

**1. Outcomes:** SAME is leveraging our Centennial during the period 2018 to 2021 as a means of gaining momentum toward achieving our significant long term potential as we enter our second century of service. We are doing that by generating member enthusiasm to be part of this unique and historical period as a means of gaining member commitment beyond 2020. The long term impact of our synchronized efforts will be the clear recognition of SAME as the leader of collaboration to solve the national security infrastructure related challenges of our nation. In so doing, we will continue to make lasting contributions to our nation and our profession!

**2. Venue:** The Washington, D.C. Convention Center has been contracted for 27-29 May 2020 for JETC and the *SAME Centennial National Kick-Off Celebration*. Washington, D.C. is SAME's birthplace and the birthplace of the SAME Foundation in 2016.

**3. Conditions for Success:** Since the implementation of *Strategic Plan 2020* in January, 2015, SAME has made significant strides toward our vision both internally and externally by clearly establishing the important role of SAME posts and all of our stakeholders. In order to capitalize on this momentum and completely leverage our Centennial to gain irreversible momentum beyond 2020, we have established a three phase Centennial Celebration Plan.

**4. Concept:** The phases with the overall outcome or intent and some major elements of each phase are:

**a. 2018 - 2020: The Run to 2020 and Beyond Campaign.** Intent is to generate member enthusiasm and long term participation.

1. Establish the national centennial planning team by creating a post board position for a centennial coordinator.
2. Design and socialize the Centennial Logo; begin advertising, produce logo wear, start generating excitement and awareness
3. Complete the first National Governance and Management Review to set the stage for development of Strategic Plan 2025
4. Initiate and complete special projects that serve the outcomes of the Centennial Celebration (eg. Century Book)
5. Draft Strategic Plan 2025
6. Kick start the SAME Foundation Fundraising campaigns (Annual and Planned Giving)
7. Complete our Comprehensive Membership Review
8. Publish WWI Era *TME* Special Edition to reflect on our relevance then and now
9. Complete the archival of all TME's – ensure our history available to members and public electronically (done)
10. Roll out our National Leader Development Program at JETC 2019

**b. 23-30 May 2020: Centennial Kick-Off Celebration (JETC 2020):** Intent is to host a national celebration of engineering contributions (ours as well as all of our stakeholders) in the last 100 years as a way of underscoring the leadership role SAME plays (by bringing everyone together to celebrate what we have all done, not SAME). Some highlights (the XC will approve the detailed concept soon):

1. Begin Reenactment of Eisenhower Convoy (Merrill Eisenhower and Colin Powell)
2. Services, Partners and Public participation – national celebration of AEC contributions to national security
3. TTX – Joint Staff and interagency exercise with J4, all COCOM engineers present
4. Complementary events through the week – family and children’s activities; Expo Hall becomes a journey through time; Arlington Cemetery ceremonies; Service ceremonies (eg, Tattoo at Ft Meyer); Arlington Cemetery (Monday is Memorial Day)
5. Public recognition of SAME
6. First LDP graduation
7. Foundation Fund Raising
8. Recognition of Past Presidents – get national VP there (VP was the president)
9. Special Fellows event; Reinstate investiture of Fellows in JETC
10. Huge Gala Ball – someone stature of Gary Senise (GED?)
11. Special Centennial Coin; SAME Store items
12. Public access to designated sessions, Expo Hall, ...

**c. 2021: Post Level Celebrations (Jun 2020 – May 2021).** Intent is to emphasize the importance of SAME Posts and their relevance locally by having posts celebrate something important to the post and their local communities.

1. Celebrate a post level accomplishment or recurring event (that contributed to SAME) – involve partners (chapter/local level), community leaders, etc.
2. Synchronize the virtual convoy with post celebrations – bring attention to “solutions, not problems” being brought to the nation by SAME and our profession (enhance collaboration at local level).
3. Create public awareness of SAME (Nightly News clips following the convoy – positive messages about solutions being generated by our profession).
4. Track celebrations throughout year in *TME* – member articles

### **3. Centennial Commission Organization:**

**Executive Committee:** Oversee planning and execution

**Centennial Commission:**

**Chair:** Cindy Lincicome (chair is Appointed Director on BOD and serves as part of the national leadership team as nonvoting member)

**Members:**

National Office (XD)  
BOD Task Force (CAPT Bob Bevins)  
SAME Foundation (John Mogge)  
AOF (Buddy Barnes; Neal Wright)

**4. Major Milestones (“Integrated Centennial Road Map”):**

**2018:**

15 Apr: XC approved the Centennial and Run to 2020 Logos  
22 May: Centennial Logos and Run to 2020 Plan rolled out to BOD at JETC 2018, Kansas City  
22 May: Centennial shirts distributed to BOD; on sale at JETC  
19 Aug: XC approved the Centennial Planning Concept (dated 7 Aug 2018); BOD informed  
19-21 Aug: PLW – informed Post Leaders of XC decision and intent  
31 Aug: National Office promulgated the concept, solicited volunteer leaders, solicited Post Centennial Planners  
30 Sept: Centennial Planning organizational meeting (virtual); CAPT Bob Bevins, USCG named chair of Centennial TF  
30 Oct: Centennial Planning Committee report to the BOD at SBC 2018, New Orleans, LA  
13 Dec: XC approves National Office 2018 budget and authority for centennial budget (up to \$250,000)  
20 Dec: Contracted professional fundraising support for the SAME Foundation.

**2019:**

2 Jan: World War I Commemorative Edition, *TME* distributed  
9 Jan: Meet with the Service Engineering Chiefs (Pentagon) – invite service participation in Phase II  
7-8 Feb: Facilities Management Workshop with Tri-Service BOS Workshop (San Antonio)  
18 Feb Centennial Commission established  
23 Feb – 3 Mar: Europe and Korea engagements  
28 Feb-1 Mar: Transition Workshop (Embassy Suites, BWI)  
1 Mar: Post Centennial Coordinators notified of duties; all post coordinators identified  
1 Mar: Letters to Stakeholders requesting participation in and Phase II concept  
11 Mar: XC Decision: Contract author of Century Book Project (complete by Dec 2021)  
11 Mar: Phase II Plan approved by XC; begin detailed stakeholder planning and coordination  
11-13 Mar: Capital Week; Hyatt Regency Dulles  
13 Mar: Golden Eagle Dinner (LTG (Ret) Doug Lute; Linda McKnight)  
13-31 Mar: Stakeholder visits (XD)  
28 Mar: ASCE Mid-Atlantic Region Student Conference Inaugural Interdisciplinary Challenge (George Mason University; initiated and cosponsored by SAME with National Academies Support – Grand Challenges program)

6 May: BOD : Draft strategic Plan 2025 approved fo vetting with posts; Centennial Commission Update  
7-9 May: JETC 2019; Tampa, FL TTEEx III; Annual Report to members rolled out  
8 May: Install first National LDP Class at JETC 2019  
4-6 Aug: Post Leaders Workshop – Post Centennial plan sharing; update posts on Phase II planning;  
Centennial Coin design voting by PLW participants; update posts on Comprehensive  
Membership Review  
4 Aug: XC: Update on Comprehensive Membership Review Progress  
18-22 Nov: SBC (Dallas); BOD Final Strategic Plan 2020 Progress Review; Strategic Plan 2025 Approved  
by BOD; CEO RT

**2020:**

xx Jan: Rollout Strategic Plan 2025 in *TME*  
xx Mar: Capital Week  
25-29 May: Phase II; SAME Centennial Kick-Off Celebration Week and JETC 2020  
Jun – Dec: Eisenhower Convoy (SAME Post, local community and stakeholder celebrations of  
engineering contributions to America)

**2021:**

Jan-May: Eisenhower Convoy (SAME Post, local community and stakeholder celebrations of engineering  
contributions to America)  
18-20 May: JETC 2021; Portland, Oregon (conclude Centennial Celebration with arrival of the  
Eisenhower Convoy)  
20 Dec: Complete Century Book for printing; end of three year Centennial celebration