace Period
- Lapsed

# Post Resource Center

## The PRC is your Best Friend as a Post Leader



# SAME Post Resource Center

Home > Posts (Chapters) > Post Resource Center



## SAME Post Leaders

Are you an SAME Post Leader? Here you will find information about Streamer Program criteria, change of office reports, financial and administrative information, best practices samples and templates, and operations manuals.

- [Post Operations & Administration →](#)
- [Post Membership Statistics →](#)
- [Post Communications & Websites →](#)
- [Streamer Awards →](#)
- [Post Financial Guidelines →](#)

- ### Quick Links
- [2023 Streamer Portal](#)
  - [Change of Post Officers Report](#)
  - [Post Notes Article Submission](#)
  - [Equipment Request Form](#)
  - [Student Chapter Status Report](#)
  - [Diversity, Equity & Inclusion](#)
  - [Industry-Government Engagement](#)

[Join a Post](#)

## Post Resource Center – Don't Re-invent the Wheel!

- Essential Forms & Documents
  - Change of Officer Report!
- Templates, Samples, Tutorials and more
- Monthly Membership Streamer Stats
- Helpful resources from other Posts
- Membership COI is available to HELP POSTS!!

# Other Resources

## Document Exchange

- Best Practices
- Templates
- Videos
- Membership Marketing Tools
- Sample/Examples

## Academy of Fellows

- Deep Pool of Experience
- Mentoring
- Leader Development

## Strategic Partnerships

- Event Partners
- Technical Expertise
- Membership Growth

## Communications Team

- Post Logo
- Tag on social, we can like and share
- Leader Development
- Membership recruitment materials

## Programs Team

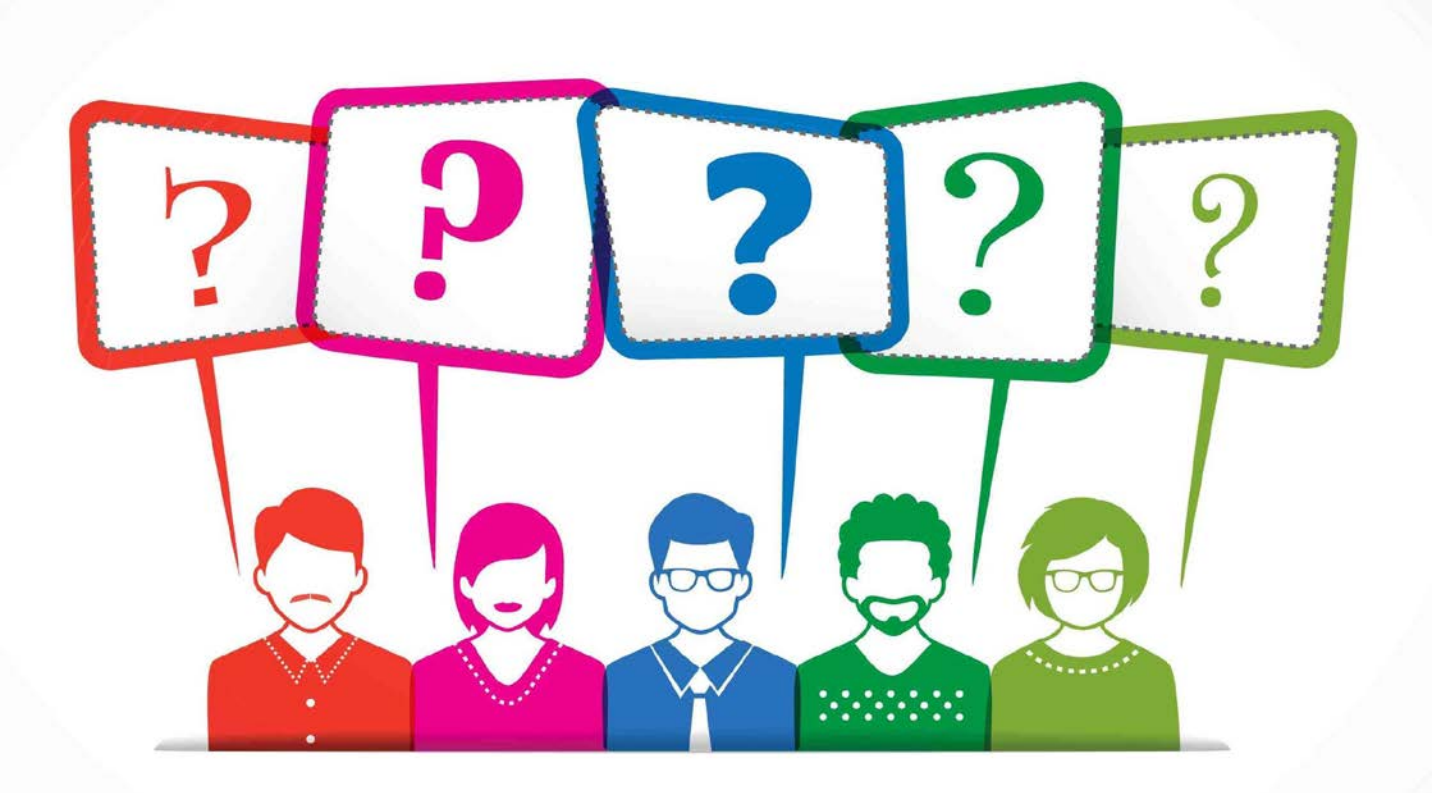
- Sample Calls for Presentations
- Connect the dots for IGE ideas/projects
- Brainstorm!

## EACH OTHER!

- Posts in your region
- Like-sized posts
- Posts with similar work, issues, agencies



# Questions??



AUDIBLE....

What would YOU find more valuable!

1. Continue with planned “5 Topics in 45 minutes”
2. Open Q&A to cover things we haven’t yet answered, things you’ve thought of, etc.

# **SPEED ROUND!**

## **5 Topics in 45 Minutes**

Post Websites & Membership Impact- Jill Murphy

Marketing & Events - Ann McLeod

Diversity, Equity & Inclusion - Dana Otto

# Post Websites

The first 30 Post websites are now LIVE!

- Legacy sites will be active through the end of 2023

New Post websites have been migrated based on website analytics

Training videos are on the website and very useful

Website is much more user friendly for admins and users

All functionality remains and is better! Including calendar and search functions.

Your website URL will change and we will redirect

#1 thing to know: TRAINING VIDEOS ARE THE KEY TO SUCCESS!

## Post Webmaster Training and Resources



Welcome to the training and resources page, Post Webmaster!

The tutorials listed below offer you the introduction to the WordPress, how to maintain and update your website. Contact the **SAME web manager**, if you have additional question after going through the tutorial.

### Training Videos

- Introduction to WordPress (9:51)
- Adding and Managing Events in WordPress (27:14)
- Adding News Items to WordPress (21:06)
- Managing Pages in WordPress (27:42)
- Preparing Files and Images in WordPress (3:30)
- Adding Media to WordPress (9:32)
- Introduction to Block Editor Basics in WordPress (10:47)
- Inserting Images in WordPress Using Block Editor (14:21)
- Inserting Links and Buttons in WordPress Using Block Editor (9:59)
- Block Editor Advanced Layouts in WordPress (14:58)

[SAME Website Style Guide](#)



## DC Post Officers

### Post Officers

Position	Name
President	CAPT David Harvey
1st Vice President (Committees)	Whitney Stowell
2nd Vice President (Streamers/Small Business)	LCDR Aaron Kulp
Treasurer	Mike Bagshaw
Secretary	Amanda Sanderson
Voting Directors (through Jan 2024) 7 Total – 2 Year Term	
Past President & STEM Camps	Joe Yates
Individual Members	Matthew Ernest
Investment	Jack Brady

### Committees

Mission Committees

**K-12 Outreach**

**Membership**

**Emergency Preparedness & Infrastructure Resilience Committee (EPIIRC)**

**Programs**

Awards Program

**Communications and Outreach**

**Young Members Committee**

## San Antonio Post Events

All Upcoming San Antonio Post Events

**August 17, 2023** Posts, San Antonio Post

### San Antonio Post August Meeting

The post meeting will be held on Thursday, August 17, 2023 at the Old San Francisco Sleak House, 10223 Sahara Dr, San Antonio, TX 78216. Meeting times are 11:30 am – 1:00 pm.

**August 31, 2023** Posts, San Antonio Post

### San Antonio Post August Board Meeting

Our Post Board of Direction meetings are generally being held on the last Thursday of the month in person at the Laurel Heights United Methodist Church and virtually via Zoom for those unable to attend in person.



San Diego Post [About](#) [Officers](#) [Membership](#) [Resources](#) [STEM](#) [Past Events](#)

## About the Post

The Society of American Military Engineers is the only nonprofit professional engineering education organization that actively promotes the advancement of both individual technical knowledge and the collective engineering capabilities of governments, the uniformed services and private industry.

Our goal is to unite public and private sector entities and individuals in the A/E/C fields so that we can prepare for and overcome natural and man made disasters, acts of terrorism and improve security at home and abroad.

The San Diego Post accomplishes this goal locally by supporting monthly luncheon meetings and other professional/social activities attended by members of local government, military, private industry, students and other interested parties. These meetings are announced via our e-mail distribution list and quarterly newsletter. We are supported by the national Society of American Military Engineers and publications such as *The Military Engineer*, which also promotes the interests and goals of our society and its members. Please peruse our website to discover the benefits of SAME San Diego Post membership.

### ★ Post Leadership



Alison Carlu, P.E., F. SAME

[Contact](#)

[Post Officers](#)

## ★ Upcoming Events

[All SAME Events](#)

[All Post Events](#)

# Marketing Best Practices

Set up a marketing calendar/schedule

**Always pull a new distro list before sending...ideally immediately prior to sending!**

Peak time to SEND emails is 10am, 1pm, 5pm ish....

Messaging should clearly state WIIFM!

Make it easy for people to see WHEN and WHERE for events

LINKS LINKS LINKS – include them and always test them

Make sure they look mobile friendly!

VIDEOS and PHOTOS are essential!



Create a Post email account to set up all social profiles and make for any easy officer transition.



When setting up your handle use @SAME and the name of your Post. (@SAMESpaceCoast, @SAMENoVA)

**Tip:** Save your email address and passwords to each profile to a spreadsheet to easily transition when Post officers change

# Marketing – Social Media Best Practices

Post at least once a week

Use relevant hashtags in your posts to grow your audience

Respond to all the messages you receive in a timely manner

Reply or react to all the comments on your social post

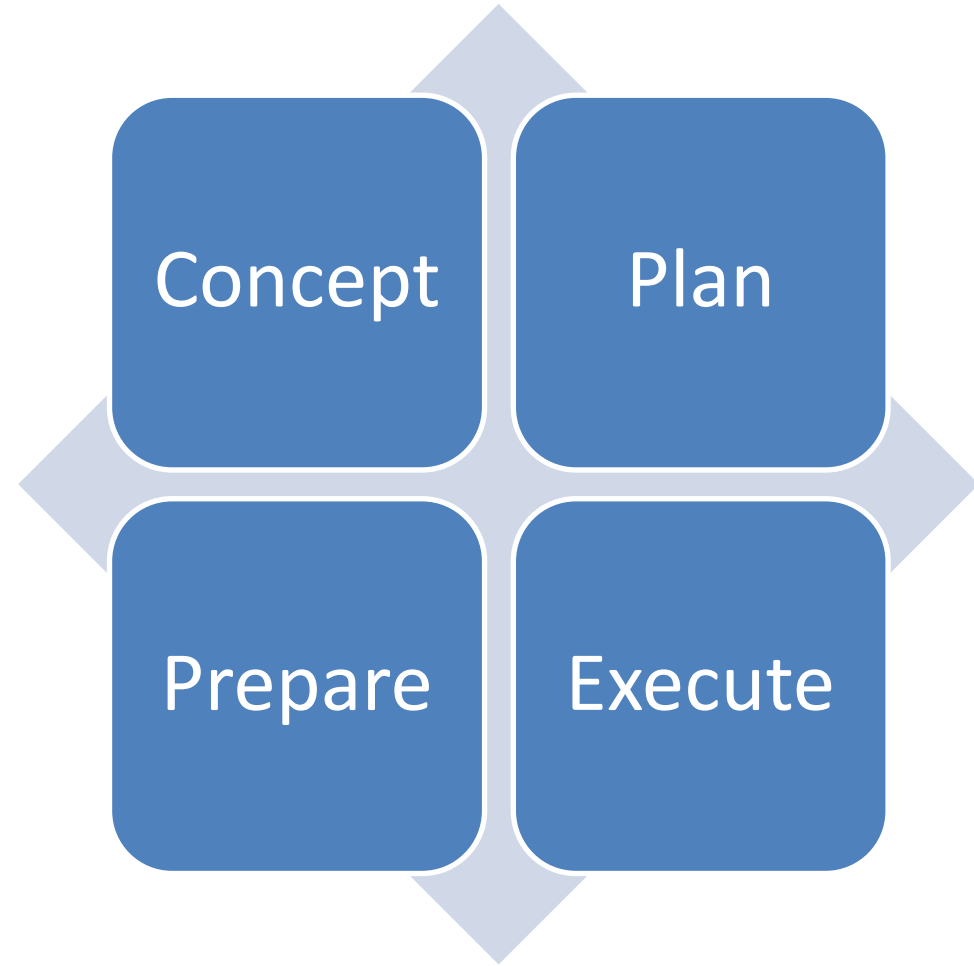
Always tag the people and companies represented in your social media post

Make it fun! Share an image, video, gif, or use emojis instead of just plain text. Information containing a visual component is retained 65% more than just text.

AFTER an event is over, share photos so people see what they missed



# Event Planning



# Event Planning – “Plan”

## WHEN to hold your event

- Deconflict dates – with national events, other posts close by / “competitive”; holidays
- Regularity

## Contract with Venues – NEVER SIGN THE BOILERPLATE CONTRACT!

- Use historical performance
- Force Majeure
- Financial obligations
- We will review your contracts...BEFORE they are signed!

## Event Schedule

- Longer breaks allow for more networking and organic conversation (30 minutes minimum)
- Time to visit with exhibitors
- Commute time for locals

# Event Planning – “Prepare”

## 3 Tiered pricing for events/meetings

- SAME Post Member
- SAME Member, not member of your post
- Non-Member
- YES you can have tiers within tiers (i.e. government / small business / large business)
- Speaker rates? Exhibitor only rates?
- Date tiers? Early, regular, on-site...

## Registration forms

Include Opt in for sharing info

Collect demographic info

Include cancelation policies!

Agree to Code of Conduct

Communicate!

Post event survey...create it prior to the event so you can deploy it immediately afterwards

# Event Planning – “Execute”

Don't underestimate how many people it takes to run things on-site!

It's the EXPERIENCE that keeps them coming back!

Give people specific roles to help execute things on-site

Expect the unexpected

Have a crisis plan

The devil's in the details

What makes people happy?! What are people's hot buttons?

# After the Event

Survey  
Attendees

Team Review

Plan for future  
events



# Diversity, Equity & Inclusion



## Diversity, Equity & Inclusion

Home - Membership & Communities - Diversity, Equity & Inclusion

### DEI Mission Statement

The Society of American Military Engineers is fully committed to promoting a culture of Diversity, Equity, and Inclusion (DEI) in all that we do.

As a professional organization, our unwavering standard is that all individuals feel valued and respected regardless of gender, race, gender identity, ethnicity, national origin, age, sexual orientation, education, disability, veteran status, or other dimension of diversity.

Together, we will achieve that commitment and standard through our DEI Operational Plan, driven by our vision to make lasting impacts on the Society and the future of the Architecture, Engineering and Construction (AEC) profession.

SAME 2025 DEI Action Plan

[View the DEI Action Plan](#)

DEI Executive Commitment Statement

[View the Executive Commitment Statement](#)

### DEI Toolkit & Resources

- [Cultivating a Sense of Belonging](#)
- [Understanding LGBTQ Umbrella](#)
- [Cultural Competency](#)



Chat now



# Diversity, Equity & Inclusion

## ***DEI Ideas for Post Leaders***

Invite a DEI-focused speaker to a Post event or workshop. Reach out to our DEI subcommittee for ideas

Check out SAME's DEI Toolkit at <https://www.same.org/about-same/dei>

Expand advertising and sharing of scholarship and camp applications to schools with underrepresented populations

Expand K-12 activities in your post to include schools with underrepresented populations.

DEI Contacts: Debra Crafter [DRCrafter@leoadaly.com](mailto:DRCrafter@leoadaly.com) or  
Elaina Edwards [elaina.edwards@wsp.com](mailto:elaina.edwards@wsp.com)

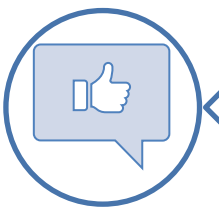
# Impacts of New Membership Structure



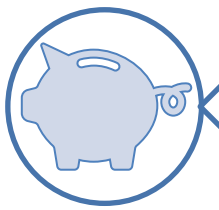
As of July 1st all members (individual and organizational) are in the new structure



Companies are being deliberate when renewing



Yes, membership numbers are lower but... we have members who want to be members!



Dues are now equal across member types and cover costs for all members





# Wrap up!

## TONIGHT:

Reception includes contests for making the best salsa and margaritas! Teams of up to 5 people each...get your group together!

## TOMORROW:

By Post size: Small & Medium Posts together and Large Posts together. You will stay in your room – speakers will rotate between rooms!

45-minute break after breakouts and before last session for hotel check out.

Closing session is on Strategic Planning for 2030 and everyone will reconvene in *\*this\** room!