

MINUTES
Strategic Initiative and New Products
June 20 2006
8:30 AM-12:00 PM
San Francisco Hilton

Volunteers	Staff	Guests
Chris Prziirembel, Chair Rob Pangborn Vicktoria Rockwell Win Phillips Julio Guerrero – telecon Loretta McHugh	Clifford Cui Amy Geffen Phil Hamilton Cheryl Hasan Kathryn Holmes Melissa Murray Allian Pratt	Harry Arman Howard Berkhof Ernest Daman Vince Dilworth Philip DiVietro Win Phillips Chittaranjan Sahay Bob Simoneau Charles Velzy Donald Zweip

1. Opening Call to Order - Chris Prziirembel
Welcome to the new committee. Introductions around the room.
2. Approved minutes from November 2005
3. Budget reviewed by Phil Hamilton. The two significant changes that reduced the overall budget are that Strategic Management created a new entity for new ventures and entrepreneurship and much of the work of Early Career Engineer and the ASME Solutions initiatives has been completed. Chris pointed out that there needs to be new funding to implement some of the activities recommended for these initiatives. The additional funding may come from the SPGF fund.

Implementation issues: Some of the product managers do not cooperate in the pricing of products as part of the packages for the ASME Solutions, particularly the conferences run with custodial funds out of K&C. Marketing data is not available with our current ASM400 system. The implementation of TIMMS, the new association management system, will not take place for another six to eight months.

4. Loretta McHugh reported on the Early Career Initiative with the recommended actions. She has appointed one person from her committee for each sector to serve as a liaison as we move forward with the implementation phase of this initiative. K&C is already working on identifying volunteers to talk to student sections. Chris pointed out the necessity of using Early Career volunteers who can relate to college students.

5. The Globalization Initiative report was given at the Board of Governors meeting. The key is that there are three areas China, India and Europe that now have recommended strategies. Strategic Management needs to plan the implementation across the organization to start the activities. Crucial to the success of this project is getting buy-in from the other sector volunteer leadership through communication at the monthly telecons and meetings.. SI needs to write a proposal for funding five to six new activities from this plan.

6. Update Industry Advisory Board: Amy will be working with Reese Meisinger and Howard Berkhof this summer to identify additional volunteers for the Industry Advisory Board in the following areas: Aerospace, Construction Engineering, Bio/Pharma, Fuel Cell, Water

management, Chemical and Computer Manufacturing. Michael Cronin is the incoming Chair of the IAB.

7. The whole committee discussed the Role of SINP in managing projects from ECE and Globalization. Win Phillips suggested that we need to get buy-in from the other sectors and to communicate to units. Volunteers are not in the habit of getting directives from the Society. Usually ideas bubble up from them and then some are implemented. Here we must tell staff liaisons to go back to their sectors to get the work done.

Yogi Goswami was suggested as a new member of the SINP for India activities.

The key role of this committee is to identify issues and bring them up to the Strategic Management board and the BOG.

8. Next Steps/actions – Chris Przirembel

1. Create report cards for the ECE and Globalization implementation - Amy
2. Write proposal for the five or six top activities from the Globalization report -Amy
3. Write a draft Request for Proposal for input for the Industry Symposia series -Amy
4. Identify additional volunteers to serve on the SINP committee who have the requisite experience for either Early Career or Globalization projects in India, China and Europe – All.
5. Prepare 7-8 slides on the Globalization Initiative for presentation to the Seniors VPS and the SMC – Chris/Amy

9. The meeting was adjourned at 11:00 AM.