

FROM THE PRESIDENT OF NAEP

2000! NAEP's Birthday

Andrew J. McCusker

You've got a big birthday coming, NAEP! What are we going to do about it? Overlook it? Admit it? Reflect on it? Bemoan it? Celebrate it? Well, the National Association of Environmental Professionals will be 25 years old in the year 2000. We can use this anniversary to:

- *Take stock*—What is the state of the environment in NAEP's 25th year, compared to when NAEP was formed in 1975? What is the status of environmental law and regulation and integration of environmental factors into development, operations, and government decision making at all levels? What needs to be done?
- *Envision the future*—What is the mission and status of NAEP as a professional association in 2000 compared to 1975? What should NAEP do to remain relevant to the needs of society and to our profession? How can we be more effective?
- *Recognize those who have gotten us to where we are*— We should look for ways to recognize the efforts and accomplishment of those many, many folks who have dedicated time and energy to do their part to help the profession, the society, and the environment, by working on NAEP activities.
- *Celebrate!*—Enjoy our accomplishments. Enjoy what we do. Enjoy having a positive effect and making a legacy for us, our association, our time in the world. Light the candles, sing, and blow them out. Eat our cake.

NAEP Initiatives in 2000

I will serve as NAEP President until the 2000 Conference in Portland, Maine in June. Bruce Hasbrouck, a dynamic and life-loving environmental consultant from Tampa, Florida, will then take over the office. Knowledgeable, effective, multi-tasking "mover," Bruce is dedicated to NAEP's success. Recently named Vice Pres-

ident at HDR Engineering, Inc., a consulting engineering firm that operates internationally, Bruce's environmental activities, administrative skills, and energy will all be volunteered to the benefit of NAEP members and chapters. Bruce and I have worked closely together. When he takes over as NAEP President, I am sure that we will continue on the key tracks to make NAEP more effective with respect to its mission and more effective for its members.

NAEP's 2000 focus and direction will continue to be multi-faceted, interdisciplinary, progressive, and determined. No one aspect will dominate as it has during some periods, such as in the recent several years when we were by necessity focused on getting our finances in order, launching a new



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journal, and "spinning off" the Academy of Board Certified Environmental Professionals (ABCEP) to enhance the success of the Certified Environmental Professional (CEP) credential. Some focus areas for 2000 include:

- *Communications*—NAEP's mission is built around effective communications. We will enhance our effectiveness as a professional association by significant and ongoing improvements in the use of all of our communication tools. We will first focus our spotlight on what it is that we need to communicate to benefit our members and chapters and meet our goals. We will then examine each of our tools for this communication, i.e., *Environmental Practice*, www.naep.org, the conference, marketing materials, and

correspondence, to determine how to maximize their effectiveness.

- *Education and Training*—A major initiative for 2000 and beyond has been tasked to the Training and Higher Education Working Group. What do environmental professionals need in the way of additional training and education? How can we help to identify what is needed and see to it that our members are provided with access to relevant courses and workshops?
- *Expansion*—NAEP is most effective when it has the resources and clout that come with increased membership. A major effort will see NAEP establish a positive growth trend to make this happen.
- *Support to the CEP*—Now that NAEP has facilitated the incorporation of an independent Academy of Board Certified Environmental Professionals, it will be part of our mission to enhance the success of this organization by continuing to provide recognition of the CEP credential and what it stands for.
- *Involvement*—At so many levels, we are about "involvement." Committees and Working Groups are key vehicles for members focused on NEPA, on the utility industry, on transportation projects, on international environmental work or policy, on training and higher education, and on ISO 14000. Working Groups are being considered and "piloted" for other areas of practice as well. The NAEP National Involvement Initiative is about accessing federal law and policy-makers for our members and having a positive impact on the direction future policy takes. Also, environmental professionals need information and networking at regional, state, and local levels. NAEP will become even more involved in supporting affiliated chapters to deliver these services.

Continuous improvement in all facets of NAEP operation will characterize 2000. Is it time for you to become more involved?

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