

## **April 2009 Management Division e-Update**

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### **1. Welcome from the Chair**

Dear Colleagues,

It has been too many months since the last Management Division e-Update. However, there has been tremendous activity in those months, as the Management Division, in partnership with the Technology & Society Division, has been working hard to launch the inaugural Global Engineering Management Conference!

I invite you to explore the freshly released official conference website <http://www.asmeconferences.org/gemc09> and check out the outstanding program assembled. You will find a program that reflects the most current issues in global engineering management, captivating presenters and keynote speakers, interactive workshops, and exclusive tours, including the new Cowboys Stadium and Texas Instruments LEED manufacturing facility. We have worked hard to bring you a “can’t miss conference” in response to your voice-of-the customer feedback at a best-in-value price. Please, check out the details and start planning your trip to Dallas, September 13-16, 2009!

We are all impacted in some way by the economic downturn that continues to cause instability and uncertainty in the global markets and job industry. Through these tough times, ASME continues to be a pillar of stability. This is my 6<sup>th</sup> year on the Management Division Executive Board, and personally, it continues to be a very rewarding experience. Every day I am learning and meeting new, fascinating individuals. Working with such a talented group of officers and building an innovative new conference together continues to bring excitement and inspiration every day.

Thank you to everyone that contacted me last year. I am particularly touched by the warm response to the presentation on Leadership. I have engaged with (4) past Management Division Chairs and several others who have volunteered support of the Global Engineering Management Conference. One distinguished member, Mr. Ercole Rosa, even contributed to this newsletter, writing the article “Engineers in Public Service.”

Please keep the letters and phone calls coming. As we say goodbye to this cold winter and welcome the longer days of spring, so do we remain confident of a future full of exciting potential.

Best Wishes,



Howard Berkof  
Chair  
ASME Management Division  
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585.259.5150.

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## **2. Global Engineering Management Conference**

Tackling today's global management challenges!

Sunday, September 13 - Wednesday, September 16, 2009  
The Fairmont, Dallas  
Dallas, Texas USA

<http://www.asmeconferences.org/gemc09>

The pace of technological change, globalization and the softening of the global economy are exerting major changes in the engineering profession. The GEMC will address these issues through four overarching tracks:

- \*Managing New Technology
- \*Managing & Developing Engineers
- \*Supply Chain Management within the Global Market
- \*Managing Your Ecological Footprint in the Energy & Environmental Era

The GEMC is a globally-focused event bringing together mid-career engineering managers from targeted industry sectors. With a focus on the transfer of knowledge from best-in-class organizations and an emphasis on hands-on/experiential learning, the GEMC intends to provide both technical and economical value for those who participate. Programming will consist of technical sessions, accreditation tutorials, networking events, and other innovative knowledge and professional exchange forums.

Please go to the official GEMC website: <http://www.asmeconferences.org/gemc09>  
for Program, Special Events, Registration, Hotel, and Logistics Information

Questions? Please contact: Howard Berkof at [berkofh@asme.org](mailto:berkofh@asme.org) or 585.259.5150.

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## **3. Engineers and Public Service**

This appears to be the time when it is reasonable to encourage and support engineers to participate in the political system, and to consider running for public office. There is ample historical precedence for the involvement of the Management Division in matters affecting the public administration. The skills and the talents of the many members of the Division represent a substantial resource for the planning and implementation of such a program, and could easily serve as a source for potential candidates.

Moving into the political arena represents a shift into an environment of chaos and complexity. Effective participation requires awareness, perception, planning, preparation and patience.

For example, engineers have a mixed record for effectiveness when elected to national office. Two U.S. Presidents were engineers – Herbert Hoover and Jimmy Carter. President Hoover was ranked #31 and President Carter was ranked #34 in a recent 2005 poll. For reference, Richard Nixon was ranked #32.

Both Presidents were highly regarded by their peers. President Hoover, a Civil Engineer, was the inspiration for, and the first recipient of the Hoover Medal, which is administered by ASME on behalf of several engineering societies. He was defeated for re-election by Franklin D. Roosevelt, who was ranked #3.

President Carter, a Nuclear Engineer, was awarded the Hoover Medal in 1998 and the Nobel Peace Prize in 2002. He was defeated for re-election by Ronald Reagan, who was ranked #6.

On the other hand, Ralph Flanders, a Mechanical Engineer, was elected twice to the U.S. Senate. He served as the President of ASME in 1934-36, and was awarded the Hoover Medal in 1944. Earlier, he was president of the Jones & Lamson Machine Co. At one point, he was editor of MACHINE magazine in New York City. He retired from the Senate after two terms.

The Hoover Medal is an American engineering prize. It has been given since 1930 for "great, unselfish, non-technical services by an engineer to humankind." The prize is given jointly by the American Institute of Chemical Engineers, American Institute of Mining, Metallurgical, and Petroleum Engineers, American Society of Civil Engineers, Institute of Electrical and Electronics Engineers, and American Society of Mechanical Engineers (which administers it).

There are many options and opportunities for the Management Division to be active and provide leadership in developing and improving engineering participation and involvement in public policy and administration. Among others, these include:

1. Maintaining an interactive blog
2. Preparing a set of handbooks and guidebooks
3. Conducting seminars and workshops
4. Preparing statements on relevant issues
5. Providing expert assistance to potential candidates
6. Supporting additional forms of recognition
7. Providing direction and support at the District and Section levels
8. Providing leadership for the development of a National Industrial Policy

I present these comments with full awareness that there are many others who can make important contributions to the development of these activities and programs.

I also offer to participate and assist in these activities.

Thank you, and Best Wishes,  
Ercole Rosa

[ercolorosa@att.net](mailto:ercolorosa@att.net)

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#### **4. History of the ASME Management Division**

Recently, ASME Staff located, scanned, and uploaded a PDF of this priceless book "Management Division History, 1886-1980." Discovering this book was like finding a pot of gold at the end of the rainbow.

Management Division History 1886-1980 is posted on the website at <http://management.myasme.info/upload/ManagementDivisionHistory1886-1980.pdf> and <http://divisions.asme.org/management/divisionadmin/index.html>

Please note the first page is black and is not very legible even on a lighter shade of copy. The Editor's name is Charles M. Merrick.

There are ideas and inspirations imbedded in here for the Management Division and the inaugural Global Engineering Management Conference. Plans are underway to resurrect the Henry Towne Lecture and Frederick W. Taylor Award. Distinguished past Management Division Chair, Nathan Hurt, is developing a presentation on the "History of the Management Division" at the conference – you won't want to miss this!

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## **5. Upcoming Short Courses, Engineering Management**

<http://www.asme.org/Education/Courses>

### LEGAL ISSUES FOR ENGINEERS

- Professional Responsibility for Engineers  
June 4 - 5, 2009, Houston, TX

### MANAGEMENT

- Developing Conflict Resolution Best Practices  
April 30 - May 1, 2009, Orlando, FL

### MANAGING PROJECTS

- Project Management for Engineers and Technical Professionals  
April 27 - 29, 2009, Orlando, FL
- Project Management for Chemical Engineers  
April 30 - May 1, 2009, Orlando, FL
- Preparing for the Project Management Professional Certification Exam  
April 30 - May 1, 2009, Orlando, FL
- Conceptual Development and Capital Cost Estimating  
June 1 - 2, 2009, Houston, TX
- Managing Projects Combo Course  
June 1 - 4, 2009, Houston, TX
- Project Evaluation: Operating Cost Estimating and Financial Analysis  
June 3 - 4, 2009, Houston, TX

Online Courses also available: <http://www.asme.org/Education/Courses/>

Member and early bird discounts: Use Code: WE0250  
Contact: [infocentral@asme.org](mailto:infocentral@asme.org), 1-800-843-2763

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## **6. Links / Resources / Publications**

Global Engineering Management Conference: <http://www.asmeconferences.org/gemc09>

ASME Management Division: <http://management.myasme.info> & <http://divisions.asme.org/management>

ASME Engineering Management Certification International: <http://www.engineeringcertification.org>

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)