

NHSPE BOD Meeting Minutes
Thursday, 15 March 2007

Meeting Attendees

Paul Schmidt, PE (Past President)*	John DiGenova, PE * (Secretary)	Walter Durack (Guest)
Roch Larochelle, PE (President)*	Larry Dwyer, PE* (Treas.)	
Phil Decker, PE, esq* (Director)	Matt Low, PE * (Vice President)	
Dan Hudson, PE * (President Elect)	Steve Lehmann (Guest)	

* Voting Board Members

Meeting Location – CLD Consulting Engineers Office (Manchester NH)

Roch Larochelle called the meeting to order at 6:05 PM. A summary of the items discussed is presented below.

OLD BUSINESS

1. Review and approve February 2007 meeting minutes.

Dan Hudson suggests changes to the February meeting minutes, noted. Dan motions to approve the February meeting minutes as revise, Phil seconds and the motion is approved by the group.

NEW BUSINESS

1. Treasurer's Report

- Larry reports that E-week receipts total about \$10,200 and expenses total \$9,400. The positive cash flow was down from previous years due to increases in costs. Larry reports that the raffle collected about \$540 for the scholarship fund, the teachers fund broke even, and Mathcounts is heavily in the red with expenditures heavily exceeding donations.

2. Society Governance

- Steve Lehmann (guest) expressed interest in becoming a state director. Paul Schmidt will follow up with Steve and place his name on the ballot.
- Walter Durack (UNH Student) expressed interest in NHSPE and wanted to become involved, maybe as treasurer. The group discussed and Roch will check the by-laws to see if a student member could possibly fulfill a board member position. Roch indicated that there may be other possible areas of involvement for Walter.

3. Professional Development and Continuing Education

- March 22, 2007: Red Hook social event – Roch indicated that ASCE has another function that night so turnout may be a little lighter than expected. Dan will remind the other societies to update the joint calendar.
- April 2007: New PE Dinner – Roch reports that the new PE Dinner at the Common Man with speaker Edmund Bergeron is set up.
- May 10 2007: IAC-Court Street Archeological Investigations – Roch reports that the lunch meeting is set-up for the Hilton Garden Inn in Portsmouth. Larry will send in the deposit to hold the room (room capacity is 75 people).

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- June 12 2007: Roch reports that a room has been reserved at the Hilton Garden Inn in Manchester. Inductions will be held inside and then outside on the terrace patio to watch the Fisher Cats game.

4. *Public Image and Student Outreach*

- US FIRST contribution solicitation (presentation) – Roch reports that US FIRST is asking for a contribution for a Robotics competition. Dan suggests a \$250 contribution, Phil seconds and the group approves.
- NHSPE John Alger Memorial Scholarship Report – Larry reports that a total of \$1,400 was collected for the scholarship fund plus \$540 from the raffle for a total of about \$2,000. Larry indicates that we could give 2 or 3 scholarships at \$1,000 each. He also indicated that 6 applications have been received thus far.
- Observer ~email distribution issue? – Dan reports that a minimum of 200 observer copies are requirement from the publisher and the price is slightly higher than last year. The cost of issuing an Observer is about \$800 per issue. A mixed mailing of say ½ mailed copies and ½ e-mailed copies would save about 25% of this cost. Matt Low motions to approve the publisher's contract, Paul seconds and the group approves.
- National Academy of Engineering Messaging Study: Volunteer Leader Response Form – Roch e-mailed this request (Attachment No. 1). The group is to review and submit comments to Roch by 19 March 2007. Roch will then forward these comments to the National Academy of Engineering (NAE).

5. *Government Affairs*

- Legislative Tracking Initiatives – Phil Decker provide an update on Legislative tracking, Attachment No. 2. See notes on attachment.

6. *State Society Collaboration*

- October 2007 Conference Selected (Oct. 11, 2007 selected) Conference Selected (Oct. 11, 2007 selected) – Roch reports that the Joint Society Conference scheduled for October 2007 is in the planning stage, further details forthcoming. Roch reports that the joint society planning meeting was held on 13 March 2007. The conference will be an all day event providing 6 PDH for attendees (except of course NY PE's). Sponsorship letters to go out shortly to contractors, attorneys, developers, insurance companies, and any other identities identified who come in contact with engineers. Dan reports that a web-site has been established. The next planning session is scheduled for 13 April 2007 at the Windmill Restaurant.

7. *Membership*

- Statewide Mailing (National Reimbursement/Board Action) – Roch reports that we received \$575 from NSPE. The cost of mailings have been identified as \$1,275. Steve suggests mailings only to younger members. Paul motions to appropriate up to \$700 for the mailings, which includes the money received form NSPE, Matt seconds and the group approves.
- Update to State membership application (sent note to Linda Ross 12/11/06, note sent from national, update coming to all states) – Roch reports that all of the rates were correct except for the student rates.

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- Development of State-Centric Tri-fold (need volunteer to work on content and layout)-(note to Linda Ross on 12/11/06 regarding template; part of Stacy Ober PR action list) – Roch reports that Stacy Ober (NSPE) has sent us information on NHSPE Roadmap and templates (See Attachment Nos. 3 and 4)

Phil motions to adjourn, Roch seconds and the group approves. The meeting is adjourned at 8:35 PM.

Respectfully submitted,
John DiGenova, PE

4 Attachements

DiGenova, John

From: Roch Larochelle [RochL@cldengineers.com]
Sent: 11 March 2007 7:27 PM
To: Ben Pratt; Dan Hudson; edarrow@adelphia.net; Wood, Erin; Frank Tilton; DiGenova, John; Joe Ducharme; LDwyer@jgieastern.com; Lehmann, Steven; Matthew Low; Matthew R. Purcell; Paul Schmidt; Phil Decker; Robert L. Couture (E-mail); vthibodeau@hltturner.com
Subject: FW: NSPE support of NAE messaging study - reply requested by Friday, March 16
Attachments: NAE Study Reply Form.doc; NAE Messaging Study.pdf



NAE Study Reply Form.doc (43 K...
NAE Messaging Study.pdf (316 K...

We are being asked to provide input on the contents of this messaging study that is being conducted by NSPE and the National Academy of Engineering (NAE) regarding branding and messaging. I am asking distributing this so we can spend a few minutes at the upcoming board meeting talking about this with the intent of passing some comments along to National.

Thanks, Roch

-----Original Message-----

From: Nancy Oswald [mailto:noswald@nspe.org]
Sent: Friday, March 09, 2007 11:36 AM
To: NSPE State/National Leadership
Subject: NSPE support of NAE messaging study - reply requested by Friday, March 16

TO: NSPE Board of Directors
NSPE House of Delegates
NSPE Committee/Task Force/Advisory Group Chairs
NSPE State Society Presidents/President-elects
NSPE Past Presidents

copy to: State Society Executives
NSPE Management Council

Subject: NSPE support of NAE messaging study - reply requested by Friday, March 16

The National Academy of Engineering (NAE) has requested the support of NSPE and other societies to promote greater public understanding of engineering.

NAE wishes to encourage coordinated, consistent, and effective communication by the engineering community about the role, importance, and career potential of engineering to a variety of audiences, including school children, their parents, teachers, and counselors; policy makers at the local, state, and federal level; and the public at large. NAE has commissioned market research intended to identify messages for communicating more effectively with the public about engineering.

NSPE Board members, House of Delegates, Committee Chairs, and State leaders are asked to review the attached report and respond to a few questions. For your convenience, and to better manage responses so that they may be consolidated and sent to NAE, please use the attached word document to submit your feedback. Kindly provide your feedback on the form attached to this e-mail address noswald@nspe.org

The report is fairly lengthy and the timeline is regrettably short, but we certainly appreciate any time you can devote to this project. As we all know, NSPE supports efforts that bring a better understanding of the field of engineering to the public.

Thank you in advance for your time and consideration.

MEMORANDUM

TO: NHSPE Board
FROM: Phil Decker, PE, Esq.
SUBJECT: Report on Government Affairs/Legislative Tracking Initiatives
DATE: 03/15/2007

- HB 143: Removing parties who have settled out of a suit from liability for further damages. PASSED by roll call vote 202-150 on 2/21/2007. *PAUL REPORTS THAT HE WILL TRACK. COMPLETION IS FORMING JO. OPPOSE BILL.*
L BY THE HOUSE
 - HB 170: Majority of Members of Public on Most Professional Boards. Voted INEXPEDIENT TO LEGISLATE by voice vote on 3/6/2007.
 - HB 593: Increases Penalties for Unauthorized Practice of Engineering. Public Hearing: 3/8/2007. No updated status is available. Due out of committee 3/22/2007.
AMENDED BILL
 - HB 388: Establishing the Position of Fire Protection Engineer. Voted INEXPEDIENT TO LEGISLATE on 3/6/2007.
 - SB 212: Adds Home Inspectors to Professions Overseen by Joint Board. Committee voted OTP with amendment on 3/15/2007. The amendment was not available online.
 - HB 880: Requiring DRED to Commission and Fund a Feasibility Study by UNH Chem. Eng. Dept. on Production of Alternative Forms of Energy Using NH Natural Resources. Bill introduced 1/31/2007, and is still in committee.
 - SB 125: Joint Board to Certify Architecture Firms. PASSED on 3/8/2007.
 - HB 476: Requires PUC Engineer Member to Have Public Utility Experience. Voted ITL on 3/6/2007.
 - HB 499: Changes Industrial Research Center to Innovative Research Center, and Changes Purpose. The IRC can now provide intellectual property training, *inter alia*. Committee voted OTP for 3/21/2007 session.
 - HB 310: Allows Municipalities to Regulate Wind Turbines Used for Home Energy Production. Towers must be certified by licensed PE. Committee voted OTP with amendment. Referred to Municipal and County Government.
 - HB 356: Relative to Requiring a Comprehensive Impact Report Before a Municipality Approves or Disapproves a Proposed Development Project. The report may require engineering input. Committee voted ITL 16-0 on 3/13/2007. Full vote on 3/21/2007.
 - HB 833: Requires State Contracts for Engineering and Other Services over \$35k be Performed Within the United States. Public Hearing: 3/19/2007 3:15 PM LOB 307.
BUSINESS ISSUE NOT AN ENGINEERING ISSUE. TEXT OF BILL AND CBE WITH NATIONAL STANCE ON ISSUE.
- HB 776:*

ATTACHMENT 3
3/15/07

Roch Larochelle

From: Stacey Ober [sober@nspe.org]
Sent: Wednesday, March 14, 2007 2:53 PM
To: Dan Hudson; Roch Larochelle
Cc: Todd Thomas
Subject: NHSPE "Roadmap"

Attachments: NHSPE Roadmap - final.doc



NHSPE Roadmap -
final.doc (36 ...

Roch & Dan,

(Am resending the following as there might have been a glitch in the original transmission)

Attached is the tentative "roadmap" of activities we discussed on last week's call, beginning in April. I say tentative, because as you will see, there are several dates that still need to be filled in (such as the New PE Dinner). For that reason, the plans below each event are listed as "three weeks prior" and the like since we didn't have specific dates to map them to. If you can fill in the dates for each event (even if they're only educated guesses) that would be great in helping us plan more efficiently!

Also note that the PE Legislative Day has not been included until we hear back from you regarding a potential partnership for that activity. Todd can amend the document to include activities associated with that once we have more information.

I have also started to put together an actual calendar document using a Microsoft Word template, which we can fill in with all of the activities and deadlines once we have some firm dates from NHSPE.

Please take a look and give us your feedback and suggestions, or ask any questions about why we've laid it out the way we have. It's also possible we are missing some events that you are aware of, so please feel free to let us know about those as well. Here's to getting started!

All the best,
Stacey

Stacey A. Ober

Stacey A. Ober
Public Relations Manager
National Society of Professional Engineers 1420 King Street Alexandria, VA 22314

Tel: (703) 684-2815
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www.nspe.org

Celebrate 100 years of PE licensure in 2007!

“Roadmap” for PR and GR Activities – NHSPE 2007

- **“New PE Dinner” and Membership Meeting**
 - 3 weeks prior – prepare press release announcing meeting (see template 1)
 - 3 weeks prior – prepare ad congratulating all new PEs
 - 2 weeks prior – submit press release to weekly/community newspapers
 - 2 weeks prior – determine which newspaper to run the congratulatory ad
 - 1 week prior – submit congratulatory ad to determined newspaper
 - 1 week prior – submit press release to daily newspapers

- **When are teacher awards announced?**
 - 3 weeks prior – prepare individual press releases on the winners (see template 2); also prepare general release on scholarships
 - 2 weeks prior – submit releases to winner’s local media outlets (Ober to help prepare distribution list)

- **NHSPE scholarship winners announced?**
 - 3 weeks prior – prepare individual press releases on the winners (see template 2); also prepare general release on scholarships
 - 2 weeks prior – submit releases to winner’s local media outlets (Ober to help prepare distribution list)

- **June 12th – NHSPE Annual Meeting/Induction of Officers**
 - 3 weeks prior – prepare press release announcing the meeting (see template 1)
 - 2 weeks prior – submit press release to weekly/community newspapers
 - 1 week prior – submit press release to daily newspapers
 - 1 week prior – prepare press releases announcing selection of new officers (see template 3)
 - Day after meeting – submit new officer release to all weekly, community and daily newspapers

- **Begin soliciting new officers to create brief articles on the reasons they became licensed. These can then be “tweaked” with the help of national and be ready to begin submitting to alumni publications and newsletters at the beginning of the school semester.**

- **Create CapWiz Site**
 - 3 weeks prior – Compile tracked bills list, and assess which bills should be uploaded
 - 3 weeks prior – Note any campaigns that will be important to NHSPE
 - 2 weeks prior – Participate in web-based training(s)
 - 2 weeks prior – Create talking points for legislative issues/bills, voting records, and campaigns
 - 1 week prior – Consult with NSPE about CapWiz capabilities

- **UNH Stormwater Center Update**
 - Need a bit more information on this event and NHSPE's involvement to determine adequate PR activities.

- **October 11th – Joint Engineering Society Conference**
 - 3 weeks prior – submit flyer to all members, non-members and faculty at statewide universities.
 - 3 weeks prior – prepare press release announcing the event (see template 4)
 - 2 weeks prior – submit release to all weekly and community newspapers
 - 2 weeks prior – submit to all daily newspapers for their “calendar” section (Ober to help produce distribution list)
 - 1 week prior – submit to all daily newspapers “business” editors (Ober to again help produce list)

- **University of NH program on “Ethics & Licensure”**
 - Need a bit more information on this event and NHSPE's involvement to determine adequate PR activities.

- **Legislative Correspondence Campaign (Some packets may be delayed)**
 - 3 weeks prior – Prepare informational brochures, briefs, etc.
 - 2 week prior – Receive letter templates from NSPE
 - 1 week prior – Create information packets for each member of legislature
 - *Note: These packets will not be sent out until January 2008, but should be completed by the end of November based on election results.*

2006-07 Public Relations Plan – New Hampshire Society of Professional Engineers (NHSPE)

Project Overview

As one of the five pilot states for NSPE's "What is a PE?" campaign, NHSPE and NSPE will be working together to improve the society's public relations outreach activities for the coming year. The aim is to increase NHSPE's visibility with local and state media outlets by promoting NHSPE programs, offerings, and members. A byproduct of this effort will be the solidifying of relationships with current NHSPE members, as well as informing prospective members about the benefits of joining the organization.

Current Assessment

Currently, NHSPE has very limited public relations outreach due to limited staff, knowledge and resources. In a search of all media clips over the past year, we were unable to locate any articles or mentions of NHSPE in any media outlet. Although some outreach is attempted (Engineers Week, awards) much more can obviously be done to promote the work and activities of NHSPE and its members.

Goals

In working with NHSPE as a pilot state, the following are major goals for the campaign:

- To help NHSPE create and maintain their own successful media relations program to include:
 - Independently creating news releases and media outreach
 - Independently monitoring media impact
 - Developing a friendly media contact list, based on interactions and relationship-building with journalists throughout the campaign
- Consistent increase in number of media mentions and reader impressions
 - Three month goal: 10% increase in exposure in a major daily or weekly newspaper
 - Six month goal: 20% increase in exposure in a major daily or weekly newspaper, and at least one mention in another media outlet (TV, radio, or magazine)
 - 12 month goal: 30% increase in exposure in a major daily or weekly newspaper, and at least two mentions in another media outlet (TV, radio, or magazine)
- Increase in attendance at NHSPE events due to increased publicity
 - Can be monitored by taking attendance at meetings to evaluate any impact and asking newcomers where they heard about NHSPE or the meeting
- Create a "roadmap" for an annual PR campaign that can be implemented and successfully carried out through successive years.
- Possible development of a state-specific brochure (that can be used as a supplement to media outreach efforts.
- Investigate and develop an easy and reliable way for NHSPE to monitor their own media outreach.

Components

Components of the campaign are listed and described below. These components will be used throughout the year to increase PR outreach.

- Customized Media Lists – Using the media software available at NSPE, customized media lists will be created for NHSPE. These lists supply the society with contact information for the key media outlets in their area.
- Templates – Press release templates will be used to communicate information on awards, meetings, community outreach, and other NHSPE activities to the local and statewide media.
- Brochure – Aimed at legislators and media outlets to explain what a PE is, what PEs do, where PEs can be found, and the importance of PEs in protecting the health, safety and welfare of the public. This component is currently completed and may be incorporated in PR efforts.

- NSPE Staff Support – As part of working with NHSPE to enhance its PR outreach, Stacey Ober, Public Relations Manager, will be serving in a consultant role to the state. This role may include things such as monthly teleconferences, providing project advice and input when needed, and possible site visits to the state to give presentations/demonstrations on PR activities or re-evaluate the plan when necessary.
- PR Plan – This document will serve as the guideline for the year's activities and progress, and may be updated or changes as needed.
- PR Toolkit – A kit or handbook will be developed encompassing all of the year's activities with additional information for the continuation of NHSPE's PR activities beyond the pilot year. The kit may contain pieces such as media lists, press release templates, as well as instructional information on how to contact journalists, tips for building relationships with those journalists, and ways to evaluate the effectiveness of a PR program. This information would be compiled throughout the pilot year, and provided to the state upon the end of the program, serving as a continuing "resource guide" for PR outreach.

Proposed Activities – by Month

Based on the NHSPE 2006-07 Activities Calendar, a simplified calendar of PR outreach activities has been outlined below. This is by no means a complete list of all the upcoming PR projects or opportunities that are available. This calendar will be supplemented with additional ideas and projects throughout the year, as we begin to recognize where other opportunities for exposure exist. Below is the "bare bones" calendar we propose:

November

- Press release announcing the Annual NHDES Update – completed by NSPE and distributed to local daily newspapers
- Announcement on teacher awards and deadline for nominations – need information from NHSPE

December

- Press release on scholarship (both the naming of the scholarship in honor of an NHSPE members, as well as information about the scholarship itself) – targeted toward education writers for both daily and weekly newspapers and magazines.
- Press release on UNH Joint Ethics Day – for submission to all business editors in daily and weekly newspapers.

January

- Press release/announcement of selection of EOY and YEOY (if indeed selected during this month) – targeting all state weekly and daily newspapers, with a special focus on publications local to the winners
- Press release/announcement on selection of teacher awards -- targeting all state weekly and daily newspapers, with a special focus on publications local to the winners
- Press release on details for upcoming Legislative Day (tentative based on official date)
- Engineers Week plans announced – activities to be decided by NHSPE

February

- Promotion of Engineers Week Banquet – depending on banquet details, may include a press release to all newspapers, and/or creation of an article on engineers and National Engineers Week for the local audiences. Target audience to include all newspapers, radio and television stations for possible coverage of the event.

March

- TBD

April

- Press release on "New PE Dinner" and membership meeting – target all weekly and daily newspapers
- Possible ad in the local paper congratulating all new PEs – target major daily newspapers

May

- Media Alert – An invitation for the press to attend the NHSPE Board of Directors Spring Social. This will entail bringing in a noteworthy speaker or discussing some big story the media might be interested in hearing.

June

- Press release on selection of new officers and NHSPE Annual Meeting – target all business editors at weekly and daily newspapers, as well as business journals.
- Possible bylined articles, written by new officers, explaining their reasons for becoming licensed. These articles to be distributed to alumni publications and newsletters.

July – Dec

No projects have been specifically identified as of yet. As projects/opportunities arise, they will be added here for action and follow-up.

Future Opportunities for 2007-08

- Editorial board session with representatives from major state media and NHSPE to discuss stories and opportunities for future collaboration.
- With the expected increase in government relations activities and involvement, this could present future opportunities to better promote NHSPE's legislative agenda and events.

This list represents only a tentative outline of PR outreach for the coming year, and should be considered flexible. It is understood that issues and opportunities can (and most likely will) arise throughout the course of the year. Good communication between NSPE staff and NHSPE volunteers will be crucial in making sure opportunities are maximized.

Roles and Responsibilities

NHSPE was selected as the pilot state to represent those state societies who have no paid administrative staff. To this end, there will be inherently more of a need for NSPE staff to be involved in the execution of many of these proposed activities. However, there will also be the need for NHSPE volunteers to learn and assume some of these activities so they can be sustained beyond the one-year pilot phase. With that said, it is proposed that the following responsibilities be established:

NSPE Staff

- Act as consultant/advisor to NHSPE on all media issues and inquiries.
- Create customized media lists for all local and statewide media in NH and educated NHSPE volunteers on what the lists represent and how to best utilize them.
- Create templates for various types of press releases – awards, meeting announcements, new officers, outreach activities
- Distribute the first several press releases to the media, while including volunteers in the process so they become comfortable with the procedure
- Monitor press clips for NHSPE and provide monthly reports on media impacts for the first six months of the pilot phase. Prior to the conclusion of the pilot period, NHSPE volunteers and Stacey Ober will determine the best way for NHSPE to continue this activity on their own.
- Create materials and/or presentations in conjunction with NHSPE staff to present to their BOD and members on ways they have increased their media exposure and ways in which individuals can play a role.

NHSPE Volunteers

- Utilize templates to produce press releases and distribute them independently
- Keep "eyes open" for local PR opportunities and share them with NSPE staff
- Provide honest feedback and comments on the activities and the program
- Play an active role in shaping the PR campaign so that it can be turned into a "roadmap" and utilized in the future
- Encourage other NHSPE members to take an active role in the PR outreach for the society
- Develop lasting relationships with local media by engaging in regular contact, distribution of regular news, mailings and publications, and networking when appropriate.
- Assist in determining the best way for NHSPE and volunteers to begin tracking media activity prior to the end of the campaign
- Communicate to state leaders the importance and need for member involvement in PR efforts, encouraging them to include PR in their ongoing activities and future plans for the Society.

DRAFT

ATTACHMENT 5
3/15/07

Roch Larochelle

From: Todd Thomas [tthomas@nspe.org]
Sent: Wednesday, March 07, 2007 2:08 PM
To: Roch Larochelle
Cc: Dan Hudson; Stacey Ober
Subject: RE: What is a PE? Campaign

Attachments: NHSPE Business Plan 2006-07.doc; NHSPE PR Plan 2006-07 second draft edits.doc



NHSPE Business Plan 2006-07.do... NHSPE PR Plan 2006-07 second d...

Hi Roch,

Attached please find the PR and GR business plans for the "What is a PE" campaign to review for our Friday, March 9th call.

If you have any questions, please don't hesitate to ask.

Regards,

Todd

Todd C. Thomas
Manager
State Government Relations
National Society of Professional Engineers 1420 King Street Alexandria, Virginia 22314
(703) 684-2841
tthomas@nspe.org

>>> "Roch Larochelle" <RochL@cldengineers.com> 3/2/2007 4:38 PM >>>
Excellent and dittos from the snow covered northeast...glad to hear from both of you!
How about Friday the 9th at 11:30? Cant wait to see what you have crafted!

Roch

-----Original Message-----

From: Todd Thomas [mailto:tthomas@nspe.org]
Sent: Friday, March 02, 2007 4:00 PM
To: Roch Larochelle
Cc: Stacey Ober
Subject: What is a PE? Campaign

Hi Roch,

Stacey and I have completed the New Hampshire business plan for the "What is a PE" campaign based on feedback we received from NHSPE last fall.

For the next step, we'd like to take the time to present the plan to you, and to discuss further what the plan entails. Please let us know of your availability for a call next week, or the week after. We'll send the plan to you beforehand electronically, as well as, as bound copy with copies of media lists, Legislative Day announcements, etc. that would be part of the campaign. If you have any other questions in the meantime, please don't hesitate to ask.

Regards,

Todd

Todd C. Thomas

1 of 5

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2006-07 Government Relations Plan – New Hampshire Society of Professional Engineers

Project Overview

As one of the five pilot states for NSPE's "What is a PE?" campaign, NHSPE and NSPE will be working together to improve the NHSPE's overall presence on the state capital. Primarily, NHSPE seeks more frequent, and consistent contact with state legislators. Secondly, NHSPE seeks more participation from members in the legislative process.

Current Assessment

Currently, NHSPE has no "organized [presence] on the state level" with respect to government relations. While there are members and state leaders who track legislation, attend committee hearings, and speak with legislators, there is no pro-active government relations activity, and NHSPE often seeks this information from NSPE. Specifically, state members are often not made aware of legislative battles, no Political Action Committee (PAC) exists, and there is no organized information exchange between the society and elected officials. The primary obstacle to organizing a cohesive government relations program is limited staff, knowledge, and resources.

Goals

In working with NHSPE as a pilot state, the following are major goals for the campaign:

- To help NHSPE create and maintain their own successful government relations program to include:
 - Creation of a volunteer state legislative committee to discuss legislative priorities.
 - Independently tracking legislation at the state level.
 - Increase member awareness of legislative issues by distributing weekly/monthly legislative updates.
 - Implementation of grassroots activities to include: Capwiz (through NSPE), creation and distribution of information to members on how to contact legislators, and creation of a plan to build a state PAC.
 - Implementation of a legislative correspondence campaign to educate legislators about professional engineers.
 - Actively pursuing legislative priorities by continuing to attend hearings, providing input on legislative issues, and meeting with legislators.
 - Administration of a yearly "Day At The Capital" including member visits with elected officials.
- Create a "roadmap" for an annual GR campaign that can be implemented and successfully carried out through successive years.
- Develop a method for NHSPE to monitor and evaluate their government relations progress.

Components

Components of the campaign are listed and described below:

- State Legislative Committee – A committee consisting of XX amount of volunteer members to discuss legislative priorities.
- Legislative Tracking Service/Program – A process or program to actively track legislative and regulatory changes and proposals.
- Legislative Newsletters – Either within the statewide newsletter, or as a separate publication, a list of "bills of interest" or legislative battles/victories is distributed to NHSPE members. Newsletters can be both paper and electronic. The information included in legislative newsletters can be included on the NHSPE website (Note: Legislative information is already included on the website, however it is unclear how often the information is updated).
- Grassroots Activities – Train NHSPE on Capwiz capabilities, and increase visibility of Capwiz to NHSPE members. "How to" information about contacting elected officials, and creation of a business plan and timeline for a state-only PAC.
- Legislative Correspondence Program – Letter templates, as well as, issue specific letters will be drafted and periodically sent to legislators describing the importance of professional engineers, and the magnitude of particular issues on public safety.

- State Legislative Day – A one day event, either hosted or co-hosted, by NHSPE that includes informative meetings with members describing grassroots efforts, briefing on current legislative issues, meetings with state legislators, and a reception for members and legislators. Specific responsibilities and needs are included in the attached grid.
- Brochure – Aimed at legislators to explain what a PE is, what PEs do, where PEs can be found, and the importance of PEs in protecting the health, safety and welfare of the public. This component is currently completed and may be incorporated in GR efforts.
- NSPE Staff Visit(s) – As part of working with NHSPE to enhance its GR outreach, Todd Thomas, State Government Relations Manager will be visiting with the state to give presentations, demonstrations, and assist with GR efforts where needed.

Proposed Activities – by Month

Based on the NHSPE 2007 Activities Calendar, the following GR outreach activities are suggested for the coming year:

November

- Possible visit by NSPE staff – presentation of plan to the Board of Directors and discussion of State Legislative Day.
- Possible Capwiz training session with NHSPE and members.
- Press releases as necessary

December

- Press releases as necessary
- Conference calls (as necessary) with NHSPE to finalize planning of state legislative day.

January

- Initial letter to legislators highlighting the PE profession, and some of the general concerns.
- Engineering Legislative Day announcement letters to members and legislator
- Discuss catering, and locate vendors

February

- Engineering Legislative Day invitations to members and legislator
- Establish talking points to be reviewed

March

- Finalize plans for Legislative Day (See attached planning sheet)
- Hold State Legislative Day
- Create member follow-up survey to the legislative day
- Send out thank you letters to members and legislators.

April

- Create and distribute second letter to legislators. The focus of this letter should be more specific and based on feedback from the state legislative day.
- Discuss a potential legislative subcommittee during BOD meeting.

May

- TBD

June

- TBD – Possible first meeting of a legislative committee.

This list represents a tentative outline of GR activities for the coming year, and should be considered flexible based on fiscal, staff, and time constraints. It is understood that issues and opportunities can arise throughout the course of the year. Regular communication between NSPE staff and NHSPE will be imperative towards achieving these goals.

Responsibilities

NHSPE was selected as the pilot state to represent those state societies who have no paid administrative staff. To this end, there will be more of a need for NSPE staff to be involved in the execution of many of these proposed activities. However, there will also be a need for NHSPE to learn and assume some of these activities so they can be sustained beyond the one-year pilot phase. Considering these constraints, it is proposed that the following responsibilities be established:

NSPE Staff

- Act as consultant/advisor to NHSPE on all government issues and inquiries.
- Direct NHSPE on Capwiz training opportunities and capabilities including the updating of issue text, and stress the importance of grassroots contact with legislators throughout the year.
- Create letter templates for correspondence with legislators. These templates would be updated periodically by NHSPE to keep legislators updated of areas that are important to PEs.
- Draft and distribute press releases about particular legislative issues to establish a voice for NHSPE government relations.
- Create templates for planning materials for the first annual state legislative day to include: registration forms, letters to members and legislators, briefing materials on current issues, marketing materials, post-event surveys, and post-event follow-up letters.
- Create materials and/or presentations in conjunction with NHSPE to present to the NHSPE Board of Directors and members as needed.
- Be available for questions and assistance when needed from NHSPE.

NHSPE Volunteers

- Establish a legislative committee to set yearly government relations goals.
- Establish a legislative tracking program to keep aware of legislative issues.
- Develop relationships with elected officials and organizations by engaging in regular contact, distribution of regular information and networking when appropriate.
- Utilize letter templates to eventually take control of the legislative correspondence program.
- Contact local vendors and affiliate organizations for possible partnering activities including the state legislative day.
- Update capwiz site as necessary and encourage members to utilize the site.
- Communicate to state leaders the importance and need for member involvement in GR efforts, encouraging them to include GR in their ongoing activities and future plans for the society.