



1828 L Street, N.W.  
Suite 906  
Washington, D.C. 20036

Tel 202.785.3756  
Fax 202.429.9417  
www.asme.org

## Draft Minutes

Committee on Strategic Initiatives & New Products  
September 19, 2007  
Old Town Hilton Hotel – Alexandria, VA

*Attendees* Chris Przirembel, *Chair, Strategic Initiatives & New Products Committee*  
John Ahlen, *Member, Strategic Initiatives & New Products Committee*  
Rob Pangborn, *Vice President, Strategic Management Board*  
Howard Berkof, *Chair, Management Division*  
Susan Ipri Brown, *Member-at-large, Strategic Management Board*  
Jen Jewers, *Chair, Early Career Development Committee*  
Liz Kisenwether, *Chair, IShow Committee*

*Staff* Amy Geffen  
Phil Hamilton  
John Holguin  
Reese Meisinger  
Michelle Miller  
Gauri Nath  
Allian Pratt  
Patti Jo Snyder  
Jake Stenzler

### I. **Welcome & Opening Remarks**

Committee Chair Chris Przirembel commenced the meeting at 12:15pm with an agenda overview and self-introductions by the participants. Przirembel stated that he wanted the retreat to focus on three key areas: review of mission and key program elements; need for both a strategic and tactical plan with each new SI&NP initiative; and an examination as to whether or not SI&NP programs need to provide a net revenue stream back to the committee.

### II. **SI&NP Program Update**

Reese Meisinger, ASME staff, provided a brief update on progress to date in securing content and other initiatives associated with the Center for Engineering Entrepreneurship & Innovation (CEEI). Of specific note is CEEI's growing relationship with APQC and plans for a quarterly webinar series to promote featured subject matter experts now housed on the CEEI website.

Current attendance figures and general buzz for the November 2007 Innovation Showcase (IShow) competition is very encouraging, though securing a corporate/financial sponsor has proved a challenge. Howard Berkof provided a brief account of lessons learned, noting that this initial experience puts the IShow 2008 team in a much better strategic position.

Staff provided an overview on global initiatives, including the India Pipeline Conference scheduled for October 2007 and status reports on the European, India, and China offices. It was

noted that success in these international regions is often hindered by access to the customer and cultural/societal differences.

Meisinger also provided an update on projects and general status of the ASME Innovative Technologies Institute (ITI), LLC. While allowing that SI&NP Committee simply acts as a conduit for the ASME/ASME ITI, LLC Services Agreement, he did point out that SI&NP staff time is charged to ITI contracts and services and thus, puts additional demands and limitations on overall personnel resources.

The committee noted that the ITI/RAMCAP model of “fixing a problem” and in its wake recognizing opportunities and building collateral programs may be a good model for SI&NP moving forward.

### III. **Role and Mission of SI&NP Committee**

The committee identified four key focus areas – CEEI, Global Initiatives, Early Career, and New Products – and reviewed core strengths and challenges for each. In doing so, they acknowledged that the SI&NP vision and mission statement should be reviewed and revised.

Based on the confidential nature of membership discussions, Przirembel elected to table any review on new and/or future committee members.

### IV. **Overview of Strategic Management Retreat**

Rob Pangborn, Vice President, Strategic Management, offered his thoughts on the SM retreat scheduled for the following day. Specific to SI&NP, Pangborn suggested that the committee focus on building a formal structure on how to best manage initiative delegated by the Board of Governors; developing criteria on how to identify and nurture opportunities out of the ASME “norm”; and, make a better effort to capitalize on the information provided by the environmental scans conducted by Strategic Initiatives, Opportunities, and Knowledge Committee.

### V. **Define Path Forward for FY08**

During an open discussion, the committee developed an action item(s) for each of its key initiatives to present at the SM Retreat the following day (appendix 1). Specifically,

CEEI	<i>action:</i> conduct ASME member survey to assess and define needs in the area of entrepreneurship <i>action:</i> finalize marketing plan by mid-October for FY08 implementation
Global Initiatives	<i>action:</i> respond to Sales & Marketing plan of action to be presented at SM Retreat; initial assessment is to move Global Initiatives formally to Sales & Marketing department
Early Career	<i>action:</i> convene staff and volunteer representatives from ASME entities and assess progress of the June 2006 EC BOG roadmap
New Products	<i>action:</i> respond to the George Group report by establishing an emerging business opportunities office within SI&NP

### VI. **Review of Action Items & Priorities**

In addition to those associated with the four key initiatives, the committee agreed on the following action items:

- Review and revise current vision and mission statement. Based on outcome/comments received, also examine a possible committee name change.
- Examine better communication vehicles for advising ASME leadership of ASME ITI, LLC successes.

There being no further business, the committee adjourned at 4pm.