

## **E&TM Group Events Successfully Performed at IMECE 2003**

**Hiroshi Honda, Ph.D., P. E.**

Technology & Society Division Chair, and  
Engineering & Technology Management (E&TM) Group Representative to IMECE 2003

A total of 29 events, i.e. twenty-six technical sessions, two dinner receptions and one lecture, were successfully performed at IMECE 2003 last November in Washington, D. C. At Joint Technology & Society (T&S) and Management Division Dinner Reception, Dr. Richard Hinder, from London, talked about changing roles for the engineer in the 21<sup>st</sup> Century from a European perspective at the author's invitation. His talk included views based on his experiences as an official of the U. K. Department of Trade and Industry, as a faculty of the University of Cambridge in U. K., and as Science and Technology Counselor of British Embassy in Tokyo. Dr. Hinder also made a presentation on "Management of Change in Field Service: Case Study of Merloni's E-Mit Project" at Session T&S-1 Management of Technology for Business Development.



**Photo 1 Dinner Speaker Dr. Richard Hinder, IEE Fellow, and Dr. Hiroshi Honda, P. E., T&S Division Chair (from left to right) at Joint Technology & Society and Management Division Dinner Reception held on November 18 (Tuesday) at IMECE 2003**

Ted Aanstoos of the University of Texas was recognized with the Dedicated Service Award by Bob Simmons, E&TM Group Vice President, at this Dinner Reception. At Session T&S-1, Flavio Franco of Alstom Power Technology Center made a presentation on "the Evolution of Technology Strategies –the Case of Power Generation Equipment," based on energy scenarios in decades to come.

At Henry Robinson Towne Lecture, Dr. John A. Brighton of National Science Foundation (NSF) presented a lecture on the role of NSF in advancing the national research and education agenda in science and engineering. At Session T&S-2, Tim Baldwin of National Heart, Lung, and Blood Institute, Gerson Rosenberg of the Pennsylvania State University, and Victor Poirier of Thoratec Corporation talked about the progress and promise of the artificial hearts from governmental, academic, and industry perspectives, respectively. At Session T&S-3, Philip Schmidt of the University of Texas, Jose Vivas of the University of Missouri, Bruce Harding of Purdue University, and Hiroshi Honda of the Institute for the International Education of Students respectively made presentations on “Managing a major curriculum reform program in a large research university,” “Case-based problem solving exercises for engineering education,” “The treasure in technical information: a research project for all disciplines,” and “Industry focused courses utilizing collaborative learning approach.” At Session T&S-4, Matthew Carr of the U. S. Naval Academy and Jose Femenia of the U. S. Merchant Marine Academy respectively made presentations on “The impact of steam innovations on ship design: an abbreviated history of marine engineering,” and “Future developments in maritime technology.”

At Session T&S-5A, Donna Dean, Michael Weinrich, and Grace Peng of National Institute of Biomedical Imaging and Bioengineering made presentations on topics of how National Institute of Health (NIH) promotes rehabilitation through engineering approaches. At Session T&S-6A, Joel Myklebust of National Institute on Disability and Rehabilitation Research made a presentation on engineering design, hypothesis driven research, and the logic model: implications and challenges of expanding accountability to infinite outcomes.



**Photo 2 Session T&S-6A History of Rehabilitation Sciences and Engineering Part II  
(From right to left: Cliff Brubaker, University of Pittsburgh, Donna Dean, National Institute of Biomedical Imaging and Bioengineering, Joel Myklebust, National Institute on Disability and Rehabilitation Research, and Hiroshi Honda, E&TM Group Representative to IMECE 2003)**

At Session T&S-7, Hiroshi Honda, Ramesh Talreja of Texas A&M University, and Arthur Roger of Environmental Sciences, Inc. respectively made presentations on “Historical View of Sustainable Engineering: Technology Conversion from One Way to Circulation,” “Sustainable Engineering Issues in Aerospace,” and “Environmental Intellectual Property and Technology Management Strategies for Executing Sustainable Engineering.” At Session Engineering Business Management Track (EBMT)-9, Niel Leon of Felton International, Inc. talked about issues on doing business with Russians and Hiroshi Honda served as session chair and commentator.

At SERAD Dinner Reception, Dr. Mike Stamatelatos of NASA talked about “Uncertainty, known and unknown in risk analysis.” At Session SERAD-5, Yevgeny Macheret of Institute for Defense Analysis, Martin Feather of Jet Propulsion Laboratory, William Vesely of NASA, and Joseph Fragola of SAIC respectively made presentations on “The impact of prognosis on asset life extension and readiness,” “Risk-based analysis and decision making in multi-disciplinary environments,” “Scenario fault models and their importance in the space shuttle PRA,” and “The value of a space precursor analysis program: a Saturn example.” At Session T&S-9, Jon Young of Pacific Northwest Laboratory gave an overview of the entire SERAD sessions, and Hiroshi Honda gave an overview of T&S and EBMT sessions. There were many other sessions and presentations to be noted, which were held when the author was attending different sessions.

On November 16 (Sunday) afternoon, there was an interesting panel session on “Diversity in Engineering Education and Workforce” chaired by Dr. Joseph Bordogna, Deputy Director of National Science Foundation. Dr. Kathie Olsen of the White House and Dr. Patricia Mead of the National Academies talked about “National Agenda for Diversity in Science and Engineering.” The author made a question for Dr. Olsen’s presentation, regarding budget allocation changes since George Bush Senior Administration, which was answered by Dr. Bordogna. Roger Nozaki of General Electric and Todd Allen of Johnson & Johnson talked about private sector initiatives and incentives to promote a diverse workforce, and Dr. Janie Fouke of Michigan State University and Dr. Lisa Frehill of New Mexico State University talked about academic initiatives aimed at increasing diversity. There was quite a crowd in a cozy room. The keynote address on Homeland Security on the afternoon of November 17 (Monday) also made interesting points from perspectives of cross-cutting engineering and multi-disciplinary approaches.

The author attended IMECE 2003 from November 16 (Sunday) afternoon to 21 (Friday) afternoon, with a full satisfaction in the entire program.

## Engineering and Technology Management (E&TM) Group Events at IMECE 2003

<u>Day</u>	<u>Date</u>	<u>Time</u>	<u>E&amp;TM</u> <u>Session No/</u> <u>MeetingType</u>	<u>EBM</u> <u>Session</u> <u>No.</u>	<u>Program Title</u>	<u>Organizer</u>	<u>E&amp;TM</u> <u>Division</u> <u>and</u> <u>Cosponsori</u> <u>ng Body</u>
Tuesday	18-Nov.	6:30P.M-9:30P.M.	Special Event		Joint T&S and Management Dinner (Speaker: Dr. Richard Hinder, U. K.)	Hiroshi Honda	T&S/ MGMT
Wednesday	19-Nov.	7:45A.M.- 9:15A.M.	—	EBMT-1	Engineering Entrepreneurship	Theodore Aanstoos	MGMT
Wednesday	19-Nov	9:30A.M.-11:00A.M.	—	EBMT-2	Business Skills Workshop for Young Engineers	Theodore Aanstoos	MGMT
Wednesday	19-Nov	9:30A.M.-11:00A.M.	SERAD-1		Patient Safety Improvement	Jonathan Young	SERAD
Wednesday	19-Nov	11:15A.M-12:45P.M.		EBMT-3	The "Hows" of Small Business Innovation	Wolf Yeigh	MGMT
Wednesday	19-Nov	11:15A.M-12:45P.M.	T&S-1		Management of Technology for Business Development	Hiroshi Honda	T&S
Wednesday	19-Nov	1:00P.M.- 2:00P.M.	Special Event		Henry Robinson Towne Lecture (Speaker: Dr. John A. Brighton, NSF)	Wolf Yeigh	MGMT
Wednesday	19-Nov	2:00P.M.- 3:30P.M.		EBMT-5	Young Managers Speaker – Speaking of Ethics by Patrick Kuhse	Yohei Yamamuro	MGMT
Wednesday	19-Nov	2:00P.M.- 3:30P.M.	T&S-2		The Artificial Heart: Progress and Premise	Winfred Phillips	T&S
Thursday	20-Nov.	7:45A.M.- 9:15A.M.		EBMT-4	Industry, University and Government Partnerships	Wolf Yeigh	MGMT
Thursday	20-Nov	9:30A.M.-11:00A.M.		EBMT-6	Managing Strategic Technology Partnering and Transfer	Susanne Jones/ Pat O'Reilley	T&S
Thursday	20-Nov	11:15A.M-12:45P.M.	T&S-3		Trends of Managing Technology and Engineering Education	Hiroshi Honda	T&S
Thursday	20-Nov	2:00P.M.- 3:30P.M.		EBMT-7	Current Trends and Strategies for Managing and Protecting Intellectual Property	John Paul and Susie Jones	T&S

## H. Honda, IMECE 2003 Events

Thursday	20-Nov	2:00P.M.- 3:30P.M.	T&S-4		The Influence of Maritime Technology on Human Society	Robert Woods	T&S
Thursday	20-Nov	3:45P.M.- 5:15P.M.	T&S-5A		The History of Health and Rehabilitation Sciences and Engineering Part I	Cliff Brubaker	T&S
Thursday	20-Nov	3:45P.M.- 5:15P.M.	T&S-5B		The Role of Ethics and Ethical Behavior in Engineering	Edward Ostrowski	T&S/ BPPE
Thursday	20-Nov	5:30P.M.- 7:00P.M.	T&S-6A		The History of Health and Rehabilitation Sciences and Engineering Part II	Cliff Brubaker	T&S
Thursday	20-Nov	5:30P.M.- 7:00P.M.	T&S-6B		Professional Conduct and Credentialing of Engineers in a World Market	Charles Proctor	T&S/ BPPE
Thursday	20-Nov	7:00P.M.- 10:00P.M.	Special Event		SERAD Dinner (Invited Speaker: Dr. Michael G. Stamatelatos, NASA)	William Doerr	SERAD
Friday	21-Nov	7:45A.M.- 9:15A.M.		EBMT-8	The Business and Tools of Product Development	Stephen Long	MGMT
Friday	21-Nov	7:45A.M.- 9:15A.M.	SERAD-2		Safety Improvement through Design	William Doerr	SERAD
Friday	21-Nov	7:45A.M.- 9:15A.M.	T&S-7		Sustainable Engineering	Frank Spanitz	T&S
Friday	21-Nov	9:30A.M.-11:00A.M.		EBMT-9	International Issues of Engineering Business Management	Hiroshi Honda	T&S/ MGMT
Friday	21-Nov	9:30A.M.-11:00A.M.	SERAD-3*		Homeland Security	Bob Simms	SERAD
Friday	21-Nov	11:15A.M.-12:45A.M.	SERAD-4		Process Industry Safety Management	Geoff Kaiser	SERAD
Friday	21-Nov	2:00P.M.- 3:30P.M.		EBMT-10	Increasing Market Share and Profits with An Effective Patent Portfolio	Frank Spanitz	T&S
Friday	21-Nov	2:00P.M.- 3:30P.M.	SERAD-5		Space, Aerospace, and DOD Risk and Reliability Analysis	Michael Stamatelatos	SERAD
Friday	21-Nov	3:45P.M.-5:15P.M.	SERAD-6		Uncertainty Analysis	Ben Ale	SERAD
Friday	21-Nov	3:45P.M.-5:15P.M.	T&S-9		Overview of the Engineering and Technology Management Group Sessions	Hiroshi Honda	T&S/ SERAD

\* Moved to Homeland Security Track (HOMET).