	ICEAA Board of Director's Meeting 0900 – 1700, Monday, June 5, 2017		
	Strategic Plan Goal Tech = Technical Excellence Coll = Collaboration Relev = Relevance		
Time	as of May 22, 2017	Leader	-
8:00	Agenda Item Gather for Continental Breakfast	Leader	
9:00	Welcome, Quorum Count, and Introduce 2017-2019 Board of Directors	Paul Marston	
9:15	Secretary Report Action: Approve February 2017 Minutes	Greg Kiviat	
9:30	Treasurer Report Action: Approve Treasurers Report	Bob Hunt	
9:45	ICEAA Business Office Report	Megan Jones	Tech, Coll, Relev
10:15	Break	·	
10:30	Value Proposition/Elevator Speech	Jason Dechoretz	Tech, Coll, Relev
11:00	CEBoK Training License Pricing	Jason Dechoretz	Tech, Coll, Relev
11:30	PCEA/CCEA Certification Update	Sharon Burger	Tech
12:00	Lunch & break	-	
12:30	Chapter and Region Reports		Coll
12:45	Efforts to Support Professionalization of Cost Estimating in Canada	Erin Barkel	
1:45	Training Report & CEBoK Wiki Efforts	Peter Braxton	
2:15	Break	·	
2:30	Software Specialty Certification Update	Brian Glauser	Tech, Coll, Relev
3:00	CEBoK Update Task Force	Neil Albert	Tech
3:45	New Business		
4:00	2017 Workshop Status Update	Rich Harwin	Tech, Coll, Relev
4:30	Review February 2017 Board Action Summary	Megan Jones	
5:00	Plan Next Meeting & Adjourn	Paul Marston	

DRAFT MINUTES as of April 13, 2017

Voting Attendees:

Ellie Bassett (virtual), Peter Braxton, Rick Collins, Jason Dechoretz, Brian Glauser (virtual), Rich Harwin (virtual), Bob Hunt, Greg Kiviat, Paul Marston, Dan Nussbaum (virtual), Mike Thompson

Non-voting Attendees:

Peter Andrejev, Bill Barfield, Kevin Cincotta, Neil Albert, Megan Jones, Sharon Burger, Joe Wagner

Welcome, quorum cour	nt, introductions:	Paul Marston

Paul reviews the agenda and the intended outcomes from the meeting.

11 voting members present of 11 required for quorum.

Secretary	y Re	port:	Greg	Kiviat

Quorum established: 11 out of 20 voting members present.

Issue raised on how to assure a quorum would be achieved. Paul raises the idea of holding the votes electronically after the meeting in the style of a consent agenda: either vote yes or vote to talk about it more, and for those items requested to discuss further either hold an off-schedule conference call for that specific item, or move to the next meeting's agenda. Concerned about stunting discussion and/or discouraging participation.

Andrejev suggests highlighting motions and voting items on the agenda.

Jason suggests setting up a system of proxies, perhaps allowing chapter presidents to proxy for the Region VPs?

The bylaws state that any member of the board who misses two consecutive meetings (or 3 total during a 2-year term) is to be removed from the board. In those cases when a position is vacant, should that position count towards the total of voting board members when calculating the quorum?

DRAFT MINUTES as of April 13, 2017

Paul is concerned that proxies could drag out decisions, dampen intensity, or even create filibusters.

Bill supports the overall proxy idea as well as allowing the board to assign a proxy for absent directors from those non-voting directors in the room. Noted that >50% of Board defines a quorum.

After discussion the group agrees the bylaws need to be amended to allow for proxies.

Action: Bill volunteers to write proxy language and send to Paul & Megan by March 3

Greg asks for comments on the September 24 and June 6, 2016 board meeting minutes. No comments, motion is made and seconded; all in favor: minutes for both meetings approved.

Treasurer Re	port:	Bob Hunt
Treasurer ne	5010	Doo man

2016 marked ICEAA's second net positive year in a row. Early predictions had anticipated a -\$40K loss for 2016, but ended up around +\$40K.

2017 projected to be at a loss again, but we have estimated conservatively before and been wrong to the positive, so if all goes well, 2017 could be another positive year. Example was Bristol planned for breakeven but was +\$40k.

Braxton asks if the training license was a failure since only one company bought it. Paul says price is flexible, willing to negotiate. Goal also to make sure we know who is using our product. Question to group was what is CEBoK worth? And what is international strategy?

Group questions why ICEAA isn't receiving any of the proceeds from the Canada Chapter's highly successful workshops, since the framework of their events is based on ICEAA's intellectual property and network of relationships.

Next year projecting a \$60K loss with a \$45K new hire for the office. Staff is stretched and needs additional support to allow for marketing and strategy.

Bob asks for further comments on the Treasurer's Report. No comments, motion is made and seconded; all in favor: treasurer's report approved.

International Business Report:

ICEAA Board of Directors Meeting

February 22, 2017 | McLean, VA

DRAFT MINUTES as of April 13, 2017

With none of the international board representatives present, the International Business Report is skipped.

International Business Office Rep	port: Megar	Jones

Action: Megan to include an estimate of the number of members that are government employees to the set of membership statistics.

Membership shown to have been reduced by 100. Megan cited no budget for marketing. Andrejev points out the large companies that used to have large numbers of members have fewer and fewer every meeting. Paul suggests that it's because the companies won't pay for membership anymore, but Kevin says the amount of the dues doesn't matter: the process of getting a check cut by an employer is the difficult part, so if we were to raise dues, it would not impact much since it's not the amount but getting the actual check that's challenging for members.

Greg says the experience of taking and modifying CEBoK was very good for Sikorsky's training purposes, and may work well also for Lockheed Martin.

Action: Megan to send the roster to Greg for who has dropped off in the past few years, Greg will contact the board to find out who will reach out to the former POCs. Greg will review for LM, Rich Harwin will review for Boeing, Peter Braxton will review for Northrop Grumman and Paul Andrejev will review for Booz Allen (all to start).

Megan presents slides on the International Training Symposium in Bristol; group discusses. Megan is happy with how well the event performed, but knowing the series of delays that caused marketing and other announcements to be released with little time before the Symposium, that the event could have performed even better had planning followed a more organized schedule like earlier registration.

Group debates whether or not getting participation from other associations/societies was helpful or not, and whether the lack of profit share for those other groups prevented their active participation. There was concern leading up to the event that it would be put on as a loss, so sharing revenue didn't seem feasible. But several of the partners that were billed as such did not participate at all.

SCAF, one of the International Training Symposium partners, scheduled their own meeting very close to ICEAA's – the two could have been combined into one event and drawn from both. Peter A. suggested potential merger with SCAF.

DRAFT MINUTES as of April 13, 2017

Action: Jason to talk with Omar from Technomics and Dale Shermon about the possibility of adding 2 days of International Training Symposium to a SCAF workshop in 2018

State of the chapters: 18 of the 24 chapters are truly struggling. Andrejev asks if our chapter model is outdated, and if so, do we need to revisit the entire structure? Do we need to reconsider how the chapters feed members up to the overall association? Rick did an experiment of having all the chapters in Region 2 participate in the DC chapter's meetings virtually to help the struggling chapters have content to provide, but the struggling chapters still didn't dial in.

Group agrees one of the major problems with our chapters is the lack of clear instruction on their responsibilities, no on-the-job training, and little to no succession plans. Suggestions included virtual chapters, chapter by focus area (industry, government, non-aerospace, etc)

Discussed cap on liquid assets for chapters to be sure chapter funds are actively managed.

A moratorium on new chapters will be implemented until we can do better in sustaining current chapters.

Action: Mike Thompson will work with Megan to create a Chapter Development training program by EOY 2017.

Action: Jason and Megan to review bylaws for consistency in describing the Non-Aligned Director position.

2017	Workshop	
	W OTKSHOT	٦.

Rich Harwin

Planning for the 2017 Workshop in Portland, Oregon is underway and moving along smartly. Registration trend is similar to Denver in 2014, so attendance should be good.

The city of Portland is hosting their annual Rose Festival and Fleet Week at the same time as our Workshop, so hotels in the area are likely to sell out, including our own. Room block extensions are normally only possible when the hotel has extra rooms, so it will be unlikely that we will be able to extend our room block once it is full or expires. All board members are strongly encouraged to book their hotel rooms as soon as possible.

ICEAA Board of Directors Meeting

February 22, 2017 | McLean, VA

DRAFT MINUTES as of April 13, 2017

Certification Report:	Peter Andrejev
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Peter A. presents certification report slides. For years, the feeling has been that international exam-takers tend to fail, but recent international exams in Bristol and Canada had excellent pass rates – could one bad batch have spoiled our perception of the international pass rate?

The CCEA-P exam is ready for release and taking, but the fee has to be agreed upon by the board. Motion raised, seconded and carried to set the CCEA-P exam fee at \$175.

Peter Andrejev, Stacy Dean, and Dan Nussbaum will be the first team to review the work products required of CCEA-P applicants, so Peter A. has asked the board to grant the CCEA-P designation to those three. Motion raised, seconded and carried to grant CCEA-P status to Peter Andrejev, Stacy Dean and Dan Nussbaum.

Software Specialty Certification Re-	port:	Brian Glauser
· · ·		

The Software Specialty Certification committee is making slow but steady progress that is gaining momentum. Ricardo had been leading a subcommittee but has had other commitments stand in the way; Brian and Eric Van der Vliet have taken lead.

The committee plans to determine the table of contents, and then assign volunteers to participate in each chapter. The goal is to have two-person teams to develop content for each chapter and separate volunteers into roles of content creators vs. content reviewers.

In some places, the Software Specialty curriculum will use CEBoK in whole or in part, and other content will be filled in by collecting data from other sources where the author is willing to participate or gift the content to ICEAA.

The committee is developing PowerPoint slides like those used in CEBoK for purposes of training, but to expand the presentations into more study-able wiki-based content.

There is already a Systems Engineering Body of Knowledge online that ICEAA's sCEBoK will need to ensure differentiation from.

Brian hopes that a number of sections will be completed enough to be delivered at the Workshop in Portland, but is concerned about the impact this may have on the software training modules already in CEBoK and the training program.

Paul is concerned that the Software Specialty committee is too much farther along in the development process than the CEBoK update task force is, and that collaboration between the two may be necessary to ensure efforts are not duplicated.

DRAFT MINUTES as of April 13, 2017

Questions for the Software Specialty Committee: who ultimately owns the product; how will revenue be handled; where will the wiki be stored; from whom will customers purchase access to the content?

Action: Megan to collect outstanding questions on Software Specialty Certification/Curriculum and send to Brian.

2017-2019 Board of Directors Nominating Report: Brian Glause
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The nominating committee has identified candidates for each board position and voting will be open from March 1 until April 1. Candidates for each of the region director positions have also been identified and region director elections will take place after the general election.

CEBoK Updating Task Force Report:	Neil Albert

Neil presents slides on the CEBoK Update Task Force. Team anticipates completion by the end of 2018.

Jason asks if the RFP sent to interested providers will be for content, distribution, or both. Neil says the RFP described in phase 2 is for content only; distribution will be determined in phase 1. Phase 3 is for the oversight team to assure high quality.

Companies whose employees are members of the CEBoK Update Task Force are ineligible to submit a proposal to work on the project and have been reminded as such.

Andrejev comments that the business aspect of distribution is an important consideration; Neil agrees and says the group is aware.

Greg asks who the target market or audience for the new CEBoK will be. Will it focus more on manufacturing, industry, et. al.? Neil assures the task force is looking beyond the usual DoD audience and considering putting different companies in charge of maintaining different chapters.

Jason asks since Karen Richey is on the task force, will the new CEBoK correspond with GAO recommendations? Neil says her job will be to review for consistency and accuracy of content.

DRAFT MINUTES as of April 13, 2017

Andrejev asks if a potential list of vendors has been identified and who we think may bid on it? Neil plans to put out a "sources sought" list to find out who may submit a proposal.

Neil proposes the new CEBoK be more prose-based than on PowerPoint. The group discusses pros and cons of each: prose easier to study/PowerPoint easier to teach.

Paul is concerned that focusing on what needs to be edited in the content before determining the platform could result in spending too much time and money on content and not leaving enough funds to manage the platform and distribution.

Greg suggests asking current CEBoK users and customers for what suggestions they would make or wish list items for the next version.

Target delivery is November 2018 consisting of a textbook and workbook package.

Action: Neil to send question ideas to Megan for a CEBoK users survey

New Business:

Brian asks to take a topic offline with Paul regarding the ISBSG, an Australian non-profit focused on collecting data from completed software projects. There could be good opportunities for collaboration between ISBSG and ICEAA.

Action: Brian to set up a discussion with Paul and Megan about options and feasibility of collaboration between ISBSG and ICEAA.

With no further new business, meeting adjourned at 2:48pm.

Next meeting Monday, June 5, start time 9am.

DRAFT MINUTES as of April 13, 2017

September 24, 2016 Action Items

Jason to send government focused talking points he's created to Megan

Incomplete. Adding to February Actions.

Jason to create a team to develop talking points for industry and other markets. Greg, Rich, Rick volunteer.

Incomplete. Adding to February Actions.

Megan will revise the bylaws change requests from the September 2016 slides regarding the Non-Aligned Director and present at the next meeting.

Presented in Feb, glossed over. Will present again in June, not really relevant since the election will have been finished but will add to February actions, likely will carry to fall.

Brian to send the board the Software Specialty Certification Committee's recommendation on the first version of the curriculum, the table of contents, and source materials.

Brian will send next week: baseline ToC, list of source materials,

Megan to highlight those positions on the board that will be vacant due to term limits in next promotional email (VP Professional Development, Director, Regions 1, 5, and 7 Director)

DONE!

Paul meet with Andy Prince to discuss details of the SSCAG sig. (Carried from October 2015)

Met multiple times. The Space SIG has drafted a charter that Paul, Mike and Megan are in discussions about but are not yet ready to present their position to the board. Adding to February actions.

Jason to review June 2016 minutes to determine if the action of looking for potential member companies in Atlanta is still viable.

Jason did look and determined not to be a viable action. Removing from outstanding actions

DRAFT MINUTES as of April 13, 2017

Stacy and **Megan** to determine a process to allow chapter access to international office website, creating an online calendar for chapter events and repository for documents (Carried from June 2016)

Megan will include as part of 2017 Chapter Development efforts. Add to ongoing actions.

All board members think about what they would write in their *ICEAA World* article about what the value of ICEAA means to them. Megan will request testimonials from each board member.

Keep on trucking!

All board members from sponsor/exhibitor companies: send Megan ideas on marketing the value of participating in ICEAA Workshops (carried from June 2016)

Keep it up!

Peter B. to schedule for the board a demo of the CEBoK Wiki created for the Canada Chapter

Adding to February actions. Clarify: Technomics created a CEBoK Wiki for internal use, not the Canada chapter. Adding to ongoing actions.

Steve Glogoza work get some volunteers from industry partners to look at training licenses, give comments (carried from June 2016)

Steve not present; adding to February actions

Megan to work with Region Directors to develop new plans/methods for contacting and supporting chapters.

Megan will include as part of 2017 Chapter Development efforts. Add to ongoing actions.

Rick to report back on his talk with Christian Smart on how he got to where he is, how he's become an advocate of ICEAA, how he's changed MDA by encouraging CCEA. (carried from March 2016)

Report: Christian leads by example. He doesn't require membership or certification for his staff, but because he is certified and is a member, his staff sees that he thinks it's important so it becomes more important to them. 1. In certification area, he personally teaches

DRAFT MINUTES as of April 13, 2017

CEBoK modules in the evening to his own staff, so his staff sees the value, feels added pressure to attend because the boss is teaching. 2. Allows staff to do brown bags at lunch to training sessions and allows flexibility to attend. 3. Christian pays for the exam fees, approves training costs, and acknowledges successful exam takers at all hands meetings. He sends lots of staff to conferences and spends time with his staff who are presenting to do dry runs, rehearsals, etc. He also conducts day-long annual workshops in Alabama: staff is allowed to go for the day and he allows support contractors to charge that day of time to their contract (!).

IBO will review Peter A's draft email regarding CCEA Recertification credits available for various activates, distribute to Chapter Presidents by EOY 2016 (carried from March 2016)

DONE!

Greg, **Bill** and **Ellie** to determine metrics and classifications of attendees from industry, contractors, etc. based on the 2014-2016 workshop rosters received (Carried from October 2015)

Action Bill: revitalize this effort, possibly expand to general membership. Adding to ongoing actions

Megan, Greg and Frank Flett to determine criteria for emeritus memberships, will have suggestions to present by March 2017 meeting. (Carried from October 2015)

Have had a meeting to discuss but project has been sidetracked. Keeping on ongoing actions.

Brian and **Peter B**. to contact Jim Fume to se e if we can get ICEAA to present at the 2017 SRI Symposium in McLean. (Carried from June 2015)

Brian Welles (Jim's guy from ODNI *acronym acronym etc.*) Peter B. will talk to Brian Welles, report back June

Ongoing/Continuing Actions:

Bob to create a subcommittee of budget committee and Megan to assess the value propositions of all of our products and membership. (viable once value proposition work begins)

DRAFT MINUTES as of April 13, 2017

- **Brian** to prepare advertising material for the software certification for a 2017 rollout. (carried from March 2016 keep on until committee is ready to generate marketing)
- Megan, Paul, Mike, Greg Kiviat to determine a method and approach for establishing a chapter in Connecticut. (Carried from October 2015, will keep as an open action until ready to move forward.)

Remove for now, add back when necessary

- **Megan** to conduct member satisfaction survey in 2016 or 2017. (Carried from June 2015 will keep as an open action until further notice)
- All board members: send marketing emails for and links to other conferences.
- New action: **Rick** to start language on value proposition based on strategic plan. Will begin efforts and report back. Andrejev and Kevin volunteer to contribute. Jason will fold his efforts on the elevator speech into this group, Rick lead.
- Kevin requests old action item on the training licenses put back on the Action list, will coordinate on starting the plan.



TREASURER REPORT

Board of Directors Meeting June 2017 Bob Hunt



Balance Sheet thru April 2017

CUMULATIVE BALANCE SHEET								
INVESTMENTS/CASH POSITION - END OF APRIL 2017								
BALANCE RATE INT. MATURE								
PFCU - 7047946-56-6	\$42,815	1.00%	\$142	Jul-17				
PFCU - 4507023-56-4	\$20,782	1.40%	\$96	May-18				
PFCU - 4339703-56-5	\$31,470	1.25%	\$141	Dec-17				
PFCU - 4566018-56-2	\$81,013	1.51%	\$352	Feb-19				
PFCU - 4717075-56-0	\$35,835	1.30%	\$154	Feb-18				
PFCU - 4717076-56-8	\$35,600	1.10%	\$136	May-17				
PFCU - 4717077-56-6	\$36,086	1.10%	\$137	Jul-18				
PFCU MONEY MARKET & CASH	\$513							
SUBTOTAL INVESTMENTS	\$284,114							
CHECKING ACCOUNTS	\$278,064							
TD BANK JOURNAL ACCOUNT	\$15,049							
ANNUAL INTEREST EARNED	ANNUAL INTEREST EARNED \$1,158							
TOTAL LIQUIDITY	\$577,227							



Profit & Loss thru April 2017

2017 ACTIVITY	2017	APRIL 2017			2017 EAC	
	Budget	Income	Income Expenses Net		2017 LAC	
ICEAA Workshop	\$130,000	\$99,045	\$2,179	\$96,866	\$150,000	
IPM Conference	\$25,000	\$32,989	\$0	\$32,989	\$32,989	
Certification Program	\$35,500	\$12,085	\$505	\$11,580	\$35,500	
СЕВоК	\$20,000	\$7,198	\$0	\$7,198	\$20,000	
JCAP & ICEAA World	-\$30,000	\$11,463	\$17,084	-\$5,622	-\$30,000	
Membership	\$82,000	\$36,285	\$416	\$35,869	\$82,000	
Advertising	\$4,000	\$2,749	\$0	\$2,749	\$4,000	
Interest & Other	\$5,000	\$1,710	\$0	\$1,710	\$5,000	
Chapter Support	-\$7,000	\$0	\$0	\$0	-\$7,000	
Staffing	-\$246,000	\$0	\$66,478	-\$66,478	-\$220,000	
Office Operations	-\$79,000	\$0	\$25,144	-\$25,144	-\$79,000	
TOTALS	-\$60,500	\$203,524	\$111,805	\$91,718	-\$6,511	

Workshop exceeding expectations; admin not yet hired

We identified Value Propositions that resonate with different audiences...

"ICEAA provides you with...

		Industry		Government
le		access to employment opportunities	1.	publish papers, courses or articles
duã	2.	professional credentials and certifications	2.	topic-specific training (not found in government-sponsored courses)
Individua	3.		3.	social and business networking
	4.	training on cost-related topics opportunities to present, teach or	4.	opportunities access to employment
		publish papers, courses or articles		opportunities
	1.	cost-effective means to identify	1.	access to awards and
-eadership	_	and recruit candidates	_	recognition for staff and self
	2.	access to relevant training and	2.	
		certification programs for staff		dept.'s capabilities and activities
ad	3.	,	3.	5
e e		product lines and services		not found in Gov't sources
	4.	opportunities to gain intelligence	4.	social and business networking
		on your competitors' offerings		opportunities

Audience

...and are working to simplify the message...

"ICEAA provides a platform for you to:"

- Seek a new employer or employee
- Present, teach or publish on cost-related topics



- <u>Receive training and gain professional certification</u> credentials
- <u>Earn recognition/awards for your own or staff's professional</u> growth
- <u>A</u>ttend cross-industry/government forums with senior leaders on topics of interest
- <u>D</u>evelop your individual professional/social network with peers

Let's all SPREAD the word about ICEAA

Elevator Speech Topics

- Analyst Government
 - Access to best practices and both foundational and specialized training (e.g. program estimates and independent assessment/estimates)
 - Resume building
 - Certification
 - Delivering presentations & training
 - Awards & other recognition
 - Networking for information, job seeking, and social

- Analyst Industry
 - Access to best practices and both foundational and specialized training (e.g. program support, proposals and PTW)
 - Resume building
 - Certification
 - Delivering presentations & training
 - Awards & other recognition
 - Networking for information sharing, job seeking, and social
 - Gain better understanding of your customer

Elevator Speech Topics

- Leader Government
 - Certified analysts needed for ACAT I programs for DoD (other Departments/Agencies)
 - Cost effective training
 - Ability to customize and adapt CEBoK for common training
 - Symposium and literate
 - Help identified motivated analyst who could future leaders
 - Improve employee morale and inter-organization interactions (team building)
 - Demonstrate organization's (or own self) thought leadership in the field

- Leader GovCon Industry
 - Support business development
 - Gather market data (customers and competitors)
 - Significant potential for indirect sales and some direct sales
 - Meet certification requirements in RFPs or use as a discriminator
 - Cost effective training
 - Ability to customize and adapt CEBoK for common training
 - Symposium and literate
 - Improve employee morale and inter-company interactions (team building)
 - Supports recruiting
 - Demonstrate organization's thought leadership in the field

Elevator Speech Topics

- Leader Commercial Industry
 - Training and tools for advances in analytical methods (e.g., risk analysis, operations research, etc.)
 - Supports recruiting
 - Demonstrate
 organization's thought
 leadership in the field

CeBOK Training License Pricing

- Currently, instructors wishing to make use of CEBoK[®] material in fee-based instructional courses may acquire limited rights to use CEBoK[®] for the fee of \$20 per student day of training.
 - Such limited rights are referred to as an Instructional License Fee and must be granted in writing by ICEAA prior to conduct of the training.
 - All students attending training must be covered by an individual or enterprise CEBoK[®] License.
- Proposed licensing scheme is a \$3K/year flat fee
 - Prohibitive unless annual training revnue exceeds \$30K/year (assuming 10% fee)
- Alternate pricing option, Instructors purchase from ICEAA an Instruction License Fee for \$46/day/student
 - Assumption is that it will take 5 days to complete the class, then it would be equivalent to an ICEAA member CEBoK license sale. Student retains a copy of CEBoK
 - If only portions of CEBoK are taught then only those modules are left with the students



Certification Program Report

June 5, 2017 Peter Andrejev, Director of Certification



Overall Summary Statistics

- Overall certifications as of May 15, 2017:
 - CCEA[®] 723 (including 20 CCEA[®]-P) (690)
 - PCEA[®] 116 (105)
 - CPP 17 (17)
- Re-certifications:
 - 27 Re-certification in 2017 to date
 - 159 Re-certifications in 2016
- Other Countries with Certified Individuals:
 - Australia (11)
 - Belgium (1)
 - Canada (33)
 - Egypt (1)

- UK (73)
- Scotland (1)
- Japan (1)
- Saudi Arabia (1)



Certification Program since last time...

- Operational Status
 - 35 applicants tested to date in 2017 (113 total applicants tested in 2016)
 - Overall 80% of applicants taking the exam earned certification.
 - 14 are scheduled to test through July, 8 of those in Portland.
- Strategic Agenda
 - Heighten visibility of certification program Handout in Workshop bags
 - Improve certification application screening and testing processes
 - Develop new certification products Software Cost Estimating
 - Working with foreign nations as needed to ensure universal "pass-ability"
 Government of Canada (GC)
- Tactical Actions
 - P Operationalizing specialty certification in Parametric Methods (CCEA-P)
 - P Initiated actions with Canada to ensure GC certification objectives and actions are consistent with ICEAA policy and programs



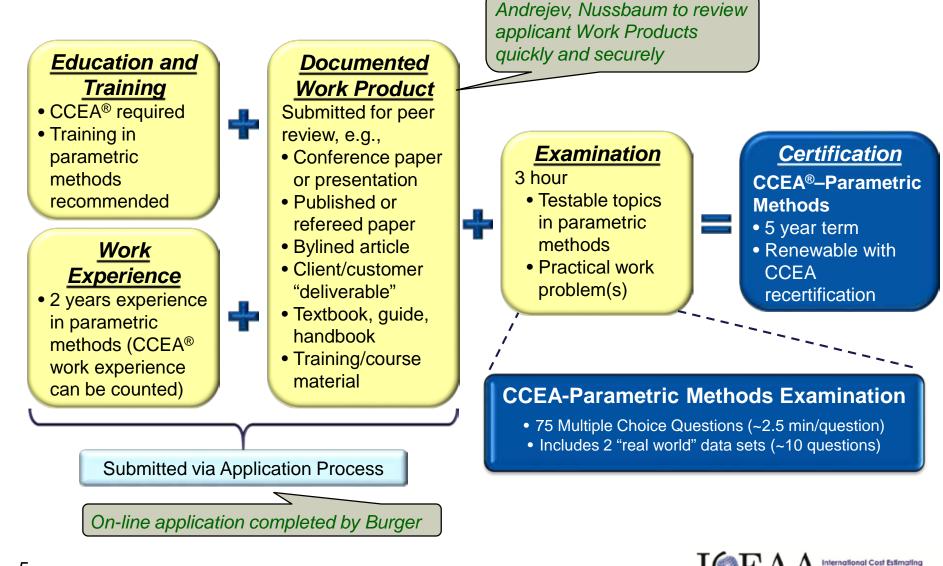
Status on Tactical Actions...

The Government of Canada (GC) desires to "Canadianize" the CCEA exams and prep materials to:

- 1. Align the material with GC policy and practices
 - Revise US DoD content
 - Revise vocabulary used in the economic and financial sections (to include CFO community terminology)
- 2. Make certification materials available in both official languages
- 3. Allow people with more than 5 years of experience to maintain the PCEA designation.
- On its own, GC to:
 - Develop three tiers of training to align with the PCEA and CCEA certifications.
 - Create a training program for GC employees that will link cost estimating practice with their Treasury Board Policies (e.g., Costing, Project Management, Investment Planning, etc.)



Parametric Methods Specialty Certification



nd Analysis Association

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Hi Megan,

An update for the meeting- short and sweet:

1- ICEAA Canada's third annual workshop attracted 172 people in total, almost double the number of the first workshop 2 years ago. Prior to the workshop, ICEAA Canada launched its own website, accessible at <u>www.iceaa.ca</u>

2- There is a concerted effort and interest in building a cost estimating community within the Canadian federal government and amongst some industry participants

3- This is effectively a new market for the field of cost estimating as it is practised in the US, via ICEAA standards, and there is a huge opportunity to build something new based on industry best practices.

4- ICEAA Canada will continue to build out its board and volunteer membership, and will meet the growing demand for cost estimating training and certification coming from other levels of government and industry.

For discuss: To that end, the Canadian chapter intends to use some of the proceeds of the workshop, along with other contributions, to modify the CEBoK and the exam to better meet Canadian requirements. I would also like input from the meeting on the most effective way to establish a durable and resilient organization in Canada that can leverage the expertise of ICEAA International.

ICEAA Greater Alabama REPORT

June 6, 2017

2016/2017 Board of Directors:

- President: Brian Alford
- Vice President: VACANT
- Treasurer: Stephanie Warnes
- Publicity: Don Kimminau
- Administration: Leigh Mariotti
- Membership: Rachel Daugherty
- Certification: Paul Gardner
- Government Education: Christian Smart
- Industry Education: Teresa Brown

Board elected: Fall 2016

2017/2018 Incoming Board of Directors:

- President: Brian Alford
- Vice President: Billy Carson
- Treasurer: Stephanie Warnes
- Publicity: Don Kimminau
- Administration: Leigh Mariotti
- Membership: Rachel Daugherty
- Certification: Paul Gardner
- Government Education: Christian Smart
- Industry Education: Teresa Brown

Board elected: May 19, 2017

Upcoming Events:

No chapter-wide events are planned until we resume monthly luncheons in September following our summer break.

Our incoming BoD will be having a board meeting in the June/July timeframe to plan for the 2017/2018 program year: monthly luncheons, administration of our local scholarship, annual workshop, additional training opportunities, etc.

Recent Events:

The Greater Alabama Chapter held the following luncheon meetings since the last report, with speaker and title noted:

- Feb 21, 2017: Dr. Virginia Tickles (NASA MSFC): Introducing Future Engineers to Cost Analysis and Integration: Is it Value Added?
- Mar 21, 2017: Dr. Christian Smart (MDA): The Signal and the Noise in Cost Estimating

Our ICEAA chapter, working with members from the cost offices at the Missile Defense Agency and NASA MSFC, hosted our Annual Workshop on 5 April at KBR Wyle's office in Huntsville.

ICEAA Greater Alabama REPORT

June 6, 2017

We had almost 80 civil servants and contractors representing organizations within MDA, NASA, US Army, DAU, and Industry. Attendance was robust despite the Workshop being reduced at the last minute to only a half-day due to lack of advance approvals for several presentations and the threat of tornadoes on the day of the event. The following talks were given:

- Mr. Andy Prince (NASA MSFC): Being Certain about Uncertainty
- Mr. Tim Anderson (Aerospace): Early Warning Look Ahead Metrics
- Mr. Jeffrey Cherry (DAU): BCF 250, Software Cost Estimating
- Mr. Darren Sackett: Cost Realism Overview

In addition to these meetings, our annual training sessions for the CCEA exam ran every Tuesday night from Feb 7 through Mar 21 covering many topics of the exam, with additional problem sessions conducted the first few weeks in April. Attendance varied with about 8-12 people each week. Following the training, we hosted a CCEA and PCEA examination on 22 Apr where 2 people took the exam.

Member Outreach:

We had a social happy hour on 25 May after work, taking the place of our normal luncheon, to end the 2016/2017 program year and try and reach out members in a more informal setting and at a different time and place than our normal meetings.

We used the Joint MDA/NASA/ICEAA Workshop, which included many non-ICEAA members, as an opportunity to introduce people to ICEAA, talk about the benefits of membership, and try and let them know about our monthly luncheon series.

Member Recognition:

We have no additional ICEAA-related outside awards to report at this time for our chapter members.

Other:

None to report at this time.

Megan,

The ICEAA Lone Star Chapter is in the process of planning an off-cycle election to formally instate our officers to permit continued chapter operations while we plan to address near term vacancies. Three chapter members will be attending the conference of which two will be attending the board meeting and two will be presenting at conference sessions. Dry run presentations will be conducted at the chapter level in advance of the conference.

John Deem Lone Star Chapter, Past President (817) 762-2180 (Office) (817) 366-6189 (Mobile)



ICEAA SO CAL REPORT

June 6, 2016

Board of Directors:

President: Rich Harwin VP: Tom Bosmans Secretary: Melissa Winter Treasurer: Chris Hutchings Board-members: Dara Billah, David Bloom, Kurt Brunner, Dan Polidi, Steve Sterk Effective Elected Board as of 1 Jan 2107 for 2 years term

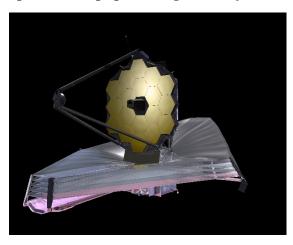
Upcoming Events:

There will be a one day workshop in mid-September, hosted by Raytheon in El Segundo

Firm dated to be announced this summer.

Recent Events:

The chapter held a workshop on 27 March 2107 that was hosted at Northrup Grumman in Redondo Beach CA by Lori Vaughn and Bob Caitlin, Sr Director of Pricing & Estimating. The Key note speaker was Scott Willoughby, VP & Program Manager for the James Webb Space Telescope presenting JWST by the Numbers.



Other presenters were:

Aditya Satsangi, Nitai Partners; "Digitalizing Business Models"

Randall Jensen, Software Acquisition Consultant; "Effectiveness Formula: Key to Improved Software Development Productivity"

ICEAA SO CAL REPORT

June 6, 2016

Kent Joris, Manager of Competitive Assessment/Price-to-Win, Northrop Grumman Technology Services; "Price-To-Win in 2017"

Shu-Ping Hu, Chief Statistician, Tecolote Research Inc.; "General Degrees of Freedom (GDF)" [Best Paper Award for Methods and Models Track at 2015 Conference]

David Bloom, Engineering Cost Estimation Subject Matter Expert, Raytheon Co., Space & Airborne Systems (SAS); "Organizational Cost Estimation"



Member Outreach:

Surveys were collected to evaluate our workshop and recruit future potential presenters

Member Recognition:

Outgoing President and VP, Kurt Brunner and Quentin Redman were recognized for their years of service to the SoCal Chapter and were each presented with a ICEAA logoed jackets

ICEAA WASHINGTON CAPITAL AREA REPORT

June 5, 2017

Board of Directors:

President: Meghan Kennedy Vice President: Tim Anderson Treasurer: Mike Yanavitch Secretary: Kammy Mann Program Chair: Ann Hawpe Membership Chair: Anne-Marie Adams Outreach Chair: Aileen Donohue Webmaster: Kevin Coonce Past President: Dave Stem

Board elected October 5, 2015

Upcoming Events:

July 2017 - luncheon presentation and happy hour presentation (DC Brau), dates TBD

Summer 2017 - service event and/or happy hour

Recent Events:

February 23, 2017 – Annual Membership Meeting, held at the Washington Golf and Country Club, networking, presentation by Edelman Financial Services, and chapter awards

March 15, 2017 – Luncheon, Capt Chris Thomas of AFCAA – "Failure to Reason: Intuition and Decision Making Under Uncertainty"

April 4, 2017 – Luncheon, Jay Black of HHS – "Bottom Up Methods of Estimating Software SE/PM and Non-DCTI Costs"

May 18, 2017 – Luncheon, Jake Mender of NCCA – "Modeling with Gumby: Pros and Cons of the Weibull Curve"

Chapter Elections:

A new chapter board term begins October 2017. Elections will be held in September. As of now, we have at least one vacancy (secretary).

Regional Symposium/Conference:

We've been kicking around the idea of a regional conference, similar to SoCal's, for several years now. Any interest from other area chapters?

Chapter Website Upgrade:

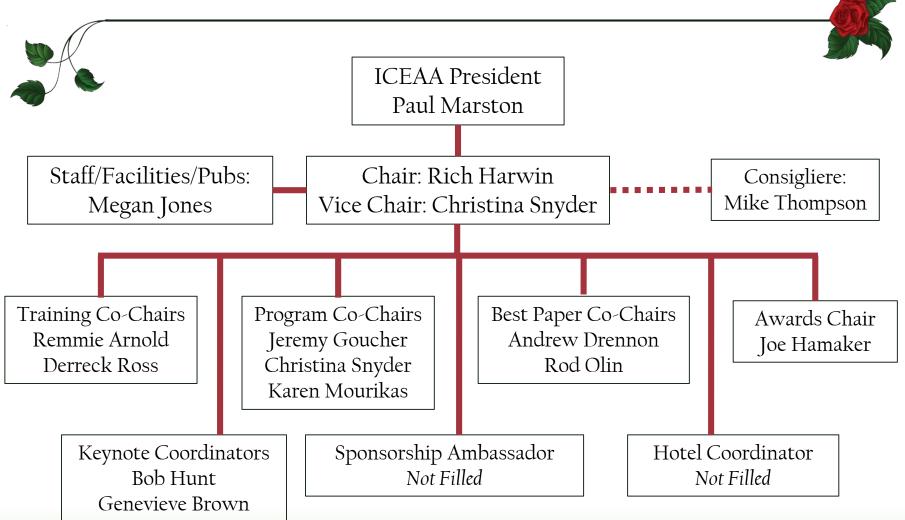
Appointed Kevin Coonce as our Webmaster. He has done a great job modernizing the Washington Chapter website. Check it out at www.washingtoniceaa.com.

2017 Workshop Update

Rich Harwin 2017 Workshop Chair



2017 Workshop Committee





Thanks to our sponsors & exhibitors













Exhibitors & Sponsors:



Workshop Highlights



Tuesday, June 6:

- Best Paper Awards Presentation
- Keynote Speaker: Gordon Kranz, Deputy Director PARCA for Earned Value Management (retired)
- Headshot booth in exhibit hall
- Welcome Reception

IQEAA

Wednesday, June 7:

- Association Awards Presentation
- Keynote Speaker: Mark Meckler, www.craftingastrategy.com
- Networking Reception

Workshop Highlights



Thursday, June 8:

- Keynote Speaker: David M. Raffo, Ph.D., Portland State University
- Best Paper Overall Presentation
- Free Evening to Enjoy Portland

CCEA/PCEA Exams Saturday, June 11 • 7:00am – 2:00pm



Friday, June 9:

- Training Day!
- Conference ends: 11:30am



Get in the Portland spirit!

ICEAA



Check your workshop bag for your temporary tattoo!



- 2. Place on skin logo-side down
- 3. Press and hold a wet cloth on the white side for 30 seconds
- 4. Carefully peel off
- 5. Enjoy sick tat

Tattoo will wash off in a day or two. If you want it off sooner, come to the registration desk for a detatting.



Head shot booth Tuesday





A lot has changed in 20 years... has your head shot?

ICEAA's Workshop Photographer will be in the exhibit hall on **Tuesday** from **noon** -**7:00pm** to take professional head shots for attendees.

This and the tattoos have replaced the conference giveaway for 2017.



Attendee Breakdown as of May 22



	2016	2017
Members (\$960)	49	58
Non-Members (\$1060)	24	20
Government/Members (\$840)	32	50
Government/Non-Members (\$920)	68	76
5+ Group Members (\$905)	121	87
5+ Group Non-Members (\$1005)	15	13
Comps	26	21



Budget Predictions (@ 400 attendees)



Category	Orig. Prediction	Actual as of May 22	Comments
Awards, speaker fees	\$7,500	\$1,525	2 speaker fees @ \$500; Best Paper & Assn plaques
Арр	\$1,000	\$1,000	
Banking Fees	\$8,500		\$20 per transaction
Security	\$0	\$0	Cutting overnight security – seems unnecessary
Host Hotel & Food Service	\$185,000		\$420/Registrant (no sales tax)
Audio Visual	\$35,000	\$41,000	Approx. based on AV quote
Shipping	\$3,000		Recent range around \$3K
Postage	\$500		
Staff Travel	\$5,000		Recent range
Onsite Contract Staff	\$1,200	\$1,350	Photographer – longer time w/ headshots
Printing & Marketing	\$7,500	\$4,015	Program book estimate, other actuals
Total Expenses	\$250,890		
Registration Fees	\$350,000		Atlanta = \$311K
Spons/Exhib Revenue	\$50,000	\$52,100	
Total Revenue	\$402,100		
Net Total	\$151,210	Atlanta = \$136K	



International Cost Estimating & Analysis Association

Professional Development & Training Workshop

June 12-15, 2018 FAAAPhoenix, Arizona

Abstract Upload Ready Now At: www.iceaaonline.com/cfp2018

ICEAA Board of Directors Meeting

February 22, 2017 | McLean, VA

DRAFT MINUTES as of April 13, 2017

February 25, 2017 Action Items

- **Bill** volunteers to write proxy language in bylaws (for quorum) and send to Paul & Megan by March 3
- **Megan** to include an estimate of the number of members that are government employees to the set of membership statistics.
- **Megan** to send the roster to **Greg** for who has dropped off in the past few years, Greg will contact the board to find out who will reach out to the former POCs. Greg will review for LM, Rich Harwin will review for Boeing, Peter Braxton will review for Northrop Grumman and Paul Andrejev will review for Booz Allen (all to start).
- Jason to talk with Omar from Technomics and Dale Shermon about the possibility of adding 2 days of International Training Symposium to a SCAF workshop in 2018
- **Mike Thompson** will work with Megan to create a Chapter Development training program by EOY 2017. Effort will include previous actions: **Megan** to determine a process to allow chapter access to international office website, creating an online calendar for chapter events and repository for documents; **Megan** to work with Region Directors to develop new plans/methods for contacting and supporting chapters.
- Jason and Megan to review bylaws for consistency in describing the Non-Aligned Director position.
- **Megan** to collect outstanding questions on Software Specialty Certification/Curriculum and send to Brian.
- Neil to send question ideas to Megan for a CEBoK users survey
- **Brian** to set up a discussion with Paul and Megan about options and feasibility of collaboration between ISBSG and ICEAA.
- **Rick** to start language on value proposition based on strategic plan. Will begin efforts and report back. Andrejev and Kevin volunteer to contribute. Jason will fold his efforts on the elevator speech into this group, Rick lead.
- Jason to send government focused talking points he's created to Megan (*Carried from* September 2016)

DRAFT MINUTES as of April 13, 2017

- **Jason** to create a team to develop talking points for industry and other markets. Greg, Rich, Rick volunteer. (*Carried from September 2016*)
- Megan will revise the bylaws change requests from the September 2016 slides regarding the Non-Aligned Director and present at the next meeting. Presented in Feb, glossed over. Will present again in June, not really relevant since the election will have been finished but will add to February actions, likely will carry to fall. (*Carried from September 2016*)
- **Brian** to send the board the Software Specialty Certification Committee's recommendation on the first version of the curriculum, the table of contents, and source materials. (*Carried from September 2016*)
- Steve Glogoza work get some volunteers from industry partners to look at training licenses, give comments (*carried from June 2016*)
- **Greg**, **Bill** and **Ellie** to determine metrics and classifications of attendees from industry, contractors, etc. based on the 2014-2016 workshop rosters received (*Carried from October 2015*)
- Megan, Greg and Frank Flett to determine criteria for emeritus memberships, will have suggestions to present by March 2017 meeting. (*Carried from October 2015*) Have had a meeting to discuss but project has been sidetracked. Keeping on ongoing actions.
- **Peter B**. to contact Brian Welles from ODNI to see if we can get ICEAA to present at the 2017 SRI Symposium in McLean. (*Carried from June 2015*)
- **Kevin** requests an old action item on the training licenses put back on the Action list, will coordinate on starting the plan.
- **Peter B**. to schedule for the board a demo of the CEBoK Wiki Technomics created for internal use.

Ongoing/Continuing Actions:

Bob to create a subcommittee of budget committee and Megan to assess the value propositions of all of our products and membership. (viable once value proposition work begins)

DRAFT MINUTES as of April 13, 2017

- **Brian** to prepare advertising material for the software certification for a 2017 rollout. (carried from March 2016 keep on until committee is ready to generate marketing)
- **Megan** to conduct member satisfaction survey in 2016 or 2017. (Carried from June 2015 will keep as an open action until further notice)
- All board members: send marketing emails for and links to other conferences.
- All board members think about what they would write in their *ICEAA World* article about what the value of ICEAA means to them. Megan will request testimonials from each board member.
- **All board members** from sponsor/exhibitor companies: send Megan ideas on marketing the value of participating in ICEAA Workshops.