

## January Management Division e-Update

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### 1. Introduction & Welcome

Dear Colleagues,

Happy New Year! We hope that you enjoyed a relaxing and restful holiday season full of family, food, football, and fun. As the holidays turn over, take time to reflect on your life and career. Is your work and personal life in balance, and if not, think about what can you do differently in 2008 to spend more time with your family and friends.

Where do you see yourself in 5, 10, and 20 years? What challenges will you rise up to and obstacles will you overcome to achieve your goals. Many of these answers you and I do not know. Every day brings new circumstances and the rapidly changing global picture affects us all.

The ASME Management Division will be tackling these important questions this month, during a weekend retreat in Austin, TX, hosted by the Mechanical Engineering Department at the University of Texas at Austin. The executive committee will re-visit the purpose of the division, including understanding who our members are, refining the mission and vision, and creating a short and long term strategic plan to meet our member's greatest needs.

You have already helped us greatly through your participation in the Global Management Conference survey. These results have been carefully analyzed and will help us create a conference and technical programming strategy that will benefit you and your employers. We continue to value your input and suggestions, please share them with us: [berkofh@asme.org](mailto:berkofh@asme.org).

Finally, as you set your personal goals and objectives for 2008, we hope that you reserve some time to support and participate in ASME events.

Best Wishes for a happy, healthy, and safe New Year,  
Howard Berkof

Chair, ASME Management Division  
[berkofh@asme.org](mailto:berkofh@asme.org)  
202.781.2590

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### 2. Management Division Website

If you have not seen it yet, check out the new website:

<http://management.myasme.info>

Please send Catherine Lengsfeld any content, news items, and events to post: [lec5@asme.org](mailto:lec5@asme.org)

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### 3. Recap of Management Division Programs

International Mechanical Engineering Congress & Exposition  
Sheraton Seattle Hotel

Seattle, Washington  
November 9-12, 2007

The Management Division sponsored and/or participated in a slew of activities at the 2007 ASME International Mechanical Engineering Congress and Exposition. On Friday, November 9, ten teams competed in the inaugural Innovation Showcase, or I-Show. After all presentations were completed, and the judges collaborated, Greensulate, from the Rensselaer Polytechnic Institute, was chosen as the winner, and given \$5,000 as seed funding, as well as additional product and start-up support. For more information, visit the I-Show website: [http://www.asme.org/Communities/Entrepreneur/Innovation\\_Showcase\\_IShow.cfm](http://www.asme.org/Communities/Entrepreneur/Innovation_Showcase_IShow.cfm).

Saturday, November 10, featured the Invention to Venture, or I2V, workshops. 110 attendees participated in this "mini-MBA boot camp," which taught technology entrepreneurship basics, helped build networks, and provided a framework for moving ideas forward. The topics covered included technology commercialization, intellectual property protection, marketing, and financial planning.

The Early Career Forum (ECF) and the Management Division Executive Committee meeting each occurred on Sunday, November 11. The ECF theme was *How to Manage and Advance Your Career*, and featured three sessions. For more information, visit the ECF website: [http://www.asme.org/Communities/EarlyCareer/Forum/Seattle\\_ECF\\_Fair\\_Program.cfm](http://www.asme.org/Communities/EarlyCareer/Forum/Seattle_ECF_Fair_Program.cfm). The Management Division Executive Committee met that afternoon, and made plans for a retreat in January 2008 to discuss the future goals, direction and vision of the Management Division, and how best to meet those goals.

The Early Career Development Series (ECDS) on Monday, November 12 featured a session co-sponsored by the Management Division, titled "Engineering Entrepreneurship and Innovation." The session speakers were Tom Libertiny, ASME Vice President-Elect of Knowledge & Community's Global Communities sector, and Howard Berkof, Chair of the Management Division.

The Management Division programming at IMECE concluded with a technical session, Engineering Business Management, on Tuesday, November 13. The technical session featured technical paper presentations: "Assembly Systems Coordinated by Revenue-Sharing Contracts in a Fuzzy Environment" by Junyan Wang and Yuhua Zhang; "New Technology Introduction: Lessons from Industry Cases" by Jenny Wong, Kurt Beiter, and Kosuke Ishii; and "Managing New Technologies in Conceptual Engineering Design, Demonstrated on Innovate Positive Displacement Device" by Holger M. Roser and W. John Dartnall.

For more information on any of the programming that occurred at IMECE, please see the conference website: <http://www.asmeconferences.org/congress07/>.

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#### 4. 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.

One individual may be nominated each year from the Engineering & Technology Management (E&TM) Group for the Society's Dedicated Service Award (DSA) providing they have met the qualifications to be considered for the DSA. The E&TM Group's nomination for 2007 is Mr. Stephen H. Long, immediate past chair of the Management Division. Steve is being recognized for his many years of service to ASME, specifically to the Engineering & Technology Management Group, the Management Division and the South Texas Section.

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 Steve'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 Steve - this recognition of your effort and active participation is well deserved!

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#### 5. About the ASME Management Division

Excerpt from ASME Management Division website: <http://management.myasme.info/>

The **Management Division** is concerned with the management of the engineering process at all of its levels, national and international, and specifically as applied to the following: project and program management, the process of technological innovation, motivation, communication, human resources, organization and planning, technology forecasting and assessment, product and market analysis and planning, sales engineering organizations, technology transfer, finance, economic development, management information systems, the application of computer programs and data bands, small business, management

development and education, the measurement of performance, quality and productivity, employment of engineers, and personal growth and management.

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## 6. Professional Development / Education

\*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](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®) 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](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](http://catalog.asme.org/Education/ShortCourse/TRIZ_Theory_Inventive_Problem.cfm)

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## 7. Upcoming Events

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

[www.wcbf.com](http://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>

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## 8. Links / Resources / Publications

Center for Engineering Entrepreneurship & Innovation:

[www.asme.org/Communities/Entrepreneur](http://www.asme.org/Communities/Entrepreneur)

IEEE Innovation Institute: [www.innovation-institute.org](http://www.innovation-institute.org).

IEEE Entrepreneurs Village: [www.ieeeusa.org/careers/entrepreneurs](http://www.ieeeusa.org/careers/entrepreneurs)

American Society for Engineering Management: [www.asem.org](http://www.asem.org)

American Management Association: [www.amanet.org](http://www.amanet.org)

International Association for Management of Technology: [www.iamot.org](http://www.iamot.org)

Project Management Institute: [www.pmi.org](http://www.pmi.org)