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Draft Minutes

Committee on Strategic Initiatives & Innovation (SII)
November 1, 2008
Sheraton Boston Hotel – Boston, MA

- Attendees* Chris Przirembel, *Chair, SII Committee*
John Ahlen, *Member, SII Committee*
Lydia Carson, *Member, SII Committee*
John Goossen, *Member, SII Committee*
Loretta McHugh, *Member, SII Committee*
Reese Meisinger, *Member, SII Committee (nonvoting)*
- Guests* Bonnie Agelera, *Performance Strategies*
Joe Casalino, *Performance Strategies*
Mary Lynn Realf, *Vice President, Board on Leadership & Diversity*
Liz Kisenwether, *Member-at-large, Strategic Management Board; Chair, IShow Committee*
Susan Ipri Brown, *Member-at-large, Strategic Management Board*
Shnichi Nakagawa, *Yanmar Co., Ltd.*
Stacey Swisher-Harnetty, *Member, Strategic Issues*
- Staff* Shekhar Chandrashekhar
James Creel
Phil Hamilton
Michael Kreisberg
Allian Pratt
Patti Jo Snyder
Marina Stenos

I. Welcome & Opening Remarks

Committee Chair Chris Przirembel welcomed attendees and convened the committee meeting at 8:08 am. To accommodate schedules, he announced a change in the agenda, moving the activity update on the ASME IShow to after the CEEI Market Analysis Report by Performance Strategies.

II. Approve Minutes

Przirembel had minor edits to pass along to staff regarding the draft minute of the June 8, 2008, committee meeting.

The committee **voted to approve** the minutes from the 6/8/08 committee meeting and the committee webinar held on 10/20/08. Appendices 1 and 2

III. Committee Business

As a follow-up to the discussion held on the October 20th webinar, members reviewed the revised vision and mission statements for the committee:

Vision Statement

To be the premiere resource for engineering entrepreneurship and innovation.

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 innovative products and services generating, revenue and/or value for ASME, and*
- *Meet the expressed needs of industry.*

The committee **voted to adopt** the new vision and mission statements for the Strategic Initiatives & Innovation Committee.

Members then reviewed the SII program descriptions drafted as part of the FY10 Program Prioritization process. The committee questioned rather or not the Breakthrough Innovation Office could truly be assessed at this point, given that it was a program only in concept at this point and not fully funded. Additional concerns were raised regarding what, exactly was going to be assessed: program goals/metrics, programs with specific budgets, the overall stated goal of a program, etc. Members asked Prziembel to address these issues and try to gain some clarity from the Strategic Management Board at their meeting the following day.

II. Activity Update

A. 2009 ASME Annual Meeting Program

Reese Meisinger reported that two sessions were currently being explored for the June 2009 Annual Meeting program: 1) "Best Practices for Breakthrough Innovation" featuring case studies from GE, Westinghouse, IBM, etc., and 2) a panel led by the authors of "*Grabbing Lightning: Building a Capability for Breakthrough Innovation.*" Phil Hamilton, ASME staff, added that a cross-organization team had been formed and was working toward identifying a theme and developing a strategy for program development.

B. Industry Advisory Board (IAB)

Meisinger informed the committee that the IAB planned to meet during the June 2009 Annual Meeting and was supporting the development of the Breakthrough Innovation panel. Additionally, the IAB Executive Committee was fully supportive of engaging Board members to support the ASME IShow program through attendance and sponsorship.

C. ASME ITI, LLC

Meisinger reported on ITI projects funded through the ASME SPGF: 1) in partnership with AWWA, development of a water standard based on RAMCAP Plus, 2) development of a RAMCAP Plus for Higher Education standard, and 3) researching the feasibility of

applying the RAMCAP Plus process to assessing and prioritizing critical infrastructure improvements and investment.

D. 2008 ASME IShow

Members were very pleased with the overall presentation and outcome of the 2nd Annual ASME IShow held October 31st in Boston. All agreed that with two successful competitions completed, several challenges and opportunities should be addressed in the near term:

- Need to secure stable, baseline funding for the competition. Members discussed both a sole corporate sponsorship or approaching the Old Guard Committee. Staff reported that a proposal was under consideration by the ASME Foundation for funding the 2009 ASME IShow scheduled for June.
- John Goossen emphasized that material presented to potential corporate sponsors needed to emphasize the tie to the ASME IShow competition and workforce development/pipeline. Better promotion of the event as a catalyst for innovation and creativity over entrepreneurship would speak to industry.
- In assessing the teams and in instructions given to the judging panel, need to allow for recognition of social entrepreneurship vs. innovations developed specifically for commercialization.

III. **CEEI Market Analysis Report**

Joe Casalino and Bonnie Algera of Performance Strategies presented the findings and program recommendations from the CEEI Market Analysis Report. *Appendix 3*

IV. **Breakthrough Innovation Office**

Members reviewed and revalidated the work completed during the September 2008 committee retreat on the Breakthrough Innovation (BI) Office. Regarding the three phases identified for the ASME BI process, the committee noted the following:

- During Concept Exploration, need to identify and engage external marketing research firm to fill need for quick competitive/product analysis in this initial phase. Unknown is whether or not the BI Office staff would need to engage or simply advise ASME marketing & sales staff of this activity.
- For phase 2 Incubation, ASME ITI could conceivably be used as a parking lot for projects that eventually would require separate business unit.

The committee took a break for lunch, reconvened at 1:05pm and discussion on the BI office resumed.

A. ASME IdeaPort

Meisinger provided an overview of ASME IdeaPort, the online process for screening new product and service ideas for both the breakthrough and sustaining innovation offices. He noted that through the online tool is scheduled to be completed by January 2009, funding constraints pushed the soft launch start to FY10.

B. Legal/IP Challenges

With SII Committee member Steve Nichols absent, Przirembel led a review of Nichols' presentation on IP issues and challenges associated with ASME IdeaPort. *Appendix 4*

C. Funding Cycle

Committee members expressed concern over project funding for the innovation office being tied to investment income. Members agreed that a strong commitment to innovation on this level required a long-term and consistent line item within the existing program budget.

VI. Review of Action Items

The following items were added to the Action Item Register:

Item #	Action	Lead	Due
01-08	once complete, share ASME ITI Higher Ed report w/ comm.	R. Meisinger	01/09
02-08	investigate one-year student membership offer to IShow nonmember participants	P. Snyder	06/09
03-08	develop proposed metrics/analysis of IShow teams' future success	P. Snyder	06/09
04-08	distribute CEEI report (Perf Strategies) to SVPs and VPs	P. Snyder	01/09
05-08	host webinar w/ Perf Strategies & CLD & ECDC	P. Snyder	01/09

There being no further business, the meeting adjourned at 2:37 pm.