



Society of Naval Architects and Marine Engineers

Southeast Section

Annual Strategic Plan

2010/2011 Program Year

R. Kaidy

8 June 2010



1. Strategic Goal: Re-establish Section Relevance

2. Sub-goals:

- 2.1 Return direct value to members
- 2.2 Improve membership retention
- 2.3 Increase Student Participation – bring society to students
- 2.4 Establish and reinforce SNAME brand
- 2.5 Deliver more locally relevant content

3. Approach (sub-goal):

Approach/Method	Supports Sub-Goal
3.1 Regular Section Meetings	Brings direct value to members
3.2 Student Outreach	Establish future members & begin value delivery process
3.3 Inter-Society Cooperation	Connect members to other resources & establish SNAME brand
3.4 Signature / Keystone Event	Deliver locally relevant content

4. Detailed Description:

4.1 Regular Section Meetings:

- 4.1.1 Prepare a Global Section Calendar and Publish
- 4.1.2 Hold Five Meetings in each Region
- 4.1.3 Have period for student chapter outreach meetings at schools
- 4.1.4 Have more interaction with HQ Staff
- 4.1.5 Notify HQ and produce meeting report
- 4.1.6 Put meetings and reports on microsite
- 4.1.7 Take and provide lots of attendee fotos and speaker fotos
- 4.1.8 Use repeating calendar for familiarity (every 6th Thursday or something)



4.2 Student Outreach:

- 4.2.1 Appoint new Student Liason Coordinator to increase and focus on Student participation
- 4.2.2 Schedule Joint Meetings with student chapters
- 4.2.3 Schedule Student Paper Meetings
- 4.2.4 Expand number of student chapters
- 4.2.5 Section chairs to visit each section
- 4.2.6 Choose Secondary Education program – form committee to investigate
- 4.2.7 Send students to annual meeting
- 4.2.8 Reach out to secondary schools, charter schools, etc
- 4.2.9 Award section scholarships
- 4.2.10 Organize available internships in section
- 4.2.11 University Chapters: FIT, FAU, USF, FSU, UF, UM

4.3 Inter Society Cooperation:

- 4.3.1 Create Inter-Society Outreach Coordinator
- 4.3.2 Schedule Joint Meetings
- 4.3.3 Potential Partners: AIAA, ASNE, ASME, IEEE, ASCE, AIA, MIAAF, NMMA

4.4 Signature Event for Southeast Section

- 4.4.1 Form investigative committee
- 4.4.2 Examine Potential Themes; Small Craft, Recreational Craft Design, New Technology, General
- 4.4.3 Create business plan for project

5. Membership Plans

- 5.1 Identify a chair person
- 5.2 Provide Regular Section email communication to members
- 5.3 “Value to you” to email
- 5.4 Reach out to companies for new members
- 5.5 Invite members to participate in T&R’s, panels, etc.



6. SE Microsite:

- 6.1 Identify webmaster
- 6.2 Post Meeting Schedule
- 6.3 Post Region Schedule
- 6.4 Post Meeting Reports / Pictures of People
- 6.5 Facebook page?
- 6.6 MPEG's of meetings – Record meetings and post papers with audio and eventually video

7. Metrics

- 7.1 Membership and retention
- 7.2 Meeting Attendance
- 7.3 Financial Performance
- 7.4 Survey Members to establish Baseline (survey monkey)

8. Other Goals and Activities:

- 8.1 Section Expert List to be made public to industry
- 8.2 Build SNAME brand with customers, public
- 8.3 Section Chair Blog, and maybe vice-chairs
- 8.4 Establish YP Program



Proposed Meeting Schedule

Month	Theme	Meeting Activity/Focus/Content	Region	Meeting Specific	SE Sect. Exec. Comm.	HQ Activity
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Month	Theme	Meeting Activity/Focus/Content	Region N,W,S	Meeting Specific Date, Location, Speaker	SE Sect. Exec. Comm.	HQ Activity
June	-	South Subsection	South	8 June, Star Center Simulator, Miami, FL	Mo. Telcon, Joint new/old officer telcon, (Date TBD) New Plan Approval	CES & Council June 30: End of fiscal year All unpaid members dropped from active roster
July	-	N/A	N/A	N/A	No Monthly Telcon New Officer Meeting, Audit	<i>Events</i> July 8, 2pm – 3pm ET: RVP Telecon July 14, 2:30pm – 3:30pm ET: Membership & Sections Telecon Super Section (2009-2010) selected <i>Deadlines</i> July 1: Start of new fiscal year (July 1, 2010 – June 30, 2011) Section new officers start term July 1: Meeting schedule due to HQ July 31: Audit due to HQ Section webmaster and microsite due to HQ
Aug.	Planning	Vice Chairs Plan Meetings, send out invites	All	N/A	Mo. Telcon (Date TBD)	<i>Events</i> Sections encouraged to hold YP event for newly graduated student members



Month	Theme	Meeting Activity/Focus/Content	Region	Meeting Specific	SE Sect. Exec. Comm.	HQ Activity
Sept.	Southeast Welcome Back	<ul style="list-style-type: none"> Strategic plans – Chair (15 min.) SNAME website use – Mark Eichler HQ (35 Min.) Student Outreach – Invite Student chairs to speak about their activities and their programs (10 Min.) Using Association Resources - Formal Networking via introduction exercises – Led by Vice-Chair (15 Min.) 	North West South	Location, Dates TBD Location, Dates TBD Location, Dates TBD	Mo. Telcon (Date TBD)	<i>Events:</i> September 9, 2pm – 3pm ET: RVP Telecon September 15, 2:30pm-3:30pm ET: Membership & Sections Telecon <i>Deadlines</i> Week of September 6: 1st Section funding check sent to Sections and Student Sections
Oct.	Business of Naval Architecture	Possibly have speakers talk about the business of navarch, including insurance, cash flow, accounting, marketing, managing growth, quality, sales, etc. Speakers could also include NMMA, MIAAF, AIA, Accountants, Insurance Experts, Finance Experts, Liability/lawyers, leaders of navarch firms, Licensure, or maybe other ideas.	North West South	TBD TBD TBD	Mo. Telcon (Date Telcon)	<i>Deadlines</i> October: Membership renewal invoices are sent out (via mail and online)



Month	Theme	Meeting Activity/Focus/Content	Region	Meeting Specific	SE Sect. Exec. Comm.	HQ Activity
Nov.	“	“	“	“	Mo. Telcon (Date TBD)	<i>Events</i> November 2: Annual Meeting Golf Tournament Executive Committee Meeting November 3-5: Annual Meeting & Expo Bellevue, WA November 4: Council Meeting November 5: The SNAME Cup – 2nd Annual Sailing Regatta November 11, 2pm – 3pm ET: RVP Telecon November 17, 2:30pm-3:30pm ET: Membership & Sections Telecon
Dec.	Holidays	N/A	N/A	N/A		
Jan.	Joint Student Meetings	<ul style="list-style-type: none"> Host Regional Meetings at Student Chapters Technical Presentations by students, 4 x 15 minutes/each 	North West South	TBD TBD TBD	Mo. Telcon (Date TBD)	<i>Events</i> January 13, 2pm – 3pm ET: RVP Telecon January 19, 2:30pm – 3:30pm ET: Membership & Sections Telecon January 31: Sections must submit completed meeting schedules to receive 2nd half of funding <i>Deadlines</i> January 1: Membership renewals due January 1 – March 31: Membership renewal grace period
Febr.	“	“	“	“	Mo. Telcon (Date TBD)	<i>Deadlines</i> February 1: Graduate Scholarships are due Week of February 7: 2nd Section funding check sent to Sections Chair Elect Seminar preparations and details



Month	Theme	Meeting Activity/Focus/Content	Region	Meeting Specific	SE Sect. Exec. Comm.	HQ Activity
March	Technical Topics	Host formal technical papers	North West South	TBD TBD TBD	Mo. Telcon (Date TBD)	<i>Events</i> March 10, 2pm -3pm ET: RVP Telecon March 16, 2:30pm – 3:30pm ET: Membership & Sections Telecon March 31: Chair Elect Seminar participants due to HQ Chair Elect Seminar preparations and details <i>Deadlines</i> March 31: Membership renewal grace period ends
April	“	“	“	“	Mo. Telcon (Date TBD)	<i>Deadlines</i> April 1: Section elections due to HQ Chair Elect Seminar preparations and details
May	Technical Topics	Host formal technical papers	North West South	TBD TBD TBD	Mo. Telcon (Date TBD)	<i>Events</i> Chair Elect Seminar/ Student Chair Elect Seminar (end of May/beginning of June) <i>Deadlines</i> May 12, 2pm – 3pm ET: RVP Telecon May 15-31: Section election results due May 18, 2:30pm – 3:30pm ET: Membership & Sections Telecon Chair Elect Seminar preparations and details
June	“	“	“	“	Mo. Telcon (Date TBD)	<i>Events</i> Chair Elect Seminar/ Student Chair Elect Seminar (end of May/beginning of June) <i>Deadlines</i> June 30: End of fiscal year All unpaid members dropped from membership





Leadership Roster

POSITION	PERSON	EMAIL	PHONE
CHAIRMAN	ROBERT KAIDY	RKAIDY@OCEAN5INC.COM	772-692-8551
VICE - CHAIR / NORTH	DON EASON	DEASON@JERRYPIITMAN.COM	904-616-9544
VICE - CHAIR / WEST	NICK BOKSA	NICK@BMDINC.COM	813-654-9800
VICE - CHAIR / SOUTH	RANDALL FIEBRANDT	RFIEBRANDT@NCL.COM	305-436-4956
SECRETARY	BRIAN FARIELLO	BRIAN.FARIELLO@WARTSILA.COM	954-465-8267
TREASURER	DANIEL CAVALIER	(USE COMPANY EMAIL)	904-727-2612
AT LARGE EXEC COMM. '13	GREG PLATZER	GPLATZER@PLATZERMARINE.COM	954-767-4588
AT LARGE EXEC COMM. '13	ALEXANDRA ANAGNOSTIS-IRONS	AA@TMS-FLA.COM	954-327-2032
AT LARGE EXEC COMM. '11	DOUGLAS BRIGGS	DBRIGGS@FAU.EDU	561-395-1596
MEMBERSHIP COMMITTEE	TIM CHALFANT	TJCHALFANT@MSN.COM	941-830-1616
STUDENT ACTIVITIES- SPECIAL CHAIR	MIKE MONAHAN	MONAHAN@AEREONMARINE.COM	954-727-5440
PAPERS COMMITTEE CHAIRMAN			
MEETINGS COMMITTEE CHAIRMAN			
PUBLIC RELATIONS COMMITTEE CHAIRMAN			
AWARDS COMMITTEE CHAIRMAN			
AUDIT COMMITTEE CHAIRMAN			
NOMINATIONS COMMITTEE CHAIRMAN			



Ideas for Meetings:

1. Executive Roundtable
2. Industry Roundtables
3. Technical Roundtables
 - a. Classification bodies
 - b. Subject Matter Experts – Issue Based
 - c.
4. Luau / beach party / Fish Fry
5. Boat Tours
6. Dinner dance
7. Regatta
8. Tours ; Ports, Shipyards, boatyards, boatbuilders, ships, training facilities
9. VIP Visits; SNAME President, NMMA President, etc.
10. Museums
11. T&R Activities
12. Panel / Roundtable Meetings
13. Get to Know each other type meeting / Icebreaker
14. Education Outreach from HQ
15. Licensure / Continuing Education / Training Opportunities