

March 2010 Management Division e-Update: Special Focus on the Global Engineering Management Conference

Table of Contents

1. Greetings from the Conference Chair
2. Special Financial Aid Offer
- **Items 3-5 are GEMC Special Events**
3. 2010 Henry Robinson Towne Lecture: Dr. Delores Etter, “Challenges in Engineering Education”
4. Cowboys Stadium Engineering Tour: Sport’s Wonder of the World
5. Spotlight on Debra Fine, “The Fine Art of Small Talk”
6. GEMC Registration Information
7. Links / Resources / Publications

1. Greetings from the Conference Chair

Dear Colleague,

This special edition of the Management Division eUpdate highlights the special opportunities the Global Engineering Management Conference has to offer. The conference will take place April 11-13, 2010 at the Fairmount Hotel in Dallas, TX. The inaugural conference is just over 5 weeks away and I encourage you to make your travel arrangements and register early!

www.asmeconferences.org/gemc10

Dr. Delores Etter has graciously accepted the honor of 2010 Henry Robinson Towne Lecturer. Dr. Etter joined Southern Methodist University in 2008 as the Texas Instruments Distinguished Chair in Engineering Education and Director of the Caruth Institute for Engineering Education. She brings a wealth of knowledge and experience from the Department of Defense, most notably serving as Assistant Secretary of the Navy for Research, Development, and Acquisition from 2005-07. Dr. Etter will present on “Challenges in Engineering Education.”

You don’t want to miss the engineering tour of the new breathtaking Cowboys Stadium. Whether you love ‘em or hate ‘em, the Dallas Cowboys play in what has been dubbed the “sports wonder of the world.” This is one experience you won’t want to miss!

Finally, Debra Fine, renowned author and lecturer will lead a special networking program based on her best selling book “The Fine Art of Small Talk.”

Excited to attend but unable to gain full employer backing? Please check out our special Financial Aid offer. If you have any questions or would like more information about the

conference, please contact Mary Jakubowski at jakubowskim@asme.org. I welcome your feedback and encourage you take advantage of this innovative new conference. I look forward to seeing you in Dallas.

Best,
Howard Berkof

berkofh@asme.org

2. Special Financial Aid Offer: \$200 off

Are you excited about ASME's new Global Engineering Management Conference? Are you motivated to attend and learned that your employer is unable to financially support your attendance? Or, are you underemployed and looking at the GEMC as an opportunity to sharpen your skills and network with potential hiring agents? The ASME Management Division wants to provide you with every opportunity to attend and has established a Financial Aid fund to support your registration costs. The Management Division will cover \$200 of the registration fee for the first 20 accepted applicants.

Financial Aid Guidelines

- Eligible candidates can demonstrate that their employer will not cover their costs or that they are currently under-employed.
- Applicants will be registered at the early bird member rate and the Management Division will cover \$200.
- Total number of financial aid subsidies available = 20
- Selected applicants will be provided with a form for re-imbursment following registration.
- Applications for financial aid will be judged by the GEMC committee
- Aid can be used to cover travel costs

Financial Aid Application: Please complete information below and send to Mary Jakubowski, jakubowskim@asme.org)

- Full Name
- Company/Affiliation/Institution
- Address
- City, State/Province, Zip/Postal Code Country
- Phone & E-mail
- ASME Member #
- Please describe your financial need. (Employer is not financially supporting, underemployed, other)
- What are your primary interests in attending the Global Engineering Management Conference?

Please contact Mary with any questions or information requests, jakubowskim@asme.org or 212-591-7637.

3. 2010 Henry Robinson Towne Lecture: Dr. Delores Etter, “Challenges in Engineering Education”

Dr. Delores Etter will be honored as the 2010 ASME Henry Robinson Towne Lecturer at the Global Engineering Management Conference in Dallas, TX on Monday, April 12, at 8:30am. Her topic will be “Challenges in Engineering Education.” Today's global challenges will require engineers who understand more than the technical content of their profession. They must also be comfortable working in the global community, communicating in all forms of media, and skilled at being a part of or leading an innovative team. This presentation will address some of the critical issues in educating and developing engineers to be ready to tackle all of these challenges.

Dr. Etter joined the Electrical Engineering faculty at Southern Methodist University (SMU) on June 2, 2008. She holds the Texas Instruments Distinguished Chair in Engineering Education, and is the Director of the Caruth Institute for Engineering Education. Dr. Etter holds a joint appointment in the Computer Science Department, and is a Senior Fellow of the John Goodwin Tower Center for Political Studies.

Dr. Etter previously held the Office of Naval Research Distinguished Chair in the Electrical/Computer Engineering Department at the United States Naval Academy where she was a faculty member from 2001 to 2008. She has held two senior executive positions in the Department of Defense. As Assistant Secretary of the Navy for Research, Development, and Acquisition from Nov 2005 through Nov 2007, Dr. Etter was the Senior Acquisition Executive for the Navy and the Marine Corps. She was also the Senior Acquisition Executive for several Joint programs, including the Joint Strike Fighter (JSF) and the Mine Resistant Ambush Protected Vehicle (MRAP). From June 1998 through July 2001, Dr. Etter served as the Deputy Under Secretary of Defense for Science and Technology. In that position, she was responsible for Defense Science and Technology strategic planning, budget allocation, and program execution and evaluation for the DoD Science and Technology Program.

Dr. Etter is a member of the National Academy of Engineering. She is also a former member of the National Science Board and the Defense Science Board. She is a Fellow of the Institute of Electrical and Electronic Engineers (IEEE), the American Association for the Advancement of Science (AAAS), and the American Society for Engineering Education (ASEE). Dr. Etter has received many national awards and honors. She has also received the Department of the Navy Distinguished Public Service Award, the Secretary of Defense Outstanding Public Service Medal, and the Department of Defense Distinguished Public Service Medal.

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 entitled "The Engineer as an Economist." This paper was the beginning of the flow of 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. Some very famous engineers/managers have been Towne Lecturers in the past, including Herbert Hoover, Peter Drucker, and David Packard.

4. Cowboys Stadium Engineering Tour – Behind the Scenes with the Director of Engineering

Date: Tuesday, April 13

Time: 5:00-7:00pm, Depart from the Fairmont Hotel

Cost: \$65.00, Includes a light Dinner

Taking a tour of an NFL Stadium is something every fan should experience, especially when it involves the inaugural year of the Cowboys Stadium, built to be considered a Sports Wonder of the World. This first-hand experience will give your guests a feel for the enormity of the structure, which can seat approximately 80,000 but can be expandable to up to 100,000 for the upcoming 2011 Super Bowl. The retractable roof stadium will incorporate some of the historical features of Texas Stadium, home of the Dallas Cowboys for the past 35 years, including the Ring of Honor and the Dallas Cowboy Hall of Fame.

Once inside the gates, guests will view the arches spanning the length of the stadium which stretch for over a quarter mile each, unmatched by any archway in the world. Another signature element that will awe every spectator are the 70ft x 160ft, 600 ton center hung video boards – the largest ever created – that stretch between the 20 yard lines for the fans to witness the play of the Cowboys on game day. While on this tour guests will not only see these structures LIVE, but also learn how these elements were hung, implemented, and controlled.

Not only will guests learn about the intricacies of how the building was created, but also feel what it is like to play on Sunday as you enter the Cowboys Locker Room and walk on “America’s Teams” field. Lastly, guests will visit the Pro Shop and have the opportunity to purchase their favorite players jersey as a memento from experiencing this \$1.1 billion stadium firsthand.

Scott Woodrow, Director of Engineering

Scott is the Director of Engineering for the new Cowboy Stadium in Arlington. In this position, Scott’s primary goal will be to efficiently utilize energy and water, minimize waste, and maintain the mechanical equipment for the new state of the art stadium.

Prior to this position, Scott served as the facilities engineering manager for several large semiconductor facilities in north Texas. As the engineering manager, he was also responsible for leading the environmental health and safety activities for the sites and promoting sustainable practices.

Scott graduated with a B.S. degree in Chemical Engineering from the Pennsylvania State University and an M.S. degree in Environmental Engineering from Southern Methodist University (SMU). Scott is a registered professional engineer in the State of Texas and since 2004 he has also been an adjunct professor at SMU teaching a course in environmental management systems.

Fun Facts about the new stadium:

- 11,000 tons of chilled water capacity
- 53,000 MBH of boiler capacity
- 120 foot retractable glass door – tallest retractable glass door in the world
- Two quarter-mile main roof arches – largest in the world
- 960 total horsepower in the motors to open the retractable roof
- 70ft x 160ft, 600 ton center-hung video board – largest in the world

- Over 1 million cubic feet – largest enclosed stadium in the NFL
-

5. The Fine Art of Small Talk: “Structured Networking Workshop”

Date: Monday, April 12

Time: 5:45-7:15pm

Cost: Free, Refreshments Provided

Best selling author, professional speaker, and communication guru, Ms. Debra Fine will lead a custom designed structured networking workshop. A former Engineer, Debra designs her presentations to teach technically oriented professionals conversation skills and networking techniques that help in developing business relationships, improve visibility and gain referrals. Debra’s fast paced, informative and entertaining presentation will offer insightful and informative conversation techniques and networking tips on how to strike up conversations and keep them going, avoid conversation “killers”, develop business relationships and come across as composed and self-assured when interacting at events, meetings, networking functions and other business-related gatherings.

Attendees will have the opportunity to sharpen their new skills in this interactive workshop. Complimentary hors-d’oeuvres will be served and cocktails will be available.

About Debra Fine

Timidly, at first, she dipped her toes into the pool of small talk But Fine soon realized that conversation, like most things in life, comes easier with practice

Now the formerly shy, tongue-tied "*engineerd*" is a nationally recognized keynote speaker, trainer and author. A former engineer Debra Fine established her Denver based company **The FINE Art of Small Talk** to teach all variety of professional and the spouse who is dragged along conversational skills for use at networking events, business conventions, trade shows, and with clients, customers and patients Fine studied the art of conversation as diligently as she had once studied engineering

She is a 15+ year member of the National Speakers Association presenting her programs to hundreds of audiences around the world to clients that include General Electric, Hensel Phelps Construction, Lockheed Martin, Alaska Forum on the Environment, American Bar Association, GlaxoSmithKline Pharmaceuticals, Credit Suisse First Boston and New York University Stern Graduate School of Business. Her best selling first book “The Fine Art of Small Talk” was met with excellent reviews in the Library Journal, USA Today, and Entrepreneur Magazine. Her recent media appearances include The Today Show, The Early Show, NPR Morning Edition, Fox Business News and CNN.

Debra’s newly released (2008) *The Fine Art of the Big Talk: How to Win Clients, Deliver Great Presentations, and Solve Conflicts at Work* (Hyperion) is her second in the “Fine Art” series following her best selling book *The Fine Art of Small Talk: How to Start a Conversation, Keep It Going, Build Networking Skills—and Leave a Positive Impression*. View more information about Debra at www.DebraFine.com

6. ASME Global Engineering Management Conference

“Tackling today’s global management challenges”

Date: April 11-14, 2010

Site: The Fairmont, Dallas, TX

www.asmeconferences.org/gemc10

Developed by the ASME Management Division and refined by an Advisory Board of leaders in industry, the Global Engineering Management Conference (GEMC) will focus on knowledge transfer from best-in-class organizations and emphasize hands-on experiential learning. Attendees will benefit from unique insights into what engineering managers need to compete in an increasingly demanding global market place through a broad range of programming including:

*Technical sessions focused on management approaches in today’s economy. Critical subjects include, but are not limited to:

-Global Manufacturing & Management Challenges

-Managing & Developing Engineers

-Managing Your Ecological Footprint in the Energy & Environmental Era

*Continuing education unit (CEU) accreditation tutorial on Strategic Management

*Structured networking event

*Tours include the new Dallas Cowboys football stadium and Texas Instrument’s new green LEED facility

For further information and to register, please visit:

www.asmeconferences.org/gemc10

Venue

The Fairmont

Dallas, Texas USA

(214) 720-2020

<http://www.fairmont.com/dallas>

Questions? Please contact: Howard Berkof at berkofh@asme.org

7. Links / Resources / Publications

Global Engineering Management Conference: <http://www.asmeconferences.org/gemc10>

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

<http://divisions.asme.org/management>

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