


TO: NSPE Board of Directors

cc: NSPE Committee, Task Force, Council and Interest Group Chairs
State Society Presidents and Presidents-elect
State Society Executives Council
NSPE Past Presidents

FROM: Mark J. Golden, FASAE, CAE 
Executive Director

DATE: June 2, 2017

RE: Board Update: May 15-31, 2017

Championing the PE License

NSPE is urging the Department of Energy to include professional engineers in all stages of assessment and development of the electric grid. NSPE provided comments in response to Energy Secretary Rick Perry's memorandum examining electricity markets and reliability. [In the memo](#), Perry directed the department's chief of staff Brian McCormack "to initiate a study to explore critical issues central to protecting the long-term reliability of the electric grid, using the full resources and relationships available to the Department." In the [letter](#) to McCormack, NSPE President Kodi Verhalen, P.E., Esq., F.NSPE, states, "NSPE and the professional engineers we represent believe that to protect the long-term reliability of the electric grid, professional engineers must be involved in its planning, design, development, implementation, operation, and evaluation of resiliency."

[NSPE supports a balanced approach to domestic energy development and delivery that safely, reliably, and efficiently minimizes the nation's reliance on foreign sources.](#) The objective of this approach is to provide reliable and cost-effective energy while protecting the public health, safety, and welfare, considering the full life-cycle costs and environmental impacts of all energy sources. NSPE advocates for the inclusion of professional engineers in the development and execution of this approach in all engineering aspects of (1) energy production, including mining, petroleum product extraction, fuel storage, electricity generation, and waste management; (2) energy delivery, including pipelines, ground transportation, and electric infrastructure; and (3) energy conservation and efficiency. These critical elements should be included in the study, particularly because the grid's performance and operation is just as dependent on the delivery infrastructure as it is on the generation sources. Therefore, the electric grid cannot be evaluated in isolation without first determining the nation's approach to electricity generation, as baseload fossil fuel, intermittent fossil fuel, and renewable energy generation resources all impact the operation of the electric grid differently, and professional engineers must be a part of this evaluation.

Educational materials targeted to nonengineer stakeholders, that can be used to advance awareness, and favorable consideration, of the professional engineer and key issues are now available. Please freely use these outreach tools for promoting professional engineers and the issues of importance to PEs and the

NSPE encourages states to use the information in this report in newsletters or other updates to their membership to inform members on the activities of NSPE. As a suggestion, it may be most useful to take the bullets of most interest from the transmittal email. The full report (and past reports) can always be found [online](#).

engineering profession. The Advocacy Tools are available on the [website](#).

The fliers are provided in formats for electronic distribution and “camera ready” for you to print out and use in your advocacy and professional awareness efforts. They include:

- **What is a PE?**

This piece explains what a professional engineer is and what makes the license stand out. It also explains the important role PEs play in protecting the public health, safety, and welfare.

Intended Audience: Suitable for any audience, with a focus on those who are not engineers or PEs, such as students (both K-12 and college), legislators, and other organizations and stakeholders.

This is a two-page document, [print-ready](#), suitable for color or black and white. Also, available in [digital version](#).

- **Key Issues for the Professional Engineer**

This handout is the primary leave-behind identifying the top legislative and regulatory threats professional engineers are facing in 2017.

Intended Audience: Legislators, members of congress or agency staff, other organizations interested in policy activities.

This is a one-page document, [print-ready](#), suitable for color or black and white. Customized handouts featuring state-specific information are available to NSPE state societies. E-mail Stacey Ober (sober@nspe.org) or Jodi Meier (jmeier@nspe.org) for more information.

- **Latest Advocacy Wins**

This document is updated throughout the year and features NSPE’s latest hard-fought efforts to promote the PE and protect the public health, safety, and welfare.

Intended Audience: Members and potential members, partnering organizations.

This is a one-page document, [print-ready](#), suitable for color or black and white. Customized handouts featuring state-specific information are available to NSPE state societies. E-mail Stacey Ober (sober@nspe.org) or Jodi Meier (jmeier@nspe.org) for more information.

Availability of these materials is being promoted via the website, social media, in electronic and print publications, through our online communities, and will be distributed on-site in director visits to state societies.

We are nearing the end of most state legislative sessions, but as of today, legislatures in 17 states and D.C. are still in regular session and three states are in special session. Mississippi begins a special session and Nevada adjourns on June 5th; Louisiana adjourns June 8th; Alaska’s special session ends June 16th; Connecticut adjourns June 17th; Maine adjourns; Vermont’s veto session begins; Washington’s 2nd special session ends June 21st; and

Delaware, New Hampshire and Rhode Island adjourn June 30th. NSPE's legislative and regulatory tracking service updates its list of whose in session daily, and that list can be viewed [here](#). To paraphrase Will Rogers, we're still not safe, so long as the legislature is in session!



This week NSPE began promoting the second annual PE Day, August 2, 2017, on all of our social media channels (Twitter, Facebook, Instagram, and LinkedIn) with the hashtag *#LicensedPEDay*. If you are on social media, please be on the lookout and plan to either retweet, share, or post your own message to get the event on people's calendars and get them thinking about ways to celebrate. There will be four new ways NSPE will be promoting this year's event:

- A graphic “toolkit” is being developed for the website so participants can download and use the tools to help promote the event. A [2017 logo](#) is already available. Items to come in the next couple of weeks include web banners and ads of various sizes that states, chapters, and members can use in their newsletters, websites, etc., and one-pagers and flyers.
- NSPE will be encouraging PEs to take and send in videos of a “day in their life” showcasing all the different projects and work PEs do, which will then be shared and highlighted on August 2. Alternatively, PEs can post these videos to social media with the hashtag, which we'll be monitoring so we can share.
- Securing an official proclamation from your state or local officials – something several states and members did last year – is an excellent way to celebrate the event. To make that process easier, the Communications Committee has put together template language for a [PE Day Proclamation](#), which is now available for download. The template language can be customized with your state (or even a county or city) and presented to your officials. We would love to get as many proclamations as we can this year.
- A concerted effort to reach out to partner organizations to help recognize and promote PE Day will be underway.

Ethical Guide to the Profession

On May 31st, NSPE Deputy Executive Director and General Counsel Art Schwartz led a webinar titled “Key Concepts in Engineering Ethics – Objectivity and Truthfulness; Employment; Public Health, Safety and Welfare; Confidentiality”. The 60-minute interactive webinar attracted 33 sites from around the country with 135 registered attendees.

Powering Professional Advancement



NSPE continues to create marketing materials that state and national leaders can use

in member outreach to promote the 2017 PE Conference as well as material individual

members can use to plan for and make the case for their participation. All this material was shared and stored in the [State and National Leaders Community](#), but for your convenience, is listed with links below:

New items:

- [2017 PECON Flyer](#)
- [Newsletter samples](#)
- [Budget Planning Sheet](#)
- [Employer Justification Letter Template](#)
- PE Conference sessions by Engineering Disciplines (releasing later this week)

Previously shared items:

- [2017 PECON Banner Ad](#) (Please link to [2017 Professional Engineers Conference](#))
- [2017 PECON Postcard](#)
- [2017 PECON Facebook Graphic](#)
- [2017 PECON Square Ad](#) (Please link to www.nspe.org/PE-Conference)

Please share and use this material freely. It is a great vehicle for not only promoting the conference, but making members aware of a benefit of their membership.

Uniting the PE Community

The 10th episode of our *NSPE Speaks* podcast is now available for listening and/or downloading via our [website](#), [iTunes](#), [Stitcher](#), and even [Google Play](#). This new episode features the podcasting team discussing the “Worrisome Workplace” feature package (the original content for PE magazine, discussions on the online community, etc.), which focused on workplace bias in engineering issues and research. In addition, the team highlights current NSPE advocacy efforts, upcoming NSPE events, and discussion of the movie *Hidden Figures* in the podcast’s new “Pop Culture” segment. The team welcomes your feedback and topic requests via podcasts@nspe.org.



More than 100 state leaders from 44 state and territorial societies participated in the May 17th House of Delegates interactive webinar working session on the new membership business model. The session has been archived if you missed the event and would like to view and listen to it [online](#). The next working session is scheduled for June 20th at 2:00 PM Eastern time.

Also, the many questions, discussion and issues emerging from this ongoing dialogue have been compiled and organized into a [Frequently Asked Questions](#) site. Additional entries are being added weekly.

NSPE officers and board members participated in the following meetings during the last two weeks in May.

- Vice President Michael Aitken attended the Annual Meeting of the Maine Society in Walpole, ME, on May 20th, where he met with the MeSPE board and state members.

- President Verhalen attended the 2017 Annual General Membership Meeting of Engineers Canada in St. John's, Newfoundland, where she was invited to address the EC Board of Directors.
- Southeast Region Director Shannon Looney participated in the joint Annual Conference of the Alabama Society of Professional Engineers and the Mississippi Engineering Society in Orange Beach, AL, where he met with the boards of both societies, attended the installation and Order of the Engineer ceremonies, and conducted an education session entitled "Cracks Joints & Curls."
- I traveled to Ellensburg, WA, to attend the Annual Meeting of the Washington Society of Professional Engineers where I addressed the WSPE board and installed the 2017-18 officers.

From June 7 through June 20, NSPE officers, directors, and staff will be visiting 18 state and territorial societies, including a trip to Tokyo where President Verhalen will meet with the Japan Society of Professional Engineers and the Japan Accreditation Board for Engineering Education. She will also be visiting with the Guam Society of Professional Engineers.

Between July 1, 2016 and June 30, 2017, NSPE leadership will have visited 43 state/territorial societies. These visits remain an important way of meeting face-to-face with state leaders and members, learning about best practices, sharing recommendations, and discussing and resolving issues of concern.

The Indiana Society of Professional Engineers has adopted a new logo from the NSPE logo family, making it the 24th state to do so.

And remember, you always have access to NSPE leadership resources in the [Leadership Toolbox](#). This includes [talking point](#) scripts and presentations for use by NSPE officers, board members, and other leaders during state visits, chapter meetings, or other venues to promote NSPE and its activities, updated on an at least quarterly basis. Current board members can access an online library of board meeting materials (past, current and future) through the online board book site, ([BoardBookIt](#)).

If you want to review NSPE's history and how that has been translated into current plans with a future-focus, NSPE's purpose, mission, vision and a history of the *Race for Relevance* and the resulting Strategic Plan is summarized in a section called "[Who We Are and What We Do](#)."