



Plant Engineering & Maintenance Division

Summer 2011 Newsletter

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

Executive Committee 2011-2012

Chair

Eric Huston

Vice Chair/Treasurer

Sam Black

Secretary

David Christiansen, PE

Member-At-Large/ Communication Committee

Greg Coil, Director

Conference Committee Chair

Terrence O'Hanlon, CMRP

Advisors/Past Chairs

Steven J. Kaercher
Walter Walejeski

Web Liason

Patrick Jessah

ASME STAFF

Abraham Hassan

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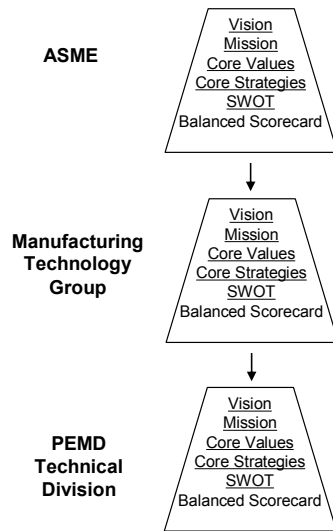
Chair's Message – *Eric Huston*

Time moves quickly. Here we are through the Summer and into the Autumn of 2011 – so there is no better time than now for the next edition of our Plant Engineering & Maintenance Division newsletter.

As previously communicated, your executive committee has been putting considerable time and effort into revitalizing PEMD into an active, self-sustaining division that provides value to its membership. I would now like to share some more information with you about our new strategic plan.

During our meeting in early March, the executive committee developed a new strategic plan using the following approach of cascading the direction set for ASME as a whole, down through the parent Manufacturing Technology Group where our Technical Division resides.

Strategic Planning Process Overview



Mission & Vision:

What we want to be and why we exist

Core Values:

What we believe in and how we will behave

Core Strategies:

Our game plan for achieving the vision and mission. Strategic Priority Statements tell the story of our strategy.

SWOT:

Our strengths, weaknesses, opportunities and threats.

- Strengths and Weaknesses are from an internal perspective (looking inward at ourselves)
- Opportunities and Threats are from an external perspective (looking outward at our members)
- Key activities are then developed (onto a Balanced Scorecard) to address the Weaknesses and Opportunities.

Balanced Scorecard:

How we execute and monitor the strategy The BSC includes:

- Strategy Map with operational objectives and definitions
- Traction Plan with activities
- Scorecard with measures and targets

We included our new vision and mission statements in the Spring 2011 newsletter, and these are repeated here again for your reference as well as the other elements of our new strategic plan. We encourage and welcome your feedback on the following.

Vision: “We will be THE essential resource to INDUSTRY for engineering and maintenance solutions that foster a cleaner, healthier, safer and sustainable world”

Mission: “To serve INDUSTRY through our membership by advancing, disseminating and implementing plant engineering and maintenance knowledge through the continuous improvement of production processes”

Our Core Values:

1. Integrity, Profession and Diversity

- a. Integrity: Embrace integrity and ethical conduct
- b. Profession: Exhibit professional deportment
- c. Diversity: Embrace diversity and respect the dignity and culture of all people

2. Society, Safety and Sustainability

- a. Society: Promote the technical and societal contribution of engineers
- b. Safety: Fostering work environments to protect employee Health and Safety
- c. Sustainability: Nurture and treasure the environment and our natural and man-made resources through utilization improvement

3. Knowledge, Education and Change

- a. Knowledge: Facilitate the development, dissemination and application of engineering knowledge
- b. Education: Promote the benefits of continuing education and of engineering education
- c. Change: Respect and document engineering history while continually embracing change

Our Core Strategies:

- 1. Promote the art, science, and practice of mechanical engineering
- 2. Encourage original research
- 3. Foster engineering education
- 4. Advance engineering standards
- 5. Promote information exchange
- 6. Broaden usefulness of engineering
- 7. Promote safe and ethical practice

Our Target Markets and their Needs:

• Industry

- Production Process Improvement, Knowledge Transfer, Implementation

• Students

- Jobs, Career, Growth Opportunities

• Academia

- Publicity, Publishing, Research and Innovation

• Government

- Public Policy, Regulations

SWOT

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none"> • Technical Diversity of Executive Committee Members • Committed Executive Committee willing to institute change to revitalize PEMD • Large technical division membership – over 15,000 members • International membership from 108 countries – 110 ASME fellows (this data needs to be validated for 2010-2011) • An average membership in division of 21 years • 2010 Survey of our membership provides us some direction on member needs • Monthly Executive Committee meetings 	<ul style="list-style-type: none"> • Division activities have been limited • The strategic plan needs to be developed to maintain focus and direction for PEMD • Need updated membership demographic information • PEMD revitalization progress • New Executive Committee team still forming • No financial revenue generating model/plan • No good structured history • Need central repository to store our information
	Opportunities	Threats
External	<ul style="list-style-type: none"> • Partner with outside organizations for conferences - revenue possibilities • Recruit more volunteers, especially internationally (cultural diversity) • Alternative energy market needs improved plant engineering and maintenance support • More engagement with: <ul style="list-style-type: none"> ○ local regions/sections/chapters ○ Standards committees ○ Technical group/divisions ○ Student members • Mentoring • Focus on serving Industry (vs. academia and government) • Establish technical committees based on our member needs • Offer Training Courses • Improve communications with our members • Offer Job recruitment services • Grow PEMD membership 	<ul style="list-style-type: none"> • Economic forces limit conference effectiveness - limit revenue possibilities • Ability to execute strategic plan with current volunteer resources • Decrease in engineering student enrollment • Duplication of effort within ASME? • Succession planning for Aging E&M workforce

Activities to pursue (Developed from SWOT Weaknesses and Opportunities)

- "Focus on serving industry"
- Grow membership
- Recruit more volunteers
- Student engagement and mentoring
- Conduct Conferences to exchange knowledge, including partnering opportunities
- Develop and promote Publications and Training Courses
- Form a Communications Committee
- More engagement with other Technical Divisions

- More engagement with Districts/Sections (+ cultural diversity)
- More engagement with Codes and Standards
- Partnering: Identify other societies, associations
- Revitalize website
- Provide a means for job postings and recruitment services
- Develop financial model/plan
- Evaluate PEMD member demographics
- Research and capture PEMD history

Of course a strategy is useless without execution. This is where we need your active involvement. Please contact anyone on the Executive Committee if you have an interest to volunteer.

This brings me to my closing statement. Get the most out of your ASME membership - Get involved!

PEMD Direction

The Plant Engineering and Maintenance Division (PEMD) Executive Committee has been meeting each month on a conference call setting the direction for revitalizing PEMD. This past March, the revitalization direction was established and we are moving forward. As we shared in the last newsletter, we revised the Vision and Mission statements for PEMD. We also identified a number of areas to strengthen in PEMD and we recognize the need for additional volunteers. As a result of this work, we have added a PEMD Webmaster, Patrick Jessah and PEMD Conference Chairman, Terry O'Hanlon. Patrick Jessah is the lead field engineer with Arco Petrochemical Engineering Co. Ltd, Lagos Nigeria and an ASME Member since 2009. Terry O'Hanlon is the president of Reliabilityweb.com, and an active ASME affiliate for 7 years. Terry is well suited for the position as PEMD Conference Chairman since he has sponsored several conferences as part of his business.

As we look into 2012, PEMD will have a presence in 2 conferences, ASME International Manufacturing Science and Engineering Conference (MSEC) at Notre Dame, IN and the ASME International Mechanical Engineering Congress & Exposition (IMECE). The MSEC is planned for June, 2012 and has had the most attention thus far.

At the MSEC in Notre Dame, PEMD will sponsor a symposium entitled "Maintenance Improvements for the Delivery of Increased Equipment Reliability". Today's increasingly complex industrial processes require periodic evaluation of maintenance practices and work management processes. Technical advances that drive increases in mean time between failures (MTBF) and decreases in mean time between repairs (MTBR) can deliver substantial improvements to a business' bottom line.

This symposium will focus on real life improvements realized through condition monitoring, asset management and improved maintenance practices. It is preferable to have theoretical results complemented with practitioner implementation.

Specific topics of interest include, but are not limited to:

- Monitoring and control of stationary equipment
- Monitoring and control of rotating equipment
- On-line condition monitoring
- Mechanical integrity of piping systems and structures
- Predictive techniques for valves and valve operators

- Monitoring of electrical systems
- Work Management processes
- New Technologies or New Application of Technologies (RF, bar-coding, x-ray, etc)

The ASME web tool for submitting MSEC conference papers should be available soon. In the meantime, more information can be found at the Notre Dame website that has been set up: [Specific dates to keep in mind:](#)

- Paper submittals by November 1, 2011
- Review and selection of submittals by February 1, 2012

PEMD is asking for volunteers to support the MSEC symposium efforts in a variety of ways, including authors of papers, technical reviewers and conference organizing support. Work on IMECE is just beginning and we ask for your help. We are also interested in learning more about what events you would like us to plan and execute. Conferences, workshops, training and certification programs, etc. are all fair game - what would provide value to you? To volunteer or give feedback, contact Sam Black, Samuel.Black@honeywell.com, or Terry O'Hanlon, tohanlon@reliabilityweb.com.

ASME PEMD Members – Who are We?

During a recent PEMD Executive Committee Meeting, we were reviewing the demographics of people who identify themselves as PEMD members. We have a total of 3,372 ASME members. That's a lot of people, but who are we and how can PEMD better serve the membership. Many of you responded to a questionnaire last year as we took the first step trying to answer this question. We understand that training opportunities is one of the areas that many people have asked for. OK – in the last newsletter, we provided the link to ASME training classes. We also heard your desire for conference types of opportunities and are focusing on bringing two conferences with a specific PEMD focus to our members.

But, what else do we know about our membership? How many years has the oldest ASME PEMD been a member? How about the number of life members we have among our ranks? How does PEMD compare to the other ASME Technical Divisions? Well, the numbers are interesting:

- We have 30 people who have been ASME members for 70 years or more; the longest member has been with ASME for 83 years. We have a wonderful source of knowledge in PEMD.
- 71% of PEMD membership are members, 16% are life members and 9% are students. We have two ASME Fellows in our membership.
- Of the 38 ASME Technical Divisions, PEMD has the ninth largest membership. What is interesting is that except for #7, "No Declared Technical Division", PEMD could be a part of each division. The membership rank of the other divisions with larger memberships are:
 1. Design Engineering
 2. Management
 3. Power
 4. Aerospace
 5. Applied Mechanics
 6. Pressure Vessels & Piping

7. No Declared Technical Division

8. Heat Transfer

- Non-Student PEMD membership that identifies their company as a college or university makes up a little over 2% of the total membership.
- Over one half of the membership holds a Bachelor of Science Degree and about 93% are male – no real surprise here. However, the age range of PEMD membership is almost equally spread among the age groups. There is a wealth of knowledge and experience in all PEMD membership.

[Thanks for ASME Articles](#)

Several articles were sent to PEMD as a result of our invitation this past May. The response caught me a bit off guard, which is good for ASME. Look in the August issue of *Mechanical Engineering* magazine at the three articles that focus on plant engineering. They are titled: “Alternative Measures”, by Ray Beebe; “A Freeze in Time”, by Joan Taagepera and Nathan Tyson; and “A Pump War Story: Back to Basics”, by Gary Wamsley.

[Upcoming Conferences for PEMD Membership Consideration](#)

While PEMD is in revitalization mode, we are working towards participating in two conferences in 2012. However, we recognize that there are opportunities today that our membership can take advantage of. The following is a partial list of conferences for PEMD members to consider as a means to meet their immediate needs:

- **ASME 2011 Conference on Smart Materials, Adaptive Structures and Intelligent Systems** - held September 18 - 21, 2011 in Scottsdale, Arizona. This conference provides a casual setting for formal and informal interactions between a broad range of experts in diverse fields. A guest symposium on sustainability will offer opportunities for building new, multidisciplinary collaborative teams that bridge current research thrusts with this vital and emerging sphere. For more information:
- **ASME 2011 International Mechanical Engineering Congress & Exposition** - The annual ASME International Mechanical Engineering Congress and Exposition, November 11 - 17, 2011 in Denver, Colorado, is a premier global conference that focuses on today's technical challenges, research updates and breakthrough innovations that are shaping the future of engineering. The Congress convenes engineers, scientists and technologists of all disciplines for the purpose of exploring solutions to global challenges and for the advancement of engineering excellence worldwide. The Keynote Event is titled "*Energy and Water: Two Vital Commodities*". For more information:
- **Rio Pipeline Conference and Exposition** - The main objectives are sharing technological advances and operational experiences and to present important ongoing pipeline projects. It also aims to integrate companies from different segments of the pipeline industry: operation, construction, engineering, research and development, training and equipment suppliers. The conference is from September 20 - 22, 2011, Rio de Janeiro, Brazil. For more information:
<http://www.ibp.org.br/main.asp?Team={E2E0AA21-14AD-49C1-99DC-D231089153BA}>

Other PEMD Stuff

Does your local chapter have an event worth boasting about? Have you had some success worth sharing? We'd like to hear about it from you – e-mail one of your executive committee members (the PEMD web-site has our e-mail addresses) with the particulars, so we can help you grow.

ASME PEMP Executive Committee Roles and Responsibilities

The Executive Committee shall consist of six members, five elected members in accordance with the by-laws, and one ex-officio member (the immediate past Chair).

In summary these are: Chair, Vice-Chair/Treasurer, Secretary, Member at Large, Conference Committee Chair and Immediate Past Chair.

All members are expected to:

- Actively participate in Division meetings and vote on all pending matters
- Develop and execute a strategic plan and direction for the Division
- Recruit more volunteers
- Grow membership
- Seek partnering opportunities within ASME (Technical Divisions, Districts/Sections, and Codes and Standards) and externally where potential exists
- Learn ASME governance and policies

The five elected members of the Executive Committee and their responsibilities shall be:

Chair:

- Chief officer of the Division
- Call and preside over Division meetings
- Prepare meeting agendas
- Assign tasks as Division activities warrant
- Be primary liaison with ASME Headquarters
- Co-approve and facilitate all Division expenditures

Vice-Chair / Treasurer:

- Fulfill Chair's duties in his/her absence
- Be back-up liaison with ASME Headquarters personnel
- Coordinate activities of Division involvements in Conferences and Headquarters' meetings
- Maintain the Division financial records, prepare and provide necessary financial reports
- Develop financial model for Division revenue growth
- Approve and facilitate all Division expenditures

Secretary:

- Conduct general secretarial duties for the Division
- Compile and prepare meeting minutes

- Coordinate and help facilitate the creation and distribution of the Division newsletter and other correspondences
- Facilitate mailings and electronic correspondences
- Coordinate training activities (education and certification)
- Form a Communications Committee

Member at Large:

- Assist Secretary in Communications activities
- Maintain membership listings provided by ASME headquarters
- Manage division website, with support of division webmaster and ASME staff
- Coordinate job postings and recruitment services
- Liaise with ASME Codes and Standards for Division opportunities

Conference Committee Chair:

- Assist Vice Chair/Treasurer in Conference activities
- Develop, promote and execute Conferences as a revenue generator for the division
- Support Secretary and Member at Large in communications, training and website activities

Past-Chair:

- Support the present Chair of the Division
- Serve as Student Liaison (engagement and mentoring)
- Help foster Division activities and membership enhancement activities
- Research and capture PEMD history

In addition to the Executive Committee members listed above, the following roles and responsibilities will exist in the Division. These members will not have voting rights, but are expected to actively participate in Division meetings where applicable.

Webmaster:

- Maintain and manage the division website with most updated and accurate information
- Any change in the division website should be requested through the Division webmaster. Upon receiving the request, Webmaster is required to formally route the request to the ASME Unit Support Administrator, Abraham Hassan (hassana@asme.org). Webmaster should follow up on the request
- Following contents within the DIVISION INTERESTS area of the division website require frequent updates:
 - News & Information
 - Typical content includes newsletters, division news, industry news, and legislative/government news.
 - Update is needed when division newsletter is released (annual or biannual) or posting of news article.
 - Event
 - Typical content includes events of interest, featured events, past events, etc. Events may be technical conferences and meetings relevant to the division.
 - Conference and technical meeting information should be posted well-advanced with full name, date and location.
 - Honors & Awards

- Society Awards: List ASME society-level awards relevant to the division.
- Division Awards: List division-level awards. Each award is linked to the award information webpage that contains award selection criteria, committee, and past recipients. Requires update when the awards are announced (typically annual).
- Student Activities
- ASME E-mentoring, student competition information, etc are listed.

- Resources

- Links to external websites of interest to the division are provided. Some examples include government agencies (NSF, DOE and national laboratories), relevant industries, professional societies, etc.

- Links to external websites should be checked regularly.

- Committees

- Executive Committee and Technical Committee information must be available and updated regularly.

- Other existing division-level committee information should be made available. (e.g., Administrative Committee, Honors Committee, Advisory Committee, etc.)

Chairs of the Division's Technical Committees will be assigned by concurrence of the Executive Committee.

Assigned Technical Committee Chairs (currently not active at this time):

- Overall responsibility for the activities of their committee
- Call, establish agenda, and preside at all meetings of their respective committee
- Coordinate conference session organizers and speakers for committee related presentations
- Provide a concise report of the committee's activity is to be made at the general meeting
- Make appointments to membership in their committee
- Make assignments among committee members to carry out committee activities
- Make recommendations to the Executive Committee to increase the effectiveness of the committee and Division
- Prepare and provide necessary activity reports