American Society of Mechanical Engineers

EARLY CAREER FORUM
BEST PRACTICES MANUAL

A guide on what an Early Career Forum is and how to plan one.

By:
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Howard Berkof


Introduction

This manual includes a step-by-step process in planning and executing a successful Early Career Forum (ECF). The two key phases to accomplish a successful ECF are the planning phase and the event execution phase. The planning phase involves all the details to be considered when planning an ECF. This step-by-step process will make for an easy experience when organizing an ECF. The event execution phase involves all logistics when managing volunteers and the event as it takes place.

It is very important for the ECF organizer(s) to have a purpose, goal, and understanding of the ECF otherwise it will be very difficult to gain a good grasp of the event at hand and will be even more difficult to promote the event. This ECF “How To” guide will answer questions such as:

- What is the ECF?
- What is the purpose of the ECF?
- Who attends an ECF?
- How to plan an ECF?
- What are the different stages of an ECF?
- What are the benefits in hosting an ECF?
- How to start an ECF?

Having these few questions answered will allow for a very good understanding of the ECF and will greatly simplify the planning and execution phases.
What is the ECF?

The Early Career Forum (ECF), (previously known as the Young Engineers Forum) was started in 1992 by the ASME to provide early career engineers with firsthand advice and information on issues relevant to their careers. While the ECF was developed for engineers with less than 10 years experience, engineering students are also welcome and find it a way get exposure to the issues that they will face in the early stages of their careers.

The primary purpose of the program is to increase young engineers' awareness of trends and opportunities in the profession, both locally and globally. It provides "practical" career advice and information through accounts of "real life" engineering experiences and success stories by professionals in industry. The ECF is a professional development event, which exposes students and early career engineers, early on, of what to expect from a career in engineering and how to excel in their profession.

The program is a production of the ASME Center for Professional Development, Practice & Ethics as a one-day event consisting of lectures and panel discussions that take place annually at the ASME Congress and also locally at ASME Section ECFs throughout the year. Local ECFs can be organized many different ways. The ECF can be a half-day event as part of a larger symposium or conference or a full-day weekend event. The ECF is often organized around a central theme. For example, past ECF themes have included:

- Public Policy and the Future of Engineering
- Engineering Entrepreneurship & Innovation
- The Business Man is an Engineer
- Which path is right for ME: Creating your own success
- Effective Presentations and Communications in the Workplace

The ECF is generally structured primarily with speakers on professional development topics. Usually a keynote speaker of prominence or interactive event highlights the ECF. The keynote speaker can be a distinguished engineer, a sports figure, a politician, a celebrity, etc. Who the keynote speaker is and what the keynote speaker presents depends on the organizers of the ECF and what they think their target audience would enjoy the most.

In addition to professional development topics and a keynote speaker, another benefit of the ECF is the networking opportunity. Past ECFs have been a bridge that connects students and early career engineers with senior engineers allowing for great networking and sometimes securing a position with a company. As a student, attending an ECF is a great way to see all the different specialties of engineering within the mechanical engineering field. As an early career engineer, attending an ECF is a great way to benefit from others’ successes, failures, and years of experience. An early career engineer will also learn about other industries and paths within engineering, which will expose them to all the opportunities within the engineering profession.
How to Plan an ECF

The way one goes about organizing an ECF can determine the success or failure of the event. It is important that a certain procedure is taken to assure for a successful event. Below is a step-by-step process in getting started to planning a successful ECF. Please refer to [REF](#) to view a schedule essential in organizing an ECF.

**Make a Plan**
A difficult part of organizing an ECF is being able to layout a plan and schedule from beginning to end that covers all the details of the ECF before you’ve started anything. The first step in making your plan is to find out how much all of this will cost. This requires the organizer to set a goal of attendees and determine how much money each attendee will pay to register for this event. The organizer also must acquire written quotes of the cost of food, facilities, tables, chairs, parking, speaker gifts, and anything else you see costing money regarding the event. When initially planning an ECF at your school or in your region, it is advised to make the registration fees as minimal as possible if you cannot make them free. Since the ECF is still a young and growing concept, it is important to market the event and attract participants with a discounted registration fee. A successful first ECF will lay the groundwork for future ECFs where registration prices can be increased without threatening attendance levels. Once you have compiled your working budget and determined your anticipated income from the event you can begin to raise funds to cover all expenses for this event. To view a sample, please refer to [REF](#).

The next steps in the planning process is for the organizer(s) of an ECF to pick a date to host the ECF, determine a location, select an engaged moderator, and lastly, decide on a theme. Picking the theme will keep the organizer(s) focused on the content to be presented at the ECF. Part of picking the theme will be to decide on how many speakers to engage. One example of an ECF program layout is to have four speakers who present for an hour each and an hour-long panel discussion making the ECF an all-day event. This is a common layout of a Saturday ECF for sections just starting to implement an ECF at their school or in their region.

This manual is a roadmap to help you get started. Ultimately, the organizer(s) will become experienced and aware of how receptive their audience is. Hence, it is up to the organizer(s) to decide on whom speaks, what they speak about, and how many people will speak. Once the theme and topics are determined, the organizer must look for speakers who can present at an ECF. Remember, the majority of your topics are professional development, so you want someone who has good experience and is an effective speaker. The majority of your audience will be early career engineers and students therefore, you also want someone who is lively and can keep the audience’s attention for the duration of the presentation. Another key element is to recruit speakers who live locally. Not only does this reduce the expense of bringing in speakers, but speakers from local companies will often attract greater audiences because of the potential of future local job opportunities.

Presentations typically last a total of one hour in which there are 45 minutes for the presentation and 15 minutes for questions. It is imperative that the speaker understands this when you first

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invite him/her to speak. This is important for 2 reasons: (1) the speaker will know how much information to include in the PowerPoint presentation and (2) it is important that the speaker stay within the timeframe so the event does not fall behind schedule. In a typical ECF, 3 of the 4 speakers will present on some sort of professional development topic and the 4th presenter will be the keynote speaker.

The panel typically consists of a diversity of professionals ranging from early career engineers just out of college to senior engineers who have decades of experience. Having this variety on the panel allows for a broad perspective of what an early career engineer sees in the working world and what a senior engineer sees after decades of experience. The panel usually consists of 3-5 people who will answer questions asked by the moderator and the audience. The panel discussion is best as the last part of the ECF because after sitting through 4 speakers the audience generally has many questions to ask and asking the panel will result in many answers from people at different stages in their life. Being a student or early career engineer and having that insight early on is priceless knowledge that will benefit anyone with the desire to excel in his or her career.

During the first 30 minutes, the moderator usually takes the floor and asks the panel members a series of questions prepared in advance. Having the questions prepared in advance helps gear the conversation a certain way and hopefully helps to answer some people may not have thought to ask. The next 30 minutes (this sometimes extends to much longer in an engaging discussion) the moderator opens the floor to the audience and allows them to ask anything they want. To view a list of past questions, please refer to {REF _Toc137527403 |h \* MERGEFORMAT}.

Once the speakers and panelists are confirmed it is very important to acquire their biographies and pictures as soon as you can. This information is needed early so you can start to organize your market launch materials. Also be sure to have standing name cards to be set in front of each panelist for the panel discussion.

**Set a Goal**

Setting your goal was briefly mentioned in the past section. However in setting your goal you must determine how many people the facility can handle and how receptive you think the students and professionals in your area would be to such an event. When hosting your first ECF it is very strongly advised to shoot for a small turnout so the organizer(s) can experience how to run the event without being overwhelmed and unable to run the event as it is happening. Even when you get into your second and third hosting of the event you do not want to shoot so high where it is very difficult to reach your goal. Depending on the size of your department and the geographical location of the ECF a feasible goal would be 75 people (this goal can be much higher or lower but for the example we will use 75 people as the goal). Most universities can accrue an attendance of 75 people by simply promoting this to surrounding universities and local companies. When planning a second and third hosting of the ECF, it is advised to increase your goal by a practical percentage. In the example of having a goal of 75 people for the first year, depending on the actual turnout, it would be practical to increase the second year’s goal by only 25 people. This sounds like a small increase and almost guaranteed to happen but it is not. The key to a successful turnout at an ECF is to start your market launch with all the details of your
event completed around one month in advance. This manual will elaborate on the market launch in the latter part of this document.

Decide on Speaker Topics
Deciding on your speaker topics could seem to be a challenging task but it is quite simple. Use the general structure of speakers and say you will have 3 speakers on professional development and your keynote speaker on something else.

What is professional development?
Professional development is simply improving your skills to more effectively perform your duties as an engineer at your company. Such skills could be as simple as writing clear emails, effectively communicating with your co-workers, and having a positive impact at your workplace. Other skills could be towards more personal goals where you are learning keys to success, distinguishing yourself from others, or financial planning.

What topics are considered professional development topics?
Some past topics are (but not limited to):
- 10 Biggest Financial Mistakes and How to Avoid Them
- ASME – What’s In It For Me?
- Is a PE License for Me? (including preparation process)
- Art of Persuasion – Influence without Authority
- Delivering Winning Presentations
- Processing a Job Offer: Weighing the Benefits (401K, Bonus, Stock Options, Medical Insurance
- Acing the Interview
- Win-Win Career Negotiations
- Project Management/Leadership
- How to Communicate Effectively

To view samples, please refer to {REF_Toc137527404 \h \* MERGEFORMAT}.

Recruiting Speakers
As described earlier, it is much easier and more cost effective to recruit local speakers. Often, speakers are found through networking by the ECF organizers and the associated engineering school. A key tactic is to survey local industries, and invite engineering managers from prominent local companies to present. Sometimes great speakers can be found from small entrepreneurial companies or consulting firms. If presenting on financial planning, reaching out to a local financial planning or institution is effective.

ASME offers a broad pool of speakers as well, and can be found in every state and city. Contact a technical division, or reach out to the ECF National committee (who’s job is to assist local sections in planning an ECF), there are dozens of effective speakers who are members of the society and who are all to happy and willing to present their expertise at an ECF event. For example, the ASME Management Technical Division has been very involved in providing speakers at ECFs both locally and at the national level. Another useful source of speakers are
ASME staff members, who usually can travel on ASME’s expense, and have a wealth of effective professional development presentations.

The bigger challenge is to attract a noteworthy keynote speaker, a person who comes from a well-known company, is a high level executive, or whose name has been in the news before. It is up to the event organizers how they want to approach inviting a keynote speaker, whether they are aiming to attract a much bigger audience based on the keynote or not. It is important to invite speakers early in the process, especially the keynote, and often times, the date of the ECF will revolve around the availability of a well-known speaker.

For all speakers, it is important to e-mail or mail a formal invitation describing the ECF including event details, locations, and times. Invite the person to present at the event and suggest the topic of expertise that you are interested in the person presenting. A follow-up phone call to the speaker is recommended. See \ref{REF_Toc137527405}

**Facilities and Catering**

Coordinating with facilities and catering is not challenging. However, you will need to stay on top of everything that is going on, and follow up with whoever else you are working with to make sure those people are on the same page you are, as well as having the most updated budget at all times.

Selecting food options for catering is easy. Have the basics for breakfast, registration and networking, such as coffee, tea, bagels, and etc. For lunch, a buffet serving sandwiches, salads, and perhaps light desserts works well. Order slightly more beverages than the number of estimated attendees (beverages tend to run quickly). If you are having dinner, having a hot or cold depends on how formal you want the dinner to be.

Arranging the setup of the whole event is slightly challenging. This just needs coordination with someone who knows and has experience with holding events at the spaces you are planning to have the ECF. This person is helpful in estimating the capacity of the space – with or without certain furniture, knowing where the restrooms and elevators are, and awareness about any audio/visual systems that are equipped. It is extremely helpful to get a layout/map of the area you are working with, personally walk through and visualize when/where you want things to happen, and make sketches on your layout. Having this layout would make communication much easier.

You should also give consideration to roles such as security personnel, custodians, and even catering staff depending on your venue’s policies. You will need people to set-up and clean up the furniture arrangements. Renting furniture may be necessary. Make sure to supply any laptops, projectors, and any other audio/visual equipment – such as power extension cords and microphones.

Finally, you must follow up with everyone helping you when the event comes closer. Ensure the times and locations for certain activities are confirmed. Also, double – even triple check that the cost to set up facilities and provide catering is accurate. Have these numbers in writing when a) you start your coordination with others in charge of this, b) at least a month before, and c) days
before the event. If need be, keep each other as updated as possible – even to the very day before
(or of) to obtain more accurate numbers in headcounts and budgets. Ask about the minimum time
caterers need final numbers.

Market Launch
If possible, have a promotions/ marketing team set up especially for this. This task is
challenging in that whoever is in charge definitely needs to be on top of sending “mark your
calendars” emails, reminder emails, making flyers, posting flyers, updating website contents, and
etc.

Think of ANYONE you possibly can to advertise this event to. Your friends, your friends’
friends, family, professors, department heads, professionals, co-workers, other professional
societies, local universities, local high schools, technology organizations, and everyone else you
know. You must define every message you sent. Is this merely “for your information, this is
coming up”? Or “you are invited”? Or “please help spread the word”? Or “please RSVP soon/
friendly reminder”? Know your audience and what you want to say. Every message counts.

In contacting everyone in your area, you need to develop an outreach plan. This is where
acquiring the email addresses of the entire student and professional ASME sections and technical
divisions within a 200-mile radius are ideal. The organizer should create a template invitation
letter to send out but personalize it to each section. Mail the letters out and follow up with emails
or phone calls works best. See {REF _Toc137527406 \h _*MERGEFORMAT}.

Develop a website
- Event details (dates, times, locations)
- Event descriptions/ objectives/ brief history
- Provide schedule of events (breakfast, speakers, lunch, panel discussion, workshops, etc)
- Maps/directions
- RSVP/ registration payments (Mail checks to or Paypal/ Acteva online payments)
- Guest speakers and discussion panel bios
- Companies and other schools attending
- Sponsoring companies
- Contact info for main coordinator, webmaster
- Links to student ASME section, national ASME site, etc.
- Post the flyer with the program details on it

How to Execute an ECF

Proper execution of an ECF starts with early planning. The most important part of the planning
stage, which directly relates to the execution process, is the event layout. Clearly defining a
registration area, eating area, presentation area, poster area, etc will make for clear understanding
of where everything is supposed to be and how things should flow. Another important planning
step is having a detailed program, separate from the program that would be distributed to the
attendees. This will allow for all the volunteers to know the day’s events in great detail.
The first step in executing an ECF is to have a committee to which each member will be delegated an assignment. Assignments can vary and can cover registration, greeting, food coordination, poster setup, sponsorship table setup, and logistics of the Apprentice Competition among other things. Once the committee members completely understand their assignments, it is important to complete anything that requires setup the night before the event. It is also important to perform a walk-through so that everyone is on the same page.

When registration takes place, it is advised to have at least one computer with Internet access, a printer hooked up to the computer, and, if possible, a copy machine. Also, it is important that one person manage the membership list and create a spreadsheet of those registered attendees, volunteers, and walk-ins. Maintaining this spreadsheet during the day of the event as registration takes place will allow for easy reference when completing a report of the event after the event is over. To view a sample, please see [REF _Toc137527407](#MERGEFORMAT).

Part of the execution process of an ECF is the task of the moderator. The moderator has the spotlight on him/her for the day, so it is important that the moderator be aware of everything taking place that day. Most importantly are the introductions & biographies of the speakers/panelists, issuing the gifts, where resume reviews will take place, when and where lunch/dinner will be. Having a script to follow is of great benefit to the moderator. Please see a sample on [REF _Toc137527413](#MERGEFORMAT).

After cleanup, it is encouraged to hold a meeting to summarize all the pros and cons of the event and have an outline to work with for improvement for the next year. The ECF is already a long and hard day and staying even later to clean up and meet with the ECF committee does become tiresome but is essential in concluding the event. Please see [REF _Toc137527414](#MERGEFORMAT).

A brand new activity created and launched successfully at the 2006 Philadelphia ECF was the Apprentice Design Competition. This competition consists of a business challenge, like the show “The Apprentice”, with an engineering twist. Scoring for the competition is based on two main components. Teams are to develop a creative design, which will weigh as 50% of the scoring and delivering an effective business presentation will account for the other 50%. The judges will look for teams who can develop a creative design and then be able to effectively sell their design. Engineers with excellent business and management skills are in very high demand and this competition will test your skills! To view samples for this event, please see [REF _Toc137527415](#MERGEFORMAT) and [REF _Toc137527416](#MERGEFORMAT).
How to Get Started

Below is a numbered list of the key points on how to get started:

1. Select a date for the ECF
2. Select a location
3. Set a goal of attendees
4. Attain written quotes of all the expenses to hold an ECF
5. Compile a budget
6. Solicit event funding and sponsorship
7. Develop a schedule (not limited to the following)
   a. Pick a theme
   b. Speaker topics
   c. Potential speakers
   d. Panelists
   e. Resume reviewers
   f. Competition Challenge*
   g. Competition Judges*

*The Apprentice Competition is a new concept and is encouraged to be implemented in the ECF, however if one does not feel comfortable implementing this because of the magnitude of the event then it may be better to experience a basic ECF before incorporating the competition into the ECF.

Acquiring Funding & Sponsorship

Acquiring sponsorship can be a challenging task especially if one does not have experience or resources. When hosting an ECF at a school the first step would be to get financial support from the school. The next step should be to contact the local senior section in the area where the ECF is being held. Other ASME funding resources include technical divisions, the Strategic Priorities Grant Fund, and District leaders. Once those resources have been exhausted, it is time to begin requesting sponsorship from local companies. There two main benefits from acquiring corporate sponsorship are (1) the company is guaranteed to attend which increases attendance at the event and (2) the event’s expenses are covered. It is critical to solicit funding and sponsorship as soon as the event budget is complete. The gap between expected registration income and expenses is what is needed in order to execute the ECF. Obtaining enough money to run the event and provide food and activities is one of the most important steps in developing an ECF. See { REF _Toc137527417 \h \* MERGEFORMAT }.

Closeout

Completing a successful closeout of the event is vital in improving future ECFs. There are three vital components to the closeout: (1) feedback forms from the attendees, which are to be provided in the folders upon registration in the beginning of the day, (2) thank you letters to all the volunteers, speakers, and sponsors, and (3) the ECF recap spreadsheet for future reference when planning another ECF.
Feedback forms are critical to improve future ECFs. Prepare and ask (require) all attendees to complete evaluation forms of each speaker, panel, and activity. The feedback is important in publicizing the results of the event to the entire society, and learning what topics and speakers were of most interest to the audience. Please see \{REF _Toc137527418 \* MERGEFORMAT \}.

Programs such as this have been effective in attracting early career engineers to a Society event. As previously noted, by serving as a Society activity, young members can identify with and participate in activities after leaving their Student Sections. Programs like the ECFs provide a vehicle for them to reconnect with ASME.

Once a program is held, however, it can be a long time before another event takes place in the same geographic area. The senior section in the area should consider what other “relevant” ASME programming activities will be available for early career engineers after this program?

The “buzz” or “high” that an ECF creates can be extremely beneficial to an ASME section. It is important to make use of this tool to recruit members and maintain a dialogue with the people who attended.
Appendix A - Sample Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9:00 AM – 10:00 AM</td>
<td>Registration/ Breakfast</td>
</tr>
<tr>
<td>10:00AM – 10:15AM</td>
<td>Welcome/ Intro (thanks)</td>
</tr>
<tr>
<td>10:15AM – 11:00AM</td>
<td>Speaker 1</td>
</tr>
<tr>
<td>11:00AM – 11:45AM</td>
<td>Speaker 2</td>
</tr>
<tr>
<td>11:45AM – 1:15PM</td>
<td>Lunch and Resume Workshop</td>
</tr>
<tr>
<td>1:15 PM – 2:00 PM</td>
<td>Keynote Speaker</td>
</tr>
<tr>
<td>2:00 PM – 3:00 PM</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>3:00 PM – 5:00 PM</td>
<td>Apprentice Competition</td>
</tr>
<tr>
<td>5:00 PM – 7:00 PM</td>
<td>Dinner and Competition Presentation</td>
</tr>
<tr>
<td>7:00 PM – 7:30 PM</td>
<td>Awards Reception and Final Remarks</td>
</tr>
</tbody>
</table>
Appendix B - Sample Budget

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Appendix C - Questions For The Panel

ECF Panel Questions (In addition to topics listed in Appendix D):
- Work/life balance
- Buying your first house
- Investing in 401K and IRAs
- Staying active in ASME and professional societies
- Community service and volunteerism
- Biggest failure and what did you learn from it
- Biggest success and how you learned from it
- Graduate school – Engineering vs. MBA
- Pursuing an MBA, Law Degree, or other advanced degree
Appendix D - Past Topics And Speakers

ECF General Themes:
- Public Policy and the Future of Engineering
- Engineering Entrepreneurship & Innovation
- The Business Person is an Engineer
- Which path is right for ME: Creating your own success
- Effective Presentations and Communications in the Workplace

ECF Past Presentation Topics (Professional Development):
- 10 Biggest Financial Mistakes and How to Avoid Them
- ASME – What’s In It For Me?
- Is a PE License for Me? (and preparation process)
- Art of Persuasion – Influence without Authority
- Delivering Winning Presentations
- Processing a Job Offer: Weighing the Benefits (401K, Bonus, Stock Options, Medical Insurance
- Resume Skills and Acing the Interview
- Win-Win Career Negotiations
- Project Management/Leadership
- How to Communicate Effectively
- Entrepreneurship
- Multi-Disciplinary Engineering
- Globalization of Engineering
- Business Etiquette
- How to Climb the Corporate Ladder
- Unwritten Rules of Engineering
- Engineers Keys to Success
- Distinguishing Yourself in the Workplace
- Leadership Skills for Engineers
- View from the Top: Panel discussion w/ Corporate Upper Management
- Career Planning
- Global Collaboration (diversity: culture, language, boundaries & how to bridge differences)
- Competing in Job Market – Panel Discussion
- Common Sense Guide to Street Smart Ethics
- Understanding People
- Workplace Survival – Panel Discussion
- Industry Perspective: Charting Your Career in an Emerging Multidisciplinary Engineering Environment – Panel Discussion
- Financial Planning
Dr. Robert Pangborn  
Associate Dean  
College of Engineering  
The Pennsylvania State University  
University Park, PA  

Dear Dean Pangborn,  

On behalf of the Region III Operating Board and Philadelphia area student and professional sections of ASME, I am pleased to extend an invitation to you as a presenter at the first ever Philadelphia Area Young Engineers Forum to be held at Drexel University on Saturday, April 2nd.

In 1992, ASME established the Young Engineers Forum (YEF) to provide young engineers with first hand advice and information on issues relevant to their careers. Attendees at this particular YEF will comprise of students from the eight local student sections and local young engineers.

As the Associate Dean at Penn State and the Vice President of the Board on Government Relations, you bring excellent knowledge and experience to offer the students and young engineers that will be in attendance. I hope that you may be able to deliver a presentation on how ASME and other engineering societies interact with the government, influence government policy, help to write legislation, and how the government and engineering societies are dealing with outsourcing and the globalization of engineering. We have a 50 minute time slot available.

We sincerely hope you will be able to accept our invitation. Please feel free to contact me at (585) 259-5150 or { HYPERLINK "mailto:berkofh@asme.org" } with any questions. Thank you very much for your time and consideration.

Best Regards,

Howard Berkof
Appendix F - Sample Invitation

{ EMBED Word.Document.8 }
Appendix G – Recap Spreadsheet

ROCHESTER AREA YOUNG ENGINEERS FORUM
19-Mar-05

FINANCIAL PLANNING (Brian Venton, Parivash Emrani, & Ben Levy, CitiBank)

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of interest in the topic</td>
<td>0%</td>
<td>10%</td>
<td>57%</td>
<td>33%</td>
</tr>
<tr>
<td>Quality of content</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Quality of presentation</td>
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<td>3%</td>
<td>37%</td>
<td>60%</td>
</tr>
<tr>
<td>Presenter Quality</td>
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<td>0%</td>
<td>27%</td>
<td>73%</td>
</tr>
</tbody>
</table>

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General Comments:
1. Money management is essential, this is the first time seeing this information
2. I really enjoyed this presentation and learned a lot about financial planning. I would strongly recommend this presentation be included next year
3. More focus would have been good. Tried to cover a lot in a short time.
4. Very interesting presenter, made it very interesting.
5. Peaked interest in financial planning
6. I would be interested in further talks / longer workshop sessions with this presenter
7. Brian was great, but the other two seemed a little too much like they were "selling" their product (CitiBank services)
8. Too long in most cases
9. Good presentation, but it would have been nice to focus more on financial issue students face (student loans, possible investments). I'm not too concerned about a house and kids yet.
10. Good information, little drawn out
11. This was an extremely helpful presentation. The presenter was candid and his manner very enjoyable. I feel more informed. Thank you.
12. Very good presentation & ability to work with CitiBank in the future. I-Pod giveaway was a great surprise.
13. Excellent overall
14. Interesting, focus more on general financial views?
15. As with any financial presentation, it was long, but it had a lot of good content.
16. Glad to see that this was a presentation of information, not a "hard sell" for Citi services or products.
17. Good information. Would have been better if it could have gone more in depth, but good general information.
18. More 401K and credit building.
19. Very interesting session for an engineering forum.

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SMALL BUSINESS MARKETING (Bob Gerace, Paychex)

30 Respondents

<table>
<thead>
<tr>
<th>Level of interest in the topic</th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Outstanding</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>33%</td>
<td>30%</td>
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<td>57%</td>
</tr>
<tr>
<td>Quality of presentation</td>
<td>0%</td>
<td>0%</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Presenter Quality</td>
<td>0%</td>
<td>0%</td>
<td>27%</td>
<td>73%</td>
</tr>
</tbody>
</table>

General Comments:
1. Great if you are looking to open your own business
2. I think this is very useful information which is not taught in the classroom
3. More concrete info, i.e. how to patent, where to get training, etc. would probably be more useful.
4. Very good job, interesting and informative. I learned quite a lot.
5. Very helpful for a starting engineer
6. I'm not looking to go into my own business so some of these things don't apply to me. But, it was still informative with interesting points that are applicable to everyone.
7. Too long in most cases
8. To the point and very informative
9. Good presentation. I am not too interested in the subject, but it was well-presented.
10. This was a helpful look at entrepreneurship
11. Useful to know especially since I never thought about this before.
12. It doesn't seem to apply to me as much as other people, but the presentation was good and it had good information.
13. Go deeper offline? Very good

FACILITY TOUR / PRESENTATION (Jeff Kramer & Bob Earley, LLE)

28 Respondents

<table>
<thead>
<tr>
<th>Level of interest in the topic</th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Outstanding</th>
</tr>
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<tr>
<td></td>
<td>0%</td>
<td>7%</td>
<td>25%</td>
<td>68%</td>
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<td>21%</td>
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<td>Quality of presentation</td>
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<td>0%</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>Presenter Quality</td>
<td>0%</td>
<td>0%</td>
<td>11%</td>
<td>89%</td>
</tr>
</tbody>
</table>
General Comments:
1. Went a little long, but all questions were thoroughly answered, very informative
2. Should have had more time for the tour
3. WOW! A lot of things I have never considered.
4. Incredible! I want to work here now.
5. Fascinating material and great tour.
6. Way cool, today would have been worth just a tour, tour guides were great. I really enjoyed hearing about how the new building was built.
7. Truly amazing
9. Outstanding doesn't do it justice, it was amazing. The highlight of the day, so far.
10. Tour was fantastic, tour guides were extremely informative.
11. Too short. When do we get to come back?
12. I am very impressed with the facility here.
13. Awesome!
14. Awesome - maybe even a lot more time for this next year.
15. Very informative.

ENGINEERING IN A CHANGING GLOBAL MARKETPLACE (Harvey Palmer, RIT)

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Outstanding</th>
</tr>
</thead>
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<td>26%</td>
<td>41%</td>
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<tr>
<td>Quality of content</td>
<td>11%</td>
<td>4%</td>
<td>48%</td>
<td>37%</td>
</tr>
<tr>
<td>Quality of presentation</td>
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<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Presenter Quality</td>
<td>4%</td>
<td>15%</td>
<td>41%</td>
<td>41%</td>
</tr>
</tbody>
</table>
Appendix G – Recap Spreadsheet

{ EMBED Excel.Chart.8 \s }

General Comments:
1. Little long, fantastic content
2. Was a bit boring, focused a lot on the problem, not as much on the solution. Provided good knowledge about history and facts of globalization of engineering.
3. Brought together a lot of ideas that I never thought of. Very applicable to all areas of education. Very ad lib, but that keeps it interesting for me.
4. Very helpful, not much could be done to make it more interesting.
5. Pretty good subject, but material seemed a little broad / vague. The presentation itself could have had some more variety.
6. Dean Palmer is enthusiastic. His excitement about Engineering and higher education is contagious. Very helpful advice. Dean Palmer should get together with Dean Burgett from the U of R and do a higher education motivational speech together (please pass this suggestion on).
7. Presentation was a bit disorganized.
8. Needs a faster pace. Good material, but way too slow.
9. Informative, but not that interesting.
10. Too measured a pace for after lunch, need to pick it up. Slides needed graphics and color to be more visually interesting. Topic was good and relevant to forum. Good quotes.
11. Very insightful.
12. The presenter was very good and knowledgeable. I am just not that interested in global marketing, although it is a good topic to be informed about.
13. Shows importance of VOV and robust design.

DESIGNING ADVANCED FIGHTER AIRCRAFT (Burt Dicht, ASME)

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Outstanding</th>
</tr>
</thead>
<tbody>
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<td>19%</td>
<td>58%</td>
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<tr>
<td>Quality of content</td>
<td>0%</td>
<td>4%</td>
<td>23%</td>
<td>73%</td>
</tr>
<tr>
<td>Quality of presentation</td>
<td>0%</td>
<td>0%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Presenter Quality</td>
<td>0%</td>
<td>0%</td>
<td>12%</td>
<td>88%</td>
</tr>
</tbody>
</table>
General Comments:
1. Awesome
2. I liked the video. Great voice projection and enthusiasm.
4. Very interesting.
5. Nice pictures and good delivery.
6. Nice Powerpoint, the pictures made it really nice.
7. Let's get away from the emphasis on military applications of ME.
8. Very interesting
9. Dynamic speaker, specific stories were great. Little too long, good that he incorporated real job tips (i.e. "This is no Burger King, you can't have it your way" - compromise)
10. Fantastic enthusiasm!
11. Great presentation
12. This was my favorite part
13. Excellent! Interesting and informative.
14. No complaints - interesting presentation on the "birth" of a plane
15. Good presentation, interesting topic, easy to pay attention to

HOW TO GET A GOOD JOB (Cecilia Noblett, ASME)

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of interest in the topic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>4%</td>
<td>36%</td>
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<tr>
<td>Quality of presentation</td>
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<td>0%</td>
<td>0%</td>
<td>12%</td>
<td>88%</td>
</tr>
</tbody>
</table>
Appendix G – Recap Spreadsheet

{ EMBED Excel.Chart.8 \s }

General Comments:
1. Resumes / Interview information is great.
2. Great enthusiasm.
3. Cecilia is awesome.
4. Stepped out for a minute so I didn't see it. Very short for something so important! Especially for RIT students who are looking for jobs continuously.
5. Thanks more making it quick. I really appreciate the abbreviated version.
6. Rushed, but too the point. Good handouts and materials. Thank you for keeping it brief.
7. Great handouts!
8. Cecilia is great
9. Very useful information
10. Not much to it, but what was there was helpful - a lot of useful references
11. Very informative, brief, direct
# Appendix H - Script

Philadelphia Young Engineers Forum  
Script, 2006

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>9AM</td>
<td>10AM</td>
<td></td>
<td>Registration &amp; Breakfast</td>
</tr>
<tr>
<td>9:55</td>
<td>10:00</td>
<td>Hanna</td>
<td>Assemble participants into room</td>
</tr>
<tr>
<td>10:00</td>
<td>10:05</td>
<td>Berkof</td>
<td>Welcome, Introduce Moderator</td>
</tr>
<tr>
<td>10:00</td>
<td>10:10</td>
<td>Feigel</td>
<td>Introduction, Welcome, Overview of Days Events</td>
</tr>
<tr>
<td>10:10</td>
<td>10:15</td>
<td>Dr. Choi</td>
<td>ASME Presidents Remarks</td>
</tr>
<tr>
<td>10:15</td>
<td>11:00</td>
<td>Berkof</td>
<td>Introduce Speaker #1</td>
</tr>
<tr>
<td>10:00</td>
<td>10:05</td>
<td>Anderson</td>
<td>Speaker #1</td>
</tr>
<tr>
<td>11:00</td>
<td>11:45</td>
<td>Cortez</td>
<td>Introduce Speaker #2</td>
</tr>
<tr>
<td>11:45</td>
<td>12:05</td>
<td>Berkof</td>
<td>Introduce Sponsors</td>
</tr>
<tr>
<td>11:45</td>
<td>11:55</td>
<td></td>
<td>Speakers: Sunoco, Philly Section, Mgmt Division</td>
</tr>
<tr>
<td>11:55</td>
<td>12:05</td>
<td>Berkof</td>
<td>Introduction of Amtrak Competition</td>
</tr>
<tr>
<td>12:05PM</td>
<td></td>
<td>Feng</td>
<td>Lunch, Resume Review Details, Preview of afternoon activities</td>
</tr>
<tr>
<td>12:10</td>
<td>1:10</td>
<td></td>
<td>Lunch &amp; Market Research Availability</td>
</tr>
<tr>
<td>12:30</td>
<td>1:10</td>
<td></td>
<td>Resume Review Availability</td>
</tr>
<tr>
<td>1:00</td>
<td>1:15</td>
<td></td>
<td>Assemble participants into room</td>
</tr>
<tr>
<td>1:15</td>
<td>2:00</td>
<td>Binns</td>
<td>Introduce Keynote Speaker</td>
</tr>
<tr>
<td>2:00</td>
<td>3:00</td>
<td>Berkof</td>
<td>Panel Introduction</td>
</tr>
<tr>
<td>2:00</td>
<td>3:00</td>
<td>Panelists</td>
<td>Discussion</td>
</tr>
<tr>
<td>3:00</td>
<td>3:05</td>
<td>Berkof</td>
<td>Thank yous and Acknowledgements</td>
</tr>
<tr>
<td>3:00</td>
<td>5:00</td>
<td></td>
<td>Apprentice Competition</td>
</tr>
<tr>
<td>3:05</td>
<td>3:10</td>
<td>Feng</td>
<td>Afternoon activities, assignments, &amp; locations</td>
</tr>
<tr>
<td>3:10</td>
<td>5:00</td>
<td></td>
<td>Teams separate to develop design &amp; presentation</td>
</tr>
<tr>
<td>3:10</td>
<td>5:00</td>
<td></td>
<td>Activities for non-competition participants</td>
</tr>
<tr>
<td>3:10</td>
<td>5:30</td>
<td></td>
<td>Resume Review Availability</td>
</tr>
<tr>
<td>5:00</td>
<td>5:30</td>
<td></td>
<td>Everyone gathers in dining area for cocktails and appetizers</td>
</tr>
<tr>
<td>5:30</td>
<td>5:30</td>
<td>Hanna</td>
<td>Introduction, Remarks</td>
</tr>
<tr>
<td>5:30</td>
<td>6:15</td>
<td></td>
<td>First half of team presentations</td>
</tr>
<tr>
<td>6:15</td>
<td>6:30</td>
<td>Feigel</td>
<td>Dinner remarks</td>
</tr>
<tr>
<td>6:15</td>
<td>6:30</td>
<td></td>
<td>Dinner is served</td>
</tr>
<tr>
<td>6:30</td>
<td>7:15</td>
<td></td>
<td>Second half of team presentations</td>
</tr>
<tr>
<td>7:15</td>
<td>7:30</td>
<td></td>
<td>Dessert is served, Judges collaborate</td>
</tr>
<tr>
<td>7:30</td>
<td>7:35</td>
<td>Berkof</td>
<td>Closing remarks, Thank you</td>
</tr>
<tr>
<td>7:35</td>
<td></td>
<td>Judges</td>
<td>Announcement of winning team</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Adjournment</td>
</tr>
</tbody>
</table>
SECOND ANNUAL PHILADELPHIA AREA

{ SHAPE \* MERGEFORMAT }

April 8, 2006

“APPRENTICE” DESIGN COMPETITION

sponsored by the ASME Management Division & the ASME Philadelphia Section

supported by the ASME Rail Transportation Division and Amtrak

Amtrak’s Ride into the Future
Designing the Rail Passenger Seat of Tomorrow

The conception of the 1\textsuperscript{st} Annual Philadelphia Young Engineers Forum (YEF) took place in a lunch line during the Region III & IV Regional Student Leadership Seminar in October of 2004. Six months later Drexel’s student chapter of ASME hosted their first YEF, which consisted of 3 guest speakers on professional development topics, the keynote speaker from the NRC, a resume workshop, and a panel discussion.

April 8, 2006 marked the 2\textsuperscript{nd} Annual Philadelphia Region YEF, which consisted of 2 speakers on professional development topics, the keynote speaker from Amtrak, a panel discussion, a resume workshop, and the Inaugural “Apprentice” Design Challenge. This all-day event provided first hand experiences and great networking opportunities with top executives from some of the leading companies within the engineering profession.

The Young Engineers Forum was organized by the Drexel University Student Section led by President Dan Hanna, event coordinator Angel Feng, Vice President Anita Rebarchak, and the strong support of Department Head Dr. Mun Choi and Faculty Advisor Dr. Paul Oh. Management Division Vice Chair Howard Berkof moderated the Young Engineers Forum this year. Jill Anderson from Con Edison and ASME Management Division Executive Committee delivered a very engaging presentation on “Distinguishing Yourself.” Miguel Cortes from Johnson & Johnson gave an inspirational talk on “Keys for Success.” George Binns, a Senior Vice President at Amtrak and active ASME Rail Transportation Division member, delivered the keynote. The afternoon panel featured four distinguished speakers who discussed their career successes and failures, new and emerging technologies, and advice to young engineers and students who are entering the workforce. The panel consisted of ASME President Gene Feigel from the Hartford Steam Boiler and Insurance Co., John Bozewicz from the Naval Surface Warfare Center and ASME Engineering and Technology Management Group Leader, Kevin Robles from Sunoco, and Chris Gaughan from the Edgewood Chemical & Biological Center.
The Management Division and Rail Transportation Division teamed up with Drexel to create the first “Apprentice” Design Competition. Revealed just before lunch, each group of four students was assigned the task of developing a concept for the next generation rail passenger seat and its immediate environs. The objective was to truly think outside the box, and to generate creative concepts utilizing emerging technologies while taking into consideration the needs of the next generation business traveler. Over the lunch period, groups conducted market research by interviewing “volunteers” and rail industry experts. Attendees also used the time to have their resumes reviewed and explored posters from several technical divisions, sections, and communities.

The highlight “Apprentice” Challenge was designed to parallel the TV show, where a business challenge was presented and included a technical engineering design problem as well. The challenge to design the rail passenger-seating environment for the future business traveler was scored on the creativity of the design (50%) and the effectiveness of the presentation (50%). This challenge was meant to test the engineers’ ability to do research, develop a design, and come up with an effective way to sell their product all in three short hours. Not only was this challenge conceptual but also it required feasible designs, as actual cost was a large part of the scoring criteria. The engineers were to take design as well as budget into consideration. There were 7 teams totaling 26 students who competed in the challenge who represented Drexel University, University of Maryland, University of Maryland-Baltimore County, Wilkes University, and University of Delaware.

Teams delivered their presentations during dinner. What amazed everyone in the audience was how the teams were able to conduct extensive market research, study the Amtrak specification, develop a design concept, create a business and marketing strategy, assemble a first class PowerPoint presentation, and deliver a 7 minute presentation – all in three short hours! Some of the innovative ideas consisted of “zero gravity” seating so when the seat is reclined it does not get in the way of the person sitting behind you, a vibrating wristband to wake you up before your stop comes up, and a massaging seat for those travelers who ride for long periods of time. Participant feedback was tremendous, as the team members learned valuable “real world” business and project skills and the opportunity to use their creative geniuses. Based on the success of this event, the Early Career Forum committee will be taking a long look into incorporating this type of workshop into future Forums. The competition was video taped, and a highlight version will be available for viewing at the Summer Annual Meeting.

Drexel ASME Board Members Andrew Moran and Tony Tofani coordinated the donation of all of the extra food from the Young Engineers' Forum to their organization. The St Francis Inn is a non-profit organization of Franciscans and lay people dedicated to helping the homeless and impoverished people of Philadelphia. To learn more, please visit their web site at {HYPERLINK "http://www.stfrancisinn.org" \o "http://www.stfrancisinn.org" }.

Thank you to financial sponsors of the Young Engineers Forum, including Drexel Mechanical Engineering Department, the Philadelphia Section, the Management Division, and Sunoco.
Many, many thanks to the following for their onsite & background support: Gene Feigel, President, Panelist & Judge; Bob Simmons, Governor, Judge; John Bozewicz, E&TM Group Leader, Panelist; Scott Walthour, Early Career Forum Chair; Jill Anderson, Management Division, Speaker; Dr. Mun Choi, Drexel ME Department Head; Dr. Paul Oh, Drexel ASME Advisor; Dan Hanna, Angel Feng, Anita Rebarchak and the entire ASME Drexel Executive Board; The ASME Management Division (Steve Long, Chair); The ASME Rail Transportation Division (Roger Sims, Samuel Williams); The ASME Philadelphia Section; ASME Staff (Cheryl Hasan, Burt Dicht, Charlene Trotman, Noha El-Ghobashy); Charley Hurst, Student Design Competition Chair; George Binns, VP Amtrak, Speaker; Greg Gagarin, Director Amtrak, Industry Expert; Kevin Robles, VP Sunoco, Panelist & corporate sponsor; and Howard Berkof, Management Division, Moderator.
Appendix J - Event Description – The Apprentice

Many of you have seen the T.V. show “The Apprentice” and wished you could be on it. Many of you yell at the T.V. when one of the team members on The Apprentice does something stupid. You critique the team members and question their judgment at times thinking “If only I was on the show I would have done it right!”

Well now is your chance! The Management Division of ASME is proud to sponsor the “Apprentice” Competition at the Second Annual Philadelphia Region Young Engineers Forum (YEF) on April 8, 2006. This competition will consist of a business challenge, like the show, with an engineering twist. Scoring for the competition will be based on two main components. Developing a creative design will weigh as 50% of the scoring and delivering an effective business presentation will be the other 50%. The judges will be looking for teams who can develop a creative design and then be able to effectively sell their design. Engineers with excellent business and management skills are in very high demand and this competition will test your skills!

Everyone who signs up for the competition will be randomly placed in a team of 4 or 5 in which they will be required to work with their team to develop the best business/engineering plan for the challenge. Registrants will also have the choice to pick their teams upon arriving to the event. The challenge will be revealed before lunch so teams can begin their “market research” and at 3PM after the panel discussion the teams will break out into their groups and have 2 hours to finish up their “market research” and generate a power point presentation. Market research will be nothing but mingling with the audience asking them for their input regarding the challenge. After the teams complete their “market research” a moderator will take the teams to a computer lab in which they will have whatever time is left in the two hours to generate their power point presentation. Scanners will be available for those who wish to scan in hand drawn sketches of their design. During dinner the teams will have 5 minutes each to present their business/design solution to a panel of judges.
Amtrak’s Ride into the Future
Designing the Rail Passenger Seat of Tomorrow

Introduction
Today’s typical rail passenger seat includes an armrest, a foldout tray, and space on the back of the seat to store a magazine or book. Sometimes an electrical outlet is on the wall under the window.

But the future business traveler will require supportive and versatile accommodations. Many factors must be considered in designing the train cars of tomorrow, including passenger comfort, the use of technological devices, and flexible business services.

The Acela train is the newest train to address business traveler needs. However, from a traveler’s perspective there are many possible improvements. What would the ideal business passenger’s experience during a train ride include?

Scenario
Amtrak’s future success relies on increasing and retaining profitable ridership. Therefore, your consulting company has been hired by Amtrak to address the needs of the next generation business traveler, specifically in the Northeast corridor where most passenger travel is between 100 – 300 miles. You are to develop a concept for the next generation rail passenger seat and its immediate environs. The objective is to truly think outside the box, and to generate creative concepts utilizing emerging technologies while taking into consideration the needs of the next generation business traveler.

Considerations
Listed below are some criteria to be considered in any seat design for Amtrak passenger cars:

1. Amtrak specification 683 – Long Distance Rail passenger Coach Seat (packet)
3. Seat Envelope drawing 8441-1. This helps define the spatial environment that is available for a seat as well as attachment points to the car floor and side wall. (packet)
4. 49CFR 238 – all materials used on the seat need to comply with the smoke and flame requirements as defined by the Code of Federal Regulations. This prohibits some materials from being used – we try and stay away from wood.
5. APTA seat standard. This standard helps define the crashworthiness characteristics that any new seat needs to incorporate. (packet)
6. Cost of a 2 passenger coach seat is in the range $3000 -$3500.
7. Amtrak typically builds in the ability for the seats to be rotated which drives up the cost. This allows the seats to be rotated at end points rather than turning the train around. Turnaround time for a train can be as short as less than 2 hours.
8. Just like the airlines Amtrak needs to remove, clean and replace the seat cushions. An easy to replace cushion assembly is a necessary feature.
9. Amtrak has looked at the airline style first class seat which doubles as a bed, but has found the economics difficult to justify – the cost to the passenger that justifies the allotted space in the car. Similarly Amtrak uses the envelope drawing to help define the seat space requirements. The seat pitch will vary - coach class is around 37”-39”, business/first class is 42” to 46” and our long distance seats have a pitch of 52”. The seat design has to work within the guidelines shown on the envelope drawing otherwise the aisle width is not sufficient. To change the car interior dimensions is not usually the approach taken - as it has to comply with its own external envelop for clearances through tunnels, stations platforms, etc.

10. The ergonomics of the seat is crucial.

11. Seat must be durable, rugged, and survive constant abuse including food and drink spillage. Typical maintenance life is 4 years.

12. Short term business traveler, the target audience, is the most discriminating customer. The act of sitting in a seat is one of four major points of experience (moments of truth) for an Amtrak customer. The other three are ticketing, timeliness of the train, and seeing the train exterior for the first time.

13. Consider the entire sitting environment – lighting, environmental noise, luggage, materials, food and drink storage, and electronics / technology products.

**Procedure**

- Competitive teams will be formed of 4-5 people.
- A moderator will deliver a short talk on current ridership problems and outline the rules for the competition.
- Teams will then be on their own to conduct market research, to design and develop solutions to anticipated problems, and to create an effective presentation which addresses both technical and business considerations.
- To aid in the “market research” six “role players” will be positioned throughout the main room. These individuals will be drawn from industry experts and business travelers. They will be available for the first hour of the contest to answer any questions and share their complaints, experiences, and ideas for perfect business traveler comfort.
- A physical scaled down sample or drawings will be required in the presentation. These may be hand drawn.
- Each team will prepare a PowerPoint presentation that may include:
  - Market research and analysis
  - Design specifics
  - Materials, durability, and maintenance details
  - Cost of manufacturing
  - Suggested charge price to customers
  - Marketing/Advertising strategy to customers
  - Estimated profit and loss statement
  - Competitive analysis
- Seven minutes will be allotted for each group: 5 minutes for the presentation and 2 minutes for questions by the industry experts. Teams will be cut-off at the time limit.
There will be a time period of three hours permitted for research, design, and preparation.

Suggested time allocation:
- Hour 1: Market research and idea generation. Business travelers and industry experts will be available to share their perspectives and complaints about the current rail passenger experience.
- Hour 2: Design development, market and competitive analysis, financial analysis (profit and loss statements)
- Hour 3: Create PowerPoint presentation and rehearse oral presentation.

Judging & Awards
- Panel of 3-4 industry experts will be the official judges. All decisions of the judges will be final, and no review or appeal process is available.
- Scoring will be divided 50% on the technical concept and 50% on the presentation quality and business plan
- First place team is awarded $1500
- Second place team is awarded $1000
- Third place team is awarded $500

Scoring
Total scoring will be out of 100 points, 50 points for Business Presentation and 50 points for Technical Design. Each category below is worth a maximum of 10 points.

Business Presentation
1- Presentation skills (clear delivery of idea being proposed)
2- Teamwork & Organization (does everyone in the team participate in the presentation, smooth flow from slide to slide)
3- Visual aids (simplify your proposal by using charts and graphs to display the business end of your presentation as a visual for the judges)
4- How well does results match marketing survey / research
5- Marketing and advertising strategy

Technical Design
1- Creativity, thinking “outside the box,” materials, appearance, use of space
2- Manufacturability – cost structure, ease of manufacturing, ability to modify and customize
3- Feasibility – seat rotation, space constraints
4- Stays within general Amtrak specifications
5- Durability – how does it survive in the real world on a daily basis
Appendix L - Sample Sponsorship Letter

Howard Berkof  
Ingersoll-Rand Co.  
1467 Route 31 South  
Annandale, NJ 08801  

Re: Young Engineers Forum – Sponsorship Opportunity  

Dear Howard:  

ASME International is a non-profit professional association that promotes and enhances the technical competency and professional well being of our members, and through quality programs and activities in mechanical engineering, better enables its practitioners to contribute to the well being of humankind.  

In 1992, ASME established the Young Engineers Forum (YEF) to provide young engineers with first hand advice and information on issues relevant to their careers. While the YEF is intended for engineers with less than 10 years experience, more experienced engineers may find the topics presented of interest, and students are also welcome to participate. The program attracts about 200 attendees.  

This award-winning program was honored with a Certificate of Achievement in the 1994 Awards of Excellence in Education competition sponsored by the American Society of Association Executives (ASAE) in the category of Single Seminar Programs; and was also elected to the ASAE’s 1997 Associations Advance America Honor Roll.  

For complete details of past programs visit www.asme.org/yef/past.html.  

We invite you to partner with us in hosting this year’s event. Your investment will give your company-increased visibility with the ASME member community, young engineers in particular.  

Many of these talented young engineers are eager to learn more about companies like yours particularly opportunities, career options and corporate culture. It’s a great way for your company to connect with them and present your message on a grassroots level. The following pages outline the benefits & opportunities of involvement in the YEF program and its promotion.  

The next Young Engineers Forum will take place on Sunday, November 16, 2003 in Washington D.C. during the ASME International Mechanical Engineering Congress and RD&D Expo – {HYPERLINK "http://www.asme.org/congress"}.  

Thank you for considering this opportunity. We look forward to speaking with you directly to discuss your participation. In the meantime, if you have any questions, please contact me at 1-800-221-5536.  

Sincerely,  

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About the Young Engineers Forum

The Young Engineers Forum has been very successful since its inception and is meant to increase young engineers' awareness of trends and opportunities in the profession. It provides "practical" advice and information to help advance careers through accounts of "real life" experiences and success stories by professionals in industry.

This one-day program at major ASME events consists of lectures and panel discussions. The speakers, panelist and participants are made up of ASME members and other professionals that volunteer their time and expertise. The program also gives a local young member the opportunity to moderate the program – hence developing their communication skills.

This year’s 23rd program will focus on Effective Presentations & Communications in the Workplace and will include 4 different presentations and a panel discussion. The agenda topics are:

- Speaking of Ethics
- Project Management – A look at the Basics
- Win/Win – Career Negotiation
- Technical Presentation – Winning Strategies for Effective Public Speaking
- Panel Discussion: Industry Perspective – Charting your Career in an Emerging Multidisciplinary Engineering Environment

Sponsorship Provides Visibility for you…
Based on your level of sponsorship the following opportunities are available to you:

International Mechanical Engineering Congress and RD&D Expo Access
The Congress offers the widest range of opportunities for technology transfer, networking, and exploring new perspectives. Expect to find thousands of professionals from different companies, industries, and countries at the premier event for all engineers!

Jobs Database Listings
ASME's Career Center generates over 10,000 visits a week. Unlike big, generic job boards, it's targeted specifically for Mechanical Engineering professionals so postings are more efficient and effective. You'll attract the right candidates - while avoiding hundreds of unproductive leads and mismatches!

Young Engineers Forum Website
All Young Engineers Forum promotions/advertisements drive individuals to the Young Engineers Forum website for up-to-date event information and live registration. This link also provides complete details about the Young Engineers Forum program and history, as well as upcoming and past events.
Young Engineers Forum Brochure
The Young Engineers Forum Brochure will be mailed to new engineers in a 300-mile radius of Washington D.C. – describing the complete program agenda, location and registration details.

Local Publicity
Publicity in the local area – schools, ASME section newsletters, general public notifications.

Young Engineers Resource Center Advertisement
The Young Engineers Resource Center is the on-line destination for individuals in the workforce. Young engineers find listings of events, leadership opportunities and products geared toward their needs. They can also access a number of on-line career resources to aid in the job search - Jobs Database, Job Coach, ResumeMatch®, Career Fairs, Salary Information and much more.

Career/Life Guide Advertisement
The Career/Life Guide is an online resource tool that offers guidance to young engineering professionals in transition from school to the workplace, that are looking for career advancement advice or are interested in life & money management tools to make their life easier.

FasTrack e-zine Advertisement
An online monthly email communication that provides quick access to “Featured Member Benefits” highlighting personal, professional and technical resources Young Engineers can use to remain competitive and informed.

Student Center Advertisement
The Student Center is geared towards student interests and activities – design competitions, scholarships and other events. Students have access, online, to ASME departments and programs including the latest student and local section news, e-zines, periodicals, internships and links to all ASME technical divisions. They can also join discussion groups devoted to career advice and other interest.

Student e-zine Advertisement
The Student e-zine is an online monthly email communication that highlights deadlines, reminders and upcoming events for students.

Young Engineers Forum Panel Discussion
A diverse group of engineers offering real-world career perspectives lead by a moderator fielding questions from the audience on how to navigate various career options.

Young Engineers Forum Presentation
Speak to an interested audience on topics related to the overall program theme. Specific timeframes for presentations vary and will be discussed.

Complimentary Membership
ASME International membership enables you to create a life-long commitment to your development and contribution to your industry. Including a robust offering of professional
opportunities, personal benefits and Member-Only discounts. Mechanical Engineering magazine included.

In-Kind Sponsor $1,000

Your participation will include:

- One complimentary registration to the Young Engineers Forum program, Sunday, November 16, 2003
- Your company literature in the Young Engineers Forum program registration packets—announcing new products, services, samples or job opportunities
- Your company name printed on Table Tent cards as in-kind sponsor
- Your company logo placed on the Young Engineers Forum program web page ... which will also be linked from the ASME International Mechanical Engineering Congress and RD&D Expo website – www.asme.org/congress
- One Job listing on the Jobs Database for 60 days*
- Your company logo printed on the Young Engineers Brochure

Supporting Sponsor $2,500

Your participation will include:

- Two complimentary registrations to the Young Engineers Forum program, Sunday, November 16, 2003
- One invitation to the Young Engineers Forum Networking Reception
- Your company literature in the Young Engineers Forum program registration packets—announcing new products, services, samples or job opportunities
- Your company name printed on Table Tent cards as supporting sponsor
- Your company logo placed on the Young Engineers Forum program web page ... which will also be linked from the ASME International Mechanical Engineering Congress and RD&D Expo website – www.asme.org/congress
- Two Job listings on the Jobs Database for 45 days* (company profile is optional)
- Your company logo printed on the Young Engineers Brochure
- One complimentary one-year ASME International membership – including a 12-month subscription to Mechanical Engineering Magazine

Affiliate Sponsor $5,000

Your participation will include:

Two complimentary registrations to the ASME International Mechanical Engineering Congress and RD&D Expo in Washington D.C., November 16 – 21, 2003

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Two complimentary registrations to the Young Engineers Forum program, Sunday, November 16, 2003

A speaking invitation for a high-profile company representative to participate in a Panel Discussion at the Young Engineers Forum event

Two invitations to the Young Engineers Forum Networking Reception

Your company literature in the Young Engineers Forum program registration packets—announcing new products, services, samples or job opportunities

Your company name printed on Table Tent cards as patron sponsor

Your company logo placed on the Young Engineers Forum program web page ... which will also be linked from the ASME International Mechanical Engineering Congress and RD&D Expo website – www.asme.org/congress

Two Job listings on the Jobs Database for 45 days* (company profile is optional)

Your company logo printed on the Young Engineers Brochure

One 2”x 4” advertisement placed on the Young Engineers Center for 30 days*

One 2”x 4” advertisement placed on the Career/Life Guide for 30 days*

One complimentary one-year ASME International membership – including a 12-month subscription to Mechanical Engineering Magazine

**Patron Sponsor $7,500**

**Your participation will include:**

Two complimentary registrations to the ASME International Mechanical Engineering Congress and RD&D Expo in Washington D.C., November 16 – 21, 2003

Three complimentary registrations to the Young Engineers Forum program, Sunday, November 16, 2003

A speaking invitation for a high-profile company representative to either make a Presentation or participate in a Panel Discussion at the Young Engineers Forum event

Two invitations to the Young Engineers Forum Networking Reception

Your company literature in the Young Engineers Forum program registration packets—announcing new products, services, samples or job opportunities

Your company name printed on Table Tent cards as patron sponsor

Your company logo placed on the Young Engineers Forum program web page ... which will also be linked from the ASME International Mechanical Engineering Congress and RD&D Expo website – www.asme.org/congress

Two Job listings on the Jobs Database for 45 days* (company profile is optional)

Your company logo printed on the Young Engineers Brochure

One 2”x 4” advertisement placed on the Young Engineers Center for 30 days*

One 2”x 4” advertisement placed on the FasTrack e-zine for 30 days*

One 2”x 4” advertisement placed on the Career/Life Guide for 30 days*

Two complimentary one-year ASME International memberships – including a 12-month subscription to Mechanical Engineering Magazine
Presenting Sponsor $10,000

Your company participation will be recognized in all promotional efforts including:

- Company name printed on all materials prominently as presenting sponsor
- Four complimentary registrations to the Young Engineers Forum program, Sunday, November 16, 2003
- Announcement of sponsorship at the beginning of the Young Engineers Forum event
- A speaking invitation for a high-profile company representative to either make a Presentation or participate in a Panel Discussion at the Young Engineers Forum event
- A reserved on-site table at the Young Engineers Forum
- Two invitations to the Young Engineers Forum Networking Reception
- Your company literature in the Young Engineers Forum program registration packets–announcing new products, services, samples or job opportunities
- Your company name/logo printed on all on-site signage (Table Tent cards, 22x28 posters, Podium)
- Your company name listed as presenting sponsor on the Young Engineers Forum program web page ... which will also be linked from the ASME International Mechanical Engineering Congress and RD&D Expo website – www.asme.org/congress
- Four Job listings on the Jobs Database for 60 days* (company profile is optional)
- Your company logo prominently printed on the Young Engineers Brochure
- One 2”x 4” advertisement placed on the Young Engineers Center for 45 days*
- One 2”x 4” advertisement placed on the FasTrack e-zine for 30 days*
- One 2”x 4” advertisement placed on the Career/Life Guide for 45 days*
- Three complimentary one-year ASME International memberships – including a 12-month subscription to Mechanical Engineering Magazine
- Special Acknowledgement printed in ME Today Newsletter – September issue
- Included in all local media releases – grassroots
- Exposure on the Student Center and Student e-zine

*Specific dates to be discussed
# 2005 Rochester Area Young Engineers Forum

## Evaluation

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<th>Evaluation Item</th>
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**Session II: Small Business Marketing**

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2005 Rochester Area Young Engineers Forum

Evaluation – Page 2

Please circle 1 - 4:  1 = Poor,  2 = Neutral,  3 = Good,  4 = Outstanding

Facility Tour:

Level of Interest in the Topic:  1  2  3  4
Quality of Content:  1  2  3  4
Quality of Presentation:  1  2  3  4
Presenter Quality:  1  2  3  4

General Comments: _______________________________________________________
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Session III: Engineering in a Changing Global Marketplace

Level of Interest in the Topic:  1  2  3  4
Quality of Content:  1  2  3  4
Quality of Presentation:  1  2  3  4
Presenter Quality:  1  2  3  4

General Comments: _______________________________________________________
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2005 Rochester Area Young Engineers Forum

Evaluation – Page 3

Please circle 1 - 4: 1 = Poor, 2 = Neutral, 3 = Good, 4 = Outstanding

Session IV: Designing Advanced Fighter Aircraft

Level of Interest in the Topic: 1 2 3 4
Quality of Content: 1 2 3 4
Quality of Presentation: 1 2 3 4
Presenter Quality: 1 2 3 4

General Comments: ________________________________________________________________

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Session V: How to Get a Good Job

Level of Interest in the Topic: 1 2 3 4
Quality of Content: 1 2 3 4
Quality of Presentation: 1 2 3 4
Presenter Quality: 1 2 3 4

General Comments: ________________________________________________________________

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