

June 2009 Management Division e-Update

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1. Welcome from the Chair

Dear Colleagues,

June means the beginning of summer. Depending upon where you live, this means relief from a long, cold winter, or the beginning of hot, humid days solved by frequent trips to the pool or the beach.

For the ASME Management Division, summer is the critical stretch ramping up to the inaugural Global Engineering Management Conference. September 13 is three months away, and the GEMC committees have kicked into high gear with final planning and coordination for the GEMC. Dozens of committee members have put in hundreds of hours of hard work and planning and they are excited to share the end product with you, the membership. We are confident you will not be disappointed. Check out the program and take advantage of early bird registration: <http://www.asmeconferences.org/gemc09>. Make sure you get in on the limited special tours, including the new Texas Instruments LEED facility and the new Dallas Cowboys state-of-the-art stadium.

One of our GEMC Marketing Committee volunteers, Garrett Herning, authored an article on social networking sites, comparing the pros and cons of Facebook and LinkedIn. I admit I am behind the curve on social networking sites, and found Garrett's article very insightful.

This issue of the e-Update also includes an article from Dr. Michael Reischman, Vice President of the Board on Government Relations, continuing the theme of "Engineers in Public Service." Dr. Reischman describes the many government relations programs ASME offers to membership and how you can participate. I very much appreciate the feedback I received from last month's e-Update article and encourage you to keep the dialogue coming.

Best Wishes,



Howard Berkof
Chair
ASME Management Division
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2. Global Engineering Management Conference

Tackling today's global management challenges!

Sunday, September 13 - Wednesday, September 16, 2009
The Fairmont, Dallas
Dallas, Texas USA

<http://www.asmeconferences.org/gemc09>

The pace of technological change, globalization and the softening of the global economy are exerting major changes in the engineering profession. The GEMC will address these issues through four tracks:

- *Managing New Technology
- *Managing & Developing Engineers
- *Supply Chain Management within the Global Market
- *Managing Your Ecological Footprint in the Energy & Environmental Era

The GEMC is a globally-focused event bringing together mid-career engineering managers from targeted industry sectors. Focusing on the transfer of knowledge from best-in-class organizations and emphasizing hands-on/experiential learning, the GEMC intends to provide both technical and economic value for those who participate. Programming will consist of technical sessions, accreditation tutorials, networking events, and other innovative knowledge and professional exchange forums.

Please go to the official GEMC website: <http://www.asmeconferences.org/gemc09> for Program, Special Events, Registration, Hotel, and Logistics Information

Questions? Please contact: Howard Berkof at berkofh@asme.org or 585.259.5150.

3. Social Networking – What Does it Mean?

Social Netwhat?

Anyone who is active in ASME knows that there are many conferences, seminars and forums available throughout the year. While these events all seem to go off without a hitch, behind the scenes there is always a dedicated staff of volunteers making sure all the i's are dotted and t's are crossed so that each and every event is successful.

Perhaps you've thought of volunteering your time and talents to an upcoming Early Career Forum for your local section, or decided to help with a national conference like the Global Engineering Management Conference (GEMC) in September. One of the major challenges is to advertise the event without spending your entire budget on this one item. Not only that, but you want to get the maximum benefit from the money spent on advertising. Let's face it, advertising can be expensive and it needs to be effective and bring people to the event. So what is the best way to advertise an event? Put ads in a trade magazine, Mechanical Engineer or a mailer to the local section members? Send an email to ASME membership as well? Looks like we have it all covered? Right?

In planning the GEMC one of the things we looked hard at was unique ways to help promote this event. Perhaps there are better ways to advertise than an ad or a mailer. We've all heard of social networking and many of us are even members of one or several different social networking sites, but can these be

used to promote an event? The answer is yes, and a quick look around shows how many different groups are already using these sites as tools to communicate to colleagues and friends. Let's take a look at two networking sites we considered using for the GEMC.

Facebook recently crossed the 200 million-member mark. There are groups for virtually anything. Some are set up by official organizations themselves, some just by well wishing fans wanting to connect with others who share a common interest. Many alumni associations have groups on Facebook to help keep in touch. The big benefit to Facebook is that it doesn't cost anything to set up a group and promote it and you have the potential to reach 200 million people. Free is good, but the downside is that it can be quite time consuming to promote and may get lost in chatter with everything else going on.

LinkedIn is another networking site that is dedicated to connecting you with other people you may want to do business with, work with or share a common industry or professional association with. Topics for discussion on a group can be posted and read by all members of the group. People in your network (contact list) can see what groups you belong to and join with the click of a button. Members can advertise one group to another. Each member of the GEMC group could post to his or her respective alumni association news about the conference and therefore reach all the alumni on LinkedIn for that particular university with a single post. Again this is free advertising, but this time we are targeting professionals who may be interested rather than anyone on the Internet. Since LinkedIn is more structured, we have more control over the creation of a group and discussions about it and who receives updates on it. Again, this does take some time investment, but can be a very effective tool to reach the audience you want.

Of the two networking sites mentioned LinkedIn seemed the best choice for the GEMC. It helps keep the professional feel we want and allows us to target the audience we are really trying to reach.

http://www.linkedin.com/groups?about=&gid=1802990&trk=anet_ug_grppro

In closing, as you plan forums, conferences or other professional events, think outside the box when it comes to marketing and promotion. There are many new ways to reach people. Generation X and Y are particularly plugged into the online world and you may find yourself much more effective at reaching them via a social networking site than with a magazine ad or a mailer.

Garrett Herning
GEMC Marketing Committee

4. ASME Government Relations Opportunities

An item in the Management Division's April 2009 *e-Update* (<http://files.asme.org/Divisions/Management/18183.pdf>) entitled *Engineers and Public Service* encouraged division members to consider becoming involved in public service and public policy discussions. I concur with that recommendation and invite ASME members from all units to contribute to sound public policy making while enriching their own personal development through participation in ASME's Government Relations Program.

Under the direction of the Board on Government Relations, ASME conducts a variety of programs to facilitate members' participation in the public policy process. ASME's Government Relations Program offers opportunities for ASME members at all stages of their careers to help "engineer the greater good" by applying their engineering expertise and pragmatic problem-solving approach to the development of sound public policy by offering a variety of programs and activities. For example:

- The Inter-Sector Council on Federal Research and Development (ISCFRD) provides an opportunity solely for ASME members to delve more deeply into the analysis of research and development budgets of the federal science and engineering-related agencies. Through participation in ISCFRD, ASME members have the opportunity to serve on agency-specific task forces, meet with agency representatives and Members of Congress and develop analyses which serve as the basis of ASME testimony and position papers, examples of which may be viewed at <http://www.asme.org/NewsPublicPolicy/GovRelations/PositionStatements/>
- ASME groups such as sectors, boards, technical divisions, committees, task forces, sections and regions can pursue their government affairs interests and thereby contribute to the Society's public policy agenda by participating in events initiated through our Washington Visitation Program. The program provides a means for ASME groups to send a few members to Washington D.C. to research and draft a position statement or report on a public policy issue of interest to the group.
- Congressional District "town hall-style" meetings provide another means through which ASME members are able to engage their Members of Congress in one-on-one discussions on the top six public policy issues ASME members identify biennially in the *Public Policy Agenda* (<http://files.asme.org/asmeorg/NewsPublicPolicy/GovRelations/17695pdf>).
- The ASME Federal Fellows Program provides the opportunity for selected ASME members to spend one year as professional staff for a U.S. Senator or Representative, on a Congressional Committee, or with a federal agency such as the Department of Homeland Security, or in the White House Office of Science and Technology Policy. To learn more about the ASME Federal Fellows Program and the contributions to public policy that ASME Fellows have made during the last 35-plus years, visit <http://www.asmeffellows.org/>
- Ranked by the *Princeton Review* as one of the top ten internships in the nation, the Washington Internships for Students of Engineering (WISE) program offers a unique opportunity for third- or fourth-year engineering students to spend a summer in Washington, D.C., examining public policy issues of interest to the engineering community and, through meetings and discussions with prominent policy makers, preparing research papers for publication. For additional information on WISE, go to <http://www.wise-intern.org/>
- Government Relations also issues "Capitol Update", a weekly electronic newsletter focused on legislative and regulatory news of interest to the engineering community. It is a free service to ASME members, providing valuable insight on the latest public policy developments from Capitol Hill on our federal policy priorities. ASME members can sign up for Capitol Update on the Members Only website at <http://my.asme.org/> or by contacting Rasheedah Smith at smithrj@asme.org

ASME's Government Relations Program provides multiple opportunities for ASME members to promote one of the public service goals of our Society: "to provide advice to government officials at all levels on engineering and technology matters and policies affecting the public interest, and to develop a climate of understanding and credibility that fosters a continuing dialogue." I encourage you to support the goals of ASME, contribute to sound public policy making and enhance your personal development by becoming actively involved in ASME's Government Relations Program (<http://www.asme.org/NewsPublicPolicy/GovRelations/>).



Michael M. Reischman, Ph.D.
Vice President (2006-2009)

Board on Government Relations

5. Links / Resources / Publications

Global Engineering Management Conference: <http://www.asmeconferences.org/gemc09>

ASME Management Division: <http://management.myasme.info> & <http://divisions.asme.org/management>

ASME Engineering Management Certification International: <http://www.engineeringcertification.org>

Center for Engineering Entrepreneurship & Innovation:
www.asme.org/Communities/Entrepreneur

IEEE Innovation Institute: www.innovation-institute.org

IEEE Entrepreneurs Village: www.ieeeusa.org/careers/entrepreneurs

American Society for Engineering Management: www.asem.org

American Management Association: www.amanet.org

International Association for Management of Technology: www.iamot.org

Project Management Institute: www.pmi.org