



# The South Dakota Engineer

September 2015

## This Issue

- President's Message
- SDES Fall Conference Registration Information
- SD DOT Administrative Rules Information
- 2015 SDES Board
- SDES Summer Board Meeting Draft Minutes
- SDES Endowment Fund
- Welcome New Members
- NSPE News

## SDES

2015-2016

### EXECUTIVE COMMITTEE

#### PRESIDENT

Stacy Froelich, P.E.

#### PRESIDENT-ELECT

Brian Jenner, P.E.

#### VICE PRESIDENT

Philip Gundvaldson, P.E.

#### SECRETARY-TREASURER

Steven Myer, P.E.

#### PAST PRESIDENT

Todd (T.J.) Yerdon, P.E.

## President's Message

Stacy A. Froelich, MS, P.E., 2015-2016 President

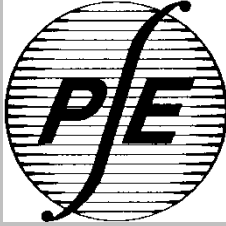
Summer has been in full swing, and is winding down with the start of school. Local chapters have started to meet to kick off a new year of meetings. I encourage each SDES member to attend a regularly scheduled local chapter meeting and bring a prospective member. The Eastern Chapter is busy planning the Fall Conference, which will be held October 15 in Brookings. In addition, the Eastern Chapter will be hosting the 2016 Annual Conference this year. A huge thank you to the Eastern Chapter in planning these events, as it is often a thankless job. Every member should try and attend at least of these events. Attending supports the society, your profession, and provides comradery.

Gail Boddicker and TJ Yerdon, past president, attended the NSPE National Conference in Seattle, WA. Gail attended the executive directors meetings along with some of the general sessions while TJ represented SDES at the annual House of Delegates (HOD) meeting. South Dakota Engineering Society supported Thomas Roberts as the NSPE Vice President, and he was installed as Vice President at the conference. In addition, at the meeting, membership was discussed. Membership is on the decline and NSPE is looking at ways to increase it.

NSPE has joined the conversation and recently tweeted a call out to women and diverse PEs to tweet about themselves using the following hashtag #ILookLikeAnEngineer. Here's a great article explaining the premise and idea behind it: <http://www.popsoci.com/ilooklikeanengineer-challenges-stereotypes-twitter>

Other news of importance, South Dakota Board of Technical Profession has selected a new executive director, Kathryn Patterson. Kathryn was the board's senior secretary prior to taking the executive director position. Congratulation to Kathryn, and the SDES Board will be contact her in the near future to have discussions regarding the PDH recordkeeping requirements.

Furthermore, at the Annual NCEES Meeting, a motion pertaining to structural engineering that could have tremendous negative ramifications for licensed PEs was defeated. The U.S. engineering and surveying licensure boards that make up NCEES have voted to adopt a position statement on future engineering education requirements for licensure as a professional engineer. The development of the position statement follows a 2014 vote to remove from the NCEES *Model Law* and *Model Rules* the additional education requirements for engineering licensure that



NSPE  
Leadership Toolbox

Have you remembered to pay your membership dues? If you need an invoice, please go to [www.sdes.org](http://www.sdes.org), where you can pay your dues online or contact Gail Boddicker at 394-6674 or [gail.boddicker@sdsmt.edu](mailto:gail.boddicker@sdsmt.edu) for a copy of your invoice.

It is a good idea to periodically check your records to be sure your contact information is correct. You can update your information online or contact Gail with the information.

were set to take effect in 2020. These requirements called for an engineering licensure candidate to obtain a master's degree or its equivalent before initial licensure. Ultimately, each jurisdiction will make its own decisions on future engineering licensure requirements. NCEES member boards maintain the *Model Law* and *Model Rules* as best practice manuals, but U.S. states and territories set their own licensing laws and rules.

I hope to see everyone in Brookings at the Fall PDH Conference in October! Everyone have safe travels.

Stacy A. Froelich, MS, P.E.  
2015-2016 President

## REGISTRATION IS OPEN SOUTH DAKOTA ENGINEERING SOCIETY PDF FALL 2015 CONFERENCE

The South Dakota Engineering Society PDF Fall 2015 Conference will be held Thursday, October 15, 2015, at the Days Inn in Brookings.

[Click on the link for the agenda and registration information.](#) Or, [www.sdes.org](http://www.sdes.org)

### A look at the program:

#### South Dakota Engineering Society - PDH Fall 2015 Conference Program Agenda

7:30 - 8:00a	Conference check in and late registration - Days Inn of Brookings Convention Center	
	<u>Session #1</u>	PDH Value 2.0
8:00 - 8:10a	Welcome and Introduction	
8:10 - 8:40a	<b>SDSU Engineering in the 21st Century</b> <i>Lewis F. Brown, Ph.D., Dean, Jerome J. Lohi College of Engineering</i>	
8:40 - 9:10a	<b>Utility Relocation out of I-29 Right-of-Way in Sioux City</b> <i>Dawn Horner, P.E., Principal, HR Green</i>	
9:10 - 9:55a	<b>Pavement Management Implementations: One Size Doesn't Fit All</b> <i>Zac Thomason, M.B.A., National Client Services Manager, IMS Infrastructure Management Services, LLC</i>	
9:55 - 10:10a	BREAK	
	<u>Session #2</u>	PDH Value 2.0
10:10 - 11:00a	<b>Gilmore Avenue Sewer Separation Project, Omaha, Nebraska</b> <i>Rich Besancon, P.E., Burns &amp; McDonnell</i>	
11:00 - 11:50a	<b>Decision Tree for Concrete Overlay</b> <i>Larry Engbrecht, Executive Vice President SD Chapter of ACPA</i>	
12:00 - 1:00p	LUNCH	
	<u>Session #3</u>	PDH Value 2.0
1:00 - 1:40p	<b>Aberdeen Runway Decoupling (Planning, Environmental, and Construction)</b> <i>Michael A. Schmit, P.E., Helms &amp; Associates</i>	
1:40 - 2:20p	<b>City of Sioux Falls Traffic Signal System</b> <i>Heath Hoftiezer, P.E., PTOE, Principal Traffic Engineer City of Sioux Falls</i>	
2:20 - 2:50p	<b>Link Snacks Inc. Pretreatment Facility</b> <i>Dennis Rebelein, P.E., Banner Associates, Inc.</i>	
2:50 - 3:10p	BREAK	
	<u>Session #4</u>	PDH Value 2.0
3:10 - 4:00p	<b>The Sports Facility Renaissance at South Dakota State University</b> <i>David Murphy, Senior Principal, Cranford Architects</i>	
4:00 - 4:50p	<b>Transforming Your Recycling Facility into a State of the Art Facility</b> <i>Michael J. Cook, P.E., Burns &amp; McDonnell</i>	



## ENGINEERING A STRONGER PROFESSION

NSPE is on a mission of organizational innovation and development to effectively serve the licensed professional engineer and those on the licensure path.

*If you haven't already seen the video and other resources related to the Society's new Statement of Strategic Direction, check out [www.nspe.org](http://www.nspe.org) and the link to "Mission: Engineering a Stronger Profession."*

FREE  
LEADER

WEBINARS

[click here for more info](#)

## SD DOT PRESS RELEASE RE: NEW ADMINISTRATIVE RULES

(Copied from DOT website)

Transportation Commission Approves New Administrative Rules

Posted: Friday, August 28, 2015

For Immediate Release: Friday, August 28, 2015

Contact: Kristi Sandal, Public Information Officer, 605-773-3265  605-773-3265

### Transportation Commission Approves New Administrative Rules

PIERRE, S.D. –The South Dakota Transportation Commission adopted rules for the County Highway and Bridge Improvement Plans and the Bridge Improvement Grants (BIG) at their meeting on Thursday, Aug. 27.


The rules for the BIG fund define the application process and timelines, guidelines and criteria the Commission will use to award and distribute money from the newly created fund.

The rules for the County Highway and Bridge Improvement Plan set forth definitions and criteria that county officials will use to create a highway and bridge improvement plan in order to be eligible for the BIG funds.

Once fully implemented, the BIG fund will provide \$7 million dollars to specifically address local bridge needs. The SDDOT will add an additional \$8 million in gas tax funds for a total of \$15 million in the BIG grant program annually.

The next step is for the rules to be reviewed by the Legislative Interim Rules Committee (LRC) on Sept. 21, 2015. The rules will become official 20 days following LRC's approval.

A copy of the guidelines and Commission approved rules can be viewed at <http://www.sddot.com/business/local/big/Default.aspx>.

If you have questions about the new rules or associated guidelines, please contact the office of Local Government Assistance at 605.773.8148  605.773.8148.

Just a reminder.....  
South Dakota Engineering Society  
2015 – 2016 SDES State Board Officers



Elected as the 2015-2016 SDES Executive Committee (above, left to right) are:

Stacy Froelich, President, MS, PE, Pierre, SD  
Steven Myer, Secretary-Treasurer, PE, Volga, SD  
Philip Gundvaldson, Vice President, PE, Sioux Falls, SD  
Brian Jenner, President-Elect, PE, Rapid City, SD  
TJ Yerdon, Past President, PE, Sioux Falls, SD

Black Hills Chapter

Kyle Young, President, PE, BH Chapter President  
Steve Bareis, PE, BH Chapter State Director

Central Chapter

Mike Perkovich, President, PE, CE Chapter President  
Tim Schaal, PE, CE Chapter State Director

Eastern Chapter

Ray Pierson, PE, Eastern Chapter President  
Ben Scholtz, PE, Eastern Chapter State Director

## SDES July Board Meeting Draft Minutes

*(Will be enacted on at the October board meeting)*

### **SOUTH DAKOTA ENGINEERING SOCIETY SUMMER BOARD OF DIRECTORS MEETING MINUTES FRIDAY, JULY 10, 2015**

#### Members and

#### Guests Present:

Stacy Froelich, President  
Brian Jenner, President-Elect  
Philip Gundvaldson, Vice President  
Steven Myer, Secretary-Treasurer  
TJ Yerdon, Past President  
Brad Ludens, Awards Chair  
Kyle Young, BH Chapter President  
Mike Perkovich, CE Chapter President  
Ray Pierson, Eastern Chapter President  
Ben Scholtz, Eastern Chapter State Director  
Gail Boddicker, Executive Director

President Froelich called the meeting to order at 9:00 a.m. (CT). Froelich reported that the executive committee and the chapter state directors and chapter presidents are allowed to vote on SDES issues. Secretary-Treasurer Myer confirmed a quorum for the meeting. The IRS is now inquiring whether non-profit tax-exempt entities have adopted a Conflict of Interest Policy; hearing no conflicts from the board members in attendance, Froelich proceeded with the meeting.

#### **Approval of the Agenda**

Perkovich made a motion to approve the agenda as provided, Yerdon seconded the motion and the motion passed.

#### **Minutes of Previous Board Meeting**

Gundvaldson made a motion to approve the April 8, 2015, board minutes, Jenner seconded the motion and the motion passed.

#### **President's Report - President Stacy Froelich, PE**

As background, in the Spring of 2015, Yerdon, Gundvaldson, and Boddicker met by conference call with Mark Humphreys, the SD Board of Technical Professions executive director, to discuss the correct method to document PDH attendance. Humphreys suggested that the SDES provide certificates for attendance at PDH events. During the discussion, Humphreys mentioned that he was leaving the BTP to take another similar position in his home state. With that information, Yerdon recommended that SDES broach this issue/discussion in the future with the incoming executive director.

Froelich reported that the SD BTP has not hired Humphrey's replacement yet so

no further discussions have occurred.

**President-Elect's Report - President-Elect Brian Jenner, PE**

No report.

**Vice President's Report – Vice President Phil Gundvaldson, PE**

No report.

**Executive Director's Report – Boddicker**

Boddicker provided a written report on activities since the April meeting.

**Membership**

Contacted the members that had overpaid their membership dues by paying the online fee when, in fact, they paid by check. There were 5 members that asked to have a refund rather than send their overpayment to the SDES Endowment Fund. All others requested that their overpayment be sent to the Endowment - the check to the endowment was \$266.09.

Although the membership report depicts an increase in membership from the July 2014 report, there is a concern that the NSPE/SDES/Local Chapter member has declined by 13 members since last year. The increase in membership is primarily in the Student Level category.

**University and Public Relations**

Molly Gribb, the chair of the civil and environmental engineering department at SDSMT, resigned to take the dean position at a university in Wisconsin. With her departure, SDES lost two NSPE/SDES members – Dr. Gribb and her spouse, Bill Holder.

**Professional Development Hours – SDES Annual Conference**

All income and expenses have been completed and the Central Chapter had a profit of \$5,836.60 for the 2015 annual conference.

**MATHCOUNTS**

Processed MATHCOUNTS income and expenses, paid bills, reconciled bank account.

**Treasurer's Report**

June 30, is the end of the fiscal year. The financial records will be sent to the accountant's office later in July to have them complete the 990's.

SDES completed the year with a surplus:

June 30, 2014, - Total Checking/Savings 53,244.93

June 30, 2015 - Total Checking/Savings 55,912.18

**ALL REPORTS WILL BE SUBMITTED IN HARD COPY FOR DISTRIBUTION AT THE MEETING AND IN DIGITAL FORM TO BE PUBLISHED IN THE ENGINEER.**

**Goal 1: Promote the competent, ethical, and professional practice of engineering.**

Membership – Gail Boddicker, Executive Director

Boddicker reported that she is concerned with the decrease in membership since the 2014 report. Actually, the 2015 reports shows an increase in membership but the increase was primarily seen in the Student Level. The NSPE/SDES membership decreased by 13 members.

**Goal 2: Enhance the image and stature of engineering professionals.**

University and Public Relations

No report.

**Goal 3: Provide education, professional development, networking opportunities, and other benefits to engineering professionals and students.**

SDES 2015 Annual Conference – Andy Bruels, PE

Bruels provided a final written report on the 2015 annual conference. He also reported that the state share of \$7000 was accomplished as well as a profit of over \$5800 for the chapter.

Gundvaldson asked to discuss the rotation of the annual conference. As a reminder, when the Northeastern and Southeastern Chapters merged into the Eastern Chapter, it was decided that the Eastern Chapter would assume the responsibility to host the conferences as though they were two chapters. In essence, they host the fall conference for two years consecutively and then, the annual conference for two years consecutively. The members are overwhelmed with planning responsibilities and requested the board's discussion. Pierson created a draft plan to revise the conference rotation schedule so that the conference rotates among the three chapters.

The Black Hills Chapter is slated to host the chapter in 2016 but with the suggested revisions, the 2016 would be held in the eastern side of the state and then to the BH Chapter in 2017.

Gundvaldson made a motion to change the fall and annual conferences rotation to the model that Pierson presented. Yerdon seconded the motion and the motion passed. The Eastern Chapter will host the 2016 conference and it is scheduled for April 6-8, 2016, at the Holiday Inn in Sioux Falls. **Boddicker will send "Save the Date" information to the vendors from past conferences to alert them to the date and location.**

SDES 2015 Fall Conference – Jonathan Wiegand, PE,

Wiegand presented the draft budget and preliminary list of speakers for the board's review.

It was discussed that if students attend, they should be granted complimentary attendance and that the expenses associated with their attendance should be the chapter's responsibility.

Gundvaldson made a motion to accept the budget, Jenner seconded the motion and the motion passed.

Awards – Brad Ludens, PE  
No report.

Endowment Promotion – Jason Kjenstad, PE  
No report.

**MATHCOUNTS – Jesse Morris**

No report.

**Goal 4: Advocate the interests of engineering professionals and protect the public through an effective government relations program.**

Design Professionals Coalition – Al Berreth, PE, Jeff Hines, PE  
No report.

Licensure – Brian Jenner, PE  
No report.

SD Local Transportation Assistance Program – Jason Kjenstad, PE  
No report.

**Goal 5: Align the structure, activities, and governance of the society to optimize support and resources for all programs.**

Strategic Planning Task Force

Froelich asked for volunteers to begin working on a new Strategic Plan. No board members volunteered for the task. **Boddicker will provide Froelich with the list of names of the members who worked on the past plan to see if they would like to be involved in putting together a new plan.**

Nominations – TJ Yerdon, PE

Yerdon will provide the list of nominations at the SDES fall board meeting.

Treasurer's Report – Steven Myer, PE

Myer reported that although there was a decrease in membership, it did not significantly impact the budget as the final report indicated a Net Income of \$2667. Yerdon made a motion to approve the Treasurer's Report, Gundvaldson seconded the motion and the motion passed.

**Chapter Activity Reports**

**Black Hills Chapter – Kyle Young, PE**

Young reported that the chapter is reorganizing after the departure of Bill Holder, the chapter president and Molly Gribb, the University Relations representative.

**Central Chapter - Mike Perkovich, PE**

Perkovich reported that the chapter will hold their annual recruitment/membership picnic on August 21 in Pierre.



## Eastern Chapter – Ben Scholtz, PE

Scholtz reported that the chapter will begin their monthly meetings in September.

### New Business

#### Submitting NSPE Awards Nominations

Tabled to the October meeting so that Chad Hanisch can be available to discuss submitting award nominations at the national level.

#### Wild Apricot Program Fee Increase

Wild Apricot (WA is the association management program that SDES contracts with to manage the SDES website, payments, events) is increasing their rate from \$1080 a year to \$1404 per year. However, they have offered to allow the organization to lock on to the current rate for up to two years if paid by August 1. Jenner made a motion to prepay the fee and lock on to the current fee for 2 years; Perkovich seconded.

Yerdon amended the motion to prepay the fee and lock on to the current fee for 2 years and to keep the expense in the budget; Jenner seconded the motion and the motion passed.

#### NSPE Vice President Candidate

Gundvaldson made a motion to approve that Yerdon extend the vote at the July 18, 2015, House of Delegates meeting to support Tom Roberts as the NSPE Vice President, Scholtz seconded and the motion passed.

### SDES Bylaws

Froelich requested discussion on bringing the SDES Bylaws up to date. Following discussion, it was decided that at each board meeting the board will be tasked with reviewing the bylaws and cleaning up outdated information. Froelich will distribute portions of the bylaws prior to each board meeting so that the board can be prepared to discuss and finalize the bylaws.

Yerdon suggested and it was approved that the Vice President should be responsible for reviewing and maintaining the bylaws as part of their position. With this task, the VP will become more acquainted with the organization's activities and will be better prepared to assume the president position.

Froelich requested that the board review their calendars and let Boddicker know their schedules so that a January meeting can be scheduled.

The meeting adjourned so that the executive board could discuss the Management Services Contract with Boddicker.

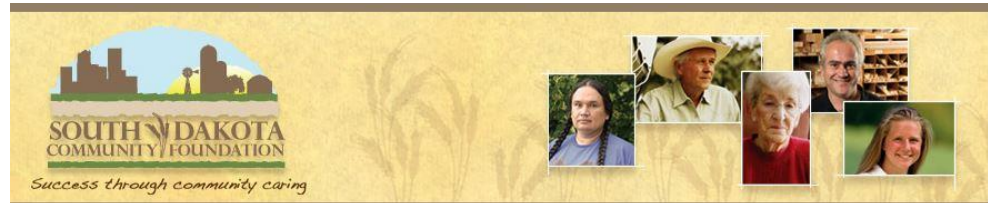
#### Future Meeting Schedule

NSPE Annual Conference	July 16-18, 2015		Seattle, WA
SDES Summer Board Meeting	July 10, 2015		WebEx
SDES Fall Board Meeting	October 14, 2015	Days Inn	Brookings
SDES Fall PDH Conference	October 15, 2015	Days Inn	Brookings
SDES Winter Board Meeting	TBD		

Respectfully submitted, Gail Boddicker, Executive Director

## SDS Endowment Fund

**Mission Statement:** To provide financial support to various educational programs and various societies related activities as recommended by the South Dakota Engineering Society.



### 308 - South Dakota Engineering Society Fund

Fund Type: scholarship

Net Assets Beginning 1/1/2015	\$28,298.84
<b>Additions</b>	
<a href="#">Contributions - Spendable</a>	43.00
<a href="#">Contributions - Nonspendable</a>	488.31
<a href="#">Dividend &amp; Interest Income</a>	148.08
<a href="#">Capital Gain/Loss - Unrealized</a>	(48.27)
<a href="#">Capital Gain/Loss - Realized</a>	(1.22)
<b>Total Additions:</b>	<b>\$629.90</b>
<b>Subtractions</b>	
<a href="#">Grants Expense</a>	1,200.00
<a href="#">Fund Administrative Fee</a>	144.04
<b>Total Subtractions:</b>	<b>\$1,344.04</b>
Net Assets Ending 9/2/2015	\$27,584.70

	Beginning 1/1/2015	Activity	Ending 9/2/2015
<b>Net Assets</b> <a href="#">Show Details</a>			
Net Assets - Available for Distribution	\$1,157.75	(\$1,157.00)	\$0.75
Net Assets - Undistributed Income/Loss	(\$2,882.36)	\$2.82	(\$2,879.54)
Net Assets- Unrealized Gain/Loss on investments	\$7,647.95	(\$48.27)	\$7,599.68
Net Assets - Non-spendable principal endowment	\$22,375.50	\$488.31	\$22,863.81
<b>Total Net Assets</b>	<b>\$28,298.84</b>	<b>(\$714.14)</b>	<b>\$27,584.70</b>

Purpose of this Fund: To provide financial support for scholarships and other charitable and nonprofit purposes.

## Welcome New SDS Members

### Eastern Chapter

Chuck Cox  
Dexter Mahrt  
Dustin Posten

## NSPE NEWS

It has been a busy summer at NSPE headquarters; read on for the July and August executive director reports.

NSPE Executive Director's Report to the BoD, September 1, 2015; pg. 1 of 6

TO: NSPE Board of Directors

cc: NSPE House of Delegates

NSPE Committee, Task Force, Council and Interest Group Chairs

State Society Leadership

State Society Executives Council

FROM: Mark J. Golden, FASAE, CAE

Executive Director

DATE: September 1, 2015

RE: Board Update: August 1-31, 2015

The "dog days of summer" were anything but slow and sleepy for NSPE and the profession ... including both a second face-to-face Board of Directors meeting within weeks of the annual meeting (and including expanded committee and staff leadership participation) and the annual meeting of the National Council of Examiners for Engineering and Surveying (NCEES).

And they were exceptionally busy, productive and successful weeks for NSPE in partnership, at the state and national levels.

### 1. Advocacy

On August 20th, the Indiana Jobs Creation Commission withdrew its misguided proposal to eliminate engineering licensure in that state. This was a not an easy victory, but provides a great case study for seamless, ego-free and effective collaboration between national and state societies. (You can read the details [here](#).)

On August 21st, following a disciplined and coordinated campaign by NSPE and its state societies, engineering registration boards from across the U.S. voted to reject a proposal to add a separate license for structural engineers to the NCEES Model Law (albeit by a much narrower margin than I would have liked).

In a column last year in PE magazine, I noted how important a strategic partner NCEES has been in NSPE's more than 80-year history defining, promoting, protecting, and enhancing the value of professional licensure. During its 94th annual meeting in Williamsburg, Virginia (August 19-21st), NSPE got much more than polite mentions from NCEES, evidence that the importance of this relationship is mutually recognized and appreciated. At the opening session, in introducing guests, the chair started with NSPE President Tim Austin and myself, before introducing the other associations attending, in alphabetical order.

Following a productive and intense two days of business meetings, incoming NCEES President Michael Conzett, PE, didn't just mention NSPE, he described his experiences at NSPE's Seattle annual meeting in detail and went through a comprehensive exegesis of our entire Race for Relevance-driven mission  
NSPE Executive Director's Report to the BoD, September 1, 2015; pg. 2 of 6

and strategic plan as representing the kinds of values and commitment to licensure that NSPE and NCEES share.

In Ohio, state representatives Louis Blessing III, PE, and Al Landis introduced a bill that would add that state to the growing number that require professional engineers to complete continuing professional development hours in professional ethics or rules relevant to engineering to its licensure requirements. (Blessing is an NSPE member, and one of the legislators highlighted in NSPE's PEs in Legislature website.) In testimony for House Bill 236 before the House Commerce and Labor Committee, co-sponsor Al Landis added: "In developing this bill, the recurring question I had was 'What are ethics?' Of course, I know what ethics are, but what does ethics mean in the engineering profession?" This bill would ensure that the answer to that question is clear.

The chief executive officer of Iowa's Professional Licensing Bureau has reached out to NSPE for assistance in efforts to improve recognition of the importance of licensing and regulation. We are following up with him to assist in an article for their newsletter, FAQs on their Website, etc. On July 29th Congress yet again failed to come to agreement on a long-term infrastructure bill and instead settled for a three month patch that will run out on October 29th. This is the 34th short-term extension in the past ten years. Long-term legislation is needed for PEs to properly plan, design, implement, construct, operate and maintain our nation's infrastructure systems. NSPE urges Congress in the strongest terms possible to stop lurching from one infrastructure funding crisis to another. An alert has gone out urging NSPE members to contact their elected officials to urge passage of a six-year bill.

## 2. Governance

Building on the strategic discussions (both formal and informal) by the board, our state partners, committees and interest groups, conducted in Seattle, leadership took its next steps in translating the NSPE Strategic Plan into concrete, focused, and impactful action during two, intensive days of meetings in Minneapolis, August 14th and 15th.

Minutes of the formal business session have been posted to the website, and summaries of the six strategic dialogues will be added shortly.

The actions and directions during those dialogues are already being integrated into committee and staff charges and plans. Highlights include:

- **Membership:** The board, staff and volunteer leadership recognize this is a first priority and everyone's job, not merely a task for the Membership Committee. And it is a matter of urgency for national and the states: later is not soon enough! Discussion focused on the strategic level: engineering a breakthrough in membership, not just tweaks around the edges. Retention, not just acquisition are the goal, and increasing value delivered through the national/state partnership, not merely discussions of form and structure are necessary. I have spent much of the last few days laying the groundwork for some potential outside help to really jumpstart both short-term sales, marketing and retention

NSPE Executive Director's Report to the BoD, September 1, 2015; pg. 3 of 6 (to show immediate effort) and engaging the necessary stakeholders (national and the states) in concrete consideration of fundamental changes to the membership

business model. These options will be ready for discussion in time for the Board's next scheduled conference call, later this month.

- **Communications:** Continued progress was made on content management strategies designed to get the wealth of information we create tailored for access and delivery to targeted segments of the membership, each in their preferred form and modality, with an emphasis on mobile as opposed to print and desktop delivery. Member-centric strategies were explored: enable the individual member to get the content they need, when they decide they need it, rather than pushing content we think they should be interested in when we create it.

On a more tactical level, we discussed capturing successful communications and content-sharing techniques that have worked elsewhere to share with partner state societies.

- **Collaboration:** Closely linked to the communications discussion was the need to transition to dynamic communities of interest that will connect people who are facing the same issues and concerns, not just set content, in pre-defined formats, targeted to fixed market segments.

Discussion was given to breaking down silos and creating a more fully integrated and interconnected network of interest groups and less structured communities of interest. Connecting the population of municipal engineers already in membership, who cross many of our traditional membership, technical and interest group boundaries has been agreed to as a key test case.

- **Policy development and advocacy:** Work progressed on the newly-formed Committee on Policy and Advocacy, the successor to and carrying forward the mission (and much of the membership) of the former LQPC and L&GA. The committee will focus on developing policies for action that enhance the NSPE brand (protecting the integrity of the license, ensuring the ethical pursuit of innovation and technology, public awareness and appreciation of the importance of the PE, and so on). The new committee's structure is also being designed to create opportunities to expand the pool of engaged members by including subject matter experts from the membership on issues of concern.

- **Engineering's "Grand Challenge:"** Increasing NSPE's leadership in the public eye on the ethical implications of innovation and technology (in particular, engineering's typical role in risk assessment and risk management) will be explored, with the issues surrounding autonomous vehicles as a test case.

- **Development of a three-year business plan for NSPE** was continued, with the goal of enabling the society to not allow resource limitations to place a limit on strategic efforts. If we have a big idea that needs addressing, we need to find the resources to do so.

NSPE Executive Director's Report to the BoD, September 1, 2015; pg. 4 of 6  
Translating strategy to action is underway, and specific improvements to key committee charges are already being made. It is going to be a busy and exciting year!

On a more mundane, but still important level: a finalized schedule of board conference calls and meetings for the year is now posted in the Leadership Toolbox.

Following up on the House of Delegates discussions of proposed

revisions/renewals of NSPE Professional Policies at the Seattle General Assembly, a timeline and online infrastructure has been put in place for the delegates to discuss and take votes on the open proposals.

- Group One (policies recommended for renewal as currently written) will be discussed and voted on from September 8th through 18th.
- Group Two (policies recommended for approval as amended) will be discussed and voted on from September 21st through October 2nd.
- Group Three (PP 168, PS 1737 and PS 1739, regarding engineering education requirements), which are subject to Operating Procedure 2.14 procedures for member outreach and input prior to final action by the House of Delegates and Board, will be discussed and voted on from October 5th through December 16th. Official notice of this schedule, and instructions and information on participating in the online deliberations will be posted and notice sent to the House of Delegates next week.

As the board discussed in Minneapolis, it is important for stakeholders (in particular, state societies and regional organizations) to start their own deliberations on the issues addressed in Group Three now in order to be prepared to submit their comments before the formal, House of Delegates deliberations begin in October. The plan, as discussed in Minneapolis, is to process and assemble all member, state society, interest group and other comments received during the open comment period so that they can be shared with the House of Delegates by November 18th.

### 3. Member Engagement

When a recruitment ad featuring a female engineer spurred negative feedback, it inspired a social media campaign to combat stereotypes about who can be an engineer. The #ILookLikeAnEngineer campaign presented an opportunity for women (and some men) to showcase the diversity in the engineering profession. NSPE joined the conversation and recently tweeted a call out to women and diverse PEs to tweet about themselves using the hashtag. NSPE member Kathleen Hunter, P.E., an electrical engineer, recently wrote a blog post on why she participated. Hunter wrote, "#ILookLikeAnEngineer caught on because it tells the overdue truth of what already is: We each look like engineers because we are engineers, we are proud of it, and we are simply telling the truth to the rest of the world."

You can access Kathleen Hunter's full post and join many of your fellow members who have shared their "#ILookLikeAnEngineer" story and photo with the hashtag and by tagging @NSPE.

NSPE Executive Director's Report to the BoD, September 1, 2015; pg. 5 of 6

### 4. Member Value

NSPE again participated in Schinnerer's 54th Annual Meeting of Invited Attorneys. Among the papers presented were:

- "Preparing to Participate in Design-Build: Solutions for Managing Risk,"
- "Case Law Update: What Design Professionals and Their Counsels Need to Know,"
- "NSPE's State-by-State Summary of Liability Laws Affecting the Practice of Engineering," and

- “Schinnerer’s Risk Management Resources Manual.”

(Access to meeting presentations is available to policy holders. Qualifying engineering firms are eligible for an underwriting premium credit of up to 5 percent if at least 50 percent of the firm's professional staff are NSPE members.)

#### 5. Collaboration

Following up on discussions at the annual meeting, NSPE is pursuing even closer and more formal partnership with The Order of the Engineer. NSPE Vice President Tom Roberts and I have been invited and will be participating in the Order’s annual Board of Governors meeting, October 26th in Phoenix. We are in discussions to ensure that new engineering graduates and PEs who join the Order are aware and supported in their commitment to engineering ethics through the many resources that NSPE provides.

The NSPE Educational Foundation raised a little over \$5,000 from its raffle at the annual meeting this year. The email receipts for tax purposes have been sent out to our members who participated and the raffle items were all shipped to the winners shortly after the conference.

The National Academy of Engineering has launched LinkEngineering, a new website to support preK–12 engineering education in the United States. LinkEngineering aims to provide high-quality resources and build a professional community for three groups: educators working in preK–12 classrooms and out of school settings; those engaged in preservice teacher education and professional development; and school, district, and state administrators.

#### 6. Professional and Leadership Development for the Licensed Professional Engineer

The Federal Engineer of the Year Award (FEYA) recognizes engineers employed by a federal agency that employs at least 50 engineers worldwide. Agency winners are chosen based on their engineering achievements, education, continuing education, professional/technical society activities, awards, honors, and civic and humanitarian involvement. The deadline for applications for this year’s awards is October 31st. Please get the word out.

The winners will be honored at a luncheon at the National Press Club in Washington, D.C., February 26, 2016. The February meeting of the NSPE board has been scheduled to allow directors to attend this prestigious and impressive event. NSPE Executive Director’s Report to the BoD, September 1, 2015; pg. 6 of 6 Finally, please remember that you can find an archive of prior reports in the Leadership Toolbox on the NSPE website.

The Toolbox is always available to you, and contains a wealth of leadership resources: bylaws, policy manuals, meeting minutes, committee charges, model state and chapter bylaws, sample presentations, and much more. You will need to log in with your membership user name and password.

You can review information on NSPE’s Race for Relevance and strategic direction on the main website.

You can also review a detailed calendar of NSPE continuing education and state society events on the website, and add state society events of your own.

TO: NSPE Board of Directors  
cc: State Society Executives Council  
FROM: Mark J. Golden, FASAE, CAE, Executive Director  
DATE: 3 August 2015  
RE: Board Update: July 1-31, 2015

With hardly a moment to catch your breath and recover from the annual meeting in Seattle, the board should now be preparing for its face-to-face meeting on Friday and Saturday, August 14-15th in Minneapolis, Minnesota. Building on the strategic discussions (both formal and informal) by the board, our state partners, committees and interest groups, which were conducted in Seattle, leadership will take the next steps in translating the NSPE Race for Relevance-driven Strategic Plan into concrete, focused, and impactful action. This intensive two days of meetings will focus on six strategic dialogues:

- Membership;
- Communications;
- Collaboration;
- Policy development and advocacy;
- Engineering's "Grand Challenge;" and
- A three-year business plan for NSPE.

Meeting materials are in preparation now and should be in your hands no later than Monday, August 10th.

#### 1. Member Value

In his first blog as NSPE President, Tim Austin "Answered the Question: What does NSPE do for me?"

The 2015 annual meeting demonstrated steady registration growth as NSPE worked to make it more than just governance meetings and a source of rank-and-file member value. Attendee numbers for the past four annual meetings appear at the left.

The annual meeting also provided an opportunity to showcase examples of professional engineers from across the nation who have provided outstanding services to the engineering profession and the public.

NSPE 2015 Awards and their respective winners recognized in Seattle were:

- NSPE Award: Daniel Clinton, P.E., F.NSPE, Houston, Texas.
- NSPE Distinguished Service Award: L.G. (Skip) Lewis Jr., P.E., F.NSPE, Greenville, South Carolina
- Young Engineer of the Year: Charles Stevens, P.E., PTOE, Houston, Texas



- PEGASUS1 Award: Jonathan Ham, P.E., Leland, North Carolina
- Engineering Education Excellence Award: Ahmet Zeytinci, Ph.D., P.E., F.NSPE, Rockville, Maryland

## 2. Advocacy

1 Professional Engineer in Government Achievement and Service in the United States.

2 Specifically, the NCEES Advisory Committee on Council Activities (ACCA).

Board members, and in particular regional directors, are reminded of two pending issues that our state societies need to be acting upon or preparing to act upon:

a. National Council of Examiners for Engineering & Surveying (NCEES) Proposal to Add Separate Licensure of Structural Engineers to the NCEES Model Law

An action alert went out on this matter while we were still gathered in Seattle and again on July 22nd. A sincere thank you to the state societies that have already responded. An NCEES committee recommendation, which would add a separate license for structural engineers to the NCEES Model Law, will be voted on by NCEES delegates at the NCEES annual meeting in two and a half weeks' time. Adding such a provision to the model law does not have any immediate impact on the registration laws in your state, but would create powerful leverage for the structural engineering associations' ongoing, nationwide effort to get such proposals implemented in state law.

It is NSPE's position that the current PE licensing system recognizes that the line between disciplines can at times be difficult to demarcate and therefore, requires the individual professional to exercise the appropriate professional judgment, autonomy and discretion similar to other professionals rather than controlling by rigid, bureaucratic means. Many structural engineering activities are also activities of other civil engineering professionals (site, geotechnical, foundation, etc.), which tend to cross over discipline boundaries. Such a change would interfere with the practice of thousands of duly licensed and qualified professional civil engineers. Moreover, the discussion regarding a separate structural engineering license does not recognize the success of the current system. Tens of thousands of superb structures have been designed and built by fully qualified, license engineers, operating within the requirements of current licensure law, not only without harm, but in fact with great benefit to the public.

NSPE believes that the continued recognition of PE licensure as the defining qualification for practice is critical to guaranteeing the trust and protection of the public. Layers of licensing requirements would cloud that perspective and create uncertainty and dilute the integrity, value and efficacy of the PE license.

The NCEES delegates consist of representatives of each state's licensing board. As the action alert makes clear, the immediate action required from the states is to identify individuals from your membership who serve on or have close personal ties to members of their state licensing board, and urge them to make direct, one-on-one and private contact with them to ensure that they are aware, and that their delegates to NCEES are prepared to vote no on ACCA Motion #1 when it comes before that assembly at the NCEES Annual Meeting in Williamsburg, August 19-21, 2015.

It is perfectly fine (welcomed, even) for our state society partners to make themselves aware and get this issue on the radar screen. It is a perennial and important for vigilance so we don't get caught by surprise if (when) it emerges at the state level. (And it will.) The only caveat, specific to the current NCEES ACCA proposal, is that we are not urging a grassroots effort to generate a high volume of contacts/communications from individual members at this time on this proposal. That would, in fact, be counterproductive. The NCEES ACCA proposal is a contained issue at this point, internal to NCEES discussions. We want and need to keep it that way and hope to kill it before it becomes a live, active public issue.

b. Proposed NSPE Professional Policy Revisions (as discussed at the House of Delegates General Assembly in Seattle)

Again, it is perfectly fine (and welcomed) for state societies to begin to review the specific recommendations in the report. It is lengthy, detailed and complicated, and there is a lot to consider in its 41 pages, addressing 28 NSPE Professional Policies (PPs) and Position Statements (PSs). As the House of Delegates directed, these proposals will be pushed out over the next several months for delegate discussion and electronic votes. To keep the process manageable, the recommendations will be taken in blocks for discussion and electronic vote. At the NSPE Board of Directors meeting in Minneapolis in two weeks the board will set a timeline and schedule for these electronic discussions and vote. In the meantime anything the states and regions can do to get themselves familiar with the proposals and prepared for when the voting actually begins would be time well spent.

The Indiana Society of Professional Engineers (ISPE) continues to diligently work on a recommendation from the Indiana Job Creation Committee (JCC) to eliminate registration of professional engineers in Indiana. The state was active in the hearings by the commission during its investigatory stages. After the commission's initial draft was released in June, ISPE contacted the chair of the JCC, Mr. Nick Rhoad, and the Governor's Office and strongly suggested that the JCC reconsider their recommendations to eliminate registration. It pointed out that the professional engineer's foremost duty is to protect the public health, safety and welfare of the citizens of Indiana; their recommendation is inconsistent with that duty. At the request of ISPE, NSPE followed this correspondence with one of their own, indicating that the proposal would be counterproductive to the JCC's

very mission and purpose by having a “negative effect on the ability of engineers in Indiana and the businesses they lead, work in, and support” by destroying “Indiana’s link to a national system of engineering licensure that exists in all states and territories.”

These letters encouraged the Professional Licensing Agency and the Governor’s Office to revise the report to reflect the importance of professional engineers in Indiana. We advised that without this revision, this report could be used to set a dangerous precedent for other states. The Governor agreed and subsequently communicated to the Commission his opposition to their proposal.

While we are encouraged that the Governor doesn’t support removal of the PE license and won’t support the findings of the JCC, the fight is far from done. ISPE, along with other engineering groups, will be addressing the JCC at their next meeting on August 20th, to refute the conclusions of the report.

In an effort to prevent professional engineers from being placed at serious legal risk, NSPE has filed a "friend of the court" brief before the Virginia Supreme Court in support of an appeal of a lower court decision that, if affirmed, would require a professional engineer to independently test and verify the accuracy of a product manufacturer's representation to satisfy the professional standard of care.

The case arose in connection with the installation and collapse of a rain tank storm water management system in 2011. The brief argues that the trial court improperly shifted the risk of liability for product defects from those who manufacture and sell products to those who deploy them in engineering designs. Professional engineers face a high but legitimate burden to ensure that the products they specify in their plans are appropriate for use, but the lower court ruling would, in effect, require the engineer to independently test and verify all materials rather than rely on the specifications warranted by the manufacturer. This is an unrealistic and inappropriate shifting of the burden and liability from the manufacturer to the engineer who reasonably relied upon the manufacturer's representations. The brief notes that this risk allocation threatens to increase the cost of professional engineering services and discourages the use of newer innovative products and designs.

Most unfortunately, the Department of Transportation has issued its final rule on National Tunnel Inspection Standards and they significantly scaled back the initial proposals requiring a PE3. As articulated in the final rule, despite NSPE’s best efforts, a majority of commenters (primarily state Departments of Transportation) opposed the PE requirement. Under the final rule, a PE license is only required for Team Leaders if an FHWA-approved process determines that the qualification is necessary to adequately and appropriately inspect a tunnel that is complex or has distinctive features or functions. The FHWA eliminated the training and national certification requirements for inspectors other than Program Managers and Team Leaders. Instead, the appropriate training for those inspectors is left to the discretion of the responsible states, Federal agencies, and tribal governments.

3 NSPE commented on the proposed rule back in September 2013.

NSPE is exploring long-term strategies, including outreach to organizations

representing DOTs, to encourage states to recognize and support the PE license.

### 3. Content

The advocacy sessions at the 2015 Annual Meeting, led by Missouri State Representative Bart Korman, P.E, P.L.S. and Kansas state society executive Ron Gaches were a tremendous success and addressed how to best advocate for PEs, both from the perspective of a lawmaker and a lobbyist.

The 2015 Annual Meeting wrap-up site includes speaker presentations, award winners, photos, and much more. Among the highlights is a PDF presentation of the extremely well received presentation by Allan McDonald, the engineer who in 1986 refused to sign the launch recommendation for the space shuttle Challenger due to safety concerns.

Photos from the NSPE 2015 Annual Meeting are now available for viewing, and downloading, via NSPE's Flickr account: Links to each of the individual photo albums are also available on our newly live annual meeting wrap-up page. Images are grouped by event on Flickr to make it easier to find specific photos. To download, you'll need to open the individual image and click on the "down arrow" icon on the far bottom right. This will pull up an option menu to download multiple file sizes (good for whether you're planning to print or post online). NSPE has full usage rights to the images, so you're welcome to download and print/post them as you wish. If you plan to print/post for business use, such as a newsletter, magazine, or online, as a courtesy we ask that you include a line similar to "Images courtesy of NSPE and Steve Schneider Photography" when you use them.

From April 1 through July 2015, the annual meeting website received 15,000 page views. The most popular page was the annual meeting glance with over 3,000 page views and the education track was viewed more than any other track. The Boeing Tour had the most clicks on the glance with just over 650. The red "Register Online" button received over 1,500 click-throughs to the online registration site.

IEEE has picked up on NSPE's increased communications and messaging on the issue of the role of the licensed engineer in ensuring ethical pursuit of innovation and new technology. In a featured post in the online version of IEEE Spectrum magazine, author Jonathan Hankins asked "What does responsible innovation mean?" with heavy reference to NSPE's comments on this matter. We've completed a website refresh that has taken one-to-two months to complete. NSPE's Content Management Team played an important role providing feedback, suggestions, and testing of the new design in stages. The purpose of the refresh is to give the website a cleaner look and provide a way to highlight important content on the homepage. Important changes include:

- "Inside NSPE.org" has been renamed to "NSPE Now" with a one column design. This one column design helps the eye focus on the more important things at the top of the list.
- The Member Spotlight has been removed from the left side bar and will be placed under the "NSPE Now" section when a new member spotlight is announced.
- A green call-out button has been added to the left side bar for the Calendar of Events.
- The menu titles on the left side bar are now green and match the social icons, calendar call-out button, and search button.
- An "NSPE on Twitter" rotating feed has been added to the left side bar.
- You'll notice a variation of headers on the site and this is related to the different kinds of content and content hierarchy. The right sidebar and "NSPE Now" header style are the same except for the font-size helping "NSPE Now" stand out. The main navigation (left with green menu titles) has its own unique look and feel. We want people to know the links on the left are different from the blocks on the right.

This refresh of the association website, while short of the total redesign that will be necessary to fully achieve the utility, visual appeal, and user experience we aspire to, is a significant, if incremental step forward.

A survey of PE readers has been completed and now we are analyzing the results. This is the first reader survey that covers both print and digital editions.

#### 4. Collaboration

National and state leadership (both volunteer and executive) held an extremely productive dialogue in Seattle on engineering a breakthrough in membership. This was the first step in discussions that the board will pick up in Minneapolis on a strategic marketing plan to:

- Promote membership benefits (national and state) in compelling and attractive packages, at a total, bottom line cost to the member that they will accept and that will generate sufficient revenue to meet both partners' needs;
- Reduce barriers to three-tiered membership acquisition and retention.
- Look past mere sales tactics and work together to find pricing and servicing options for three-tiered membership that will work for the benefit of organizations at all three levels.

This was followed by a State Society Executives Council (SSEC) working session with NSPE staff director of Membership and Marketing Kim Granados, reaching consensus on a substantial range of streamlining and simplification issues around state membership data administration. This will not only improve the utility and productivity of the upgraded Association Management System (AMS), but will lay the groundwork for finding immediate, short-term as well as strategic long-term steps to increase membership.

NSPE was honored to have dignitaries from 15 liaison and partner societies attend and participate in this year's annual meeting. Those societies represented were:

- American Association of Engineering Societies (AAES)
- American Institute of Mining, Metallurgical, and Petroleum Engineers (AIME)
- American Society for Engineering Education (ASEE)
  
- ASHRAE
- ASME International
- Engineers Canada
- Professional Engineers of Ontario (PEO)
- Japan Society of Professional Engineers (JSPE)
- IEEE-USA
- MATHCOUNTS Foundation
- National Academy of Forensic Engineers (NAFE)
- National Academy of Building Inspection Engineers (NABIE)
- National Council of Examiners for Engineering & Surveying (NCEES)
- Society of American Military Engineers (SAME)
- Order of the Engineer (OoE)

I managed to squeeze in visits to the Illinois and Florida state society annual meetings between Seattle and the upcoming board meeting in Minneapolis. President Austin and I will represent NSPE at the NCEES Annual Meeting immediately following Minneapolis.

NCEES is seeking licensed electrical and computer engineers to participate in a professional activities and knowledge study (PAKS), for the PE Electrical and Computer exams<sup>4</sup>. The survey results will be used to update specifications for the exams, which are used throughout the US for licensing purposes. The PAKS will be used to update all three of the PE Electrical and Computer exams: Computer Engineering, Electrical and Electronics, and Power.

<sup>4</sup> NSPE was key in encouraging creation of this exam, and continues to underwrite its development. IEEE is the lead association within NCEES for the exam. NCEES requires a cross section of licensed professional engineers practicing electrical or computer engineering—including those working in industry, consulting, the public sector, and academia—to complete an online survey about

the tasks and knowledge required of a licensed electrical or computer engineer with four to six years of experience to practice in a manner that safeguards the health, safety, and welfare of the public. The survey can be completed in about 20 minutes.

Responses must be received by Friday, August 7, 2015.

## 5. Member Engagement

The Annual Meeting Task Force has been provided a fairly comprehensive report on the #NSPE15 stats/analytics on Twitter traffic generated at the meeting in Seattle.

These results are only for Twitter; the hashtag was used quite a bit on Facebook as well. Staff is currently analyzing those stats/details manually and will be reported at a later date.

A comparison of some of the major stats from #NSPE14 (the Washington, DC meeting) and #NSPE15 appears above.

The bottom line is we had far more tweets and people tweeting this year than in 2014. We also saw a huge increase in the number of links and photos that people were tweeting. Staff is already investigating increased promotion via Instagram and Vine for next year's meeting.

The substantial increase in participation by students and young engineers at the Seattle meeting (24, compared to 10 in Washington, DC last year) was particularly gratifying. To cite just one example, the YE forum with President Tim Austin and President-elect Kodi Jean Verhalen was packed and the discussions were lively.

## 6. Professional and Leadership Development for the Licensed Professional Engineer

Building on NSPE's program to ensure that engineering graduates are equipped to meet the demands of professional licensure, NSPE's Licensure and Qualifications for Practice Committee developed an engineering course exercise built around NSPE's Engineering Body of Knowledge (EBoK).

After completing the Introduction to the Engineering Body of Knowledge assignment, students should be able to do the following:

- Describe, in their words, the purpose of the Engineering Body of Knowledge;
- Identify capabilities in the EBOK that fit their current view of engineering and explain how knowing these expected capabilities may affect their choice to study engineering; and
- Indicate capabilities in the EBOK that don't fit their current view of engineering and explain how knowing these unexpected capabilities may affect their choice to study engineering.

The exercise can also be used as a tool to advise faculty members who are interested in pursuing professional licensure. This model has already been successfully beta-tested in at least two freshman engineering courses at New Mexico and Florida International University.

Another achievement built on NSPE's EBoK (and advocated by NSPE in collaboration with other member societies of the American Association of Engineering Societies (AAES), the first draft Engineering Competency Model was published on the Department of Labor's website on July 9th. Additional background on the history of this project can be found on the AAES website.

How do engineers make a difference? They get involved. Although professional engineers are expert problem-solvers, you'll find few PEs in the halls of Congress or the state legislatures--precisely the places where problem-solving skills are needed. To highlight the contributions of PEs as lawmakers, NSPE recently launched the PE Legislators webpage as an advocacy resource.

NSPE members can learn about PEs who became legislators and gain insights into how they can advocate for the profession. The site features a video interview with Congressman Bruce Westerman, P.E., and articles highlighting the experiences of PEs serving in state legislatures.

## 7. Finance, Administration and Operations

The NSPE Political Action Committee had a very successful fundraising effort at the annual meeting, bringing in over \$6,500. Thank you to everyone for your generous contributions. NSPE-PAC is at its strongest position in years and is well positioned to have a meaningful impact on the 2016 elections.

The annual meeting brought in \$37,825 in annual meeting sponsorships (including a \$5,000 sponsorship secured by and passed through to WSPE). This is a substantial increase over recent years. (\$16,700 in 2012; \$27,700 in 2013; and \$18,178 in 2014).

During the past president's meeting in Seattle, staff Senior Director of Finance and Administration Laura Meyer, and staff Director of Membership and Marketing Kim Granados provided in-depth briefings on the AMS upgrade and new financial Chart of Accounts and the future implications for NSPE. Much work remains to be done, but significant progress is being made to capture and provide better and more useful financial information to the board.

Laura Meyer also provided an in-depth financial briefing (and basic non-profit financial management tutorial) at the Educational Foundation board meeting which was equally well received. One trustee wrote: "Thank you very much for your excellent presentation this morning. I think you hit the nail on the head and maybe some of the trustees understand the duties and responsibilities better." There seemed to be a consensus that this type of information or something similar had value and should be presented in the future to other leadership groups in the



form of a presentation or a webinar. (We last conducted a formal, leadership development session for the NSPE board on financial management and oversight at the October 2014 board meeting; it may be time to do this again.) Updates on the AMS conversion project and national staff support to state societies in the areas of advocacy, membership marketing and administration, finances, and branding provided in both the emerging and advanced leadership seminar tracks in Seattle were well attended and positively received. One of the most requested features in the new AMS, which we look forward to implementing later this year, is enabling automatic, annual membership renewals for members who pay their dues via credit card.

The board should be reminded that NSPE has negotiated competitive credit card processing fees for handling credit card payments. Nonetheless, accepting credit cards is anything but free. NSPE credit card costs are between 1% and 1.5% (depending upon the card used). (And national absorbs these costs ... we do not deduct them from state dues collected via credit card and remitted to the states.) Compare 1-1 ½% to other, widely available systems for collecting credit card payments:

- Square: 2.75% plus \$0.15 per swiped transaction; 3.5% plus \$0.15 per entered transaction.
- PayPal: As low as 2.7% plus \$0.15 per swiped transaction (depending on volume); 3.5% plus \$0.15 per entered transaction.
- Inuit GoPayment: \$12.95 per month plus 1.75% per swiped transaction; 3.75% for entered transaction.


We are experiencing increased NSPE Job Board sales success with the addition of an active ad sales strategy. By using a Boxwood sales team to target lapsed customers and those who have registered but never posted an ad, we are seeing positive trends. Year-over-year gross revenue is up. We also are seeing an increase in the quality and relevance of job posts and an increase in the number of job views.

## 8. Governance

For new board members, this is the first of my regular, written updates to the board, and with the annual meeting now behind us, will resume its twice-monthly schedule.

You can find an archive of prior reports in the Leadership Toolbox on the NSPE website.

The Toolbox is always available to you, and contains a wealth of leadership resources: bylaws, policy manuals, meeting minutes, committee charges, model state and chapter bylaws, sample presentations, and much more. You will need to log in with your membership user name and password.



You can review information on NSPE's Race for Relevance and strategic direction on the main website.

You can also review a detailed calendar of NSPE continuing education and state society events on the website, and add state society events of your own.

Special thanks to the following firms for their support of the South Dakota Engineering Society:

think  
harder.  
concrete™

SD ACPA Chapter—Larry Engbrecht, 605-945-0572  
SDRMCA—Jody Titze, PE, 605-274-0145, www.sdrmca.org

ADVANCED ENGINEERING AND ENVIRONMENTAL SERVICES, INC.



**Think Big.  
Go Beyond.**

WATER ENGINEERING  
CIVIL ENGINEERING  
SURVEYING/MAPPING/GIS  
FINANCIAL SERVICES  
ASSET MANAGEMENT  
INSTRUMENTATION & CONTROLS

f t in YouTube  
www.ae2s.com

Ideas transform  
communities



Sioux Falls 605.977.7740  
Rapid City 605.791.6100  
hdrinc.com



**JSA ENGINEERS AND  
LAND SURVEYORS**  
*Land Development • Municipal • Streets • Water • Sewer • GPS • Construction Staking*

6810 S. Lyncrest Avenue • Suite 101  
Sioux Falls, South Dakota 57108-2515  
605-367-1036 • Fax 605-367-1002



transportation  
water  
governmental services  
senior living  
energy

Phone 800.728.7805 Fax 605.338.6124 HRGreen.com  
431 N. Phillips Avenue, Suite 400  
Sioux Falls, SD 57104

design + construct + own + operate

**BARTLETT & WEST** 5900 S. WESTERN AVE SUITE 101  
SIoux FALLS, SD 57108  
SERVICE: THE BARTLETT & WEST WAY. 888.200.6464 • 605.274.7415

Public Works ■ Rural & Regional Water  
Land Development ■ Transportation  
Achtectural Engineering ■ Field Services

WWW.BARTWEST.COM



1111 N. Lake Avenue  
Sioux Falls, SD 57104

605-271-5527

▲ infrastructureedg.com



Municipal Engineering | Transportation Engineering/Planning | Water Resources  
Site Development | Construction Observation | Parks & Recreation  
Land Surveying