

Society of

SAME

American Military Engineers



SAME Centennial Celebration Plan

May, 2018 to May, 2021





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OUTCOME: The overall expected outcome of SAME's 3 year long Centennial Celebration is to set the stage for and gain momentum going into SAME's second century of service to our nation.

PHASES:

PHASE I: *The Run to 2020 and Beyond (May, 2018 - May, 2020):* *increase member participation in and enthusiasm for SAME by getting members involved in centennial activities at the post and national levels – ultimate result is long term active participation, especially at the post level, in SAME because of the positive experience with the centennial.*

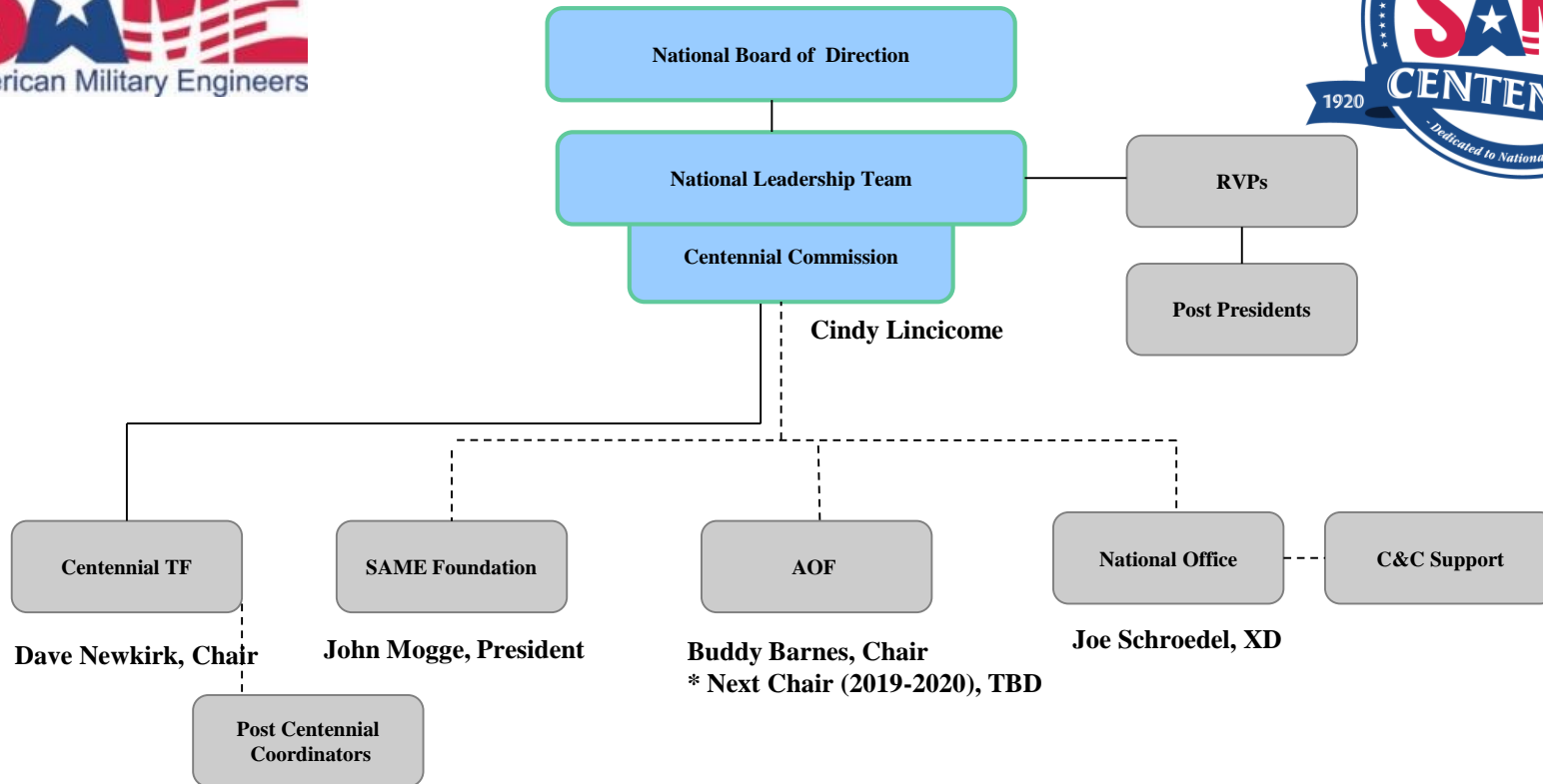
PHASE II: *National Kick-Off Celebration (27-29 May 2020):* *at JETC 2020 in Washington, DC, formally signal the end of our first century and beginning of our second century; celebrate the important juncture in our history by conducting a memorable national Centennial Society Ball on 29 May 2020.*

PHASE III: *Post Celebrations (May 2020 - May 2021):* *focus on posts for the first year of our second century by highlighting post celebrations of what is important to them and their local stakeholders; use the 1919 Eisenhower convoy as a virtual thread to tie post celebrations together nationally – simply to underscore SAME's and our military's contributions to our national infrastructure and to the development of our profession.*

CONTEXT: To fully understand our history, our future and the importance the three year Centennial Celebration ... **READ pages 1-5, 9, and 78-95 of the World War I Commemorative Edition of TME!!**



Centennial Communications and Coordination



Primary Focus:

Role of Commission: Part of the National Leadership Team; National Coordination of Centennial Activities

National Office: Overall Management of Centennial Celebration; Phase II (JETC 2020) planning and execution; further C&C role as extension of national office by involving C&C's in centennial planning and execution

SAME Foundation: LDP Implementation (first graduation at JETC 2020); Foundation Fundraising Campaigns; Special events at JETC 2020 as desired

AOF: AOF Action Plan Implementation (Fellows focus now is to support posts); LDP Implementation; Reset Fellows Investiture to JETC in 2020; Special Fellows events at JETC 2020 as desired

Centennial TF: Dialogue w/ Post Centennial Coordinators – share Phase III plans among posts, keep leadership and members informed of centennial activities



SAME Centennial Celebration Plan

PHASE I

May, 2018 to May, 2020



PHASE I: *The Run to 2020 and Beyond* (May, 2018 - May, 2020):

OUTCOME: Increase member participation by engaging members in important initiatives and activities that help SAME increase the value we offer as we enter our second century.

1. **Planning and Coordination:** Establish the national centennial planning team and finalize concept for all three phases **(DONE; May 2018)**
2. **Centennial Logo:** design logo; begin advertising; produce logo apparel; generate awareness and enthusiasm for the Centennial **(DONE; Feb 2018)**
3. **National Governance and Management Review:** Complete to clarify roles **(DONE; Aug 2018)**
4. **Establish Leadership of Collaboration Role (2020 vision):** Fully integrate the VA into the Small Business Conference; DHS next ... **(DONE; Nov 2018)**
5. **Establish National Leadership Team participation in Post events:** National Leadership Calendar refined and working! **(DONE; Jul 2018)**
6. **Develop and Implement the AOF Action Plan:** to focus Fellows on supporting posts and sustain their active commitment to SAME **(DONE; May 2018)**
7. **Publish WWI Era TME Commemorative Edition:** to help members and stakeholders understand our past, present and future as well as our Centennial Celebration **(DONE; Nov 2018)**
8. **Complete the archival of all TME's :** now electronically available to the public **(DONE; Aug 2018)**
9. **Develop and Implement a National Leader Development Program:** first program sponsored and underwritten by the SAME Foundation **(DONE; Starts at JETC 2019)**
10. **Launch the SAME Foundation Fundraising campaigns:** **(WORKING; ON PLAN)**
11. **Draft Strategic Plan 2025:** draft will be presented to BOD in May 2019, vetted with posts; finalized at SBC 2019 in Dallas **(WORKING; ON PLAN)**
12. **Complete a Comprehensive Membership Review:** fix CLAS, make MEMBER EXPERIENCE WORLD CLASS ... **(WORKING; ON PLAN)**
13. **Conduct special projects to enhance the Centennial: (Century Book) (WORKING; ON PLAN)**



SAME Centennial Celebration Plan

PHASE II
May, 2018 to May, 2021



PHASE II: Centennial Kick-Off Celebration (27-29 May 2020, Washington, D.C.):

OUTCOME: *Conduct a memorable, well-attended National Celebration of our first 100 years and officially kick off our second century.*

1. Special Centennial Coin; All Post flags present; volunteers come from all posts; Post Awards Lunch; robust training program
2. Enhancements in the exhibit hall and throughout the venue depicting our history and our future.
3. Invite participation of stakeholders and sustaining members to celebrate their achievements in the last 100 years!
4. Establish Joint Staff declaration that JETC is the premier annual joint and interagency training conference in the world; all COCOM engineers participate in Table Top Exercise and professional development training as does the right segment of industry
5. First National Leader Development Program graduation hosted by the *SAME Foundation*
6. Foundation Fund Raising Campaign
7. Recognition of Past Presidents – get national VP there (VP was the president)
8. Second Century Kick Off Ceremony (including beginning the reenactment of the Eisenhower Convoy)
9. Special Fellows recognition
10. Potential for special tours and opportunities for those who decide to use Memorial Day week to spend time in our nation's capitol; possibly a local post golf tournament
11. Investiture of Fellows moved to JETC – begins in 2020.
12. Huge Gala Ball – theme – “Supporting our Veterans”; AOF is working early selection of someone of the stature for the 2020 Golden Eagle Award; tentatively – include GED at the Centennial Ball)



SAME Centennial Celebration Plan

PHASE III

May, 2018 to May, 2021



PHASE III: Post Celebrations (May 2020 - May 2021): *Strengthen local importance of SAME Posts by leveraging relationships with local stakeholders and partners to build collaboration at the local level*

OUTCOME: *Use the SAME Centennial to celebrate one or more Post accomplishments and as a tool for assisting posts with membership involvement in SAME.*

1. Celebrate a post level accomplishment or recurring event (that contributed to SAME) – involve partners (chapter/local level), community leaders, etc. Celebrate big events in the lives of stakeholder and partner organizations.
2. Synchronize the virtual Eisenhower 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). The virtual convoy is a tool to build interest in following the SAME stories and tie post celebrations together between JETC 2020 and 2021. We intend to document the year of post celebrations (Century Book, possibly History channel, etc).
3. Posts create public awareness of the importance of SAME locally through their events – positive messages about collaborating with local stakeholders to produce solutions to challenges – share results with the society through the Centennial Task Force.
4. Track celebrations throughout year in *TME* and other Society News media.
5. Capture post celebrations for inclusion in the *SAME Century Book* and other industry publications.
6. With the help of Posts, develop the streamer criteria (between November 2019 and May 2020) for Strategic Plan 2025. Posts will then be in a position to develop their plans for 2021 by November 2020. New Streamer criteria go into effect in 2021 (so first submission under new criteria is January 2022).

SAME is One Society of Vibrant Posts that are relevant locally and contributing to the national direction!



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Summary
May, 2018 to May, 2021



By November 2021 ...

... our Centennial Celebration has concluded ...

... our Century Book is published, capturing national and post celebrations, but more importantly providing a guide to the future ... based on our Strategic Plan ...

... SAME is more widely recognized as a leader of collaboration ...

... and our second century is off and running!!