

Minutes
Strategic Initiatives and New Products Committee

November 8 2005
8:00 AM – 12:00 PM
Europe 4, Dolphin Hotel
Orlando FL

Volunteers Present	Staff	Guests
Chris Przirembel John Ahlen Rob Pangborn Julio Guerrero Vicki Rockwell	Clifford Cui Amy Geffen Phil Hamilton Kathryn Holmes Kathi Jo Kramer Reese Meisinger Melissa Murray Allian Pratt Patti Jo Snyder	Alma Martinez Fallon C. Sahay Rudolf Landwaard Mark Lengsfeld

I Opening of meeting

- A. The meeting was called to order at 8:10 AM.
- B. We will postpone accepting the previous minutes until next meeting.
- C. Budget - Amy Geffen reviewed the roll-up of major expenses in the FY'06 and FY'07 budget.

II Activity Updates and Reports

A. John Ahlen reported on the YE initiative and the results of the stakeholders workshop October 4-5 in Washington DC. The key recommendations from that meeting were the need to upgrade web and COP. The workshop broke out into four distinct markets within YEs: Company Engineer, Disillusioned Engineer, Free Agent and the Beyond the Boundary Engineer.

ACTION ITEM: Add to John Ahlen's presentation – the piece of the balanced scorecard that shows three customers: Young Engineers, Industry and Government.

Chris suggested that we need to focus on early career regardless of the actual age of the individual. Some people change careers in their thirties and forties, or later.

B. Update on ASME Solutions – Amy Geffen/Julio Guerrero

Amy reported on the launch of ASME Solutions and the establishment of the Client Relations Directors.

Water Management Conference is planned with NSF in March 2006. We need to raise awareness within ASME and needs to be added to the public policy agenda.

Julio Guerrero discussed how ASME is working with Schlumberger to meet three needs: 1) recruiting; 2) training of people in research and development; 3) IAB – need for technical seminars. Julio suggested that as part of the role of Client Relations Directors they work with companies to identify their issues or grand challenges.

III Business of the Committee

We discussed Cross Sector communication issues such as how to communicate to the other sectors and get buy in and how to reward teams and team leaders for the results of the sales. The question was raised as to how to track sales of the client relations staff for each company and then how to give credit to the team involved with that industry.

Strategic Communication – How do we communicate to the rest of the volunteers, sectors, and committees? We need to put together a strategic communications plan.

IV Other Business

We discussed the Balanced Scorecard. Chris suggested that the BSC needs more quantifiable information.

ACTION ITEM: any changes to be sent to Vicki Rockwell and Phil Hamilton by Friday, November 11th.

Action Items

John Ahlen –

Work with Amy to

1. Identify sectors and committees involved with Early Career Engineers
2. Identify a champion in each
3. Meet with champions – get buy-in for activities

Amy Geffen

1. Meet with Julio Guerrero to plan an industry sector workshop
2. Create a list of the sectors involved with young engineers
3. Communicate to Client Relations Directors need to identify each company's significant challenges facing companies that could be the subject of mini-conferences or in-company training.
4. Work with John Ahlen on writing of final report for YE.

Chris Przirembel

1. Challenges to successful implementation Strategic Initiatives
2. Identify additional committee members for SINP Committee

All
Comments on BSC to Vick Rockwell and Phil Hamilton by Friday November 11,
2005.