



National Association of Environmental Professionals
100 North 20th St, 4th Floor; Philadelphia, PA 19103
Ph 215-564-3484, Fax 215-564-2175

November 2008

President's Report – from Past to Present

Dear Members:

NAEP has been growing steadily over the last few years. In 2007 in Orlando we had one of our most successful conferences up to that time. Last year in San Diego we were able to surpass that feat. The Board of Directors has great hopes for next year in Scottsdale, this coming May 2009. We hope the experience of a highly successful, well attended Conference in 2008 will continue the dynamic changes that have been set in motion. The Board is working hard to stimulate membership growth and to that end has developed a Strategic Plan and implementation process that is reinventing NAEP and reaching out to every Chapter, every NAEP member and every environmental professional throughout the United States. We are even looking further into providing international environmental professionals with an association that spans the multidisciplinary nature of our profession.



If we as an association can continue on this path of redefining and energizing our membership both at National and State Chapter levels, NAEP could easily be an organization of 10,000 members within a few years. I firmly believe this. We must continue to emphasize quality services and not just numbers. I encourage each of you to talk to colleagues in your respective company or agency about the value of NAEP membership, our conferences, and the very real benefits of networking. If each one of us were to successfully recruit just one new member this year we would double in size. Imagine what that type of membership infusion could do to the creativity available to this association.

However, I must temper my optimism for NAEP's future with the stark realities of what we have been through over the last two years. As our conference planners have been able to provide one spectacular conference after another, the Association Management operations of NAEP have been abysmal. The fact that our membership has increased over this time is a testament to our devoted members and those who understand the potential this association has for us all and less a result of any management.

What follows is an accounting of what NAEP has been trying to overcome for the last two years and some of the measures we have taken to correct the many problems. As part of my regular duties, I have been producing reports on the state of NAEP throughout the period I have been president. Unfortunately, as many of you know, my Reports of Progress to the Board of Directors have not been provided on the NAEP web site for members to follow and understand. We have received some well deserved complaints that our web has been out of operation for months at a time.

I have decided to provide you with a lengthy Progress Report you can scan through by dates. If you can take the time to review this report I think you will see significant progress in a number of areas that are critical to addressing NAEP's ability to grow and prosper as an Association. Despite appearances to the contrary, and the general rumor mill, the Board of Directors and the Executive Committee have not sat idly by waiting for others to do something. We have taken up leadership responsibilities and forced things to happen, worked around things that were out of our control, and corrected all that we could to make NAEP return to the levels of greatness we all, as members, deserve. The Executive Committee, in particular, has been working very hard every day to maintain association operations in an effort to ensure that our members are properly served and supported. We believe we have started the initiatives that will bear fruit and provide you with the value you deserve. We still need your assistance and support while the last of the initiatives are started, so please continue to support your Association.



In late July 2007, with the financial assistance of Cal AEP, for the first time NAEP and our Chapters we held a Chapter's Retreat at Ontario California. This infusion of capital allowed NAEP to tap the creativity of each of the state and regional Chapters. We used the retreat to jump start efforts to renew and energize NAEP's Chapter Affiliations and internal organization. We found that there was confusion between NAEP and Chapter representatives as to the mission, objectives, and role of the National Association. Questions like "What benefits does an NAEP membership provide?", and "How can we more effectively interact and assist each other?" were asked and addressed by the attendees. The Retreat helped answer many questions and identified several areas for future improvement. We received lots of input from various State Chapter representatives on how we can improve our relationships. A summary report was prepared which continues to guide our actions. John Irving, our Chapter Committee Chairman, made this retreat a memorable occasion and continues to prod both the National and the Chapter Associations with reminders of outstanding issues as others are completed.

In late October 2007 during our Board of Directors Meeting previous to the San Diego Conference, once we completed conference planning priorities, we focused upon our needs to work harder and better at communicating with our membership, and especially our Chapters. Review of the Retreat Action Plan revealed success in accomplishing some items and reflection on how to address others identified at the Chapters Retreat.

Where they could be located, Chapter Affiliation Agreements were reviewed and found in need of renewal and updating. NAEP has begun working to shore up various Chapter Affiliation Agreements so that we are consistent in our relationship with all chapters and in sharing the National and State level experience and identifying existing benefits and creating new benefits of national membership to share and pass on to local members.

To support Chapters it was also recognized that we needed to review and update the operational roles and descriptions of all of our working groups and committees. We realized we had to make them more productive and accessible to our membership and chapters. Vice President Ron Deverman offered to lead this effort. While we have some very strong and active committees and working groups (NEPA Working Group for instance), others have been allowed to wither or their original purpose is no longer applicable to the direction NAEP has taken. In some instances, it was determined that the former leadership of a committee or working group was no longer active and the necessary activity has been allowed to founder. Ron has helped NAEP define the status and to restart some important groups with new leadership. We will be hearing more from these people as they become operational in the coming months.

In early January 2008, at a Board of Director Meeting in New Orleans, it was recognized by the Board of Directors that the Executive Committee had been called upon to serve in an extended capacity, and were assuming, increasing duties of association management and basic administrative support for NAEP. This effort continued for months to draw very heavily upon the energies and volunteer time by the Executive Committee to run NAEP and continue to keep NAEP afloat. The Officers, extended normal coordination efforts, conference call schedules, often to weekly calls and meetings, and have taken actions that extended beyond the call of duty as volunteers. The lack of administrative support severely crippled NAEP and took much of the personal time of the Executive Committee members. We are still finding problems from this period that have affected membership and services.

At the New Orleans Meeting we reported the following progress:

We developed a new NAEP Budgeting Process and produced the actual 2008 Budget

We accepted an invitation for our NAEP President to serve on the International Organization of Environmental Professionals (IOEP) Advisory Board.

We established 2 new EPA Regional Office Corporate Memberships

BLM Interior Washington Headquarters Office requested our EP Journal and we obliged.



Chapters and NAEP Working Groups and committees are beginning to support one another and create new rapport. They are beginning to communicate more regularly and asking for NAEP participation in their conferences.

With support from our Conference Committee we selected the 2009 NAEP National Conference location Phoenix/Scottsdale Arizona area and began recruitment for activities there.

Defined expectations, determined need for new administrative support and are in process of locating options for support services

Drafts of Affiliate Membership Agreements were sent out for review/comment

On or about January 28, 2008 the nomination forms for the 2008 Board of Directors Elections were distributed to the membership. Nominations were received on or about February 8, 2008. This operation was normally done as part of the Administrative support. The Chairman of the Elections Committee, the Conference Planner, and the NAEP Secretary put a method in place for the anonymous receipt of Electronic and faxed Ballots. All ballots were distributed by Feb 12. The deadline for receipt of ballots was set for Feb. 22, 2008 and Election Results were announced by March 1, 2008.

The jointly planned and executed NAEP/California AEP Conference was held in downtown San Diego, March 25-28, 2008. This Joint Conference was a huge undertaking, and tremendous building experience for NAEP and Cal AEP staff and members involved in the conference planning. Ultimately, the event was also a huge success in every aspect of the Conference Program, networking, technical exhibits and tours, sponsorships, overall attendance, and shared profit. It showed what we as NAEP and Chapter members can accomplish if we have the will to commit the extra time and effort to work together. As we continue to grow our conferences and organizations we will need to reflect and use lessons learned during this unique joint conference experience to improve future conferences for content and professional applicability.

In March 2008, as announced last year, another major change for NAEP occurred as John Perkin's stepped down as the Editor-in-Chief for NAEP's Journal, Environmental Practice. This coincided with his decision to retire from full-time teaching at Evergreen. His teaching retirement happened at the end of December, 2007. He scheduled his journal retirement for the ***end of June, 2008***. With John's help our Publications Committee led by Ron Deverman conducted a search for his replacement. Over a couple of months the search committee had several inquiries and a couple of serious proposals. The resulting editorial choice was DePaul University. The Editorial Office of the journal was officially transferred to DePaul University in Chicago as of ***1 July 2008***.

In April 2008, National Association of Environmental Professionals ("NAEP"), through its Executive Committee and Board of Directors, provided 90 day notice to our Contracted Management Administrator that we would officially terminate their Contractor Agreement for NAEP Association Management and Administrative support by ***July 2, 2008***.

In May 7, 2008, the NAEP Executive Committee selected Fernley and Fernley, Inc., as our Association Management Company (AMC) for a two year term (i.e. until June 30, 2010). They are located at 100 N. 20th Street, 4th floor, Philadelphia, PA, 19103-1443

In late July 2008, A strategic Planning process was launched by the NAEP Board of Directors and Executive Officers under the guidance of Fernley and Fernley. In so doing a Leadership Survey was sent out to all NAEP Board of Directors members and all Chapter Representatives. This was to become the basis for a serious and in-depth self examination of how we were doing and what needed to be changed.



On August 8th and 9th 2008, the NAEP Leadership convened a Strategic Planning Meeting and Board of Director's Meeting at Fernley and Fernley's offices in Philadelphia. The goal of the unusual multi-day meeting was to conduct the process and follow-up on the issues identified in the Leadership Survey and focus on the future of NAEP.

Prior to the two day working sessions all Board Members and Chapter Representatives were asked to participate in an on-line survey aimed at gauging satisfaction with and performance of NAEP as an Organization. A 29 question survey was sent to NAEP Leadership to collect information that would allow participants to perform a situational analysis of NAEP and the Environment it is operating in currently as well as to identify future environments. We received 24 responses (13 national representatives and 11 chapter representatives) to the Board survey.

The question topics included such as:

- Prep Questions – Your view of NAEP benefits and programs.
- SWOT Analysis – Your feedback on NAEP strengths, weaknesses, opportunities and threats.
- Future Conditions – Your insights into the issues that are shaping the future and what impact those issues will have.
- Objectives – Your choices as NAEP's most pressing objectives. Give us your feedback and they will become part of the discussion.

There was also a section on the Mission Statement to identify if members agreed with the current NAEP mission statement or whether it was on target given current conditions and future plans, and we asked for representatives to give us suggested changes. **Please see the summary report by Fernley and Fernley for a detailed description of our strategic planning efforts and decisions.**

Because of the importance of the strategic planning session we planned to spend the most of our two days focused on our strategic session goals. These goals were identified in order of importance:

- Assess the current state of our association – evaluate our strengths, identify our weaknesses and target our opportunities.
- Identify the future issues that will impact our industry and our association. This includes the legislation, regulations, demographics and other climate changes that will shape the future of our industry, our community, our clients, and our organization.
- Prioritize and focus on the core NAEP objectives. Based on what we know and what we project for the future, we need to laser focus on our most important objectives. We will emerge with action plans to carry out these objectives that will include both short and long term benefits for NAEP and all of its members.

These strategic sessions and meetings were among the most important meetings the Board has held in many years. NAEP is in the midst of a critical transition period – with a new management firm, new financial resources and responsibilities, and new challenges.

There were 3 primary strategic objectives for which expected outcomes and detailed action plans with committees were assigned to reach expected outcomes. The objectives and outcomes were as follows:

1. NAEP Image/Identity – Create a positive image and greater recognition of NAEP as a leader within the environmental profession and the public.



2. Resolution of NAEP/NAEP Chapter Issue - Decide how NAEP and the Chapters will interact. Set clear expectations and responsibilities for NAEP and the Chapters based on a clear written agreement(s).

3. Increase/Improve benefits to NAEP members - Provide more incentive for NAEP members to continue NAEP membership and prospective members to join NAEP.

1. Training/Education
2. Journal
3. Networking

At the end of the Strategic Planning Session a NAEP Board of Directors meeting was also held where progress on our budget and action plan for expected outcomes of our strategic objectives were discussed. A summary report is being prepared by Fernley and Fernley for membership distribution.

We have also recently provided a NAEP letter of recognition and Certificate of Appreciation from NAEP to all current Board of Directors and Chapter Representatives to thank them for volunteering their time and to recognize them for their service to NAEP. Another letter and certificate is planned to follow to their company directors and/or supervisors.

Below are some additional areas we have identified:

- Membership Maintenance— Quarterly or more frequent mailing of membership renewals and processing
- Mailing labels for NAEP members in local area
- Recruitment of non-chapter members in Chapter areas

Chapter Assistance—

- Vote/representation on NAEP Board
- Assistance on Chapter “Issues” including incorporation, taxes, and legal counsel
- Assistance with Budget preparation
- Support for Chapter Conferences and workshops
- Visit by NAEP officers/Board members to speak at meetings, etc.
- Promote Chapter functions
- Annual chapter awards/recognition
- One copy of Annual Conference proceedings for Chapter archives
- Opportunity to participate in Chapters Committee
- Annual report on Chapters (future)

Professional Development/Education—

- One subscription to Environmental Practice (future)
- Access to Courses/Workshops developed by NAEP/other chapters
- Career counseling and mentoring (future)

Online Publications—

- Quarterly NAEP news articles for Chapter newsletters
- Chapter news in E-News



Contact/Networking Tools—

- Annual database reports on members (future access to in-time database)
- Distribute information obtained by NAEP regarding volunteer organizations, etc.

Web Services—

- NAEP Website links to Chapter Website
- Host Chapter Website
- Chapter news on NAEP Website
- Chapters chat room regarding issues and programs (future)
- Offer assistance to those chapters starting or changing a site
- Provide electronic logos for use on chapter sites
- Answer questions about general website development such as hosting, design, content, etc.
- Assist in hyper linking webmasters of chapter sites

Other services/benefits that have been considered in the past and could be included in the future

- Rebates/one-time incentive on new NAEP members through Chapters
- NAEP reduction in membership dues
- 50% off membership dues for national Board members
- 50% off membership dues for Chapter officers
- NAEP to pay ½ of CEP application fee for Chapter Board members (who are NAEP)

In summary, I would like to thank all of the members for having the faith in the Officers, Board and other leadership volunteers who are trying to remake NAEP. We believe we have fresh ideas, great people, and lots of energy. I would like to personally ask each of you to keep faith that we are working to better the product you have purchased with your membership. Please feel free to contact your Board members or the Administrative offices with any questions or concerns. We really want to be the Association that lives up to the multidisciplinary tag we have given ourselves. We want you to be a part of making us an even greater organization. Finally, I invite all of you to come to Scottsdale in May 2009 and consider becoming part of the leadership of this organization to make it what you envision.

Jim Melton, President
JMelton@entrix.com