

# Annual Members' Meeting

30 September 2015



# Agenda

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- Welcome
- Introduction of Board Members
- State of the Association
  - Activities & Accomplishments
  - Membership
  - Finances
  - Challenges & Initiatives
- Q & A
- Adjourn



# Welcome

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- Purpose of the Annual Members' Meeting
- New Meeting Format



# Introduction of Board Members

- Paul Marston, *President*
- Mike Thompson,  
*Executive Vice President*
- Peter Braxton, *Vice President of Professional Development*
- Bob Hunt\*, *Treasurer*
- Greg Kiviat, *Secretary*
- Brian Glauser, *Past President*
- Dan Nussbaum, *Director*
- Rich Harwin\*, *Director*
- Jason Dechoretz,  
*Non-Aligned Director*
- Tracey Clavell\*, *Australia Director*
- Georges Teoglou\*,  
*Europe Director*
- Andy Nicholls, *UK Director*
- Eleanor Bassett, *Region 1 Director*
- Rick Collins\*, *Region 2 Director*
- Nicole Barmettler\*,  
*Region 3 Director*
- Jennifer Flanagan\*,  
*Region 4 Director*
- Mike Doherty, *Region 5 Director*
- Rex Potter, *Region 6 Director*
- Kurt Brunner, *Region 7 Director*

\* Indicates new board member

# State of Association: Activities & Accomplishments

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- Implemented 5-year strategic plan in February 2015: [www.iceaaonline.com/about/#governance](http://www.iceaaonline.com/about/#governance)
- Stand-up of Software Estimating Certification Committee with NESMA
- Established framework for Special Interest Groups (SIGs)
  - A way for groups of members to indicate their interest in particular aspects of cost estimating
  - Amended ICEAA bylaws in February to allow for establishment of SIGs as a kind of non-geographic, topic-based “chapter”
  - Anyone interested in establishing a SIG, please contact us

# State of Association: Activities & Accomplishments

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- New chapter established in Ottawa, Canada



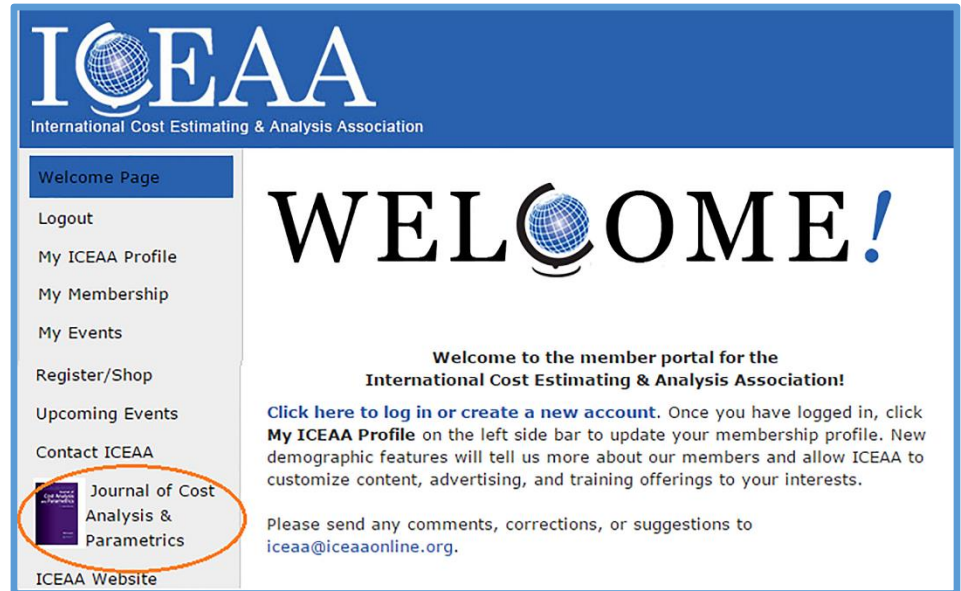
ICEAA   
1st Annual  
ICEAA Canada Workshop  
April 8-9, 2015  
[www.iceaaonline.com/canadaworkshop](http://www.iceaaonline.com/canadaworkshop)



- First Annual ICEAA Canada Workshop:  
126 Attendees (oversold!)  
98% Canadian Government Employees

# State of Association: Activities & Accomplishments

- Accessing current and previous issues of the *Journal of Cost Analysis & Parametrics* is easier than ever.
- Log on to the ICEAA Members-Only Portal [www.iceaaonline.com/login](http://www.iceaaonline.com/login)
- Click the Journal icon on the left to go directly to the publisher's site where the issues are hosted.



**ICEAA**  
International Cost Estimating & Analysis Association

Welcome Page  
Logout  
My ICEAA Profile  
My Membership  
My Events  
Register/Shop  
Upcoming Events  
Contact ICEAA  
**Journal of Cost Analysis & Parametrics**  
ICEAA Website

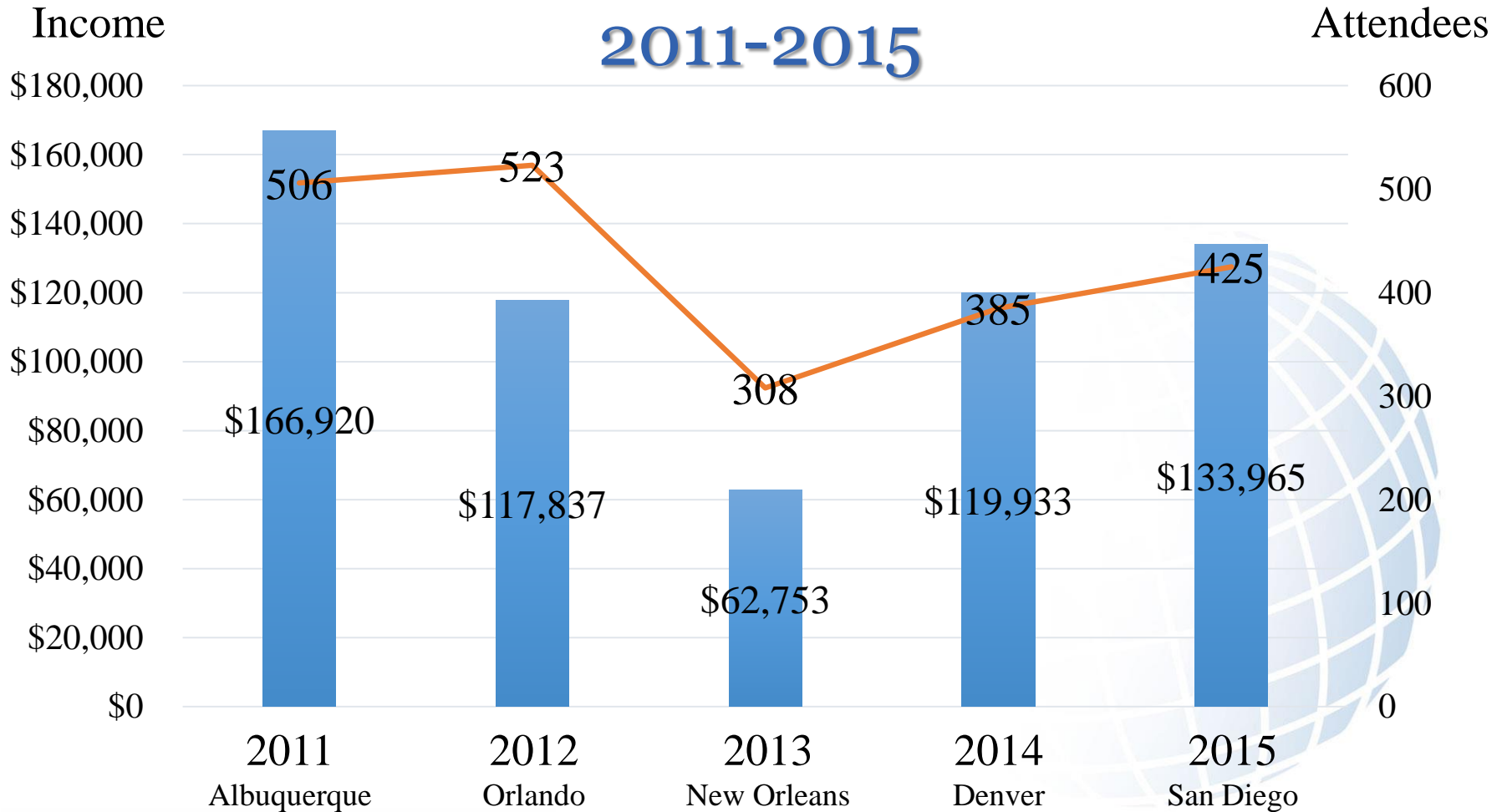
# WELCOME!

Welcome to the member portal for the  
International Cost Estimating & Analysis Association!

Click here to log in or create a new account. Once you have logged in, click **My ICEAA Profile** on the left side bar to update your membership profile. New demographic features will tell us more about our members and allow ICEAA to customize content, advertising, and training offerings to your interests.

Please send any comments, corrections, or suggestions to [iceaa@iceaaonline.org](mailto:iceaa@iceaaonline.org).

# Activities & Accomplishments: Workshop Income vs. Attendance





# Activities & Accomplishments: Future Workshop Planning

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International Cost Estimating & Analysis Association

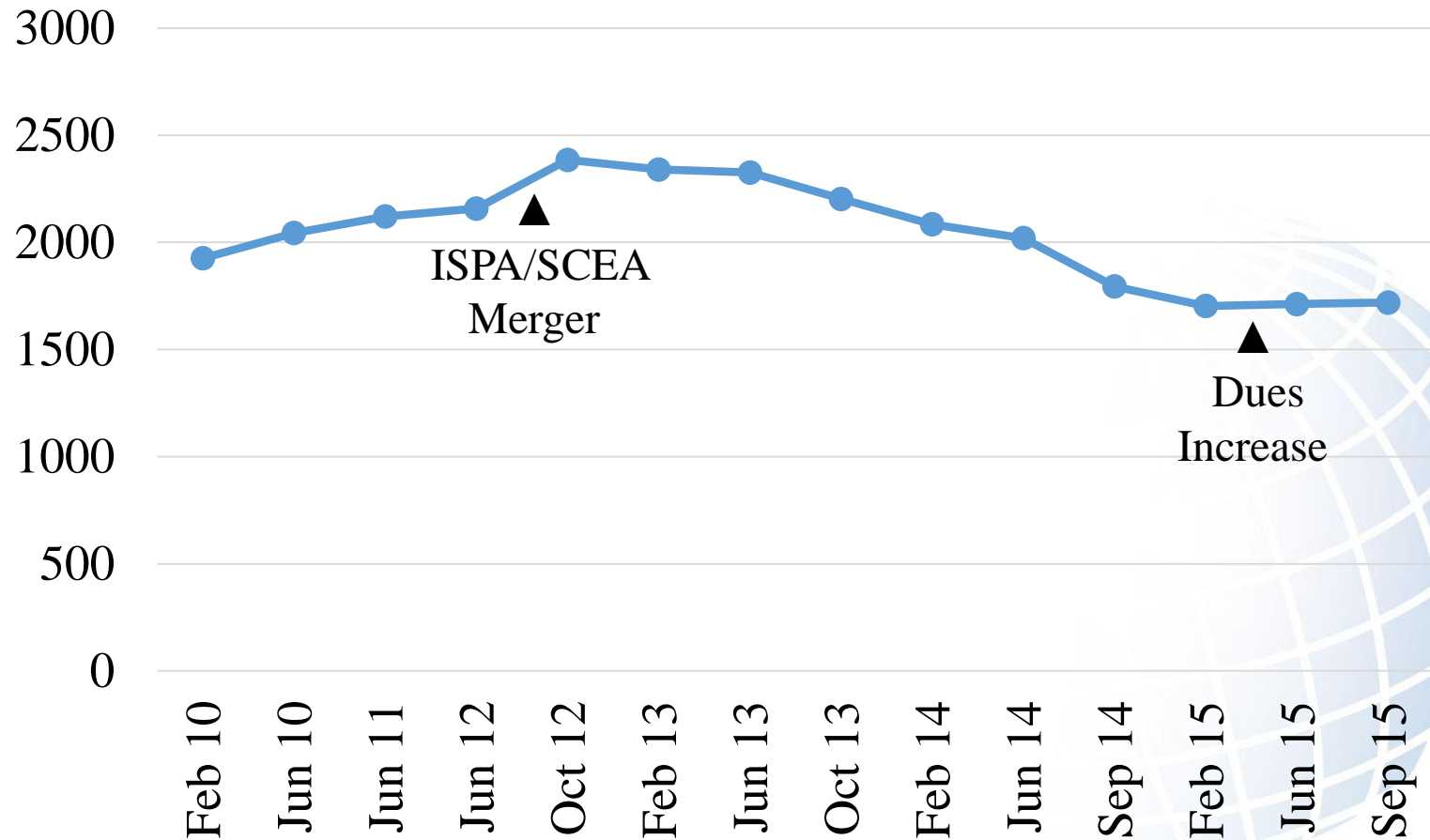
2016 Professional Development  
& Training Workshop

June 7-10, 2016 • Atlanta, Georgia

ICEAA

Save the date, y'all!

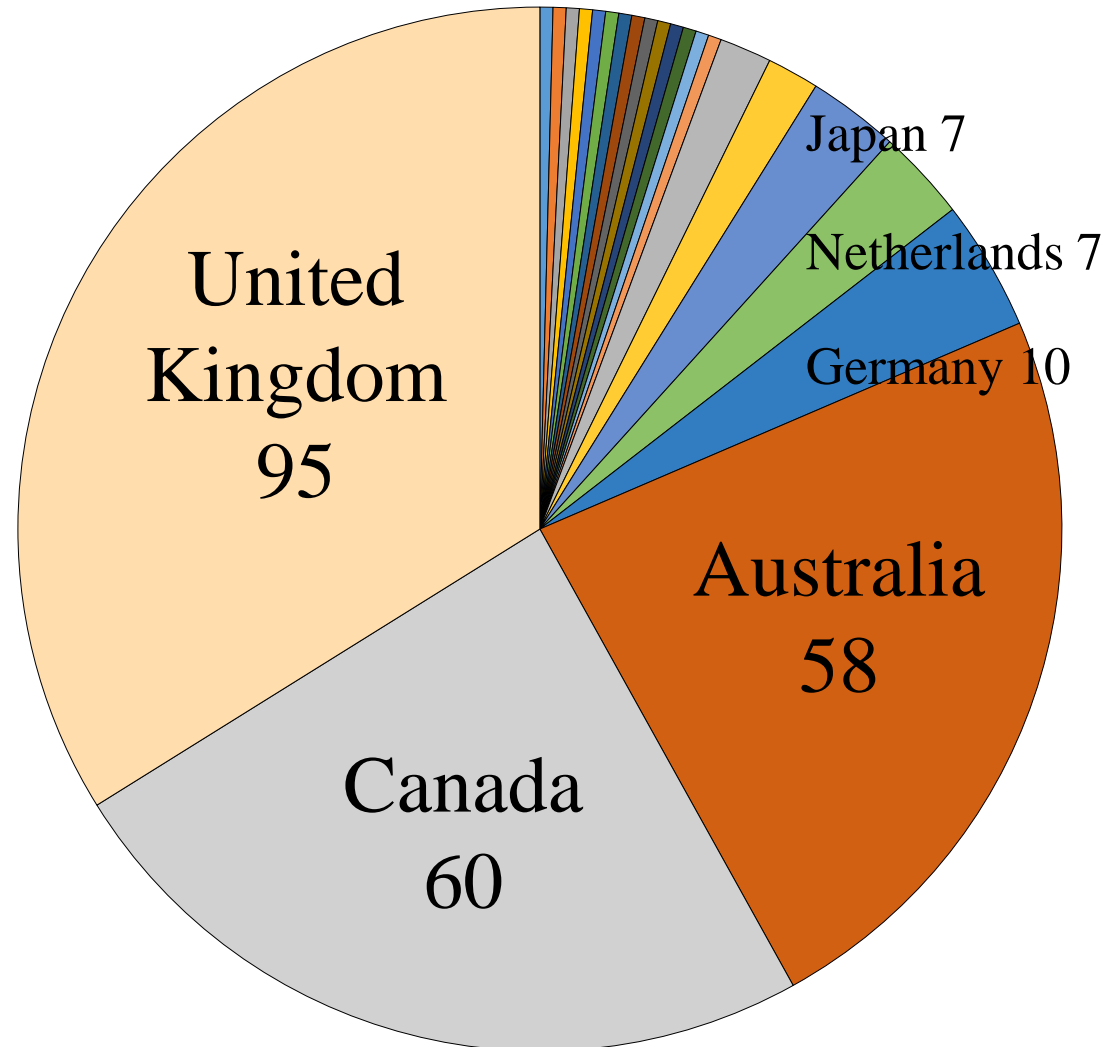
# State of Association: Membership Trends 2010-2015



# State of Association: International Membership

Australia	58	Netherlands	7
Belgium	1	New Zealand	1
Brazil	1	Norway	1
Canada	60	South Africa	1
China	4	South Korea	1
Dominican Republic	1	Sri Lanka	1
Dubai	1	Sweden	1
France	4	Trinidad & Tobago	1
Germany	10	UK	84
Italy	1	UAE	1
Japan	7	Zimbabwe	1

*As of September 28, 2015*



# State of Association: 2015 Financial Status

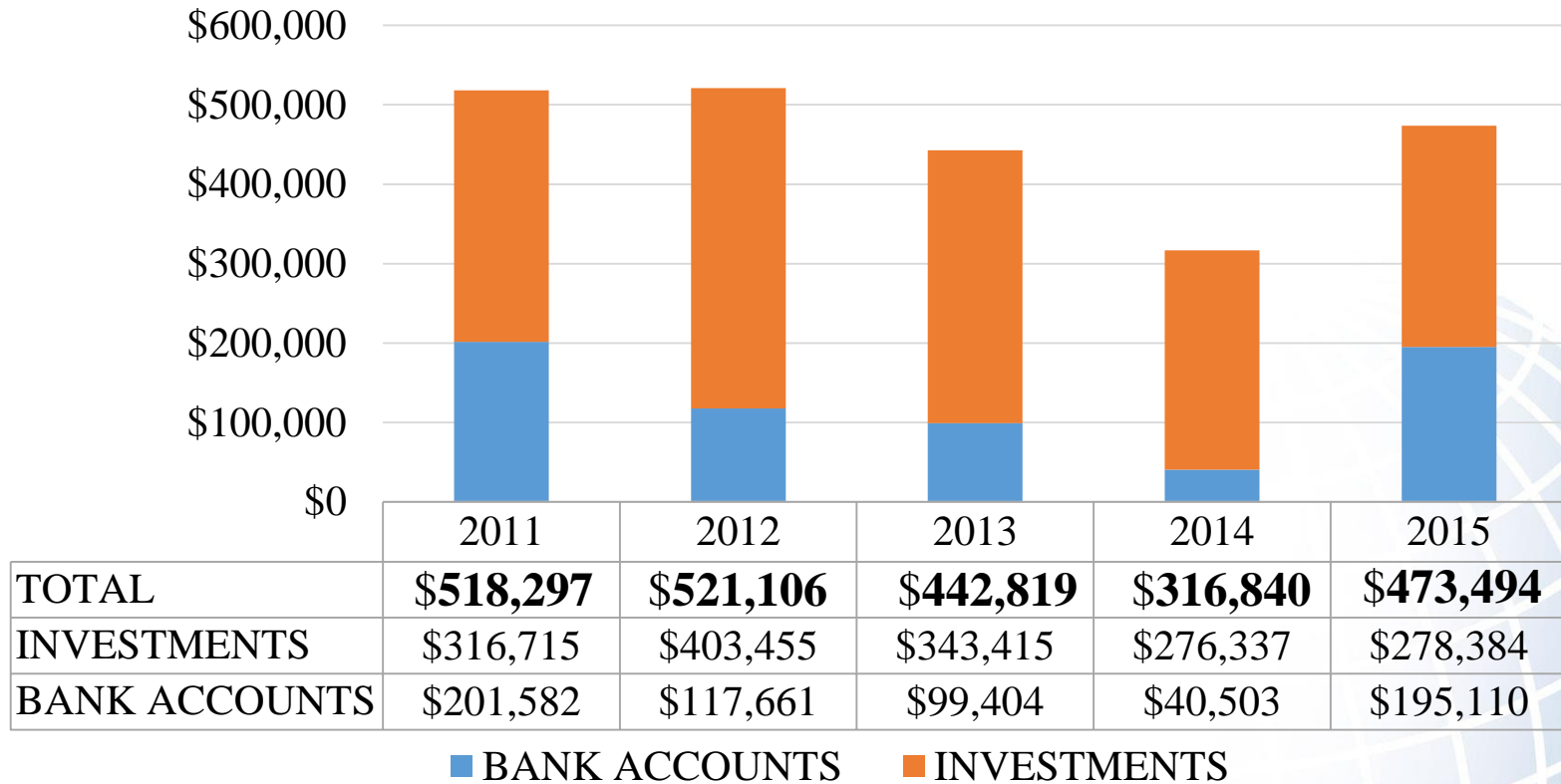
## 2015 Budget

## EAC as of August

	INCOME	EXPENSES	NET	INCOME	EXPENSES	NET
ICEAA Workshop	\$425,000	\$281,500	\$143,500	\$422,019	\$305,193	\$116,826
IPM Conference	\$76,000	\$0	\$76,000	\$76,875	\$1,530	\$75,345
Certification Program	\$45,900	\$800	\$45,100	\$45,155	\$1,141	\$44,014
CEBoK Professional Training	\$15,000	\$0	\$15,000	\$53,660	\$656	\$53,004
Publications: Journal & ICEAA World	\$11,500	\$53,500	-\$42,000	\$12,384	\$47,000	-\$34,616
Membership Management & Support	\$138,000	\$2,200	\$135,800	\$96,679	\$1,000	\$95,679
Advertising	\$8,000	\$0	\$8,000	\$6,276	\$0	\$6,276
Interest & Other Income	\$5,000	\$0	\$5,000	\$3,341	\$0	\$3,341
Chapter Support	\$0	\$8,000	-\$8,000	\$0	\$5,741	-\$5,741
Staffing & Office Support	\$0	\$240,000	-\$240,000	\$0	\$191,864	-\$191,864
Office Operations	\$0	\$82,000	-\$82,000	\$0	\$90,086	-\$90,086
Other Misc. Expenses	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTALS</b>	<b>\$724,400</b>	<b>\$668,000</b>	<b>\$56,400</b>	<b>\$716,388</b>	<b>\$644,210</b>	<b>\$72,178</b>
				<b>-\$8,012</b>	<b>-\$23,791</b>	<b>\$15,778</b>

Through August, cumulative 2015 income is strong due to robust CEBoK and Certification professional development activity, while expenses reflect a tight rein on international office staffing hours. We expect to exceed the net positive number projected in the 2015 budget.

# State of Association: Total Asset Changes 2011-2015

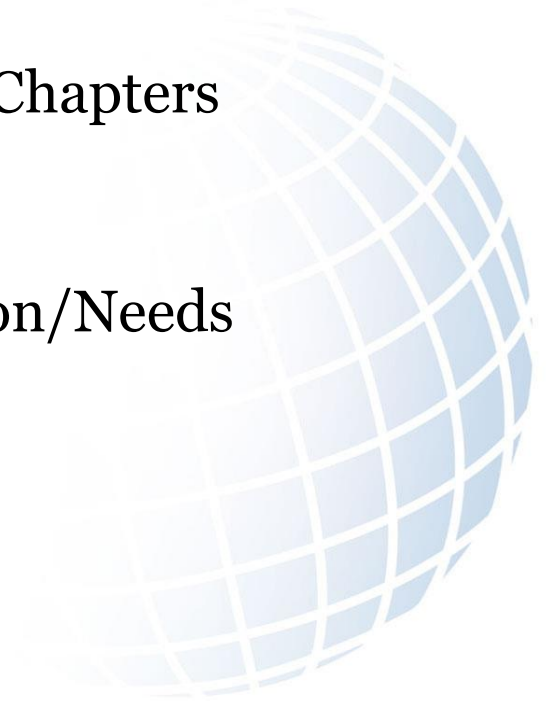


The government budget sequester brought about cutbacks in 2013/14 from which we are rebounding.

# Challenges & Initiatives: Chapter Participation

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- Association Finances
- Government Participation/Interest
- Health of Chapters
- Strengthening our International Regions/Chapters
- Aging CEBoK
- Adapting to changing Member Participation/Needs



# Challenges & Initiatives: Chapter Participation

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- Stand-up of New Committees
  - Already in place; Board approved in August
  - Budget Committee (Bob Hunt, Mike Thompson, and Joe Wagner)
  - Chapter Support (Bill Barfield)
  - Marketing/Communication (Christina Snyder)
  - Membership (Pat Zedaker)
  - Out Reach (Jason Dechoretz)
  - Professional Development (Peter Braxton)
    - CEBoK Update (TBD)
  - Certification (Peter Andrejev)
    - Software Estimating Certification (Brian Glauser)



# Challenges & Initiatives: Chapter Participation

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- Senior Government Advisory Panel (First meeting 7 Oct)
- Planning underway for a 2016 International Workshop in Bristol, U.K.
  - Collaboration with Society for Cost Analysis and Forecasting (SCAF) and Association of Cost Engineers (ACostE)
- Cost Community Round Table
- Supporting efforts to develop UK and Canadian versions of CEBoK



# Q & A: ICEAA Value Proposition

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*How can we communicate the value of ICEAA to attract new members and generate the support of our companies/organizations/government agencies?*

- ICEAA needs to do more to provide materials and information to support these efforts
- While difficult to know what is going to sell any single individual, much of what makes us of value remains constant:
  - Workshop attendance
  - CEBoK materials
  - Other training opportunities
  - Journal & Journal library
  - Workshop papers
  - Chapter events
  - Networking opportunities
  - Active in your Professional Community
  - Leadership opportunities
  - Expanding your understanding of the cost community

# Q & A: Chapter Participation

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*How about talking about some creative topics to cover in local chapter meetings.*

*How can ICEAA help support Chapters? Could we assist with generating new luncheon topics or recommend speakers?*

- Contact your local network affiliate's weather forecaster. Estimation and prediction are relatable and TV personalities have media training, making (more likely) dynamic speakers
- Check out the list of presentations from recent ICEAA Workshops for unusual topics  
[www.iceaaonline.com/sd2015](http://www.iceaaonline.com/sd2015) [www.iceaaonline.com/denver2014](http://www.iceaaonline.com/denver2014)
- Have you seen an outstanding presentation recently? Tell us about it and we'll spread the word!

# Q & A: Dues Increase

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*What did the increase in dues really accomplish?*

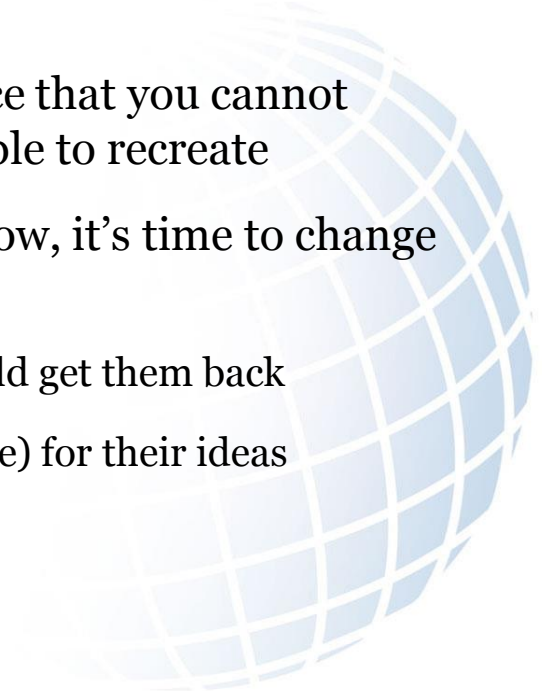
- ICEAA (SCEA/ISPA) dues unchanged since 1987
  - Rate did not reflect increased benefits or even inflation
  - Membership was sold at a loss
  - Dues remain low vs. comparable organizations
- The continued financial health of the organization required the increase
  - ICEAA had been running significant budget deficit for years
  - New initiatives, like those suggested for this meeting, come with significant cost

# Q & A: Membership and Chapter Participation

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*Activity in our chapter has been dropping. How can we increase this?*

- Pinpoint when it started
- What was working when it worked?
  - If previous success was the result of an outside influence that you cannot duplicate, look for ways to capitalize on what you are able to recreate
  - If simply repeating what worked before isn't working now, it's time to change tactics
    - Ask members why they stopped participating and what would get them back
    - Reach out to other chapter leaders (emails on ICEAA website) for their ideas
- Be prepared to try and try again



# Q & A: Industry & Government Relations

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*We would be much more interested in agendas that seek to build relationships between industry and government customers, providing platforms for open dialogues and building common understanding and helping address some of the inefficiencies built into the way we do business today.*

- Appointed new Senior Government Advisory Panel to the International Board of Directors to revive ICEAA's relationship with Federal Government representatives:
  - **Stephen Barth**, Deputy Assistant Secretary of the Army for Cost and Economics
  - **Katrina Hall**, Manager, Life Cycle Cost Estimating Division, Federal Aviation Administration
  - **Wendy Kunc**, Deputy Assistant Secretary for Cost and Economics, Navy
  - **Grant McVicker**, Associate Deputy Assistant Secretary for Cost and Economics, Air Force
  - **Tim Sheldon**, Head of Cost Assurance and Analysis Service, UK MoD

# Q & A: Expanding beyond the DoD

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*What is being done to broaden ICEAA's appeal outside of government/military.*

- Collaboration with other Associations



- Free webinar series providing opportunities for companies to demonstrate new technology
- Watch archived presentations at [www.iceaaonline.com/techshowcase](http://www.iceaaonline.com/techshowcase)

# Q & A: ICEAA Leadership Diversity

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*The composition of the Board of Directors does not reflect the changing trends in the organization's membership. Is there a plan or a process to develop a succession plan for the Board of Directors, which includes reaching out beyond the traditional membership base?*

- Agree the board has limited representation from government, women, younger members, and minority groups
- Entry point for future board is through committee participation and chapter leadership
- Actively recruiting more diverse committee members
- Chapters too need to recruit more diversely
- Get involved!

# Q & A: Software Certification

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*What is the status of the Software CEBoK certification that Nesma and ICEAA are working on? Is the Common Software Measurement International Consortium (COSMIC) also involved in this initiative?*

- Have formed steering committee, finalizing charter
- Cooperative effort between ICEAA, Nesma, and IFPUG
- Curriculum will encompass all industry standard software estimation models and accepted methods, including COSMIC, IFPUG function point, lines of codes, use cases, and story points



# Q & A: Online Forums

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*Can ICEAA create an online forum for discussion and exchange of ideas -- requests on an everyday basis for both business and social interaction?*

*Can ICEAA develop a database of projects done by members, which could be a vital source of information for future generations of estimators? Could be subscription based.*

- No current plans for creating the infrastructure for these, but willing to explore collaboration with existing forums/systems
- In the meantime, we recommend using the ICEAA Facebook and LinkedIn pages

# Q & A: Training

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*Will there be more virtual training opportunities?*

*What is ICEAA doing, like this virtual meeting, to accommodate the lack of government travel funds?*

- We've experimented with Webinars; expect more in future, but content is member driven
- Board has discussed engaging in virtual training utilizing CEBoK and/or Workshop materials
- Presents issues of cannibalizing our workshops, eroding revenue, and cost of managing
- Nothing planned, but open to limited experiments at this point

# Q & A: Special Interest Groups

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*How can I start a group (Special Interest Group) within ICEAA that focuses on life sciences/biotech/nanotechnology cost estimating and issues?*

- ICEAA instituted the concept of Special Interest Groups (SIGs) in 2014
- SIGs are driven by groups of ICEAA members with the interest and desire to advance the profession in a specific area
- Anyone can start a SIG, but there are rules and must be approved by Board of Directors
- ICEAA provides some infrastructure support, but the members make it succeed

# Adjourn

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- Next Annual Meeting
  - Survey & Assessment
  - Virtual, at workshop or something else
  - TBD

