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Draft Minutes

Committee on Strategic Initiatives & New Products
November 11, 2007
Seattle Sheraton Hotel – Seattle, WA

Attendees Chris Przirembel, *Chair, Strategic Initiatives & New Products Committee*
John Ahlen, *Member, Strategic Initiatives & New Products Committee*
Rob Pangborn, *Senior Vice President, Strategic Management Board*
Jen Jewers, *Chair, Early Career Development Committee*
Liz Kisenwether, *Chair, IShow Committee*
Reese Meisinger – *Non-Voting Committee Member*

Guests Howard Berkof, *Chair, Management Division*
Larry Dickinson, *Member, Center for Leadership & Diversity*
Don Frikken, *Member, Board of Governors*
Marc Goldsmith, *Member, Board of Governors*
Susan Ipri Brown, *Member-at-large, Strategic Management Board*
Alma Martinez Fallon, *Member, ASME Board of Governors*
Chetan Paydenkar, *ECLIPSE Intern, Strategic Management Sector*
Gary Poulin, *past governor, ASME*

Staff Amy Geffen
Phil Hamilton
Michelle Miller
Allian Pratt
Patti Jo Snyder

I. Welcome & Opening Remarks

Committee Chair Chris Przirembel began the meeting at 1:35pm with an agenda overview and self-introductions by the participants. With no changes to the agenda proposed, Przirembel requested that the committee move to review and approve past meeting minutes.

Members noted that one action item from the 6/28/07 committee teleconference was still outstanding and should be added to the Action Item Register: Collect data on upgrades from student sections to regular ASME membership.

*With that stipulation, the committee **voted to approve** the minutes from the 6/27/07 teleconference and 9/19/07 meeting.*

II. Activity Update

A. IShow and I2V Workshop

Committee members congratulated volunteers and staff on their efforts in planning and executing both the Innovation Showcase (IShow) and Invention to Venture (I2V) Workshop at the Congress. Reese Meisinger, ASME staff, noted that plans are well underway to take the lessons learned from these inaugural events and build upon the success and momentum from Seattle to best position the IShow for the 2008 Congress.

The committee requested that the SPGF proposal for funding the 2008 IShow in Boston be moved forward to Strategic Management for review and submission for the February 2008 cycle.

Members also discussed the importance and value in engaging these student teams in an ongoing dialogue and requested that the IShow Committee and staff quickly develop a strategy to stay connected with these students.

B. Innovation Project Team

Meisinger provided a brief overview of the Innovation Project Team effort underway. Based on recommendations from the George Group Report, four staff and volunteer teams are working to develop a system within ASME to manage innovation, in particular a means to quickly identify and move forward on “break-through” initiatives that do not have a home within ASME’s current structure. The efforts of these teams will be developed into a series of recommendations for consideration by the Board of Governors.

C. India Pipeline Conference

Amy Geffen, ASME staff, reported on the India Pipeline Conference held October 15-18 in New Delhi. The feedback on the event was universally positive, with attendees expressing the ongoing need for specific technical training and content in this arena. Though acknowledging that the planning of this conference was very labor intensive, a preliminary review of the budget shows ASME with a net of \$12,000 against direct costs. Moving forward, the plan is for IPTI – who has been involved throughout the planning of this inaugural event – to take the program and manage the 2009 conference.

The committee felt that the project team management, execution, and clear exit strategy for the India Pipeline Conference was a great example of the “system working” for Strategic Initiatives and requested that staff provide a summary document of the product, process, full cost accounting, and recommendations for moving forward.

D. IAB/Future of ME Summit 2008

Meisinger offered a quick recap of the October 2007 IAB meeting and plans to hold the spring 2008 Board meeting in conjunction with the Future of Mechanical Engineering Summit, scheduled for April 16-17, 2008 in Washington, DC. *Appendix 1*

E. Early Career Engineer Initiative

Patti Jo Snyder, ASME staff, advised the committee that the Early Career Cross-Sector Team plans to meet in January 2008 to review and assess progress to date on the June 2007 Early Career Engineer Road Map authorized by the Board of Governors.

III. SI&NP Retreat Follow-Up

Based on post-retreat feedback, the committee discussed and approved the following changes:

New committee name: Strategic Ventures

New vision statement:

To be the premiere resource for engineering entrepreneurship and innovation.

Focus Areas:

- Engineering Entrepreneurship and Innovation.*
- Early Career Initiatives*
- Needs of Industry*

New mission statement:

Leveraging or building the intellectual assets and expertise of ASME to:

- Develop innovative concepts and strategic initiatives to be integrated into ASME and disseminated to the engineering profession,*
- Create and launch market driven products and services generating, revenue and/or value for ASME, and*
- Meet the expressed needs of industry.*

Przirembel stated that he would forward these recommendations to the Strategic Management Board for consideration and approval.

IV. FY09-11 Budget

The committee reviewed and approved the budgets as presented. Meisinger noted that the IAB budget, which currently only reflects direct costs, is being retooled to reflect a full cost accounting of the program.

V. Executive Session

The committee went into Executive Session to discuss member candidates and edits to the Operations Guide. At the conclusion of the session, the committee reported that the following SI&NP member candidates will be moved submitted to Strategic Management Board for consideration (term: FY09-11) *Appendix 2:*

- Lydia Carson, Arkansas Science & Technology Authority*
- John Goosen, Westinghouse Electric Company*
- Steve Nichols, University of Texas and Idea 2 Product competitions*

VI. Review of Action Items

The following items were added to the Action Item Register:

Item #	Action	Lead	Due
01-07	collect data on student transition to full membership	A. Geffen	12/07
02-07	develop outreach/communication strategy for IShow teams	P. Snyder	12/07
03-07	summary & budget analysis for IShow and I2V Wkshop	P. Snyder	12/07

04-07	forward 2008 IShow SPGF to Strategic Management	P. Snyder	12/07
05-07	produce IShow video commercials	P. Snyder	1/08
06-07	begin outreach to Old Guard Comm for IShow 2008	P. Snyder	1/08
07-07	summary & budget analysis for India P-line Conf	A. Geffen	12/07
08-07	plan January 2008 ECE cross-sector team mtg	A. Geffen	12/07
09-07	submit SI&NP changes to committee name, vision & mission to Strategic Management for action	staff	11/07
10-07	submit SI&NP ops guide edits to Strategic Management for action	staff	11/07

There being no further business, the meeting adjourned at 5:15pm.