

ICEAA Board of Director's Meeting 0900 – 1700 Saturday, February 24, 2018 MCR Office - McLean, VA AGENDA as of February 9, 2018			Strategic Plan Goal Tech = Technical Excellence Coll = Collaboration Relev = Relevance
Time	Agenda Item	Leader	
8:30	Gather for Continental Breakfast		
9:00	Welcome, Quorum Count, and Introductions	Paul Marston	
9:15	Secretary Report Action: Approve September 2017 Minutes	Greg Kiviat	
9:30	Treasurer Report Action: Approve Treasurers Report	Bob Hunt	
9:45	ICEAA Business Office Report	Megan Jones	Coll, Relev
10:15	Break		
10:30	Membership Outreach Committee Update	Ellie Bassett	Coll, Relev
11:00	PCEA/CCEA Certification Update	Peter Andrejev	Tech
11:30	Software Specialty Certification/ Software CEBoK Update	Brian Glauser	Tech, Coll, Relev
11:45	Lunch & break		
12:30	CEBoK Update Task Force	Neil Albert	Tech
1:00	Questions/Comments on Chapter and Region Reports		Coll
1:30	2018 Workshop Update	Mike Thompson	Tech, Coll, Relev
2:00	Review June 2017 Board Action Summary	Megan Jones	
2:15	Plan Next Meeting & Adjourn	Paul Marston	

ICEAA Board of Directors Meeting

September 30, 2017 | McLean, VA

DRAFT MINUTES as of October 11, 2017

Voting Attendees:

Arlene Minkiewicz, Mike Thompson, Paul Marston, Rick Collins, Tomeka Williams, Andy Prince (virtual), Brian Glauser (virtual), Erin Barkel (virtual), Greg Kiviat (virtual), John Deem (virtual) Sanathanan Rajagopal (virtual), William Metz (Virtual)

Non-voting Attendees:

Bill Barfield, Britt Staley, Kevin Cincotta, Peter Andrejev, Ellie Basset (virtual)

Welcome, quorum count, introductions:

Paul Marston

Paul makes some opening comments on the role of the board: we are the governing body of association, expected to be the leaders to chart a path forward. Since ICEAA has an office with staff and an executive director who are responsible for day-to-day operations, the board should be charting the direction for the association, setting broad policies, and providing guidance to the office as necessary. Board members are expected to stay engaged with ICEAA, be prepared for meetings by reading the advance material, doing their best to attend meetings, and using their knowledge and experience to provide their opinions on the best way forward for the association and the greater cost community.

Paul identifies the main issues facing ICEAA:

- Financial health – we're doing better but only one conference away from bad financial position.
- Declining membership – we need to figure out how to get off the path of membership decline and onto a path of growth.
- Involving industry constitutes – there was a big push to get big companies involved a few years ago but the results of that effort have fizzled out; need to figure out how to fix that and get back on a growth path rather than decline path.
- CEBoK needs revitalizing and modernizing – we're working on it but it's still in progress.
- IPM Workshop – the IPM Workshop is unlikely to continue after 2017; need to identify a new source of revenue to take its place.

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Secretary Report:

Megan Jones

Quorum established: 11 voting members present of 10 required as of 9:17am.

Vote: Floor open to any comments on the June 2017 minutes, Bill Barfield indicates his name is not on the attendee list; will amend for final version. Motion to approve the amended Secretary Report raised, seconded, and passed.

Treasurer Report:

Megan Jones

Estimate-at-completion for 2017 more positive than originally budgeted: first projection was for a -\$60K loss for the year; EOY now at positive \$20K.

Bank account balance higher than usual due to 2017 Workshop revenues, delayed hire of administrative assistant. CEBoK sales remain higher than expected given product's age and anticipated sales decline. Sales were following the expected decline but spiked recently, not sure of reason.

Vote: Floor open to any comments on the Treasurer Report, none received. Motion to approve the Treasurer Report raised, seconded, and passed.

Updated MOU Language for Canadian CEBoK Efforts

Megan Jones

The ICEAA Canada Chapter and representatives presented a motion at the June 2017 meeting regarding their desire to generate content for CEBoK that is more customized to their needs. After discussion, ICEAA made some edits to the motion, presented to the Canada Chapter and received approval of those edits via email.

Peter A. is concerned about the term "variant" indicating that it's a distinct product separate from CEBoK. Paul doesn't think we can have a single CEBoK that covers everything, so the reality is we're going to need to have different CEBoKs for each country. Peter's concern is less about having multiple CEBoKs and more about having multiple exams.

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Canada explains that the economic and accounting principles outlined in CEBoK are in conflict with Canadian CPA rules. Canadians don't need or want to learn American accounting rules, and intend more to add information on Canadian accounting than removing the American content. Also, in order to comply with Canada's bilingual laws, they need to translate CEBoK into French, which will require some edits to the wording since it won't translate directly.

The board agrees the hope is to keep CEBoK as a base product with some variation/version/specificity per nation and hopefully when the browser based version comes online, should be easier to navigate from general CEBoK content to the nation-specific pieces. ICEAA wants to create an international standard and maintain our methodology and approach, but also accommodate other countries where necessary. Keep CEBoK standard while acknowledging differences.

Peter A. remains concerned about having different exams per country. If questions change, they may end up making the exam easier or more difficult for different nationalities. It is pointed out that all of the members of the exam committee are American; to make the exam work for more countries there needs to be international input on the questions.

Action: Peter Andrejev to work with Erin to get Canadian participants on the CCEA exam question group.

Vote: Motion raised and seconded to approve language as written on screen. All approved. Erin Barkel abstained from voting.

Motions from ICEAA Canada – Amended language approved 9/30/17

1. Be it resolved that the Government of Canada, represented by the Treasury Board of Canada Secretariat, ICEAA Canada Chapter be permitted to lead in the creation of a Canadian variant of the Cost Estimating Body of Knowledge (CEBoK) customized to address Canadian-specific requirements.
 - a. The materials developed will take place in an electronic medium and will be ported to the updated platform version of CEBoK at a point in time deemed appropriate by the ICEAA Board of Directors. Access to materials will be restricted to only those persons directly involved in the development effort.
 - b. ICEAA retains final editorial control over any additions, edits, or alterations to CEBoK within the Canadian-specific variant.
 - c. The Government of Canada/ICEAA Canada Chapter will provide a list of all intended changes for ICEAA's approval prior to incorporating into the Canadian variant of CEBoK.
 - c. The ICEAA Board of Directors commits to making the Canadian variant of CEBoK available to Canadians as soon as practical.
 - d. ICEAA maintains ownership of all CEBoK materials, including the Canadian variant. No CEBoK versions will be distributed except through official CEBoK platforms under ICEAA control. ICEAA intends to distribute all versions of CEBoK, including the Canadian variant, through a standard web-based CEBoK platform.

ICEAA International Cost Estimating
and Analysis Association

Motions from ICEAA Canada – Amended language approved 9/30/17

2. Be it resolved that the Government of Canada, represented by the Treasury Board of Canada Secretariat, ICEAA Canada Chapter be permitted to undertake the lead to create Canadian variants of the ICEAA Certification Exams (PCEA and CCEA) questions.
 - a. While under development, access to the question database will be restricted to those persons directly involved in the development of the questions and who already hold the CCEA designation.
 - b. ICEAA retains final editorial control over the revised exam question database, and will not unreasonably withhold its approval of questions provided by the Canadian Chapter.
 - c. Once approved, the ICEAA International Business Office and the ICEAA Certification Committee will control and administer certification exams to Canadians.

ICEAA International Cost Estimating
and Analysis Association

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New Business

Sanath requested to raise new business early due to a later commitment; time difference.

Sanath is both the ICEAA UK Region Director and the deputy chair for SCAF. Paul explains that SCAF was formed in the UK before ICEAA as an offshoot of ISPA (one of ICEAA's parent organizations) because ISPA was unable to form an international chapter. Sanath proposes that SCAF become a part of ICEAA as the UK Chapter. The UK does not have an ICEAA equivalent, and while it would be difficult to start a UK chapter, SCAF is already in place and could easily fill this role.

SCAF will be holding a meeting soon and Sanath will raise the idea of becoming an ICEAA chapter to SCAF, but wanted to see if ICEAA was amenable to the idea first. The board agrees it's an idea worth pursuing.

Action: Sanath to propose to SCAF to become an ICEAA Chapter; will report to ICEAA on their response. If both groups agree, will begin working out the details of the arrangement.

International Business Office Report:

Megan Jones

Overall membership continues to decline slowly at approximately 100 members per meeting/300 members per year. How do we stop the membership loss and turn it around? Paul suggests we get more participation on the board from members who aren't focused on the DOD.

Britt suggests we focus first on retention: reach out to current members, reinforce benefits, reach out to past members and get them back. Mike agrees: if we can't keep our members, how can we get more? ICEAA has grown and improved over the years – we need to show we're no longer satisfied with the Old Way of Doing Things: we're embracing new ideas and new industries.

Action: Ellie to form a Retention/Recruitment focus group. Anyone interested in participating should email Megan. Erin, Britt, Mike, Christina, and John Deem volunteer.

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Bylaws: Proxy Accommodations & Quorum Clarification:Megan Jones

While the ICEAA Constitution defines a quorum as “when half of the voting members are present either physically or via continuous electronic medium (e.g., telephone conference, WebEx, Net-Meeting, etc)” [Article VIII – Section C], some questions remained as to whether or not vacant board positions counted towards the half, or if the quorum needs to be recounted if virtual participants are no longer connected.

Vote: Language provided in the pre-read presented to the board to amend Article VII, Section E of the ICEAA bylaws to clarify the quorum. No amendments presented, motion raised and seconded to approve language as provided in the pre-read. All approved.

Neither the ICEAA Constitution or bylaws make any mention of proxy voting. Given the difficulty the board has had recently establishing a quorum, the board decided to allow for proxy voting.

Proposed Proxy Language for Bylaws
Amended and Approved 9/30/2017

Current Language:	Proposed Language:
ARTICLE VIII – VOTES Section A. In all voting conducted by ballot to the membership, each voter shall have one vote. Section B. Votes provided in person, via mail and via electronic media will be considered equal. Section C. A valid vote is defined as one received by either in hard copy (in person or mail) or electronic media. Section D. In all meetings of the ASSOCIATION Board of Directors, and all Committees of the ASSOCIATION, each member of said ASSOCIATION, Board, or Committee shall be entitled to one vote.	ARTICLE VII – VOTES Section A. In all voting conducted by ballot to the entire membership: 1. Each member in current standing shall have one vote. 2. Votes provided in person, via mail and via electronic media will be considered equal. 3. A valid vote is defined as one received by either in hard copy (in person or mail) or electronic media. Section B. In all meetings of Committees of the ASSOCIATION, each member of said Committee shall be entitled to one vote. Section C. In all meetings of the Board of Directors, each voting member of the Board of Directors shall have one vote. 1. Voting members are outlined in Article VIII. Section B of the ICEAA Constitution as “the Officers and Directors excluding the appointed Directors.” Those Officers and Directors are listed in Article VII, Section A1 of the ICEAA Constitution. 2. Voting members of the Board of Directors may assign a proxy in the event they are unable to attend a meeting: a) Proxies must be ICEAA members in good standing. b) The Voting Member must name their proxy in writing to the ICEAA Business office no later than 2 business days prior to a Board of Directors Meeting. c) Proxies may be assigned to voting or non-voting members of the Board. Any ICEAA member may serve as proxy for a maximum of one voting Member. d) The named proxy will participate on behalf of the Voting Member for the entirety of the meeting for which the proxy is assigned, including contributing to a quorum and casting all votes called during the meeting.

Vote: Language provided in the pre-read presented to the board to amend Article VII, Sections A-C of the ICEAA bylaws to allow for proxy voting. Amendments raised and discussed to approve language as displayed on screen. All approved.

Bylaws: Non-Aligned Director:Megan Jones

During the most recent election, it came to light that the bylaws are unclear as to how the Non-Aligned Director is nominated and elected.

Vote: Language provided in the pre-read presented to the board to amend Article III, Section H of the ICEAA bylaws to clarify nomination and election of the Non-Aligned Director. Amendments raised and discussed to approve language as displayed on screen. All approved.

Proposed Bylaws Non-Aligned Clarification
Amended and Approved 9/30/2017

Current Language:	Proposed Language:
ARTICLE III – DEFINITION OF OFFICERS' AND DIRECTORS' DUTIES Section H. The Regional Directors shall have the responsibility for the regional affairs of the ASSOCIATION and shall provide necessary liaison between the Chapters of the Region and the Board of Directors. The Regional Directors shall be nominated by that Region's Chapter President(s) and then elected by the membership within the Region.	ARTICLE III – DEFINITION OF OFFICERS' AND DIRECTORS' DUTIES Section H. The Regional Directors shall have the responsibility for the regional affairs of the ASSOCIATION and shall provide necessary liaison between the Chapters of the Region and the Board of Directors. 1) The Regional Directors shall be nominated by that Region's Chapter President(s) and then elected by the membership within the Region. 2) The Non-Aligned Regional Director (or Non-Aligned Director) will serve as the Regional Director for those members located in the United States that have not chosen to align themselves with a Chapter. The Non-Aligned Regional Director shall be nominated and elected by the Non-Aligned US membership.

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Bylaws: Emeritus & Fellow Membership Description:

Megan Jones

In 2015, two members requested information on how to obtain the Emeritus and Fellow membership types listed in the ICEAA bylaws (Article I, Sections B, G, H). A task force was formed to determine qualifications, benefits, and a procedure for members to obtaining these membership types. Language provided in the pre-read.

Vote: Language provided in the pre-read presented to the board to amend Article I, Section H of the ICEAA bylaws to outline procedure for nominating and approving emeritus members. No amendments presented, motion raised and seconded to approve language as provided in the pre-read. All approved.

Some concerns raised at the meeting about too many members looking to obtain the fellow membership type would overwhelm the business office. Board decided to take a “wait and see” approach, and discussed further.

Vote: Language provided in the pre-read presented to the board to amend Article I, Section G of the ICEAA bylaws to outline procedure for nominating and approving fellow members. Amendments raised and discussed to approve language as displayed on screen. All approved.

Proposed Fellow Language for Bylaws As amended and approved 9/30/2017	
Current Language:	Proposed Language:
<p>ARTICLE I – MEMBERSHIP</p> <p>Section G: A Fellow is an individual who has been approved by the Board of Directors to represent himself or herself as a Fellow in a field of specialty. Admission to Fellow status shall be by approval of the Board of Directors upon verification of qualifications by the Secretary. The admission by itself shall not grant the individual any membership privileges. The requirements for Fellow are that:</p> <ol style="list-style-type: none"> 1. The nominated individual must be sponsored by five (5) members in good standing, each of whom shall submit a letter to the Secretary emphasizing the achievements of the nominee in meeting the qualification of the sponsors. 2. The nominated individual shall have been a Member of the Association and its predecessor organizations for a minimum of five (5) years or made regular contributions to the Association (or a predecessor organization) over the course of fifteen (15) years. Election of a Fellow shall be in recognition of professional attainment and significant accomplishment in areas promoted by the Association. 	<p>ARTICLE I – MEMBERSHIP</p> <p>Section G: A Fellow is an individual who has been approved by the Board of Directors to represent himself or herself as a Fellow in a field of specialty. Admission to Fellow status shall be by approval of the Board of Directors upon verification of qualifications by the Secretary. The admission by itself shall not grant the individual any membership privileges. The requirements for Fellow are that:</p> <ol style="list-style-type: none"> 1. The nominated individual must be sponsored by five (5) members in good standing, each of whom shall submit a letter to the Secretary documenting activity for the good of the local community including but not limited to teaching, mentoring, research, or publications. 2. The nominated individual shall have been a Member of the Association and its predecessor organizations for a minimum of five (5) years or made regular contributions to the Association (or a predecessor organization) over the course of fifteen (15) years. 3. Election of a Fellow shall be approved by a 2/3 vote of the Board of Directors in recognition of professional attainment and significant accomplishment in areas promoted by the Association. 4. Fellow memberships will may be renewed every five (5) years based on current fellow's request, documentation of continued documented continuing activity within the local community and a 2/3 vote of the Board of Directors to approve renewal.

CEBoK Training License Pricing:

Megan Jones

In 2016, ICEAA tested a new CEBoK Training License as a means to better monitor use of CEBoK by companies selling training services. Concerns were raised about the price of the license, and a different suggestion was proposed during the June 2017 meeting that was unable to achieve consensus of the board. An action was created to draft new suggestion for CEBoK training licenses at the September 2017 meeting.

Vote: Procedure outlined for creating annual Memoranda of Understanding between ICEAA and companies planning to sell CEBoK training services to outside parties that will define the responsibilities of each. No amendments suggested; motion raised and seconded to create a training license MOU and distribute to companies selling training. All approved.

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Chapter Funding Policy:

Megan Jones

ICEAA's process for providing funds to chapters had never been formally discussed, approved, or committed to writing. A suggestion was made nearly 10 years ago under one of ICEAA's parent organizations to give money annually to each chapter for each member, but no official policy exists, particularly one that is easily accessible to chapter boards who may not have heard the rumor about the funding.

In the interest of transparency, consistency, and increasing chapter participation (and chapters' encouragement of member participation), the International Business Office created a chapter funding policy that was vetted through the chapter presidents and will go into effect in January of 2018. The policy was provided in the pre-read package for the board's review.

The board discussed and approved the new policy and procedure outline. The policy will be put on the ICEAA website and updated as necessary.

Certification Report

Sharon Burger

Peter A. presents slides and summary statistics on certification. New statistic presented: about 41% of candidates eligible for recertification go through the process.

The group discusses how when recertifying for other credentials, they are able to enter their information for points accrual but only need to provide the documentation should their application be audited. The board debates the pros and cons of moving to this sort of system.

Action: Peter A. to present a motion at the winter 2018 board meeting to change the CCEA recertification process from providing proof of points from all applicants to an audit system.

As part of the marketing committee's efforts, Christina is looking to make "clickbait" style pieces to entice members into training, certification, and renewal. Plans to make a video series on the stages of certification, aimed at various needs, career stages, and generations.

Action: Christina to develop a presentation and set of FAQs to help alleviate concerns from candidates with "cold feet" about achieving their CCEA.

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Software Specialty Certification and sCEBoK Update

Brian Glauser

Brian indicates while the sCEBoK team was able to present seven modules at the ICEAA Workshop in Portland, activity has stalled over the summer. A subcommittee will be meeting to reorganize the group and chart their plan forward. He and the team are looking forward to making more progress

Action: Brian to update the board at the Winter 2018 meeting on the ongoing status of the Software Specialty Certification and sCEBoK.

CEBoK Update Task Force Report:

Paul Marston

Neil Albert neither present nor provided a pre-read to update the board on the progress of the CEBoK Update Task Force.

Action: Paul to get a report from Neil on the CEBoK Update Task Force and share with the board prior to the Winter 2018 meeting.

Professional Development Committee Report

Andy Prince

Andy presents slides on the Professional Development Committee. He states that previously the committee had been a few separate board positions with no real coordination. Those roles are now centralized under Andy as both the VP of Professional Development and the chair of the Professional Development committee. He is taking actions to create a coherent, integrated plan that accomplishes multiple objectives.

Action: Anyone interested in participating on the Professional Development Committee should volunteer to Andy and/or Megan.

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Chapter & Region Reports

Only one chapter report provided in time for the pre-read distribution; one more provided a day before the board meeting. No questions on those reports or any additional chapter updates.

Rick indicates that Region 2 is looking to coordinate a one-day workshop similar to those in Region 7. Will coordinate with Meghan Kennedy, Washington Capital Area Chapter President, and Megan Jones.

2017 Workshop Review

Megan Jones

Megan presents the 2017 Workshop slides. Original projections had expected Portland to perform similarly to Atlanta; expectations exceeded and revenues reached a six-year high. Attendee feedback very positive, increased government participation, and were exhibitors very happy.

2018 Workshop Introduction

Mike Thompson

Mike presents 2018 Workshop slides. 2018 Workshop committee being formed, and all three keynotes have been invited to speak and have provided verbal agreements. Keynote presentations will be themed to get attendees thinking about the future and how to position themselves for the next step in their careers.

We will be testing a few new discounts to entice attendees to register earlier. Rates will be \$100 less for those who pay for their registrations by May 1, 2018, and authors of accepted abstracts will receive a coupon for an additional \$100 off if they register by March 31. Late registrations impact meal planning, scheduling, and supply ordering, so we hope these incentives will encourage earlier registration.

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New Business

Should the strategic plan be reviewed/renewed? The board agrees, and that more people need to be involved in the plan, especially ones that are expected to still be in the workforce in 15 years.

Action: Megan to distribute the link to the current strategic plan to the board.

Action: All to review the strategic plan to determine what's been accomplished, what still needs to be, and what is still relevant. Volunteers to participate in a strategic plan review group to notify Megan, who will schedule a meeting for discussion by EOY 2017.

Plan New Meeting & Adjourn

Next meeting not yet determined. Will send out suggestions for the date by December 1.
Location TBD. Meeting adjourned at 2:52pm.

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June 5, 2017 Action Review

Paul create a sidebar working group to talk about how to approach the big companies to get back involved and increase membership.

► Paul has nominated Christian Smart to be the Outreach Committee Chair. This item will now be the committee's responsibility.

Neil to present at the October 2017 board meeting the CEBOK Update Task Force's decision on how to approach the content improvement vs. platform update challenge.

► Neil not present. Paul will request email update from Neil.

DONE: Jason, Kevin and Megan to present another new suggestion for CEBOK training licenses at the October 2017 meeting.

DONE: Sharon to add metric to the report on the number of people who are up for recertification who don't renew, and on the ratio of contractor vs. government employees taking the exam.

Christina to develop a presentation/set of FAQs to help with those who may have cold feet about the exam.

► Ongoing. Working with Peter A. to develop – adding to Winter 2018 actions.

DONE: Megan to send the presented motions to and set up a meeting with the ICEAA Executive Committee, along with the CEBOK Update Task Force and the Software CEBOK Committee, for editing, then send to the Canadian representatives for comments/feedback and present updated motions at October 2017 meeting.

Jason to collect wordsmithing suggestions for the Elevator Speeches and Value Propositions and then present to **Christina** for marketing approach by August 1, 2017.

► Ongoing – adding to Winter 2018 actions.

Megan to distribute the slate of winners for 2018 to the board for an electronic vote prior to informing the winners next year.

► Not yet relevant, but will add to Winter 2018 actions.

Mike to send the guidelines that he had worked on for association awards to Joe Hamaker.

► Ongoing – adding action for Mike to complete by Thanksgiving 2017.

DONE: Megan to work with Bill and Jason to create language for the bylaws that confirm what the constitution defines as a quorum and how it is established, then add a paragraph to

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the bylaws on who can be a proxy (member in good standing), how (by written request prior to a meeting) and for how long (one request grants proxy to the member for all votes in that meeting).

Paul, Megan, Mike, Jason, Andy and anyone else interested from both ICEAA or SSCAG to discuss to work out charter, will meet at PDX Workshop.

► Meeting did not take place. Megan will distribute a request for conference call availability and will conduct a call by Thanksgiving 2017.

Carried/Ongoing Action Items

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 Peter Andrejev will review for Booz Allen (all to start).

► Incomplete. Moving to Winter 2018 actions.

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

► Unsure if done, but transferring action for Megan to work with Sanath and Dale Shermon on possibility of adding two days of International Training Symposium to SCAF's 2018 Workshop.

Mike 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.

► Ongoing and in process. Chapter funding policy a first start in refreshing chapter development procedures. New Action: Megan and Britt Staley to test possibility of chapters updating their pages on the ICEAA website.

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

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ICEAA Executive Committee to develop a business model for sCEBoK to present to sCEBoK committee. **Megan** to plan meeting for after July 4. During that meeting, **Brian** will discuss with Paul and Megan about options and feasibility of collaboration between ISBSG and ICEAA.

► Ongoing and in process. A preliminary proposal in the MOU between ICEAA and Nesma includes some aspects of the business model. Moving to Winter 2018 actions.

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. Update, June 2016: needs to wait until after business plan established.

► Ongoing – adding to Winter 2018 actions

DONE: Neil to send question ideas to Megan for a CEBoK users survey (Survey written, distributed, and completed by 70 participants by September 15, 2017).

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)

► Action passed to Rick who will update at Winter 2018 meeting.

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 distributed the list over the summer. Bill has been working on it and is nearly finished.

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) (Will remain on ongoing actions.)

Megan to conduct member satisfaction survey in 2016 or 2017. (Carried from June 2015 will keep as an open action until further notice)

► Suggest moving until 2018 or after value proposition is complete so members can be polled on those topics. Will keep on ongoing actions.

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Peter Andrejev to work with **Erin Barkel** to get Canadian participants on the CCEA exam question group.

Sanath to propose to SCAF to become an ICEAA Chapter; will report to ICEAA on their response. If both groups agree, will begin working out the details of the arrangement.

Ellie to form a Retention/Recruitment focus group. Anyone interested in participating should email **Megan**. **Erin, Britt, Mike, Christina,** and **John Deem** volunteer.

Peter A. to present a motion at the winter 2018 board meeting to change the CCEA recertification process from providing proof of points from all applicants to an audit system.

Christina to develop a presentation and set of FAQs **with Peter A.** to help alleviate concerns from candidates with “cold feet” about achieving their CCEA.

Brian to update the board at the Winter 2018 meeting on the ongoing status of the Software Specialty Certification and sCEBoK.

Paul to get a report from Neil on the CEBoK Update Task Force and share with the board prior to the Winter 2018 meeting.

Anyone interested in participating on the Professional Development Committee should volunteer to **Andy** and/or **Megan**.

Megan to distribute the link to the current strategic plan to the board.

All: review the strategic plan to determine what’s been accomplished, what still needs to be, and what is still relevant. Volunteers to participate in a strategic plan review group to notify **Megan**, who will schedule a meeting for discussion by EOY 2017.

Megan and **Britt Staley** to test possibility of chapters updating their pages on the ICEAA website.

Brian to schedule a discussion with **Paul** and **Megan** about options and feasibility of collaboration between ISBSG and ICEAA.

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All: let **Megan** know about various conferences and meetings throughout the year so she can attend if possible to represent ICEAA, meet new potential members, etc.

Carried/Ongoing Action Items

Jason to collect wordsmithing suggestions for the Elevator Speeches and Value Propositions and then present to **Christina** for marketing approach by August 1, 2017. (Carried from June 2017)

Megan to distribute the slate of winners for 2018 to the board for an electronic vote prior to informing the winners next year. (Carried from June 2017, will be relevant Winter 2018)

Mike to send the guidelines that he had worked on for association awards to Joe Hamaker. (Carried from June 2017)

Megan will distribute a request for conference call availability from **Paul, Mike, Jason** and **Andy** to discuss SSCAG and the ICEAA Space SIG and will conduct a call by Thanksgiving 2017. (Carried from June 2017)

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 **Peter Andrejev** will review for Booz Allen (all to start). (Carried from June 2017)

Megan to work with **Sanath** and **Dale Shermon** on possibility of adding two days of International Training Symposium to SCAF's 2018 Workshop. (Carried from June 2017, transferred to Megan)

ICEAA Executive Committee to develop a business model for sCEBoK to present to sCEBoK committee, review MOU between ICEAA and Nesma for ideas on how the sCEBoK business model could work. (Carried from June 2017)

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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. Update, June 2016: needs to wait until after business plan established. (Carried from June 2017)

Megan to conduct member satisfaction survey. Update: September 2017: delay survey until after value proposition work complete to poll members on those topics. (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.

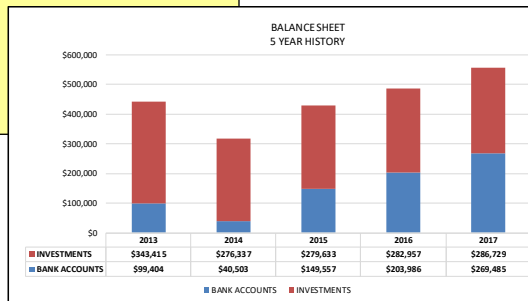


Balance Sheet for 2017

CUMULATIVE BALANCE SHEET				
INVESTMENTS/CASH POSITION - END OF DECEMBER 2017				
	BALANCE	RATE	INT.	MATURE
PFCU - 7047946-56-6	\$43,192	1.51%	\$519	Jul-19
PFCU - 4507023-56-4	\$20,978	1.40%	\$292	May-18
PFCU - 4339703-56-5	\$31,757	1.25%	\$428	Dec-17
PFCU - 4566018-56-2	\$81,802	1.51%	\$1,141	Feb-19
PFCU - 4717075-56-0	\$36,148	1.30%	\$467	Feb-18
PFCU - 4717076-56-8	\$35,924	1.41%	\$460	Aug-18
PFCU - 4717077-56-6	\$36,415	1.10%	\$466	Jul-18
PFCU MONEY MARKET & CASH	\$514			
SUBTOTAL INVESTMENTS	\$286,729			
CHECKING ACCOUNTS	\$254,431			
TD BANK JOURNAL ACCOUNT	\$15,054			
ANNUAL INTEREST EARNED				
TOTAL LIQUIDITY	\$556,214			

• TDBank account closed January 2018, funds moved to checking (account no longer necessary)

• Given current liquidity, planning to move some funds from checking to a new CD in 2018



Our funds available position has improved each year since 2014



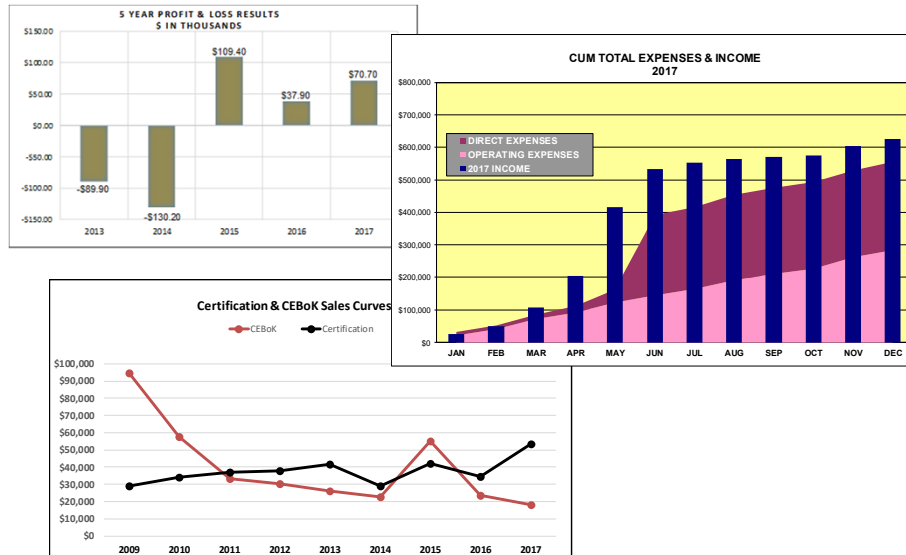
Profit & Loss for 2017

Activity	2017 Budget	As of December 2017		Delta vs. 2017 Budget
		Income	Expenses Net	
ICEAA Workshop	\$130,000	\$397,195	\$228,453	\$168,742
IPM Conference	\$25,000	\$32,989	\$1,852	\$31,137
Certification Program	\$35,500	\$53,497	\$1,614	\$51,882
CEBoK Sales & Training	\$20,000	\$18,213	\$1,444	\$16,769
Publications: ICEAA World & Journal	-\$30,000	\$11,523	\$34,101	-\$22,578
Membership: Management & Support	\$82,000	\$101,903	\$1,609	\$100,294
Advertising	\$4,000	\$5,569	\$0	\$5,569
Interest & Other Income	\$5,000	\$4,330	\$0	\$4,330
Chapter Support	-\$7,000	\$0	\$2,800	-\$2,800
Staffing & Contractors	-\$246,000	\$0	\$204,266	-\$204,266
Office Operations	-\$79,000	\$0	\$78,373	-\$78,373
Other Expenses	\$0	\$0	\$0	\$0
TOTALS	-\$60,500	\$625,218	\$554,512	\$70,706

Strong workshop, certification, and membership income (total of \$73k > budget), along with staffing economies (\$42k < budget) contributed to positive 2017 outcome of almost \$71k.



2017 in Perspective



2018 Budget Estimate

Activity	2017 Actual	2018 Projected Budget		
		Income	Expenses	Net
ICEAA Workshop	\$168,742	\$392,550	\$245,270	\$147,280
IPM Conference	\$31,137	\$34,500	\$1,850	\$32,650
Certification Program	\$51,882	\$48,150	\$1,600	\$46,550
CEBoK Sales & Training	\$16,769	\$14,560	\$6,500	\$8,060
Publications: ICEAA World & Journal	-\$22,578	\$11,500	\$49,335	(\$37,835)
Membership: Management & Support	\$100,294	\$102,000	\$900	\$101,100
Advertising & Membership Outreach	\$5,569	\$5,500	\$5,000	\$500
Released from Chapter fund returns for use in Membership Outreach Efforts	-	\$5,000	\$0	\$5,000
Interest & Other Income	\$4,330	\$3,800	\$0	\$3,800
Chapter Support	-\$2,800	\$0	\$0	\$0
Staffing & Contractors	-\$204,266	\$0	\$249,000	(\$249,000)
Office Operations	-\$78,373	\$0	\$74,085	(\$74,085)
Other Expenses	\$0	\$0	\$0	\$0
TOTALS	\$70,706	\$617,560	\$633,540	(\$15,980)

← Two 2017 payments delayed to 2018 for incorrect billing

← \$24,727 currently held in reserve from chapter fund returns

Major changes for 2018 include third full time staffer and investment in membership growth initiative

ICEAA Membership 2012-2018

Business Office Report

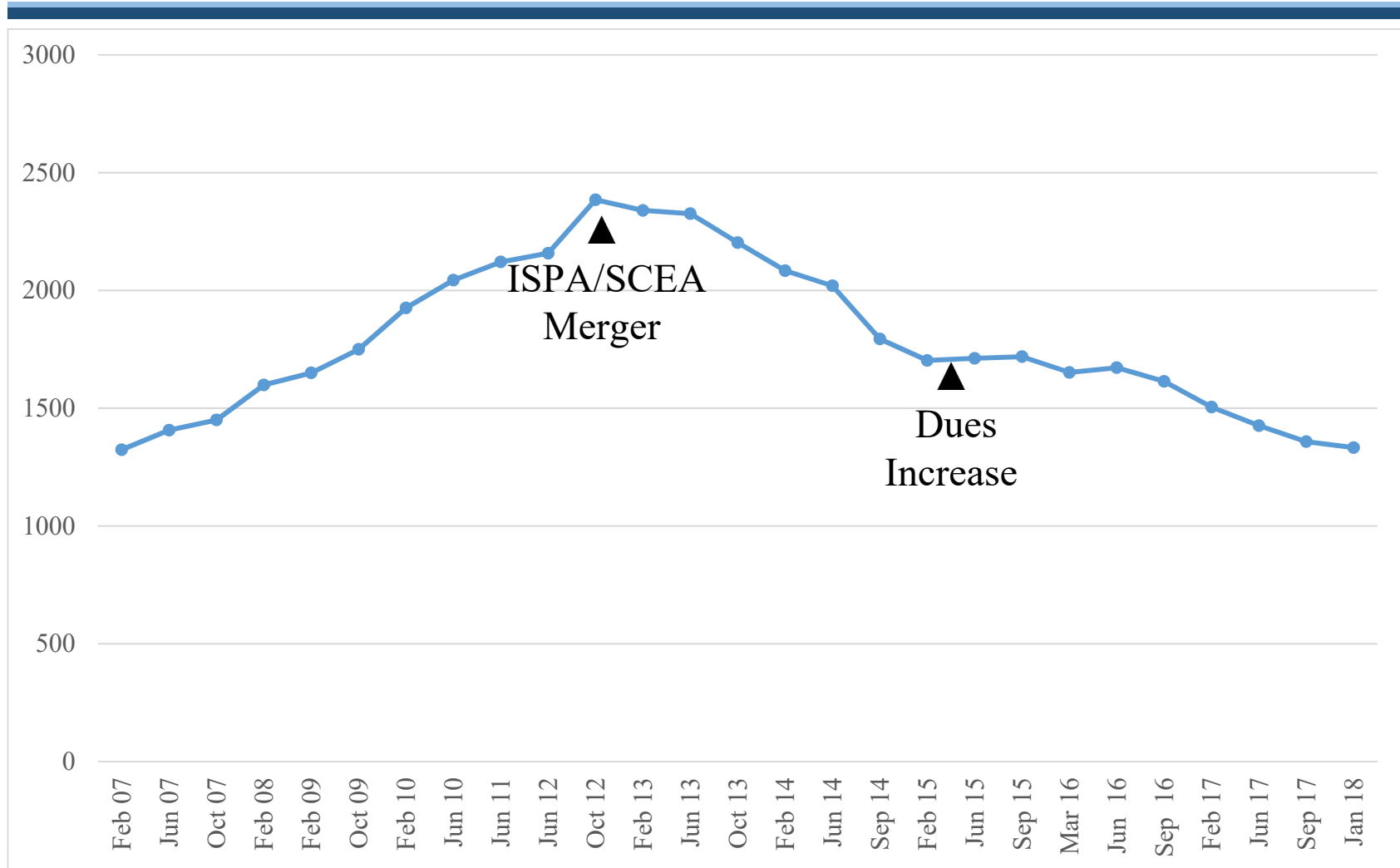
	Jun12	Oct12	Feb13	Jun13	Oct13	Feb14	Jun14	Sep 14	Feb 15	Ju 15	Sep 15	Mar 16	Jun 16	Sep 16	Feb 17	Jun 17	Sept 17	Feb 18
TOTAL MEMBERSHIP	2158	2385	2340	2326	2203	2084	2020	1794	1703	1712	1719	1652	1672	1614	1505	1426	1358	1333
Atlanta	11	12	15	17	16	16	14	10	11	10	7	6	4	3	4	4	4	4
Australia													47	43	42	51	50	48
Baltimore	49	55	43	44	44	38	30	31	30	27	26	20	23	24	22	18	15	13
Canada										24	48	58	60	74	51	55	61	56
Central Florida	50	49	47	44	40	38	31	28	21	21	21	25	27	25	23	20	16	17
Central VA				24	25	21	23	21	22	23	24	26	26	26	24	23	24	23
Dayton OH	108	112	103	96	94	79	73	63	60	76	73	70	70	70	63	58	47	47
DC Metro	557	573	559	531	494	196	460	430	429	408	397	375	377	370	359	348	336	345
Detroit				19	20	16	12	10	8	8	9	10	10	9	8	8	10	12
Greater Alabama	95	110	101	104	97	86	83	63	68	80	83	75	80	76	73	60	56	53
Hampton Roads VA	38	51	39	35	31	28	27	22	20	19	19	17	19	19	21	21	21	18
Houston	31	27	27	26	22	20	17	15	14	13	16	16	15	15	10	10	9	9
Lone Star TX	37	48	41	40	3	31	29	24	27	27	27	25	26	27	23	20	19	15
Mid-Atlantic	23	33	17	14	15	11	11	11	12	13	16	13	13	11	13	13	15	15
New England	124	110	102	98	91	96	89	83	76	87	82	79	82	81	77	72	56	62
Northwest	191	205	211	209	194	170	167	124	110	119	130	127	108	78	63	46	36	33
Northwest Florida	26	24	24	21	15	16	15	15	15	19	16	14	13	12	10	8	7	7
Pike's Peak	33	39	38	39	37	35	32	31	32	28	27	22	22	25	23	21	22	23
Rocky Mountan / Denver	44	50	42	40	41	36	30	23	25	27	23	23	27	21	21	18	13	10
San Antonio TX	7	7	8	6	6	4	4	5	4	6	5	5	5	5	4	4	2	1
San Diego	61	61	61	64	67	62	59	38	40	45	45	43	47	48	41	40	40	39
So Cal	105	182	180	186	181	171	166	151	149	150	148	145	140	134	123	120	117	111
St. Louis Gateway	51	54	50	50	48	46	43	35	30	31	31	30	32	30	30	24	20	16
Twin Cities	10	11	12	12	12	11	11	9	9	6	6	7	7	6	7	7	7	7
At Large/No Chapter				538				442	441	445	440	369	392	382	370	357	355	349

ICEAA Membership 2011-2017

Business Office Report

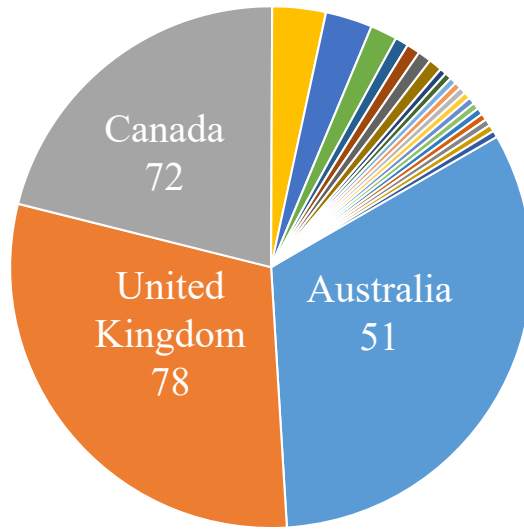
	Jun12	Oct12	Feb13	Jun13	Oct13	Feb14	Jun14	Sep 14	Feb 15	Ju 15	Sep 15	Mar 16	Jun 16	Sep 16	Feb 17	Jun 17	Sep 17	Feb 18
TOTAL MEMBERSHIP	2158	2385	2340	2326	2203	2084	2020	1794	1703	1712	1719	1652	1672	1614	1505	1426	1358	1333
BAE														22	26	26	24	24
BAH	189	172	156	154	133	122	109		79	76	82	84	81	75	61	59	64	71
BMT																15	14	15
Boeing	270	293	285	296	273	244	256		173	177	174	166	145	100	90	69	58	53
Cobec							20		20	19	21	16	16	16	18	21	22	27
Deloitte							30		17	17	20	17	17	14	9	7	8	16
Galorath													14	18	18	21	18	15
Herren																	12	12
Lockheed Martin	80	76	77	74	67	68	59		42	43	42	39	40	39	35	31	27	24
MCR	50	53	47		45	39	37		27	28	28	24	29	27	22	25	23	22
MITRE					29	30	30		27	26	24	25	24	24	23	22	21	21
Northrop Grumman									29	31	33	30	31	30	25	25	23	23
PRICE													19	18	17	17	12	11
Raytheon									14	14	15	14	15	16	16	15	15	14
Technomics	59	70	70	67	66	68	68		71	78	62	62	63	60	58	62	47	54
Tecolote	110	113	113	116	123	118	114		104	113	109	102	112	112	106	103	87	85

State of the Association: Membership Trends 2007-2018



State of the Association: International Membership

UK	78
Canada	72
Australia	51
Netherlands	8
Germany	7
Japan	4
China	2
France	2
South Africa	2
South Korea	2
Bahrain	1
Belgium	1
Brazil	1
Egypt	1
Estonia	1
Hong Kong	1
Italy	1
Mexico	1
New Zealand	1
Norway	1
Sri Lanka	1
Turkey	1
Zimbabwe	1



Government Employees (*estimated*)

	May 2017	Sep 2017	Jan 2018
DoD et al	15	18	16
Air Force	101	109	95
Navy	28	39	31
Army	11	10	14
Marines	-	5	5
Coast Guard	-	1	1
NASA	22	24	20
Missile Defense Agency	-	15	15
State/Local	3	0	1
Misc Gov.	30	34	36

	May 2017	Sep 2017	Jan 2018
International Government			
Australia	22	23	22
Belgium	1	1	1
Canada	43	54	49
Japan	1	1	1
Korea	2	2	2
Netherlands	3	4	4
UK	49	40	42

Total Government Employees (est.) 335

Total Membership as of 1/18 1333

Percentage of Membership 25%



Down from 28% Sept. 2017

2020 Workshop Site: San Antonio

Hyatt Regency San Antonio

- May 12-15, 2020
- ICEAA block rate \$215
- 30% of rooms at government rate
- \$95,000 food & beverage minimum
- Free meeting room wifi
- Hotel located on the San Antonio Riverwalk and overlooks the Alamo



Phoenix: June 12-15, 2018

Tampa: May 14-17, 2019

Does the hotel brand really matter?

	2015 San Diego Sheraton		2016 Atlanta Hyatt		2017 Portland Marriott	
Total Attendees	440	100%	369	100%	406	100%
Gov attendees	126	29%	124	34%	174	43%
Non-gov attendees	314	71%	245	66%	232	57%
Total Attendees	440	100%	369	100%	406	100%
Hotel guests	295	67%	235	64%	235	58%
Non-guests	145	33%	134	36%	171	42%
Hotel guests	295	100%	235	100%	235	100%
ICEAA block rate guests	201	68%	161	69%	162	69%
Gov block rate guests	94	32%	74	31%	73	31%
Gov block rate guests	94	100%	74	100%	73	100%
Non-gov attendees using gov rate	38	40%	36	49%	20	27%
Gov attendees	126	100%	124	100%	174	100%
Gov attendees not at hotel	48	38%	74	60%	84	48%



Chapter Financial Status as of February 1, 2018

Business Office Report

Chapter	Region	Reported Balance	Last Report Date	Funds Returned	Status
New England	Region 1	\$ 10,635	2016		
Mid-Atlantic	Region 1	\$ 103	2013		Chapter dormant. No contact.
Washington Capital Area	Region 2	\$ 11,325	2014		
Baltimore	Region 2	\$ 1,671	2014		Discussing fund return, new ideas
Central Virginia	Region 2	\$ -	-	\$ 111	Returned Funds Jan 2018
Hampton Roads	Region 2	\$ 840	2014		Working to re-start
Greater Alabama	Region 3	\$ 15,168	2016		
Northwest Florida	Region 3	\$ 2,300	2012		Working to re-start
Central Florida	Region 3	\$ -	-	\$ 3,624	Returned Funds Dec 2017
Atlanta	Region 3	\$ -	-	\$ 18,586	Returned Funds Aug 2016
Detroit	Region 4	\$ 598	2017		In limbo. Not sure what to do.
St. Louis Gateway	Region 4	\$ 8,377	2015		
Greater Dayton	Region 4	\$ 2,000	2015		
Pike's Peak	Region 5	\$ 1,136	2018		
Rocky Mountain	Region 5	\$ -	\$ -	\$ 1,448	Returned funds Sept 2017
Twin Cities	Region 5	\$ 643	2016		
Northwest/Washington	Region 5	\$ 1,040	2014		
Heart of Texas San Antonio	Region 6	\$ 318	2018		Returning funds
Houston/Clear Lake	Region 6	\$ -	\$ -	\$ 957	Returned Funds March 2016
Lone Star Texas	Region 6	\$ 3,735	2013		
Southern California	Region 7	\$ 8,200	2012		
San Diego	Region 7	\$ 30	2018		
Australia, Canberra	Intl	\$ 735	2016		
Canada	Intl	\$ 72,365	2018		

Outstanding funds not reported in 2018 \$ 67,370

Status of Files Requested from Chapters as of February 1, 2018 Business Office Report

Chapter	Region	President	Board Roster	
			Request	2017/2018 Financial Report
New England	Region 1	Lane, William		
Mid-Atlantic	Region 1	<i>DORMANT</i>	Chapter dormant	Chapter dormant
Washington Capital Area	Region 2	Kennedy, Meghan	Received	
Baltimore	Region 2	Dachepalli , Asha		
Central Virginia	Region 2	Staley, Britt	Received	No report required, funds returned
Hampton Roads	Region 2	Kilgore, Jonathan		
Greater Alabama	Region 3	Alford, Brian		
Northwest Florida	Region 3	Sanders, Tom (acting)		
Central Florida	Region 3	Hobbs, Chris	Received	No report required, funds returned
Atlanta	Region 3	<i>DORMANT</i>	Chapter dormant	Funds returned
Detroit	Region 4	Holm, David	Received	
St. Louis Gateway	Region 4	Glogoza, Steven		
Greater Dayton	Region 4	Popovich, Phil	Received	
Pike's Peak	Region 5	White, Elizabeth		Received
Rocky Mountain	Region 5	<i>DORMANT</i>	Chapter dormant	Funds returned
Twin Cities	Region 5	Zahn, Geoff	Received	
Northwest/Washington	Region 5	Doherty, Michael (?)		
Heart of Texas San Antonio	Region 6	Bach, David		No report required, funds returned
Houston/Clear Lake	Region 6	<i>DORMANT</i>	Chapter dormant	Funds returned
Lone Star Texas	Region 6	Potter, Rex	Received	
Southern California	Region 7	Harwin, Richard	Received	
San Diego	Region 7	Jerome, Christopher		Received
Australia, Canberra	International	Clavell, Tracey		
Canada	International	Weltman, Peter	Received	Received

Location Search Process

There have been some questions as to how the workshop locations are selected:

1. Our hotel search and negotiation contractor, Helms Briscoe, sends RFPs to all hotels in any city requested
2. Receive proposals from hotels interested in hosting us
3. Narrow the search down to one city that has the most viable hotel choices (usually 2-3 hotels)
4. Visit the hotels in that city
5. Choose the winner from those hotels based on the space available, price, deals/discounts offered



Location Search Process: 2020

The search for a 2020 location was especially difficult.

- When looking for Portland, Phoenix, and Tampa, we were able to select a city with multiple options from RFPs to five cities
- For 2020, we sent RFPs to: Charleston SC, Providence RI, Pittsburgh, Nashville, Louisville, Minneapolis, Indianapolis, Dallas/Ft. Worth, Austin, and San Antonio.
- Most of the cities had one hotel that could fit; only San Antonio had two. Don't want to spend money traveling to look at one hotel
- We can't have the workshop in a hotel that's too small for us, and we can't stay in a hotel that doesn't send us a proposal.



Many hotels don't bid on us. Why?

- We request 50% of our rooms at the government per diem rate
 - Those that send us proposals offer 30%. Some refuse us outright based on our demand for per diem rooms
 - The number of rooms we sell at the per diem rate is proportionate to our ICEAA block rate – the more rooms we get at per diem, the higher the block rate, making it difficult to keep the ICEAA rate around \$200 (or less than Expedia)
- We require a lot of meeting space. On our peak day, we need:
 - Five rooms that can hold upwards of 100 attendees (papers)
 - Four rooms that can hold around 40 attendees (training)
 - A general session space that can seat 450-500 (50 tables set for 10, but nobody ever sits 10 per table – Portland was set for 450 and was just right for what was probably 375 in the room at once)
 - Exhibit space for 15-20 booths
 - Other misc rooms for ad hoc, storage, etc.



Many hotels don't bid on us. Why?

- Our room night commitment is low
 - In 2016, our contract stipulated we would sell 80% of 1,300 room nights or face an attrition penalty (if less than 1,040 nights were sold to attendees, we have to pay for room nights to reach that total).
 - Atlanta 2016 paid an attrition penalty of \$9,140 for selling only 941 nights
 - Portland 2017 barely made 1,040 but the fee was waived
 - Phoenix 2018 is contracted for only 80% of 1,200 nights, or 960
 - 360 of those nights are at the \$93 gov rate vs. the \$169 ICEAA rate making the hotel less flexible with penalties
- Many hotels simply don't have enough meeting space for us
- The large hotels that can accommodate us either want enough nights from one meeting to sell out, or to give little enough space to have two conferences at once





Membership Outreach Committee

Ellie Bassett, Chair

John Deem

Britt Staley

Christina Snyder

Mike Thompson

1

Overall Goals

1. Retain Membership
2. Increase Membership
3. Motivate Members to Become Actively Involved
4. Increase Awareness of Certification



2

Goal: Increase Membership / Awareness

Approach: Career Awareness Effort

Intent: Increase awareness of cost fields as interesting and lucrative careers for potential graduates to investigate.

Actions: Provide resources to colleges/universities to increase awareness of cost professions to prospective graduates in relevant majors

- Reaching out to colleges/universities with relevant programs to offer assistance
- Requesting to have cost careers included on their lists of potential careers for graduates in those majors
- Participating in career fairs
- Meeting with/presenting for student groups/chapters/clubs focused on these majors
- Creating videos for YouTube featuring testimonials from recent (and recent-ish) graduates on how they found their career in cost estimating and what it's done for them

ASU Arizona State University Academic Programs

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Undergraduate Degrees • Undergraduate Minors & Certificates • Graduate Programs • Resources •

Applied Mathematics, BS

Academic Programs / Undergraduate Degrees / Applied Mathematics

Sign in to save your search results for later use

Career Opportunities

Students in this program will be prepared to apply their analytic skills and technical knowledge to problems in a range of careers in industry, government, education or nonprofit organizations. They also may pursue advanced degrees in the mathematical sciences (e.g., mathematics, statistics and applied mathematics such as in mathematical biology).

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

Career	*Growth	*Median Salary
Actuary (Financial Risk Analyst)	18.1%	\$96,700
Bioinformatics Scientist		\$74,720
Biostatistician	33.8%	\$79,990
Health Sciences Manager	3.3%	\$120,050
High School Teacher	5.8%	\$56,310
Mathematician	21.4%	\$103,720
Molecular Biologist		\$74,720
Photonics Engineer	4.0%	\$94,240
Statistician	33.8%	\$79,990
Validation Engineer	4.0%	\$94,240

*Data derived from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor-Employment and Training Administration (USDOL/ETA)

● Bright Outlook ● Green Occupation

← COST ESTIMATOR!

IOEAA International Cost Estimating and Analysis Association

4

Goal: Increase Membership / Awareness

Approach: ICEAA Awareness Effort

Intent: Increase awareness of ICEAA as a valuable resource for learning more about cost careers and advancing in the field

Actions: Promote resources and benefits of ICEAA membership for access by those interested in pursuing or advancing their cost career

- Create a cost careers page on iceaaonline.com that outlines:
 - How cost careers fit into the picture and the impact a cost estimator has on a project
 - What other terms/job titles are cost in disguise
 - Why cost is valuable and how cost experience can be used in different ways
- Creating videos for YouTube featuring:
 - Testimonials from recent (and recent-ish) graduates on how ICEAA has benefitted their cost career
 - Testimonials on the value of certification
 - Testimonials on the value of attending ICEAA events



5

Long Term Plans/Paths to Explore

- Demonstrate value of ICEAA membership
 - What do we say?
 - How do we say it?
 - To whom?
- Involve Chapter Presidents and Regional Directors
 - Confirm members' affiliation / employer
 - Find out what keeps members coming back
 - Find out where "lost" members went and why did they leave?
 - Identify local companies that have no members
 - Demonstrate chapter activity and leadership enthusiasm to the public



6

Overall Summary Statistics

- Overall certifications as of January 30, 2018:
 - CCEA® 738 (including 19 CCEA®-P) (737 as of 9/8/17)
 - PCEA® 119 (112 as of 9/8/17)
 - CPP 8 (8 as of 9/8/17)
 - Overall 65% of applicants taking the exam earned certification in 2017
- Re-certifications:
 - 8 Re-certifications in 2018 to date
 - 80 Re-certifications in 2017 (159 in 2016)
 - Annualized Recertification rate: 56% (80 of 142 eligible between 1/17-1/18)
- Other Countries with Certified Individuals:

– Australia – 8	– UK – 68
– Belgium – 1	– Japan – 1
– Canada – 41	– Saudi Arabia – 1
– Egypt – 1	

2



Certification Program since last time...

- Operational Status
 - 133 applicants tested during 2017 (113 total applicants tested in 2016)
 - Of the 133, 92 were from consulting companies, 39 from government (21 Canadian Government, 12 USAF, 1 DISA, 1 US DoD)
 - 24 are currently scheduled to test through July (UK) with additional exam dates planned for March/April (Booz Allen, Kalman, MCR, TACOM)
- Strategic Agenda
 - International certification standards – tele-meetings with Peter Weltman (ICEAA Canada) to reengineer exam questions that are US-biased and fail to meet international relevance and degree-of-knowledge objectives
 - “New” certification products –
 - Certification in Software Cost Estimating – Software Cost Estimating committee
 - CCEA® Emeritus – Need to develop policy for granting emeritus status to retirees
 - Secession planning – Identifying apprentice(s) for next generation leadership
- Action Items
 - ✓ Motion to change the CCEA recertification process from submitting evidence for all points claimed to a streamlined, audit-based system
 - ✓ Gathering FAQs from CCEA Exam Overview for Christina Snyder to alleviate concerns from candidates with “cold feet” about certification

3



Motion to change submission of recertification points to audit-based process

To keep with recertification programs of other associations, we need to:

- Remove the burden on applicants to provide evidence for every recertification point claimed
- Ease the burden on the International Office to collect and adjudicate every piece of evidence submitted by applicants

Discussion

- Current recertification application includes 17 different categories of points claimed and requires submission of evidence for each of the 17 categories, many of which must be retrieved from other sources (e.g., sponsoring organization) and often require multiple proof points per category. (See existing Recertification Application requirements.)
- Proposed recertification application includes 11 different categories of points claimed and requires submission of evidence for only 5 of the categories, all of which are in the possession of the applicant. (See proposed revised Recertification Application requirements.)

4

ICEAA International Cost Estimating and Analysis Association

Motion to change submission of recertification points to audit-based process (cont'd)

Discussion (cont'd)

- Much of the evidence required under the current recertification form is already available to the International Office (e.g., Membership in ICEAA, Attendance at International Workshops, Role as National/Chapter Officer).
- Should an applicant claim points that are suspect (e.g., attendance at a not-readily-recognized conference), the International Office would retain the right to withhold recertification until the applicant provides necessary evidence to substantiate the claim.

Motion – I move that:

The International Office employ the proposed new Recertification Application and accept recertification points initially claimed by applicants unless said points are suspect or cannot be easily verified, at which time the International Office will withhold granting those points until the applicant provides evidence of their validity. The International Office may also conduct random audits of points claimed on applicants' submissions, requesting evidence of their validity for review and final adjudication.

5

ICEAA International Cost Estimating and Analysis Association

Existing Recertification Application requires:

The Recertification Committee has identified a wide variety of educational endeavors and leadership activities through which recertification qualification can be identified. These programs and activities are listed by category. The Committee will continuously review other programs and activities to identify those which, in its judgment, merit inclusion.

I. PROFESSIONAL EXPERIENCE POINTS

Experience in cost related employment.

Employer	Title	From	To	3/Year

Include a one paragraph job description for each entry on an attached sheet

II. PARTICIPATION AND AWARD POINTS

A. Active Membership in Cost Estimating & Analysis Organizations

From (Mo/No)	To	Organization	1/Year

B. Leadership Positions in Cost Estimating and Analysis Organizations

Attach statement by appropriate National, Regional or Chapter President/Chairperson attesting to your service.

1. National Level: Executive Board Member, Board of Directors, President, Regional VP/Director, or Committee Chair or Regional Director

Organization	Years	3/Year

2. Chapter Level: President, Chapter Officer or Committee Chair

Office	Years	Organization	2/Year

3. Committee Member

National/Regional Chapter	Years	Organization	1/Year

4. Participation/Service in Society Roles

Service	Date	Comment	5/Year

C. Awards for Outstanding Contributions in Cost Estimating Analysis

Attach a copy of each citation received for evaluation by the Recertification Committee.

1. National Award from Cost Estimating and Analysis Association

Award	Date Presented	3/Award

2. Local Cost Estimating and Analysis Association Chapter Award

Award	Chapter	Date	2/Award

3. Awards from Other Professional Organizations related to Cost Estimating or Analysis

Award	Society	Date	1/Award

III. KNOWLEDGE ATTAINMENT AND SHARING POINTS

A. KNOWLEDGE ATTAINMENT

1. University Sponsored Education Programs & Courses

Participants in formal education programs who have achieved credits directly to cost estimating or analysis subjects. Provide a one paragraph or value of each course on a separate sheet and evidence of course completion for evaluation by the Recertification Committee.

Institution	Course	Year	1/2em Hour or CEU

2. Association or Industry Sponsored Cost-Related Training, Public Seminar or Forum

Course	Year	Forum	1/10 Hours

B. KNOWLEDGE SHARING

1. Editor, Cost Estimating & Analysis Publication

Publication	Years	3/Year

2. Referee for a professional journal related to Cost Estimating & Analysis

Include statement by editor attesting to service for each article claimed.

Title	Date	1/Article

3. Published Articles

Each article published on cost estimating or analysis subjects. Articles must be attached to this form for evaluation by the Recertification Committee and should be cited as referred to not referred.

Title	Publication	Date	3/Article

4. Instructor in Cost Estimating Analysis

Complete the information requested below and attach a statement from the appropriate event organizer, training chair, ICEAA officer or other official attesting to the training sessions that you developed and delivered. Examples include: Conference training sessions, Chapter training workshops, regional training events, etc.

Course/Workshop Title	Sponsoring Organization	Attendance #	Date	Session Duration	Up to 2/Session

5. Speeches or Presentations related to Cost Estimating/Analysis

Complete the information requested below and attach a statement from the appropriate event organizer, training chair, ICEAA officer or other official attesting to the training sessions that you developed and delivered. Examples include: Conference training sessions, Chapter training workshops, regional training events, etc.

Speech/Presentation Title	Sponsoring Organization	Attendance #	Date	Session Duration	Up to 2/Session

6. Attendance at Annual Cost Estimating & Analysis Conferences

(May include ICEAA, ISPA, DODCA, etc.)

Location	Year	Organization	2/Conference Attended

• Multiplicity of categories
• Divergence of points per activity

Transcripts from institutions

Statements from publishers

Statements from sponsoring organizations

6

ICEAA International Cost Estimating and Analysis Association

Proposed Revised Application requires:

The Recertification Committee has identified a wide variety of professional, participatory, and educational endeavors through which recertification qualification can be identified. These programs and activities are listed by category. The Committee will continuously review other programs and activities to identify those which, in its judgment, merit inclusion.

I. PROFESSIONAL EXPERIENCE POINTS

Experience in cost estimating-related employment – 3 points per year (1 point per 4 months of employment). Attach resume indicating work experience related to cost estimating and analysis.

Employer	Job Title	Years	Points Claimed

II. PARTICIPATION, SERVICE, AND RECOGNITION POINTS

A. Membership in cost estimating-related organizations – 1 point per year

Identify membership in cost estimating-related professional association.

Organization	No. of Years	Points Claimed

B. Participation in cost estimating-related conferences – 2 points per multi-day conference

Identify attendance at a cost estimating-related conference, workshop or event that is convened for at least two full days or longer (also report points under Knowledge Attainment section).

Organization	Conference/Workshop/Event	Points Claimed

C. Leadership roles in cost estimating-related organizations – 3 points per year per role

Identify roles at national, regional or local levels (i.e., officers, board members, committee chairs, conference chairs) in which you actively participated in sponsored meetings, events, or activities for the furtherance of the organization.

Organization	Leadership Role	No. of Years	Points Claimed

D. Committee/working group service to cost estimating-related events or publications – 1 point per committee role per event/publication

Identify participation in national, regional or local committees/working groups (e.g., conference committees, track chairs, awards committees, paper judges, seminar/workshop event coordinators, certification examination proctors) in which you actively participated in the conduct of the event.

Organization	Event	Committee/Working Group Role	Points Claimed

E. Recognition for contributions to cost estimating-related organizations – 2 points per award

Identify national or local commendations, awards, or citations received for contributions in furtherance of the organization.

Organization	Award/Commendation	Points Claimed

Readily available resume

Evidence on audit or exception basis

7

ICEAA International Cost Estimating and Analysis Association

- Streamlining of categories
- Unified points per activity

III. KNOWLEDGE ATTAINMENT AND SHARING POINTS

A. Completing university (college courses) in cost estimating-related topics (with a final grade of C or higher) – 3 points per 3-credit (or full-semester) course
 Identify college-level courses completed in cost estimating-related topics.
 Attach copy of transcript or "report card" indicating final grade.

University/College	Course Title	Grade	Points Claimed

B. Attending association or industry sponsored training in cost estimating-related topics – 0.2 points per classroom hour (8 classroom hours for 1 point)
 Identify training classes (including "workshops, proctored training sessions) attended in cost estimating-related topics.

Sponsoring Organization	Class Title (Date)	Class Hours	Points Claimed

C. Teaching, lecturing, presenting on cost estimating-related topics – 3 points per topic per year
 Identify speeches, classes, seminars, lectures presented (during at least one) on cost estimating-related topics.
 Attach copy of presentation/speech.

Sponsoring Organization	Event (Date)	Class Presentation Title	Points Claimed

D. Writing, publishing non-referred articles on cost estimating-related topics – 3 points per published article
 Identify articles or publication authored or co-authored on cost estimating-related topics. (Articles must be greater than 750 words, e.g., letters to editors are excluded as a publication.)
 Attach copy of article/publication.

Publication	Article Title (Date)	Points Claimed

E. Writing, publishing referred "technical" articles on cost estimating-related topics – 6 points per referred article
 Identify articles authored or co-authored on cost estimating-related topics that have been referred by a peer or editorial committee for publication in a recognized technical journal/publication.
 Attach copy of article/publication.

Publication	Article Title (Date)	Points Claimed

- Since 2010, the Director of Certification provides an interactive one-hour session on the *CCEA® Program and Exam Preparation* at the annual International Workshop conference. Topics include:
 - Certification Program Objectives
 - Certification Eligibility
 - Certification Application Process
 - Examination Format
 - Testable Topics
(and Distribution of Questions)
 - Study and Training Resources
 - Sample Questions
 - Recertification Requirements
 - Specialty Certifications
(Parametric Methods)
 - Testimonies
 - Q&A Session
- Content from this needs to be synthesized, “repackaged,” and made available on alternative channels to increase interest in certification by highlighting benefits and dissuading myths

CEBoK Development Wiki

- Request from Neil to get the Technomics-developed CEBoK wiki on the ICEAA website for use by the Update Task Force team for editing and collaborating
- Received a .zip file from Technomics of the wiki files (content, attachments, database files, etc)
- I had no idea how to do migrate the wiki, where to begin, or how much it would take but I knew it was doable



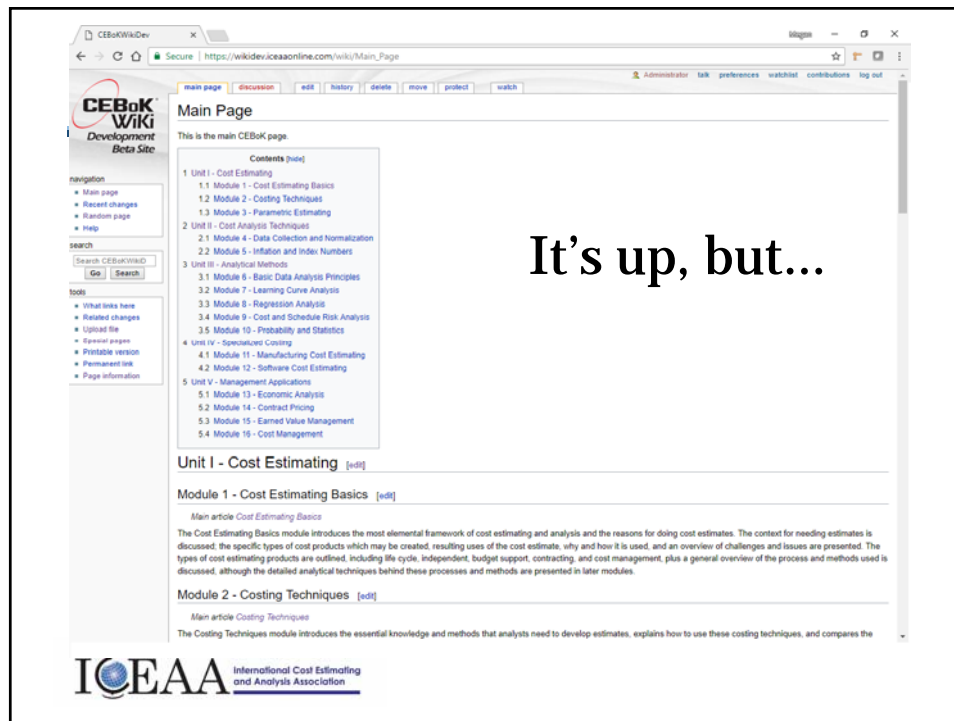
CEBoK Development Wiki

- This was not to be the final version of the CEBoK wiki that will eventually be made available for subscription purchase
- With no 2017 funds allocated for the CEBoK Update and knowing this was a short-term solution for editing purposes, I needed to find an inexpensive solution
- This was out of the scope of our IT contractor service plan



CEBoK Development Wiki

- Found a company that agreed to upload the wiki files and program onto our site for free and host the files on their servers for \$100/year that includes:
 - Secure access to up to 20 users
 - Limited help desk service
 - Ample storage space for attachment files and documents
- But requires:
 - ICEAA to manage day-to-day maintenance
 - Self-help training via online tutorials, FAQs, videos



It's up, but not ready

- Did not feel the wiki was board approved for distribution, even limited:
 - Last update to the board (June 2017) on the Task Force's progress did not indicate the platform has been chosen
 - Update indicated an RFP for managing the platform would be distributed
- I have never used wiki software before
 - It took a while for me to figure out how to get it up
 - And to get it ready for others to see (contained old Technomics links/information)
 - The editors are bound to have technical questions that I don't yet know how to answer or help with (but I'm learning)



Concurrent Action: Determine Public Platform Requirements

- This is the short-term version for editing/updating only, not what will be eventually available to the public
- The ICEAA board will need to decide:
 - How access to the wiki will be distributed, the subscription fee, and subscription terms
 - What extra features may be included, offered, developed (if any)
 - How much we're willing to spend for development
 - How much we're willing to spend on the company that will host/manage the subscription wiki
 - How much it will impact our current customer database system and how much we're willing to spend to make database adjustments to allow for wiki subscriptions



Not just platform requirements

- Would we partner with a LMS provider to help manage CEBoK for a profit share, or pay a recurring fee for service?
- Will we be hiring an editor to proofread the updated version once before it is released or periodically, and if so how frequently, and how much will we spend?
- Will we be hiring a content manager with cost estimating knowledge to ensure consistency of information across modules, check edit submissions, approve updates?

ICEAA Washington Capital Area Report

24 February 2018

Board of Directors:

President: **Meghan Kennedy**

Luncheon/Program Chair: **Ann Hawpe**

Vice President: **Tim Anderson**

Social/Outreach Chair: **Omar Akbik**

Treasurer: **Aileen Donohue**

Membership Chair: **Zach Jasnoff**

Secretary: **Jake Mender**

Web Manager: **Kevin Coonce**

Past President: **Dave Stem**

Board elected: 1 October 2017

Upcoming Events:

- Annual Membership Meeting: Feb. 28, Washington Golf and Country Club, 6 pm
- March Luncheon: TBD
- DC Regional Symposium: Apr. 11, Boeing, Arlington, VA – “Operating and Support Cost Management: Are We Practicing What We Preach?”
-

Recent Events:

- January Luncheon: Jan. 22, MITRE, McLean, VA – “Overview of GAO Best Practices Guides”
- Happy Hour: Feb. 7, Sine, Arlington, VA
-

Member Outreach:

- Chapter Awards: Will be presented at our annual meeting at the end of the month. Deadline for nominations was Feb. 2. Chapter winners are forwarded on for consideration at the International level.
- Training: Continued partnership with Technomics Training Institute
- Social/Service: Several years ago the chapter created a Social/Outreach chair. We’ve had moderate success with happy hours and service events.
- Facebook/Linked In: Last month, the chapter created its own Facebook and Linked In accounts. We look forward to being able to offer more up-to-date information to our members through social media.
-

Member Recognition:

- Special thanks to **Kevin Coonce**, who has done an outstanding job keeping our chapter website up-to-date and initiating various social media outreach efforts!

ICEAA SO CAL REPORT

31 Jan, 2018

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 **7 March**, hosted by NASA Armstrong in Palmdale CA.

It will include presentations from NASA and JPL and tour and the SOFIA aircraft.

Jeremy Goucher will proctor the certification exams on **3 March**, at the MCR office in El Segundo.



Recent Events:

The chapter held a workshop on **13 Dec 2107** that was hosted at Boeing in El Segundo CA by **Tracy Gregory** and **Lester Wilson**, Sr Manager of Estimating & Pricing.

The keynote speaker was **Enrico Attanasio**, Director of Gov Program in Boeing Satellite Systems discussing future trends in the satellite business. **Chinson Yew** of the Space & Missile Center at LA AFB providing an overview of their cost research and providing an invitation to SMC's next Cost IPT meeting. It was an abbreviated workshop followed by a networking lunch out.



Member Outreach:

There was an open discussion with the board and members at the Dec meeting to survey where we have been as a chapter and where we should be headed in the future.

ICEAA NW Florida Report

1 Feb 2018

Board of Directors:

President: **Tom Sanders** (Acting)

Vice President: NA

Treasurer: NA

Secretary: NA

[List other BOD members]:

Board elected [date]

Upcoming Events:

We'll plan to hold an event, probably a lunchtime event with a speaker, in the coming few months.

Recent Events:

The chapter has been inactive for some time now. Membership is at 8 paid into 2018. I will try once more to energize the chapter in the coming months.

Efforts to kick-start the chapter have drawn small attendance. An attempt to align ourselves with PMI had some promise, but we never followed through. All ideas are welcome.

Member Outreach:

We've entertained ideas in the past few years, but nothing has really stuck. Our biggest hurdle is the fact that the vast majority of cost analysts locally are civil servants at Eglin AFB, and that group has several forums to meet and discuss the same kinds of things ICEAA explores. So we need to offer something different.

Member Recognition:

NA

Other:

NA

ICEAA Greater Alabama Report

February 5, 2018

2017/2018 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:

The Greater Alabama Chapter will be conducting our annual training sessions for the CCEA exam every Tuesday night beginning Feb 6 through Mar 20 covering many topics of the exam, with additional problem sessions conducted the first few weeks in April. Our initial list of RSVPs indicates a much larger group than in previous years (~30 have said they plan to attend at least some of the training). Following the training, we will be hosting CCEA and PCEA exams on 28 Apr.

Our ICEAA chapter, working with members from the cost offices at the Missile Defense Agency and NASA MSFC, will be hosting our Annual Workshop on 7 March at KBR Wyle's office in Huntsville. Most of the speakers have been confirmed covering a variety of topics, but we are still in search of a few more to complete the time we have reserved. There are no plans at this time to have any remote attendance option, but we may be able to if there is interest.

In addition to these meetings, we have the remaining meetings planned through the end of the 2017/2018 program year:

- April 2017: Mr. Jeff McDowell (Tecalote Research): CARDS
- May 2018: End of the year social (location and time TBD)

Recent Events:

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

- Sept 2017: Ms. Denise Dulee (MDA): Not All Operations Research Analysts Are INTPs
- Oct 2017: Dr. Christian Smart (Galarath Federal): Independent Cost Estimates
- Nov 2017 Prof. Darren Sackett (Defense Acquisition University): DoD Market Research Fundamentals and the IGE: How are they related?
- Jan 2018 Mr. Herb Hayes (Probranch LLC): Factors For International Programs Used in Government Estimates

ICEAA Greater Alabama Report

February 5, 2018

Member Outreach:

We had a social happy hour after work in December at Straight to Ale to celebrate the holidays with our colleagues and try and reach out members in a more informal setting and at a different time and place than our normal meetings. At this social, we collected over 40 pounds of non-perishable food items that we donated to the Food Bank of North Alabama

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.

ICEAA Detroit Chapter Report

Feb 1, 2018

Board of Directors:

President: **David Holm**

Vice President: **Dan Germony**

Treasurer: **Jennifer Flanagan**

Secretary: **Trevor VanAtta**

Upcoming Events:

22 Mar 2018 - Certification testing; Culminates five months of structured training and review sessions to prep candidates for the exam. Expect 4-5 candidates to take the exam. Collaborative training effort between Booz Allen Hamilton and US Army TACOM Cost and Systems Analysis analysts.

May 8-10 2018 – 4th annual Ground Vehicle Cost Working Group Summit held at the US Army TACOM installation in Warren, Michigan. Senior Government leaders from OSD CAPE, Army Acquisition, Army, Navy and USMC cost offices plus Ground Vehicle OEMs participate in the three-day event to discuss cost analysis matters.

Member Outreach:

Still working with Mr. **Chuck DePrez** of Ford Motor Company to discuss collaboration opportunities and solicit interest in membership

Member Recognition: - None

Other:

Submitted conference request for review and approval for Government analysts to attend ICEAA national conference in June.

2018 Workshop Update

Mike Thompson
2018 Workshop Chair



Phoenix Renaissance Downtown

ICEAA Rate: \$169

30% of block at government rate

Phoenix Convention Center

Heard Museum

Phoenix Art Museum

Arizona Science Center

Desert Botanical Gardens

Phoenix Zoo

Arizona Diamondbacks - MLB at Chase Field

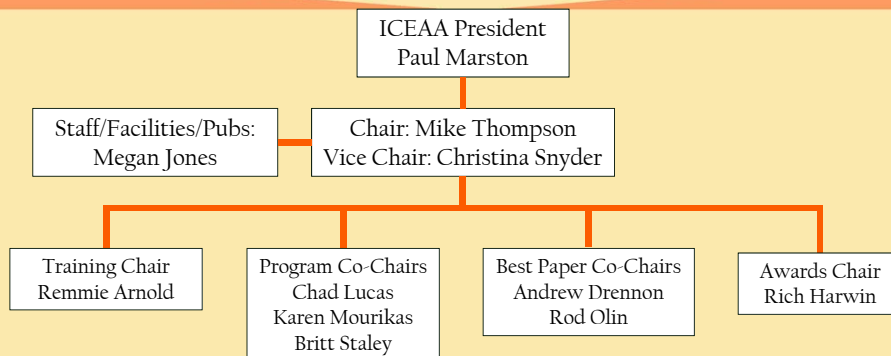


Phoenix Renaissance Downtown

Outstanding meeting space:



2018 Workshop Committee



Current Sponsors & Exhibitors

PRICE

2018 Gold
Solutions Sponsor

SEER
GALORATH

2018 Silver
Sponsor

cobec
CONSULTING

2018 Gold
Service Sponsor

ACEIT
Automated Cost Estimating Integrated Tools

HERREN

MITRE

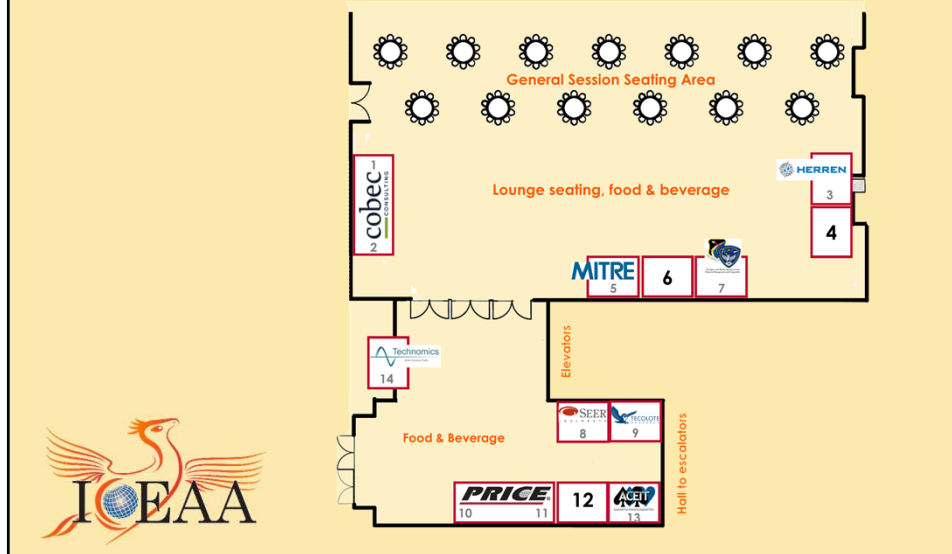
IOEAA
The Open and Modular Gateway
Financial Management and Control

TECOLOTE
RESEARCH

Technomics
Better Decisions Faster

IOEAA

Exhibit Hall as of February 2



2018 Keynotes (invited)

❖ **COL James (Darby) McNulty**

Project Manager
Integrated Personnel and Payroll System – Army (IPPS-A)

❖ **Carol Hibbard**

Former SCEA board member, current
Vice President & Chief Financial Officer for Boeing
Defense, Space & Security

❖ **David Kriegman**

Author, *Zero to a Billion: 61 Rules Entrepreneurs Need to Know to Grow a Government Contracting Business*



Papers Tracks

132 received ❖ 75 scheduled

- | | |
|------------------------------|--------------------------------|
| ❖ Acquisition & Operations | ❖ Management, EVM & Scheduling |
| ❖ Agile | ❖ Methods & Models |
| ❖ Comprehensive Perspectives | ❖ Risk & Uncertainty |
| ❖ Economic/Data Analysis | ❖ Software Estimating |
| | ❖ Technology & Innovation |



Special Earlybird Rates

	Before May 1:	After May 1:
ICEAA Members	\$ 960	\$ 1,060
Non-Members	\$ 1,065	\$ 1,165
Member & Government Employee	\$ 840	\$ 940
Non-member Government Employee	\$ 920	\$ 1,020
<i>For companies sending 5 or more paid registrants:</i>		
Member Group Registrant	\$ 905	\$ 1,005
Non-Member Group Registrant	\$ 1,010	\$ 1,110



Once selected, speakers will receive a coupon code for \$100 off registration valid until March 30, 2018

Registrations as of February 2

2018: 9 registered

2017: 7 registered

2016: 3 registered

2015: 15 registered

*Ran a special for 2015 registrations purchased in 2014

Bulk of registrations come in March

