
Practice Periodical

From the President-Elect



Work. I tell everyone that “work” is my favorite four letter word. It really is not a bad word. It really is a good word. Work.

I think the antithesis of work may be the word lazy.

There is much work associated with making an organization such as our ASEM an asset for each of us. Many hands make work short. We are fortunate to have many hands in the form of elected and appointed officers and so many more volunteers. Thank you all. Please continue to work for the society in 2014.

Beth, ASEM’s Current President, has laid the foundation for a great year. Geert, ASEM Secretary, has brought a much needed international awareness to the Executive board. Dave, an ASEM Past-President, continues to challenge our thinking on involving students. Ben, our immediate Past-President continues his work in improving our next conferences.

It’s all work.

My momma always said that you get out of life what you put into it. That “put into it” part sounds like work. I know that the conference planning committees are putting a lot of work into bringing us an outstanding 2014 conference in Virginia Beach. On behalf of the Executive Committee, please accept my invitation to experience the work that has gone into the conference. See the work that researchers present. Experience the work of the host committee in providing what promises to be a great social event. Watch the work of the ocean as in continually landscapes the beach. Okay that was a stretch, but my dearly beloved likes it.

Work. It pays. Sometimes in cash. Sometimes in intrinsic value. Building ASEM by working to increase membership is intrinsically valuable to all of us. A larger organization

provides more resources and more opportunities to learn and grow in our professions.

And a tip of the hat to the work of our Engineering Management Journal editors. That work helps all of us.

Consider the value of the work you can do with and for ASEM. It’s a new year. Let’s plan to work. Let’s plan to work together.

Gene Dixon, Ph.D.

2014 ASEM President-Elect

There is nothing so useless as doing efficiently that which should not be done at all.

~ Peter F. Drucker

WEBINARS

ASEM webinars are complimentary for members. To register for the webinar, please send an email with the subject line “ASEM Webinar” to asem-hq@mst.edu. Upcoming webinars include:

Lean Systems – Part 2 (March 2014)

Economic Analysis – Part 2 (April 2014)

Lean Systems – Part 3 (May 2014)

Please visit the ASEM web site at

<http://www.asem.org> for more information.

ASEM 2014 IAC CALL FOR PAPERS

Entrepreneurship Engineering: Harnessing Innovation

Abstract (250 words) due March 31, 2014

For Call for Papers and to submit abstract, go to <https://www.xcdsystem.com/asem2014/>

For more information on submission and conference technical contents, please contact one of our technical chairs:

Dr. Suzanna Long, longsuz@mst.edu

Dr. Craig Downing, downing@rose-hulman.edu

Dr. Ean H. Ng, ean.ng@oregonstate.edu

WHAT'S YOUR TAKE?



Winner from last issue:
Karli Sample, Missouri S&T Sr.

Karli's Definition:
"Management: the act of
tricking people into work you
don't want to do."

Pictured: Karli and her winnings

This issue's challenge: ***What was the best leadership advice you ever got?***

Email your take on the definition to news@asem.org. The winner, selected by Auntie EM, will receive an ASEM prize. Look for the winning advice in our next issue.

BOOK DIGEST

Book: ***Made to Stick: Why Some Ideas Survive and Others Die***, 2007, Chip Heath & Dan Heath, Random House Publishing Group, ISBN-13: 9781400064281.

By Burke Pendleton, a class assignment under the guidance of Rodney Grubb. Edited by Murray and Ng.

Everyone wants to be successful. Have a great idea but can't sell the idea? These six key qualities can help to make your ideas stick:

Simplicity: Strip down the ideas and get to their guts, the single most important part. Highlight your most important goal. Make it simple.

Unexpected: To get people to pay attention, you need surprise (e.g. facts) and interest (e.g. some gossip) to keep people coming back for more.

Concrete: To help people understand and remember, appeal to their senses. Concrete (measurable) ideas help novices understand concepts.

Credible: Credibility will help in countering the perception and bias that most people developed through a lifetime of learning and experiences.

Emotional: For people to take action with an idea, they have to care.

Stories: A story shows you how to act and then motivates you to act.

This spells **SUCCESS**. By using the **SUCCESS** checklist when thinking about an idea or strategy, you should be able to predict whether your idea is going to "stick."

Dear Auntie EM

Dear Auntie EM,

I'm the classic introverted engineer. I've heard about the importance of networking, but how do you do it?

Disconnected EM Student

Dear Disconnected,

Being good at networking is a skill that everyone can learn. Here are some tips to try: 1) **Go to events where you can meet people and practice your networking skills.** Your local ASEM meetings or the annual conference are great opportunities. 2) **Walk up to someone and say something.** They are there for the same reason and expect to network with others. Don't know what to say, try introducing yourself or asking a question. 3) **Get comfortable with "small talk".** Don't worry about saying the perfect thing or impressing others, just talk to them. A great way to do this is to ask questions. My favorites include "Is this your first time at an ASEM conference?". "I'm getting ready to graduate, what advice do you have for someone looking for a job?" "I see from your badge that you work at X or are a presenter, tell me about that." 4) **Exchange business cards.** Afterwards you might want to jot yourself notes on the back to remind you where you met and any item you want to follow up on with them.

Auntie EM

Got a question about engineering management? Send it to news@asem.org and look for an answer in a future edition.

MARK YOUR CALENDAR

The ASEM International Annual Conference will be October 15-18, 2014 in Virginia Beach.

Please visit the ASEM web site at <http://www.asem.org> for more information.

2013 ASEM Service Award Winners

Bernard R. Sarchet Award

This is considered the highest award given by the society. This award is given in recognition of contributions to the Society and to the field of Engineering Management.



Frances Alston

Dr. Frances Alston won this Award for her continued dedication to the society. She served several terms as Treasurer for the society. She has been an integral part of ASEM

operations.

Dr. Alston received her PhD from University of Alabama – Huntsville and works for Lawrence Livermore National Laboratory as the Associate Director for Environment Safety and Health.

Frank Woodbury Award

This award recognizes an individual who has provided outstanding service to ASEM.



Hiral Shah

Dr. Hiral Shah, Assistant Professor at St. Cloud State University, received the Frank Woodbury Award for outstanding service in managing both the development of the 3rd edition of the EMBOK and the development of the new AEM/PEM exams based on this edition. This was a huge undertaking and of very high value to ASEM. Dr. Shah was also the co-chair of the local host committee for the 2013 ASEM International Annual Conference in Minneapolis.

Meritorious Service Award

Rodney Grubb

Rod Grubb has served the society in all elected offices except Treasurer. He has served as a Director for some time since rotating through the elected offices. His



performance as an engineering manager/leader is a matter of record within and without the society. Rod was nominated not for his service as described above but for his service to the society in organizing, managing, conducting and growing the society's premier training program, Knowledge Worker Management and Leadership Training. This program has grown over the years. This product, under Rod's direction, is a societal asset that is destined to grow in value under his management.

Ean H. Ng

Ean Ng has served on the ASEM International Annual Conference Technical Program Co-Chair and is continuing in this capacity for the 2014 conference. She is also co-editor of this newsletter. Dr. Ng was



nominated for this award due to her extraordinary efforts to move the IAC to the XCD online paper management system to handle the hundreds of abstracts and papers.



Jane Hunter

Jane Hunter took the leadership role in getting an online exam prep program up and running for the PEM/AEM exam. This would not have happened without her perseverance and the hard work of the volunteers that developed the courses. Having these 11 modules online fills a huge void in this certification program. Dr. Hunter is the Chief of Learning Solutions for SkeensMcDonell Consulting Group and the former Associate Director of the Engineering Management Program at the University of Arizona. She is an active participant in the ASEM Professional Development and Continuing Education (PDCE) committee and formerly served as the Southwest Regional Director and the Faculty Advisor for the Student Chapter of ASEM at The University of Arizona.

Getting to Know...



Kellie Davis

If you have interacted with ASEM you have come into contact with Kellie Davis, ASEM's office manager, whether you realized it or not. She is the person behind the scenes for much of what ASEM does. We recently sat down with her to get to know her a little better.

Q: How long have you worked for ASEM?

Kellie: I began working with ASEM around 1989. My mom, Jacki Castle, starting working with ASEM back in the early 1980's and I used to help her. In 1992 I replaced her and I have been working with ASEM ever since.

Q: What do you do in your job?

Kellie: Everything! Membership Support, Board of Director Support, Annual Conference Registration, distribution of this newsletter... These are broad terms for what I do, there is a lot involved in any one of those areas, too much to really put into words for this article.

Q: How has the job changed over the years?

Kellie: It has grown tremendously. It started out just sending some membership cards, letters, and journals to the membership, and maintaining the database....to having my hand in literally everything now. Pretty much everything that comes out of ASEM passes through my hands at some point...sometimes I'm very, very involved, other times it is just me sending it out...but I am still involved nonetheless. I have seen the creation of the Engineering Management Honor Society, the Practice Periodical (which I used to format and put together), to us taking on the Engineering Management Professional Certification....and everything in between.

Q: What is your favorite aspect of the job?

Kellie: Going to the conference and getting to see/interact with everyone. It's also one of my busiest times, and by the end I am pretty sleep

deprived...but I love it. I've gotten to see places and things that I probably wouldn't have been able to if it wasn't for this job. One of my all-time favorites was touring the Air Craft Carrier at the Virginia Beach conference in 1999.

Q: When you are not working, what hobbies do you enjoy?

Kellie: I am heavily involved in Girl Scouts with my daughters, and am starting to get pretty active in Boy Scouts as well with my son. My children in general keep me very busy with all their activities. Being a single parent of four children is very challenging, but is also very rewarding. (Editors note: Kellie has two daughters ages 16 & 10, and two sons ages 27 & 8, she also has two granddaughters ages 6 and 8)

I also really enjoy NASCAR Sprint Cup racing, and have been to two races, Charlotte and Indianapolis. It is an experience that anyone who likes racing should do at least once, I hope to take my kids to one someday. I'm rooting for ASEM to have a conference in Charlotte so I can tour some of the race shops.

American Society for Engineering Management

The society that speaks for the engineering
management profession across the world



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