

Management Division e-Update February/March

"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them." Paul Hawken

"The conventional definition of management is getting work done through people, but real management is developing people through work." Agha Hasan Abedi

Table of Contents

1. Introduction & Welcome
 2. About the Management Division
 3. Awards
 4. Professional Development and Professional Participation for Engineering Managers-Why and How
 5. Upcoming Events
 6. Links / Resources / Publications
-

1. Introduction & Welcome

Dear Colleagues,

The temperatures are rising and the days are getting longer. We have survived another winter, and eagerly welcome spring upon us. It's hard to believe the incredible Super Bowl was nearly two months ago, featuring the Cinderella New York Giants upsetting the undefeated New England Patriots. Two weeks prior the Management Division held an Executive Board Retreat in Austin, Texas.

For 24 hours, 15 passionate volunteers locked themselves in a University of Texas at Austin conference room, hammering out a new strategic direction, including vision, mission, and short and long term goals. I am extremely proud of how the mixed group of volunteers came with diverse ideas and experiences, and left as a unified team, enthused to make the Management Division the premier organization in the field of engineering management.

ASME Governor Alma Martinez Fallon facilitated the retreat, lending her tremendous experience and knowledge in creating a new strategic direction. Another ASME Governor and former VP of the Engineering and Technology Management Group, Bob Simmons, shared his valuable insights and experiences to the group.

The Retreat was highlighted by an interactive dinner which featured a team competition with two parts:

1. Design the most innovative Global Management Conference concept and
2. Build the tallest structure with limited materials supplied. It was amazing what the teams produced in such a limited amount of time. Many of the creative ideas, such as Fantasy Management, will be explored thoroughly as the Global Management Conference is developed.

Now is the time where we need your help! We are looking for open-minded and spirited volunteers to help make the Global Management Conference a reality. Five committees are currently being formed:

1. Programs
2. Marketing & Communications
3. Intellectual Property & Post-conference Material
4. Exhibition & Sponsorship
5. Special Events

Please volunteer today by contact me at berkofh@asme.org or 202.781.2590. We are at a turning point, where the Management Division is set to bring valuable engineering management programs, resources, and experiences to our membership, providing value and career enhancement to each one of our members. We need your input and suggestions to be as successful as we believe we can achieve.

Thank you for your continued dedication to ASME and I look forward to hearing from you.

Best Wishes,
Howard Berkof

Chair, ASME Management Division
berkofh@asme.org
202.781.2590

2. About the ASME Management Division

We have a new vision statement, mission statement, and strategic goals! Check out the Management Division poster presentation from LTC to learn about our new goals and share with us your thoughts:
<http://management.myasme.info/>

Vision

To be the premier organization and catalyst for the advancement of engineering management practice!

Mission

We will promote the art, science, and practices of engineering management. Our programs and services will enable our customers to achieve their highest leadership potential.

3. Awards

In 1983, the ASME Board of Governors approved the establishment of the Dedicated Service Award. It honors unusual dedicated voluntary service to the Society marked by outstanding performance, demonstrated effective leadership, prolonged and committed service, devotion, enthusiasm and faithfulness. The award may be presented to selected individuals who have served the Society for at least ten years in one or more of the following areas: Codes and Standards; Centers; Strategic Management; Knowledge & Community; Board of Governors; Institutes; The ASME Foundation; The ASME Auxiliary, Inc.; Committees reporting to the Board of Governors. No more than 43 awards will be presented annually.

The Management Division is proud to announce that Bjong Wolf Yeigh, Ph.D., EMCP, was recently honored with the Dedicated Service Award. Wolf is being recognized for his many years of service to ASME, including his tenure as Chair of the Management Division and key contributor to the Body of Knowledge for Engineering Management Certificate International. Wolf currently is the Vice President for Academic Affairs and Dean of the Faculty Professor of Mechanical Engineering and Professor of Management Norwich University A veteran of the U.S. Navy, Yeigh served as a tactical intelligence officer for Fighter Squadron Seventy-Four (VF-74) aboard the USS Saratoga (CV-60) in Operation Desert Shield and Desert Storm. While on active duty, Yeigh completed the following: Strike Lead Attack Training Syllabus (SLATS), Navy Fighter Weapons School, Navy Electronic Officer Course, and Navy and Marine Corp Intelligence Training. Yeigh earned his A.B. in engineering science from Dartmouth College in 1986, M.S. in mechanical engineering from Stanford University in 1987, graduate certificate in science and technology policy from the Woodrow Wilson School at Princeton University, and M.A. and Ph.D. in civil engineering and operations research from Princeton University in 1995. Yeigh's expertise is in modeling and simulations research, and he teaches in engineering mechanics and in management. He was elected a fellow of the American Society of Mechanical Engineers and serves on several national boards for engineering and education.

His award citation reads as follows: "For dedicated voluntary service to the Society marked by outstanding performance, demonstrated effective leadership, prolonged and committed service, devotion, enthusiasm, and faithfulness."

The Management Division recognizes and appreciates Wolf's volunteer spirit and the always professional effort he puts forth into his various activities in support of the E&TM Group and the Management Division. Congratulations Wolf - this recognition of your effort and active participation is well deserved!

4. Professional Development and Professional Participation for Engineering Managers-Why and How

It has been said that engineering management is based on "soft" skills, as opposed to the supposedly "hard" skills usually brought to bear in engineering problem solving-modeling, finite element analysis, materials testing, etc. Perhaps the soft-hard differentiation stems from the relative lack of university course work concentrating on management skills in the undergraduate curricula, and from the perception that engineers in management required mostly "people" skills. But today's engineering manager must be concerned with many highly detailed problems, including budgeting, finance, scheduling, quality assurance, data and documentation, negotiations and contracts, labor relations, laws and regulations, and many others in addition to personnel management-often, several of these types of problems must be optimized in a fast-paced environment governed by hard deadlines and other constraints. The skill set needed to do so, professionally and with integrity, hardly seems "soft".

Perhaps this is why there are now so many opportunities in continuing education and professional development for engineering managers. As engineers gain responsibility and authority in their corporation or organization, they automatically assume corresponding managerial duties, even without formal re-assignment to a management track; thanks to concurrent engineering and related business/technical paradigms, the days of purely individual contribution from single areas of expertise are mostly gone. To prepare for added management duties, engineers can choose from various credential programs. The Project Management Institute (www.pmi.org) markets the Project Management Professional credential, which is discipline-independent. Closer to home, ASME houses Engineering Management Certification International (<http://www.engineeringcertification.org/about/>), which offers two levels of certification in engineering management, based on testing over an extensive body of knowledge. Various Universities now offer professional masters degree programs in engineering management (for example; <http://lifelong.engr.utexas.edu/degree/em-overview.cfm>) Also, it has been reported at least anecdotally that engineers make up half or more of the enrollees in the many professional MBA programs offered around the country.

All these management credentials require investments of study and cash, and all have varying strengths and benefits. An excellent approach (if not the very best one) to selecting the best path or a hybrid of the available routes is to participate in our own Management Division, which comprises the largest technical group within ASME. Participation can vary from simply reading this newsletter, to regularly visiting the MD website, to attendance at meetings and events, and ultimately (we hope) active volunteer participation, which in turn can be geared to each member's availability and preferences. Within Management is a small but growing and energetic core of expert individuals representing all levels of experience and practically all engineering, academic, and policy sectors. When we don't have ready answers to timely requests for information, we know where to find them.

How to get started? Reply to the Chair's (Howard Berkof) request for volunteers at the top of this update, and get invited to the next Management Division conference call. This will give you an excellent introduction to the energy and imagination of our active members, and will show you the various opportunities for taking an active role for yourself, which can be tailored specifically to your needs and availability. There is no dress code and the doughnuts are on us. Hopefully you will see why we have adopted the new ASME Management Division vision, which is:

"To be the premier organization and catalyst for the advancement of engineering management practice!"

5. Upcoming Professional Development Events

*The New Engineering Manager: Moving from Technical Professional to Manager - This program focuses on the movement from technical professional and/or engineer to supervisor or team leader. Supervisors and managers of the 21st century will have broader responsibilities, taking charge of more projects and more people.

CEUs: 1.5

Number of Days: 2

05/05/2008 - 05/06/2008

Holiday Inn International Drive Resort in Orlando, FL

For More Information:

http://catalog.asme.org/Education/ShortCourse/New_Manager_Moving_from.cfm

*Preparing for the Project Management Professional Certification Exam - This 2-day course is designed to help mechanical engineers to prepare for the Project Management Professional Examination. The curriculum is totally focused on Project Management Institute's (PMI(r)) PMBOK grid. It covers all of the materials that PMI considers important to be included in the exam. This course is often revised to reflect the changes in the Project Management Professional Examination, most recently to include the changes that went into effect in March of 2002 and the coverage of the Guide to the Project Management Body of Knowledge (PMBOK).

CEUs: 1.5

Number of Days: 2

05/08/2008 - 05/09/2008

Holiday Inn International Drive Resort in Orlando, FL

For More Information:

http://catalog.asme.org/Education/ShortCourse/Preparing_Project_Management.cfm

*TRIZ: The Theory of Inventive Problem Solving - This workshop and problem solving course will train participants in the unique problem solving process known as TRIZ (Theory of Inventive Problem Solving). Through a combination of lecture and problem solving exercises on real-world problems from industry, participants will learn how to resolve contradictions in design, as well as how to pro-actively analyze potential failure routes in product performance. The use of TRIZ in

organizational and management problem solving will be taught. TRIZ is unique as a problem-solving tool in that it is based on patterns of invention in the global patent literature rather than psychological approaches.

CEUs: 2.25

Number of Days: 3

05/19/2008 - 05/21/2008

AMA Executive Conference Center in Chicago, IL

For More Information:

http://catalog.asme.org/Education/ShortCourse/TRIZ_Theory_Inventive_Problem.cfm

*4th Annual Lean Six Sigma Summit: Chicago, IL, April 29 - May 2, 2008.

www.wcbf.com

Based on the enormous success of WCBF's Six Sigma event series to date, it is expected that this will be the foremost senior-level conference to focus on Lean Six Sigma in 2008. Nowhere else will you find such an exceptional array of speakers and organizations willing to share their experience with you.

By attending you can take advantage of more opportunities than ever before for hands-on interaction, learning and discussion with your peers through the:

- *VP of Six Sigma Benchmarking Forum.

- *Advanced Users Panel

- *Government and Defense Benchmarking Forum

- *Master Black Belt Forum

- *13 Pre- and Post-Summit Interactive Workshops

- *45 case studies from across Manufacturing, Service and

Transactional Environments

- *Focused tracks and break-out sessions to address the needs of Beginners, Intermediate AND Advanced Practitioners.

Program/speaker details and registration: <http://www.wcbf.com/quality/5082>

*2008 ASME Annual Meeting, June 7-11, 2008, Walt Disney World Swan and Dolphin Resort, Lake Buena Vista, Florida USA

<http://www.asmeconferences.org/annualmeeting08/>

This international conference will include several major workshops and symposia directed at rising engineering management professionals at all levels of career experience. For full details, see the professional development information for the meeting at <http://www.asmeconferences.org/annualmeeting08/PD.cfm>

6. Links / Resources / Publications

Center for Engineering Entrepreneurship & Innovation:

www.asme.org/Communities/Entrepreneur

IEEE Innovation Institute: www.innovation-institute.org

IEEE Entrepreneurs Village: www.ieeeusa.org/careers/entrepreneurs

American Society for Engineering Management: www.asem.org

American Management Association: www.amanet.org

International Association for Management of Technology: www.iamot.org

Project Management Institute: www.pmi.org

ASME Engineering Management Certification International:

<http://www.engineeringcertification.org/>

2008 ASME Annual Meeting:

<http://www.asmeconferences.org/annualmeeting08/>