

MGT**E&TM**

+ SERAD

GROUP**T & S***Engineering & Technology Management Group Newsletter**Hiroshi Honda, Editor**April 2002*

From the Chair of the Safety Engineering and Risk Analysis Division

*Joseph Balkey*

The Safety Engineering and Risk Analysis Division (SERAD) offered six sessions at the International Mechanical Engineering Congress and Exposition (IMECE) 2001 in New York City this

past November and is preparing seven sessions at the next Congress in New Orleans. Copies of the SERAD papers are available from ASME publications.

At IMECE 2001 this past November, SERAD presenters, student design contest winners, and volunteers were honored at a dinner sponsored by FM Global and Exponent. Major presenters were from NASA, Triodyne Inc, and the Netherlands. Brian Brady introduced and awarded prizes to Student Design Contest winners Ryan Wade and Jeremiah Pappé from Gonzaga University. Recognized volunteers were Ben Ale, Ken Horne, Bill Doerr, Brian Brady, Hiroshi Honda, and Paul Glasgow. Ben Ale was

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From the Chair of the Management Division

*John Bozewicz*

tion, it is significant that the Division continues to attract new interest. This increase may be attributed to factors such as a resurgence in activities of the Division, new members to ASME with an interest in management, members just entering management positions or members who view the Division's potential networking opportunities as a career enhancement strategy. For whatever reasons, renewed interest has been sparked in the Division. Keeping up the momentum, we held an excellent Executive Committee session focused on new initiatives for our current and new members at IMECE 2001. Your Executive Committee is keenly aware that members are looking to obtain "value" for their membership. Therefore, the Committee continues to look to develop programs of measurable value.

The Management Division has good news to report. The Division's primary membership has shown a steady increase over the past year. Considering the weakening employment situa-

tion, it is significant that the Division continues to attract new interest. This increase may be attributed to factors such as a resurgence in activities of the Division, new members to ASME with an interest in management, members just entering management positions or members who view the Division's potential networking opportunities as a career enhancement strategy. For whatever reasons, renewed interest has been sparked in the Division. Keeping up the momentum, we held an excellent Executive Committee session focused on new initiatives for our current and new members at IMECE 2001. Your Executive Committee is keenly aware that members are looking to obtain "value" for their membership. Therefore, the Committee continues to look to develop programs of measurable value.

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From the Chair of the Technology & Society Division

*Robert Burns*

Hello from Washington, D.C. If you missed seeing me at IMECE 2001 in New York City, it was due to the birth of my twin sons. It seems they grew tired of waiting for their scheduled

birth date and arrived early. Although the experience was grueling (my wife enjoyed a five-week, all-expenses-paid stay at Georgetown Hospital), everyone is doing well.

At this past Congress, the Technology & Society Division again moderated a number of panels and sessions. Among those individuals deserving special recognition is Dr. Sadhana Chitale of New York University School of Medicine's technology transfer program. Dr. Chitale provided an expanded, impromptu session on Managing Technology Transfer and Partnering after learning that the other panelists and the scheduled moderator could not attend due to the closing of nearby airports following that morning's tragic crash of American Airlines flight #587. Dr. Chitale conducted an informative and engaging discussion on strategies for achieving

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From the Chair of the Safety Engineering and Risk Analysis Division

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recognized in particular for volunteering his time to coordinate the SERAD sessions and for attracting many speakers from the Netherlands. After the dinner, guest speaker Ken Balkey from Westinghouse summarized SERAD's accomplishments and expectations.

We encourage students, who have listed SERAD as either their primary or secondary interest, to enter the Student Design Contest. Although information has been sent to the Mechanical Engineering department heads at many Universities, you can enter the contest by contacting Brian Brady directly (bbrady@compuserve.com). We are proud to have Bridgestone/Firestone, NIOSH, FM Global, and Paul Glasgow to sponsor this contest.

Ben Ale from the Netherlands is volunteering his time again to coordinate seven SERAD sessions at IMECE 2002 this November in New Orleans. The theme of the sessions is to demonstrate how systematic analysis and attention of design details reinforce improved safety. The proposed session topics are: "NASA Plenary Session", "Safety Analysis and Lessons After an Accident", "Machinery Safety Codes and Design Issues", "Public Right to Know and Vulnerability", "3D: Design, Manufacturing, and Safety", "Designing for Safety", and "Next Generation Aerospace Risk Technologies".

SERAD volunteer Paul Glasgow is writing the history of SERAD and is developing a questionnaire. When you receive the questionnaire this year via e-mail, please enter the small amount of requested data and return it. Paul wants SERAD to re-build its pool of talent and to make it easier for members to be active in the Division. Paul can be contacted indirectly via JPBASB@aol.com.

For your information, Bob Navarro from NASA has recently agreed to volunteer his time on the SERAD Executive Committee.

SERAD continues to change incrementally to better serve your needs.

Joseph Balkey, Chair

From the Chair of the Management Division

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The Division is working to meet the needs of its members in a number of ways. Communication is the most immediate and important tool. This newsletter is reaching an increasingly interested audience. I received numerous phone calls and emails as a result of a call for

volunteers in the last issue. New members joining the Executive Committee are allowing us to explore new projects. The newsletter is an increasing source of information for our membership as well as providing a vehicle for identifying new opportunities to attract volunteers. The newsletter is mailed to all Division members and is also available on the E&TM Group website: <http://www.asme.org/groups/etmg/>

The technical conference platform for us to reach our membership is via the IMECE, better known as the Congress. Through the leadership of our Congress program representatives, the Division's programs have focused on our members' needs providing sessions and topics of increased interest and timeliness.

We are also developing a "New Member" welcome packet that will hopefully be ready by the summer. The packet will provide new members with information on all aspects of the Management Division - key personnel, activities, etc. It will also enable them to more quickly be aware of potential interest areas where they could assist the Executive Committee.

We are planning to establish additional technical committees within the Division. Such committees now focus on small business/entrepreneurship issues or could be established to focus on topics such as project management or issues of importance to general management.

If you are a new or current member, please consider volunteering as little as an hour of your time each week to assist and strengthen the Division. Everyone has expertise and insight that they can offer. Please contact me at: bozewiczj@asme.org if you would like more information about the Management Division or would like to discuss your particular interests and possible involvement. With almost 14,000 primary members, the Division has a wealth of experience to draw from and, in turn, much to offer its membership. Join your fellow MEs who share an interest in leadership and management. I urge you to take an active role in obtaining full value for your membership as well as providing yourself with professional and personal fulfillment.

John Bozewicz, Chair

From the Chair of the Technology & Society Division

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successful technology transfer relationships, how to select and find suitable partners, and how to protect both parties' rights to the developed and transferred technology. Also deserving our thanks is Timothy M. Hsieh of Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P.,

who volunteered to moderate the session.

This March marks the debut of our Welcome Package for new members of the Technology & Society Division. As you have read in the past, we are actively working to increase member participation in the Division and have begun targeting new members in this regard. Please visit our website (<http://www.asme.org/divisions/ts>) and take a look.

Additionally, I would also like to bring to your attention an international quarterly journal I have been reading over the last two years called "Technology and Culture," published by The Johns Hopkins University Press for the Society for the History of Technology. Take a look at www.press.jhu.edu/press/journals/titles/tech.html. Finally, I am pleased by the response our newsletter has received over the last year. In particular, I have enjoyed receiving your comments on the Division and its activities. Drop me a note at robert.burns@finnegan.com when you get the chance. I'd like to hear from you.

Robert Burns, Chair

E&TM VP Message



Jeff Rode

The Engineering & Technology Management (E & TM) Group has conducted a very successful follow-up symposium at IMECE 2001 in New York entitled; Partnering to Succeed: Keys to Managing

Technology Development, Risk and Globalization. The program was well received by all those that attended.

It is hard to believe, but my successor is to be elected at the upcoming Summer Annual meeting. Therefore, I encourage anyone interested in running for this position to do so and lead the E & TM Group into the future. Overall member participation in the Divisions still lacks the numbers; so once again I appeal for more E & TM Group members to become active in our Division activities in any way you feel you can.

The initiative mentioned previously regarding the "New Member Welcome Package" which shall be specifically structured for those new ASME members choosing any of the E & TM Group's Divisions as their primary Division is underway. We hope to be able to offer this soon as one more benefit to those interested in the activities of the Engineering & Technology Management Group.

Don't forget to visit ASME.org and in particular the E & TM page often.

Jeffrey R. Rode, VP E&TM Group

2001 E&TM Symposium Delivers Technical Value, Delights Audience

The symposium included 22 technical sessions sponsored by all three of our Group's member divisions. Sessions covered a variety of related topics, from Intellectual Property to Safety Engineering; all sessions however were related by their common focus on discussing 'keys' to help engineers, managers and entrepreneurs be more successful in their roles. Building on this common success, each of the Group's three divisions in 2002 will program their own technical session delivery as we prepare- with the rest of ASME's divisions- to transition to a more industry and track focused Congress in the years to come. Stay tuned for continuing improvements in Congress technical programming that will result in tighter, more thematic programming approaches; these changes will add even more value to the participants who plan to join us on November 17-22, 2002 in New Orleans!

*Kenneth Horne, E&TM Group
Representative for IMECE 2001*



Daniel Koenig (speaker), Art Bergles (chair), Win Phillips (speaker), and Hiroshi Honda (co-chair) (from left to right). Photo taken after Session E&TM-3B: Past President's Perspective: "Modern History of Technology and Its Impact and Interaction with Society and Industries" — Part I.

ASME Past Presidents Leroy S. Fletcher (1985-86), Daniel T. Koenig (1995-96), and Winfred M. Phillips (1998-99) gave presentations on "The History of Heat Transfer," "The Role of the Engineer in the 21st Century Industry," and "Bioengineering from Mechanics and Devices to Tissue Engineering and Genetics," respectively, at Session E&TM-3B from 9:30 a.m. to 11:00 a.m. on November 12 (Monday).

The Other Notable Speakers at 2001 E&TM Group Symposium "Partnering to Succeed: Keys to Managing Technology Development, Risk and Globalization"

Keith B. Thayer (1997-98) and Nathan H. Hurt (1991-92) gave presentations on "History of Technology 1950-2000: Engineering Changes Observed" and "Nuclear Technology: A National Treasure," respectively, at Session E&TM-9: Past President's Perspective — Part II on November 13 (Tuesday).

NASA Astronaut Lawrence J. DeLucas (June 1992 Space Shuttle Launch) and US DOE National Energy Technology Laboratory Regional Manager Arthur L. Baldwin gave presentations on "Protein Crystal Growth in Space, Past and Future" at Session E&TM-8 and "Fossil Energy Technology for Tomorrow" at Session E&TM-11B, respectively, on November 13. Hiroshi Honda of Penn State Society of Distinguished Alumni/Tokyo Metropolitan Institute of Technology and Bjong "Wolf" Yeigh, Assistant Provost for Science and Technology at Yale University, gave the symposium lectures at Session E&TM-6A on November 12. S. Fukuda, N. Worsell, P. Krus, and D. Vandenbrand, came from Japan, U.K., Sweden, and the Netherlands, respectively, and gave presentations.

H.H.

E&TM Group Plans Technical Sessions for IMECE 2002

A total of twenty-six sessions are currently planned and these sessions will be divided into Engineering Business Management, Energy, and E&TM Tracks.

The numbers below indicate the tentative session numbers, which are subject to change when printed in the official program.

E&TM-1T: Ethics and Culture: Managing from a Global Perspective

Type: Panel Session

Chair/Organizer: Keith Thayer, Dan Koenig and Hiroshi Honda

Speakers: A few speakers (to be selected and announced by the Chairs)

Internationalization and globalization of industry demands corporate executives, managers and engineers to manage organizations and engineering projects, increasingly from global perspectives.

Also, the recent Enron scandal reveals the importance of maintaining healthy corporate ethics. This session will discuss those management issues of importance and our time to survive global competition.

E&TM-2T: Engineering and Technology Management in Academia

Type: Panel Session

Chair/Organizer: Hiroshi Honda

Speakers: Winfred M. Phillips and a few others (to be announced)

Recent trends of industry have influenced engineering and technology management in academia. In this session, the management issues, such as collaboration of industry, government and academia, effective and efficient collaboration between academic institutions themselves, and managing student research, will be discussed.

E&TM-3T: Strategic Role of Information Systems for Industry, Society and Management

Type: Paper (and Panel) Session

Chair/Organizer: Hiroshi Honda

(Papers and speakers are solicited)

With the advancement of information technology (IT), various information systems (IS) have become available in numerous industry sectors. In this session, trends of industry and emerging IS will be discussed.

E&TM-4T: Public Acceptance of Nuclear Power Plants and Role of Engineering and Technology Management

Type: Paper (and Panel) Session

Chairs/Organizers: Nathan Hurt, Edwin Harvego and Hiroshi Honda

Speakers: (to be announced)

After terrorist's attack on September 11, 2001, public acceptance of nuclear power

plants and relevant infrastructures have become important issues. In this session, what needs to be done and what can be done, will be discussed from practical and international perspectives. The discussion will include an update on the status of the development of nuclear equipment and systems that will be safer and more economical.

E&TM-5T: The History of Heat Transfer

Type: Paper (and Panel) Session

Chairs: Arthur E. Bergles and Hiroshi Honda

Speakers: (to be announced)

Skip Fletcher gave a presentation on the early part of the history at IMECE 2001, and plans to give its subsequent presentation at IMECE 2002. Chairs expect that the other speakers will discuss the history of application of heat transfer technology to specific industry and products such as those of electronics and HVAC.

E&TM-6T: The History of Bioengineering

Type: Paper (and Panel) Session

Chair/Organizer: Hiroshi Honda

Speakers: Win M. Phillips and a few other speakers (Papers are solicited)

Win Phillips gave a presentation on the early part of the history at IMECE 2001, and plans to give its subsequent presentation at IMECE 2002. Chair expects that the other speakers discuss on the history of the specific areas of bioengineering.

E&TM-7T: The History of Manufacturing Engineering and Technology

Type: Paper (and Panel) Session

Chair/Organizer/Speaker: Dan Koenig

(Papers and speakers are solicited)

Dan Koenig gave a presentation on the role of the engineer in the 21st century

industry, and plans to give its subsequent presentation at IMECE 2002. Chair expects that the other speakers will discuss the history of the specific areas of manufacturing engineering and technology.

For inquiry and submission of abstracts and papers for **Sessions E&TM-1T to -8T and 30T**, contact:

Hiroshi Honda, Ph.D., P.E., Honda International, Ltd., (Hondah9876@aol.com), and Tel/Fax: 81-47-477-8571)

E&TM-8T: The History of Energy Engineering and Technology

Type: Paper (and Panel) Session

Chair: Hiroshi Honda

Speakers: Solicited

We have hosted Session E&TM-11B "Advancement of Energy and Engineering Technology and Its Implication and Impact on Future Society and Industries" at IMECE 2001. In this subsequent session at IMECE 2002, we will discuss on the history of specific areas of energy engineering and technology, such as fossil fuel technology, renewable energy technology, nuclear power, and energy conversion technology, with a focus on key milestones of technological evolution and its impact on specific industry, its products, and society. Conversely, the impact and influence of societal and industrial changes on the technological history of the specific areas will also be discussed.

E&TM-30T: Symposium Lectures "Industry, Technology, Society and History"

Type: Panel

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Timeline for Papers for inclusion in the Proceedings (Timeline for Panel Sessions and Position Papers)

March 1 (April 24) — Send the presentation title, author information, and 200-word abstract to Session Chair for paper selection. There is no official format. (Late submission of an abstract may be accepted for some sessions.)

April 1 OR BEFORE (April 25 OR BEFORE) — Selection of Titles by Session Chair, based upon the Abstracts, and Notification to the Authors. We encourage authors to use the Web-links. (Inquiry: Hiroshi Honda (Hondah9876@aol.com) and Ben Ale (ben.ale@rivm.nl))

May 1 (May 25) — Draft Manuscripts for Peer Review are to be submitted to Session Chair by the Authors. Format of the Draft should approximate the final paper. We will be using the bound volume, 8.5 inch by 11 inch format.

June 1 OR BEFORE (June 25 OR BEFORE) — Inform authors of the paper review evaluation.

June 30, 2001 — Final Manuscripts (camera-ready) with completed ASME 1903 Form "Assignment of Copyright" and M&P 1336 Form "2002 IMECE Registration Agreement" are to be sent to Chairs by the Authors. (Download the Forms from ASME Website.)

E&TM-30T: Symposium Lectures "Industry, Technology, Society and History"

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*Chairs/Organizers: Hiroshi Honda/
Robert Simmons*

Speakers: (To be announced)

The symposium theme "Industry, Technology, Society and History" spanning across the track borders will be discussed.

E&TM-9T: Managing Strategic Technology Partnering

Type: Lecture Style Presentation

Chairs: John Paul and Susie Jones

(Speakers are to be announced.)

This session will include speakers from industry, government, and university settings who will share with the audience their approaches to technology transfer. Topics of discussion will include how to finance technology development, how to choose a technology partner, how to protect a technology partner relationship, and how to successfully conclude the relationship once the transfer has been completed. Through the panelists' stories of both successes and failures, audience members will gain an understanding of the importance of technology transfer fully reaping the benefits of a company's intellectual property and technology and the best strategies for implementing with technology transfer arrangements.

E&TM-10T: Trends in Protecting Intellectual Property

Type: Lecture Style Presentation

Chairs: John Paul and Robert Burns

Panelists from industry and local businesses will discuss their respective strategies and methods for protecting intellectual property, both during development stages and throughout commercial life. Topics of discussion will include how to identify, select, and allocate resources for profitable technology, the pros and cons of keeping trade secrets vs. patenting, and various strategies and objectives for successful marketing of the developed intellectual property. Perspective views from different sizes and types of technology-based companies will be presented. The goal is to show how these companies ultimately turn their developed intellectual property into profitable, commercial products.

For inquiry on Sessions E&TM-9T to -10T, contact:

Robert Burns (burnsr@finnegan.com)
and/or Susie Jones (jones@finnegan.com)

E&TM-11T: Design Management—Concurrency, Configuration, and Control

Type: Paper Session

*Chair: Richard Hayes, Research Engineer,
The University of Texas at Austin*

Co-Chair: Steve Long

This session will feature technical papers from industry, research units, and academia dealing with current topics in concurrent engineering, with a focus on concurrent product development and rapid prototyping.

E&TM-12T: Engineering Entrepreneurship—The Engineer as Profit Center

Type: Workshop/Tutorial

Chair/Presenter: Steve Nichols, The University of Texas at Austin

Steve Nichols, Associate VP-Research, has been invited to present an updated version of his tutorial on engineering entrepreneurship, which was very well received at Congress '01 in New York City.

E&TM-13T: Ethics World—Engineering Ethical Autonomy

Type: Panel Session

Chair: Mike Rabins, Texas A&M University

Co-Chair: Kerry Russell

Mike Rabins will again present current and recent studies in engineering ethics. Traditionally, this session (which is co-sponsored by Technology and Society) includes presentations by student teams as well as from industry, so has something to offer to everyone.

E&TM-14T: Management Challenges—Rapidly Emerging Technologies, Standards, and Markets

Type: Panel Session

Chair: Ted Aanstoos

Co-Chair: Bob Hebner (invited)

This session will explore the management challenges that arise when technical standards and protocols must evolve at the same pace as the technologies and markets that require them.

E&TM-15T: Project Management for Engineering Managers

Type: Tutorial

Chair: Dan Koenig

Co-Chair: Steve Long

Dan Koenig, active consulting engineer, will reprise his tutorial workshop on modern project management techniques, practices and case studies, which has been a major draw for several consecutive Congresses.

Towne Lecture. The Management Division sponsors the Henry Robinson Towne Lecture. The Henry Robinson Towne Lecture was established in 1925 in honor of Henry Robinson Towne, President of the Society in 1889. In 1886, Mr. Towne

presented a paper titled, "The Engineer as an Economist", which was the beginning of many valuable ASME contributions on the subject of scientific management.

The Towne Lecture provides an opportunity for outstanding leaders in the field of management, economics or business to share their experience with members of the Society. Past lecturers include Herbert Hoover, Charles E. Wilson, James M. Gavin, Peter Drucker and Robert C. Seamans, Jr.

At Congress 2001, Mr. Steve Lewis, Director of Strategic Planning for Ford Motor Company was scheduled to present the Towne Lecture, but unfortunately his travel was disrupted by the events surrounding the American Airlines Flight #587 crash in Long Island. A selection committee is now considering a Towne Lecturer for 2002, while keeping the possibility open to present two lectures, so that Mr. Lewis can make his much anticipated presentation.

Banquet and Speaker. As in the past, the Management Division and Technology and Society Division will co-sponsor a reception and banquet early in Congress '02. A traditional highlight of this banquet is the invited Speaker, who will discuss themes of current import to members of both Divisions. We are now in the selection process for this Speaker.

For further information on Sessions E&TM-11T to 15T, Towne Lecture and Banquet, contact:

Ted A. Aanstoos, P. E., The University of Texas at Austin, at 512-232-7121, t.aanstoos@mail.utexas.edu, and

Steve Long, GDS Engineers, Houston, Texas at 281-425-8770, Steve.Long@gdseng.com

E&TM-16T: NASA Plenary Session

Type: Lecture Style Presentation

Chair: Michael Stametlatos

*Speaker: Scott J. Horowitz, Colonel USAF,
NASA Astronaut*

E&TM-17T: Safety Analysis and Lessons after an Accident I & II

Chair: Bill Doerr

Safety regulations and analysis attempt to address mechanical, electronic, energetic, or passive (non-motive) features of equipment or hardware to protect workers, consumers, or the public. These stakeholders may voluntarily use or be involuntarily exposed to such equipment or hardware. Unfortunate oversights are sometimes discovered after an accident has occurred. These oversights may be loopholes or omissions in a regulation, error in design, unreliable performance,

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E&TM-17T: Safety Analysis and Lessons after an Accident I & II

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or unexpected or unintended use or exposure by the stakeholder. This session will examine accidents or mistakes, the safety analysis afterwards that identifies the oversight or failure leading to the accident, and the remedy to avoid future accidents.

E&TM-18T: Machinery Safety Codes and Design Issues

Chair: Richard Wilson

Careful design of machinery helps in preventing injury and death. In this session it will be demonstrated how existing machinery safety codes can be used to reach a desired level of safety.

E&TM-19T: Public's Right to Know and Vulnerability

Type: Discussion Session with a Panel
Chair: Ben Ale

There is increasing demand for risk information to be publicly available. In the US, the Risk Management Program calls for interaction between sources of risk such as the chemical industry and informed citizens. This requires access to safety information by a wide public. Often web-based technology is used to disseminate this information. Similar programs exist in countries in Europe. Recent terror attacks have led some countries to remove the information from the Internet, while other countries retain the information. The discussion will examine the pro's en contra's of wide spread accessibility of risk information.

E&TM-20T: 3D: Design, Manufacturing and Safety

Chair: Paul Glasgow

The three factors design, manufacturing, and safety should be addressed concurrently during the initial conceptual and design phase of a product. These methods and practical examples will be presented in this session.

E&TM-21T: Next Generation Aerospace Risk Technologies

Chair: Robert Navarro/Alexis Flippen

The aerospace industry has had an impressive history of advances in state-of-the-art technologies that have produced significant impacts on improving the quality of life and the world economy. As we move to develop the next generation of aerospace systems, risk management and safety are key disciplines to the success of this mission. Risk management technologies and safety innovations need to keep abreast with these new programs as they evolve. In this session there will be discussions on how risk management and safety are evolving with the new

technologies as we move into development of next generation aerospace systems.

E&TM-22T: Designing for Safety

Type: Panel Session

Chair: Gerald Laheij

E&TM-23T: Ethics Across Boundaries: Decision Frameworks Applied to Real Engineering Management Situations

Chair/Co-Chair: Mike Rabins/Ken Horne
(horne.kenneth@adlittle.com)

E&TM-24T: Sustainable Development: Can we have a world without waste?

Chair/Co-Chair: Dick Jacobsen
(jacor@inel.gov)/
Charles Proctor

For inquiry and submission of abstracts and manuscripts of papers for Sessions E&TM-16T to 22T, contact:

Ben Ale, Ph.D. (ben.ale@rivm.nl)

For inquiry on SERAD Dinner with Student Awards and Guest Speaker Dr. Amos Holt from Southwest Research Institute, scheduled on November 17, (Sunday), contact:

Bryan Gore at 509-372-4121
(bryan.gore@pnl.gov)

PALC's, Gantt Board and Committee on Management Division's Issues Identification Technical Journal

As part of ASME's Council on Public Affairs, the Committee on Issues Identification (CoII) examines the trends and issues emerging today that may affect mechanical engineers and ASME. The CoII uses the on-line Issues that Affect Mechanical Engineers interview pages of ASME.Org. It is updated regularly and issued as "Issues of Concern to Mechanical Engineers." CoII also publishes an annual external environment report. The latest, "New Dimensions in Multidisciplinary Thinking", was published in July 2001. The issue being researched this spring, "The Convergence of Human Health Sciences and Engineering" will be issued in May-June 2002.

Each report focuses on a specific emerging issue and on trends that may impact the mechanical engineering profession. The issues are analyzed to determine their short and long-term significance to ASME and the profession. Possi-

ble public policy implications are also considered. The reports are available for purchase through the ASME on-line publications, or by calling ASME Information Central at 1-800-THE-ASME (1-800-843-2763). Mary James Legatski is the staff member from the Washington Office. A report that has had a great deal of attention was the 2000 "Intellectual Property: A guide for Engineers." CoII researched and issued this report with the cooperation of the Intellectual Property Committee of the American Bar Association. With the Council on Education, the IP Guide is being prepared as a web learning module for use by young engineers and students.

You probably already know that the Gantt Medal Board was formerly a cooperative effort of the Management Division and the American Management Association. Many heads of major corporations have been awarded this medal and have presented their thoughts to us on management, engineering and their contributions to society. This year as in the past two years, the award is under the aegis of the ASME Committee on Honors mostly made up of Past Presidents. The five member Gantt Board, chaired by a representative of the Management Division, presents their selections of the awardees to the Honors Committee for confirmation. That process is underway for 2002 starting at the November 2001 Congress and culminating in an award at about the SAM in June 2002.

Another major interest item for us is the Public Affairs Leadership Conference (PALC). The PALC is a 3-day training session for members interested in the ASME Public Affairs program. Attendees come from all Councils and functions of the Society. The objectives are to: Involve ASME members in the public policy process at both the state and federal levels; Provide insight on issues that affect engineers; Learn effective news media strategies; Encourage participation of women and minorities in mechanical engineering and ASME; and assist in identifying emerging issues and trends affecting mechanical engineers. The CoII is a leading participant in the program and in organizing the event. The Washington Office of ASME, under Phil Hamilton, does the hard work of putting the PALC together and inquiring of the Councils who their invitees should be. The attendance is limited on a reimbursable basis, but members can arrange to be invited on their own. The next PALC is May 5-7, 2002 at the Hilton Alexandria Old Town, Alexandria, Virginia. Contact Mary Legatski (legatskim@asme.org) for information. The most interesting aspects of the PALC are the visits to your congressional representatives and to participate in a dialogue with senior government officials on public policies affecting engineers.

Arnold J. Rothstein,
Past VP, E&TM Group

Management Division's Technical Journal

Are you looking for a current source of information on engineering management? Do you have a management success story to share? Have you completed some research in engineering management that you would like to publish? Do you have a case study that has valuable insights for other engineering managers?

The Engineering Management Journal is the technical journal of the Management Division. It has case studies, management tool articles, and research pieces of interest to members of the Management Division. This highly regarded international journal is practitioner and application-oriented. EMJ is recommended for all engineering management professionals.

ASME is a cooperating society with the American Society of Engineering Management (ASEM) via the Management Division. ASEM publishes the Engineering Management Journal (EMJ) quarterly. EMJ is a practitioner and application oriented international journal. The research and articles cover all aspects of engineering management and the authors are from all fields of engineering. EMJ is available to members of ASME as the technical journal of the Management Division. ASME members can subscribe by calling 1-800-THE-ASME. An annual subscription is just \$40.00.

There are three types of articles that can be submitted to EMJ: research manuscripts, management tools such as tutorials, critiques, and opinions, and case study manuscripts. Subject experts referee research manuscripts. Management tools are reviewed by at least one other person. The editor and a third party review case studies. Submittals must be in both paper and electronic formats. A non-mathematical abstract of about 100 words must also be included.

Dr. David Wyrick of the University of Minnesota Duluth has served as the Cooperating Society Editor (CSE) representing ASME for over 5 years. Professor Wyrick has decided to step down from this position after defining the role. Mike Ambrose will be taking over as the new CSE.

For submitting articles for publication in *Engineering Management Journal*, contact

Mike Ambrose at
mambrose@ebmud.com

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So Why Bother at All?

by Dr. William T. Cousins

Senior Vice President, Member Affairs

The age-old question is always there, why be an active member of your professional society? Do you listen to the person who is not involved, who tells you there is no benefit... or do you listen to the person who is involved, who has first-hand experience as to the career-developing activities, the networking and the professional well-being available through active participation? Look at it another way... if you want to be a millionaire, do you take the poor person or the millionaire out to lunch? Some say, "Why bother? Let the millionaire buy his own lunch," and I say... "So stay poor!"

ASME International is geared towards many technical fields. If you are an active member, you will benefit your career by the experiences in which you will be involved. Whether the benefit is meeting other people and developing contacts, practicing speaking skills, performing training activities, developing budgets, assembling a strategic plan, or one of the multitude of other career-enhancing activities, they are all available. The common misconception among those individuals who have never been actively involved is that it does not provide them or their company a benefit. Is practicing speaking skills not a benefit to the company the next time you stand before the customer and present results? Does networking with other individuals that work in your area of expertise not help you the next time you have an issue to solve and need advice? Does staying on the top of technology transfer and staying in touch with other industries and critical developments in engineering not enhance your ability to contribute to your company? Certainly all these are benefits that help both your career and your company's success and it would be foolish to think otherwise.

Looking back over my years of active involvement in ASME, I can say that I

have had opportunities for personal growth that never existed within the framework of my normal job. I can also say that the involvement has provided me with experiences and other opportunities that I would not otherwise have had. In addition, the mentoring and involvement with other engineers have helped me solve problems many, many times, when I've called upon colleagues across the country for technical advice. Those who have not been actively involved have not experienced this. So then, why do you insist upon listening to those who tell you why being an active member is not worth your time? And I say again... "So stay poor!"

The members of ASME International are very serious about living ASME's mission "to promote and enhance the technical competency and professional well-being of our members, and through quality programs and activities in mechanical engineering, better enable its practitioners to contribute to the well-being of humankind." They represent the best that the profession has to offer. Many times, early career engineers do not see the full benefit of active membership (notice I say "active" membership) and how improved their career and the profession will be as a result of what they do with ASME in the areas of education, technology transfer, codes and standards, conferences, publishing and public policy development - globally and locally. The work and the culture of ASME is a reflection of values and behaviors with which responsible, caring and successful professionals are proud to be associated. Bringing the good work of the Society to our communities requires a continuing influx of creative, talented, energetic volunteers. The value of the time spent makes a significant difference in the real issues that affect our communities, profession, industries, employers and careers. It's hard for me to understand why there are engineers who do not see the benefits of active participation in their professional society. Typically, these are the ones that

are out of date in five years and do not keep up on the technology in their field. Too bad.... I guess to those I say, "Why bother? So stay poor!"

ASME International is working to bring the benefits of active membership and participation to as many engineers as possible. This helps us to expand the work of the Society and have a greater effect on our communities, our industries, our membership, and the technology growth of our world. Our goal is to carry out more continuing education programs, more technical lectures, and more events that will help further the capability of the engineering community. So ask yourself once again, "Do I want to be poor?" Get involved in this expansion and enhance your background, expand your experiences, build your career... don't be poor. I personally owe much of my career success to my membership in ASME International and to my participation in many of its programs. Whether you are an active member or a member who is not quite involved, if you think about it and you are honest with yourself, you must have similar goals as I to move your career forward, to further your involvement in technology, to build your own network of colleagues and friends, and be a greater contributor to both your employer and your community.

The Council on Member Affairs is prepared to help you. I and the other senior volunteer leaders, regional office and membership staff, and experienced former leaders are here to help you get this message out to other engineers... especially to students and those in the early stages in their careers who do not see the importance of active participation because they have not experienced it. Someone has to explain it to them. Call your regional office or the Membership Development Department (212.591.7742) and we will be glad to help you get this message out. We owe it to our colleagues to see that these opportunities are available to them. Don't be poor.



From the Editor

We are organizing a variety of sessions and events for IMECE 2002 (see Pages 4-6), scheduled from November 17 (Sunday) to 20 (Wednesday), at New Orleans Hilton Riverside. The current arrangement (subject to a possible change) is:

- 1) **Engineering Business Management Track (TEBM):** Sessions E&TM-1T, 3T, 7T, 9T, 10T, 12T-15T on November 18-19.
- 2) **Energy Track (TENER):** E&TM-4T (which may be renamed "The Future of Nuclear Power"), on November 19, and
- 3) **E&TM Track:** (MGTD) E&TM-11T on November 19
(T&SD) E&TM-2T, 5T, 6T, 8T, 23T, 24T, 30T on November 18-20, and
(SERAD) E&TM-16T through 22T on November 18-19.

You are cordially invited to attend our Congress sessions. Please feel free to contact chairs/organizers for any inquiries concerning paper presentations, details, etc. Looking forward to seeing you in Dixieland City.

Hiroshi Honda, Ph.D., P.E.

