

# Welcome to the 2021 Post Leaders Workshop!

Monday, August 9, 2021

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- Attend in-person meetings and events only when in good health.
- Maintain the confidentiality of Society business and its members. Directories, mail lists and membership information shall be used only for their expressly stated purpose.

# Housekeeping Notes and Tips

All sessions will be recorded and available in the on-line Post Resource Center.

Submit questions at any time using the Q&A tab. Upvote questions you like!

Use the chat to talk with other attendees or if you need technical help.

Find the presentation and other resources for download in the HANDOUTS section of your control panel

# Industry Government Engagement: How To, Best Practices, Lessons Learned

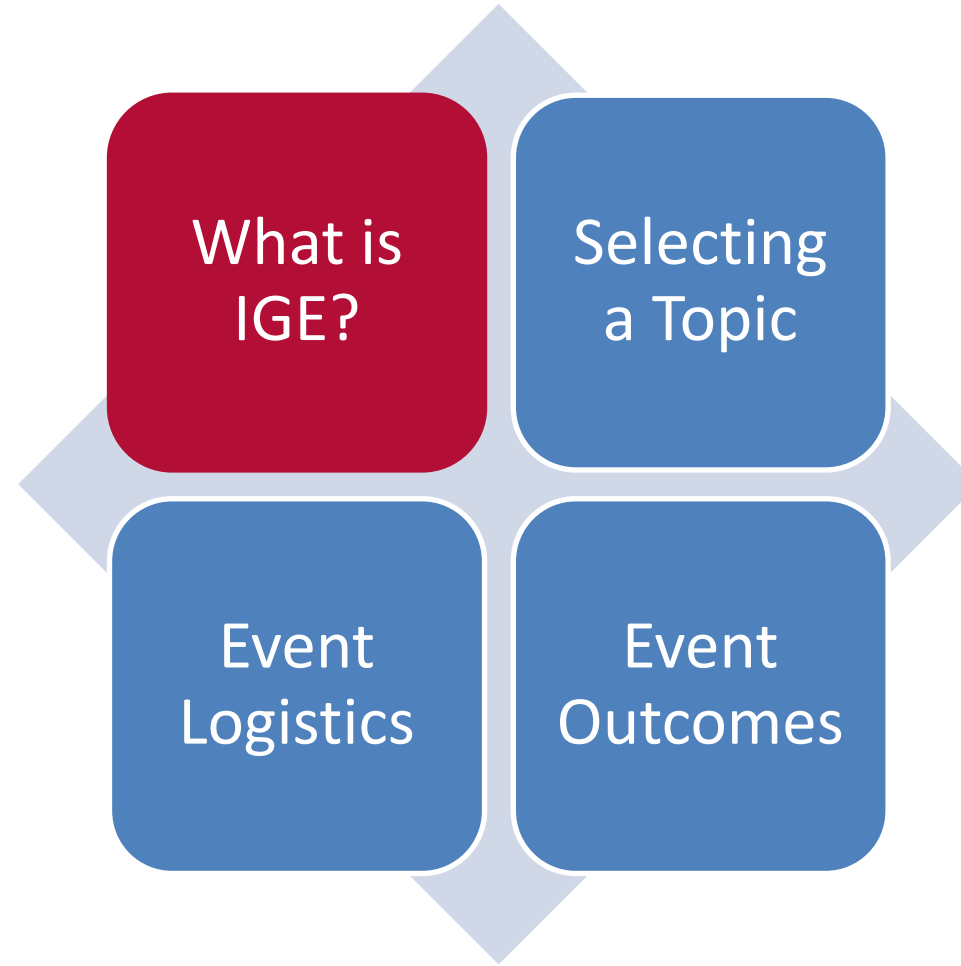
Lee Ann Zelesnikar, Central VA Post, Mid Atlantic RVP

Anita Larson, Sacramento Post, Rocky Mountain RVP

Brett Jackson, President, Denver Post

Dennis Turner, Immediate Past President, Houston-Galveston Post

# Today's Topics



# Today's Panelists

## Lee Ann Zelesnikar

### Central VA Post / RVP Mid Atlantic Region



- Has a room dedicated to two chinchillas, two guinea pigs, and a huge Lego collection
- Currently a BoD member for three organizations. Of course, SAME is my favorite!

# Today's Panelists

## Anita Larson

Denver Post / RVP Rocky Mountain Region



- Grew up in Montana
- Huge Opera fan

# Today's Panelists

## Brett Jackson Denver Post



- Graduated from the Colorado School of Mines
- Founded a club to teach children computer programming/coding
- Enjoys adding chocolate chips and candy sprinkles to almost any dessert
- Drove a neon green Geo Storm in High School



# Today's Panelists

## Dennis Turner Houston-Galveston Post



- Wife (Shellee) and 2 sets of twins (9 years old and 3 years old)
- H/G Post was in first group to have SAME Foundation manage Post scholarship endowment

# Poll #1

Have you  
ever  
attended an  
IGE  
Workshop?

Yes

No

## Poll #2

Has your Post  
hosted or co-  
hosted an IGE  
Workshop

Yes  
A full-on IGE  
Workshop

Sort of  
But more an  
Industry Day

No  
But we  
want to!

What's an  
IGE  
Workshop?

# What is IGE?

## ➤ What is an IGE Workshop?

- Identifying a problem
- Bringing all people to the table who have a stake in the issue
- Finding solutions
- Follow through

# Selecting a Topic

- What challenges does your region face?
  - Technical (water, environment, transportation, energy)
  - Resiliency/Sustainability
  - Funding
  - Policy Changes/Conflicts
  - Multi-Agency Coordination/Partnering

# Selecting a Topic

- What agencies are stakeholders in solving the challenge?
  - Federal
  - State
  - County/Parish
  - City
  - Special Purpose Entities
- Do we know them? Have we asked them what they wish industry knew or what they think their challenges are?

# Selecting a Topic

- Make it about solving the problem
- Diverse Panelists/Participants
  - Not all public agency, not all industry
- Not a “Sales” Presentation/Seminar
- Get Feedback from RVP and nearby Posts

# Event Logistics

## Questions to consider when thinking about your IGE

- External participants and necessary agreements
- 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



# Execute

## 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!

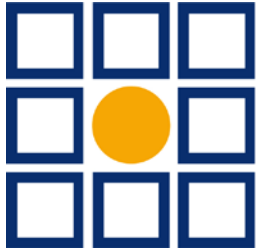
# Event Outcome Examples

- 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

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# TRIVIA TIME

# Poll #1

Of our 100 Posts, how many are charter Posts from 1920?

2

7

9

12



# Poll #1 Correct Response

9



# Poll #2

Seabees  
Father Ben  
Moreel was  
SAME  
president in  
what year?

1941

1945

1960

1937



# Poll #2 Correct Response

1941

# Poll #3

Of the  
27,000  
members,  
407 have  
been  
members for

50  
Years

60  
Years

72  
Years

75  
Years



# Poll #3 Correct Response

50 Years!

# Poll #4

How many  
National  
Vice  
Presidents  
does SAME  
have?

9

7

3

2



# Poll #4 Correct Response

Three

# Poll #5

What year  
was the  
Academy of  
Fellows  
established?

1991

1982

1945

1995



# Poll #5 Correct Response

1995



# Poll #6

What  
does IGE  
mean at  
SAME?

Industry  
Government  
Engagement

Industry Goals  
Engaged

Independent  
Government  
Estimate



# Poll #6 Correct Response

Industry Government  
Engagement

# Poll #7

You must  
be a  
Fellow to  
be  
President?

True

False

No clue!



# Poll #7 Correct Response

True

# Poll #8

The 1<sup>st</sup> female member, Ethel Bailey, joined in what year?

1920

1926

1930

1970



# Poll #8 Correct Response

1926

# Poll #9

Who is the  
immediate  
past  
National  
President?

Marv  
Fisher

Cindy  
Lincicome

Heather  
Wishart-  
Smith

Buddy  
Barnes



# Poll #9 Correct Response

Heather Wishart-Smith



# Poll #10

Which is  
NOT a goal  
in the 2025  
Strategic  
Plan?

Enrich  
the STEM  
Pipeline

Develop  
Leaders  
for the  
Profession

Purchase  
a Century  
Book

Strengthen  
Industry  
Government  
Engagement



# Poll #10 Correct Response

# Purchase a Century Book

*But you can here: <https://www.same.org/centurybook>*

Join us back online at 4:00  
PM ET for our next session:  
*Leadership Development &  
Succession Planning*

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