



# 2011 Leadership Training Conference

**Advancing Skills for Leadership Challenges:  
Highlighting the Value of ASME Membership**

The Hyatt Regency DFW Airport

March 3–6, 2011

Dallas, Texas USA

ASME’s vision is to be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind, with our current focus on global impact, engineering workforce development and energy. This translates into opportunities for all members to **participate** in activities that support our areas of focus – working on and sharing of technical advancements, networking with peers and experts, community support, math and science programs for youth, and technology policy, to name a few. The challenge for us, as ASME leaders, is to capture the imaginations and interests of engineers by providing opportunities for them to serve the Society in ways that provide them personal **value**. These ways must be compatible with family, job, and local community interests.

How do you highlight the value of ASME membership? First, believe in and support ASME’s vision yourself . . . what is the **value** of ASME that drives you to **volunteer**? Is it the professional camaraderie? Is it the access to a network of engineers to help solve problems? Or is it the stories of engineers that have helped others around the world? Then, translate the concept of **value** to other engineers. If you believe that your unit is contributing to the betterment of its members and in some way to the greater engineering community, and shares your belief and commitment, then you are likely to motivate others to **volunteer** and achieve great things.

The Leadership Training Conference (LTC) equips you with tools to help your ASME unit offer programs, products and services that meet member and community needs. . . the things that matter most. It enables improved business sense, communications skills, and access to ASME resources, all of value to volunteers in the roles they serve in ASME and their workplace. As an ASME leader attending the LTC, you will gain a broader view of ASME, network with colleagues in your “LTC Class of 2011,” and learn ways to help improve your ASME unit. The experience will be like no other in your ASME career . . . a chance to see the **value** of your ASME membership and bring your enthusiasm to your unit when you return home. By sharing, you will pass the **value of ASME membership** on to others.

**GREETINGS FROM THE LTC CO-CHAIRS**

Welcome to Dallas, Texas!

On behalf of the Leadership Training Conference (LTC) Planning Committee and Trainers, welcome to Dallas Texas, USA, for the sixth annual LTC. A special thank you goes to the North Texas Section of ASME for their help and assistance as our host.

You are all Leaders within ASME – the ‘face of ASME’ to your peers and constituents! This weekend you will have the opportunity to gain a new perspective of the **value** of ASME membership. The LTC Volunteer/Staff team plans to provide you with methods and tools to better serve and satisfy the engineering community and humankind, and to demonstrate the **value** of ASME involvement. It will then be up to **you** to implement and pass along some of these skills and ideas, inspiring others to participate in translating ASME’s vision and strategic objectives into creative solutions. Treasure the opportunities and rewards of leadership, champion the **value** of ASME membership, and enjoy the weekend’s journey. We’re confident that experiencing the power of ASME leaders working together will help as you guide and challenge your ASME unit to **make a difference**.

Betty Bowersox	Jack Whitehead
Nooter/Eriksen	Bechtel Corp.
St. Louis, MO	Schenectady, NY

**NAME BADGES**

One of the primary benefits of attending the LTC is networking – your badge lets others know who you are, where you come from, and your ASME unit. Please wear your name badge throughout the conference; you’ll also need it for admission at the conference meals. Although we can accommodate only registered delegates to the meals, your guests are welcome to join you free of charge for the networking event on Friday evening (cash bar available), and you can purchase additional tickets for the Saturday evening dinner at the registration desk (\$50 per ticket).

**LTC SESSIONS**

Take notes. While all the presentations from LTC will be available electronically, much information will be shared during discussions and working activities. An “LTC Idea Tracker” has been included at the back of this conference brochure that you can use to record ideas or concepts from each session.

Seating for the concurrent sessions is first-come, first-served. Rooms are generally spacious. In the unlikely event that a room fills to seating capacity and it isn’t possible to stand in a way that does not disrupt the presentation or detract from attendees’ ability to hear or see, please select another session to attend. Please sit near a door if you’re not sure you’re going to stay at a session for the entire time; that way you can exit without causing a disruption. Cell phones should be on silent during sessions.

Please leave soon after a session ends if there will be a session beginning shortly afterward; turn-around times between sessions are very brief (generally only 5 minutes!). The hotel has public spaces available, and the LTC has several hours of networking and personal time for continuing conversations.

**Does ASME Have a Current List of Your Unit’s Officers?** We are working on developing a comprehensive online directory for the entire Knowledge and Community Sector. But this directory will only be useful if it contains the current list of our coded unit officers. Please verify your officer lists and send us any updates. For section officers contact Jessica Albert at [Albertj@asme.org](mailto:Albertj@asme.org) and for technical divisions contact your Unit Support Administrator.

**MEALS**

Your LTC registration includes the following meals:

- Breakfast on Friday and Saturday
- Lunch on Friday and Saturday
- Dinner on Saturday evening
- Morning and afternoon breaks on Friday and Saturday

A list of restaurant options in the Dallas area for Friday dinner is available at the registration desk as well as with the concierge. Please note: transportation is at your own expense.

**MEET YOUR LTC COLLEAGUES**

Your colleagues at this conference are a good resource. Whether you are a first-time LTC delegate or have attended a previous conference, a number of ways have been created for you to make connections with others – to reflect on what you’ve heard, get ideas about which sessions to attend, continue a discussion, or network.

- *Networking Event*: - Join us Friday evening at the networking reception, following the group photo, for an opportunity to build connections, continue conversations, learn a little more about the folks attending the LTC with you!
- *Idea Mart* - This expo-like session provides you an opportunity to meet with key ASME staff members and volunteers, and find out more about the wealth of resources available to you and your unit. Those represented are listed in this program. Bring your LTC business cards!

**MESSAGES**

If you are a guest at the Hyatt Regency DFW, telephone messages and faxes will be directed to your guest room. Otherwise, they will be posted on the message/ announcement board near the registration desk. Don’t forget to check! Hotel telephone: (972) 453-1234; fax: (972) 615-6826.

### BUSINESS CENTER/SHIP HOME SERVICES

The business center of the Hyatt Regency DFW is located on the ground level, in the Enterprise Foyer, and is accessible from 7 am to 6 pm, Monday through Thursday, and 7 am to 5 pm on Friday. There is a kiosk area open 24/7 accessed with room keys; a printer is available there. Charges apply for Internet access (\$3 for 9 minutes), computers, photocopying (\$.25/page B&W, \$1.50/page color), faxing (\$5 min to send, \$1/page to send), shipping, etc.

### INTERNET ACCESS

Complimentary Internet access is available in guest rooms. Internet access is also available in the business center. Complimentary wireless access is available in the hotel lobby. There is no wireless access in the meeting rooms.

### REUSE AND RECYCLING OF MATERIAL

The hotel has recycling bins throughout the hotel; several will be on hand in the conference area. Please recycle your paper, glass, and plastic. We will also recycle your badges, so please return yours to the bin when exiting the dinner on Saturday night.

### FEEDBACK

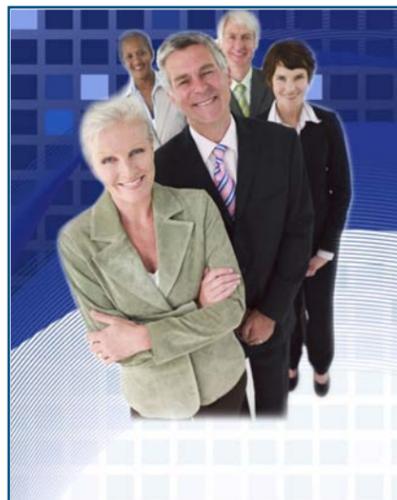
Your feedback counts! Your thoughts about the LTC and its sessions are extremely important to us. Please take a couple minutes at the end of each session to complete the evaluations, and take part in an online Zoomerang survey which will be sent to you immediately following the conference. Feel free to share your ideas with one of the LTC planning committee members, who will have blue ribbons on their badges.

## GETTING THE MOST OUT OF YOUR LTC EXPERIENCE

### TOP TEN Suggestions from Past Delegates

1. The more you put into it, the more you'll get out of it
2. Talk to people. Everyone is here for similar reasons.
3. Introduce yourself to at least three people you don't know.
4. Seek to understand how different areas of ASME have different 'cultures' and ways of thinking.
5. Decide on a single goal at the LTC and take action as soon as you get home to make it happen!
6. Take good notes to share with everyone when you get home.
7. Choose the sessions you attend carefully; if your unit has >1 delegate, attend different sessions for better coverage.
8. Preview and participate.
9. Be prepared for a lot of information that is coming your way and read the advance material provided to you.
10. Come with an open mind and meet as many people as possible.

# LTC 2011 Program Schedule



### THE VOLUNTEER OPPORTUNITIES BULLETIN BOARD (VOBB)

Looking for a new adventure in ASME? Need a volunteer to help your unit get on track? The VOBB is the one-stop resource for those interested in finding open volunteer positions and for groups needing enthusiastic volunteers for their ASME local or technical units and for Society level committees. As a tool designed to help volunteer leaders promote and fill volunteer positions throughout ASME, it opens the door to new opportunities. To learn more about the VOBB and the volunteer positions available go to: <http://volunteer.asme.org/VOBB/>

## THURSDAY, MARCH 3, 2011

Time	Session	Location
12:00 to 2:00 PM and 5:00 to 8:00 PM	<b>REGISTRATION OPEN</b>	Enterprise Foyer

## FRIDAY, MARCH 4, 2011

Time	Session	Location
6:30 AM to 5:30 PM	<b>REGISTRATION OPEN</b>	Enterprise Foyer

7:00 to 7:40 AM	<b>BREAKFAST and NETWORKING For All Delegates</b>	Enterprise 3-4
-----------------	---	----------------

7:45 to 8:40 AM	<b>SESSION I – LTC KICK-OFF: OPENING</b> Presenter: Betty Bowersox, Co-Chair, LTC Committee	Enterprise 1-2
-----------------	--	----------------

**Welcome and Introduction to LTC**  
Betty Bowersox, Co-Chair, LTC Committee  
Marian Heller, Senior Program Manager, ASME  
Leadership & Communities

**Executive Team Remarks**  
Thomas Loughlin, ASME Executive Director  
Victoria Rockwell, ASME President-Elect

**ASME: Understanding the Pieces**  
Burt Dicht, Managing Director, ASME Knowledge and  
Community

8:40 to 9:40 AM	<b>Plenary Session – Outrageous Association Marketing</b> Ron Rosenberg, President, QualityTalk Inc.	Enterprise 1-2
-----------------	---	----------------

9:40 to 9:50 AM	<b>BREAK – For All Delegates</b>	Enterprise Foyer
-----------------	----------------------------------	------------------

Time	Session	Location
9:55 to 10:50 AM	<b>SESSION IIA – 1, PRINCIPLES OF UNIT LEADERSHIP</b> Gary Hickman, Past Chair, Columbia Basin Section	Enterprise 5-6

10:55 to 12:15 PM	<b>SESSION IIA – 2, OPERATIONS 1 – “NUTS &amp; BOLTS”</b> (Two concurrent sessions) <b>1 – Section/Affinity Group Operations I</b> Marc Meadows – Past Chair, West Texas Section Elliott Short, District Leader, District E	Enterprise 7
-------------------	---	--------------

**2 – Divisions/Institutes Operations I**  
Bill Bees, Past Technical Group Leader, Pressure Technology  
Alfonso Ortega, Chair, Committee on Division  
Operations and Training

Time	Session	Location
9:55 to 10:40 AM	<b>SESSION IIB – 1, INTRODUCTION TO STRATEGIC PLANNING</b> Bill Cousins, Chair, VOLT Academy, Past BOG	Enterprise 7

10:45 to 12:15 PM	<b>SESSION IIB – 2, “RETOOLING”</b> (Five concurrent sessions – Also repeated in Session IIIB) <b>1 – Serving at ASME’s Governance Level</b> Justin Young, Chair, VOLT Development Committee	MIT 8
-------------------	---	-------

**2 – Resource Management**  
Aaron Tsang, District Leader, District B

	<b>3 – Advanced Communications</b> Anita Rebarchak, Member, Information & Communications Committee Jared Oehring, Vice Chair, Information & Communications Committee	MIT 2-3
--	--	---------

**4 – Reaching Agreement**  
Elaine Seat, President, CircleSpring LLC

**5 – Institute Awareness (10:45 AM Only)**  
Bobby Grimes, Vice President, International Petroleum  
Technology Institute (IPTI)  
Michael Ireland, Managing Director, Institute

MIT 10-11

4

## FRIDAY, MARCH 4, 2011 (afternoon continued)

Time	Session	Location
12:20 to 1:20 PM	<b>LUNCHEON</b>	Enterprise 3-4

Time	Session	Location
1:30 to 2:20 PM and 2:25 to 3:15 PM	<b>SESSION IIIA, TOOLS AND FUNDAMENTALS – PART I</b>	

There will be 5 concurrent workshops. Each workshop (except session #5) will run two identical sessions for 50 minutes. The first set of workshops will run from 1:30 to 2:20 PM, and an identical set will run from 2:25 to 3:15 PM. If your unit has sent multiple delegates, try to split attendance between the workshops to get the maximum coverage.

**1 – The Ethics of Volunteerism**  
Andy Taylor, Chair, Committee on Ethical Standards  
Review

**2 – Unit Communications BOOTCAMP**  
Marianne Chan, Chair, Information & Communications  
Committee  
Mel Torre, Director, Corporate Communications

**3 – Resources for ASME**  
Scott Carlson, Chair, Puget Sound Section

**4 – ASME Leadership Opportunities**  
Vicki Blocker, Program Manager, Strategic Priorities,  
Programs and Activities Board

**5 – Institute Awareness (1:30 PM Only)**  
Bobby Grimes, Vice President, International Petroleum  
Technology Institute (IPTI)  
Michael Ireland, Managing Director, Institutes

Time	Session	Location
1:30 to 3:15 PM	<b>SESSION IIIB, RETOOLING (Five concurrent workshops)</b>	

**1 – Serving at ASME’s Governance Level**  
Justin Young, Chair, VOLT Development Committee

**2 – Resource Management**  
Aaron Tsang, District Leader, District B

**3 – Advanced Communications**  
Anita Rebarchak, Member, Information & Communications  
Committee  
Jared Oehring, Vice Chair, Information & Communications  
Committee

**4 – Reaching Agreement**  
Elaine Seat, President, CircleSpring LLC

**5 – How to Create Outrageously Effective Marketing  
Materials**  
Ron Rosenberg, President, QualityTalk Inc.

3:15 to 3:25 PM	<b>BREAK – For All Delegates</b>	Enterprise Foyer
-----------------	----------------------------------	------------------

5

FRIDAY, MARCH 4, 2011 (afternoon continued)

**ASME 101**

Time	Session	Location
------	---------	----------

3:30 to 5:30 PM

**SESSION IVA, TOOLS AND FUNDAMENTALS – PART II**  
(Five concurrent two-hour sessions)

**1 – Programming Basics for Sections and Affinity Groups**  
Vicki Blocker, Program Manager, Strategic Priorities, Programs & Activities Board  
John Blanton, Chair, Greenville Section  
Amip Shah, Chair, Santa Clara Valley Section

MIT 9

**2 – Products and Services, Basics for Divisions and Institutes**

Rick Marboe, Member, Programs and Activities Board  
Michael Ireland, Managing Director, Institutes

MIT 2-3

**3 – Finance for Divisions and Institutes**

Roy Hogan, Past Technical Group Leader, Energy Conversion  
Elio Manes, Director, ASME Leadership and Communities

MIT 8

**4 – Finance for Sections and Affinity Groups**

Len Anderson, Past District Leader, District B  
Bill Robbins, Past District Leader, District D  
Mandy Cowgill, Member, LTC Committee

MIT 12-13

**5 – Doing Business Globally: Diversity and Global Etiquette**

MaryLynn Realf, Vice President, Center for Leadership and Diversity  
Michael Michaud, Managing Director, ASME Global Alliances

MIT 4-5

**ADVANCED LEADERSHIP FORUM**

3:30 to 5:30 PM

**SESSION IVB, CASE STUDIES**  
*Advanced Operations: Case Study I*  
Elaine Seat, President, CircleSpring LLC

Enterprise 7

**FOR ALL DELEGATES**

Time	Session	Location
------	---------	----------

5:30 to 5:45 PM

**LTC GROUP PHOTO**  
All delegates are requested to take part

Enterprise Foyer

5:50 to 7:15 PM

**NETWORKING RECEPTION (With Cash Bar) and POSTER VIEWING**

Enterprise 3-4

7:15 PM

**DINNER – On Your Own**

**ASME IdeaPort**

To foster innovation, ASME is pleased to introduce **ASME IdeaPort**, to provide a convenient place for idea generators like you to introduce and promote your ideas. All submissions will be reviewed and considered for further development.

- Do you have an idea for a new or enhanced ASME product, program or service?
- Can your idea improve the efficiency or effectiveness of an ASME process or business practice?
- Is your idea breakthrough innovation with the potential for a new ASME growth platform?
- Does your idea address an ASME strategic priority?

If you answered yes to any of these questions, ASME wants to hear from you.

<http://submissions.asme.org/ideaport/>

SATURDAY, MARCH 5, 2011

Time	Session	Location
------	---------	----------

7:00 to 7:50 AM

**BREAKFAST and NETWORKING**

Enterprise 3-4

**POSTER VIEWING**

Enterprise Foyer

**ASME 101**

8:00 to 10:00 AM

**SESSION VA, OPERATIONS II – THE “HOW TO’S” Applications and Open Dialogue**  
(Two concurrent two-hour workshops)

**1 – Section and Affinity Group Operations II**  
Marc Meadows, Past Chair, West Texas Section  
Kimberly Lowe, Vice-Chair, West Texas Section  
Elliott Short, District Leader, District E

Enterprise 7

**2 – Division and Institute Operations II**

Bill Bees, Past Technical Group Leader, Pressure Technology  
Alfonso Ortega, Chair, Committee on Division Operations and Training

MIT 2-3

**ADVANCED LEADERSHIP FORUM**

8:00 to 10:00 AM

**SESSION VB, GETTING THERE FROM HERE**  
(Two concurrent two-hour workshops)

**1 – Business Plan Methods**

Phil Carpentier, Vice President, Programs & Activities

MIT 8

**2 – Selling Your Ideas in the Absence of Authority**

Elaine Seat, President, CircleSpring LLC

MIT 12-13

**FOR ALL DELEGATES**

10:00 to 11:45 AM

**SESSION VI, IDEA MART**

Booths, Displays and Posters

An opportunity to meet with key staff members and volunteer leaders.

Refreshments

Filmmakers' Hall

**UNIT SUPPORT RESOURCES TOOLS DEMO**

Hill

11:50 AM to 12:50 PM

**LUNCH**

Enterprise 3-4

**The Center for Leadership and Diversity proudly announces the 2011-12 ECLIPSE Team**

- Eamon Boyle
- Rufus Chime
- Nicole Dyess
- Jonathan Kilhoffer
- Jiayin (Joy) Liu
- Ala Moradian
- Aydin Nabovati
- Scott Schomaker
- Emily Tavrides
- Sumit Wadhwa

ECLIPSE is an exclusive professional development opportunity for early career engineers. Participants spend a period of one year working closely with an assigned mentor to complete one or more projects throughout the year. Participants also travel to several meetings and networking engagements throughout the program period. These are unique opportunities to pursue career-advanced training opportunities, meet diverse leaders and members from around the world and identify opportunities for future engagement and leadership within ASME.

For more information go to:

<http://go.asme.org/ECLIPSE>

**ASME MEMBERS ONLY PAGE**

The ASME's "Members Only" page provides connections to other ASME members as well as the Society leadership. It's also a place where you can manage your member record, sign up for an e-mail alias, update your address and review the full range of membership benefits. To access the page click on "MEMBERS ONLY" at the top of ASME.org or go to: <https://my.asme.org/>

SATURDAY, MARCH 5, 2011 (afternoon)

## SHARED VISIONS WORKSHOPS

Time	Session	Location
------	---------	----------

1:00 to 2:30 pm and 2:45 to 4:15 PM

**SESSION VII****Nine Concurrent Workshops**

Sessions 1 and 8 are for ASME 101 delegates only.  
Sessions 2 and 9 are for Advanced Leadership Forum delegates only.  
Sessions 3 to 7 are open to all delegates.

**1 – Basic Leadership Skills (ASME 101 Only)**

Gary Hickman, Past Chair, Columbia Basin Section

MIT 10-11

**2 – Leading Leaders (ALF Only)**

Andy Taylor, Vice President-Elect, Center for Leadership and Diversity

MIT 12-13

## FOR ALL DELEGATES

**3 – Reaching Students and Early Career Engineers**

Eduardo Barrientos, Chair, Programs and Activities Training Committee  
Mandy Cowgill, Member, Programs and Activities

MIT 9

**4 – Product and Services, Processes (Divisions & Institutes)**

Rick Marboe, Member, Programs and Activities Board,  
Raj Manchanda, Director, Emerging Technologies

MIT 8

**5 – Volunteer Recruitment and Participation**

Bill Cousins, Chair, VOLT Academy, Past BOG

Enterprise 7

**6 – Using Your 360 Feedback**

Elaine Seat, President, CircleSpring LLC

MIT 2-3

**7 – Programming Processes (Sections & Affinity Groups)**

Vicki Blocker, Program Manager, Strategic Priorities, Programs and Activities Board  
John Blanton, Chair, Greenville Section  
Amip Shah, Chair, Santa Clara Valley Section

MIT 6-7

**8 – Applications and Scenarios (ASME 101 only)**

1:00 PM

**The Experience Design Approach to Recruitment**

Bill Robbins, Past District Leader, District D  
Burt Dicht, Managing Director, Knowledge and Community

2:45 PM

**Professional Development – Collaboration Style**

Phil Carpentier, Vice President, Programs and Activities  
Elio Manes, Managing Director, Leadership and Communities

MIT 4-5

**9 – Applications and Scenarios (ALF only)**

1:00 PM

**How to Engage the Next Generation in ASME**

Anita Rebarchak, Member, Information and Communications Committee  
Marina Stenos, Director, Public Awareness and Leadership

2:45 PM

**Integrating ASME's Key Strategies**

Bill Bees, Past Technical Group Leader, Pressure Technology  
Warren Leonard, Managing Director, Governance

Enterprise 1-2

## FOR ALL DELEGATES

2:30 to 2:45 PM

**BREAK**

Enterprise Foyer

SATURDAY, MARCH 5, 2011

## FOR ALL DELEGATES

Time	Session	Location
------	---------	----------

4:20 to 5:20 PM

**SESSION VIII – Meeting of the Communities****VIII – 1 Technical Communities**

Technical Group Leaders  
(Including P12.1 Task Force Report)

Enterprise 1-2

**VIII – 2 Affinity Communities**

Affinity Group Leaders

TBA

**VIII – 3 Global Communities**

District Leaders  
(Assigned by Districts)

TBA

Enterprise 7, MIT 2-3, MIT 4-5, MIT 6-7,  
MIT 8, MIT 9, MIT 10-11, MIT 12-13, Hill  
Room assignments to be announced (TBA)

5:30 to 6:00 PM

**SESSION IX – LTC Wrap Up  
A Call to Action and Conference Closure**  
LTC Executive Committee

Enterprise 1-2

6:00 to 9:00 PM

**AN EVENING OF THE COMMUNITIES**

(LTC Reception and Dinner with Piano Accompaniment)

Filmmakers' Hall

6:00 to 6:30 PM

**Reception and Cash Bar**

6:30 to 7:00 PM

**Conference Awards Presentation**

7:00 to 9:00 PM

**Leadership Dinner**

9:00 PM

**ADJOURNMENT OF THE LTC 2011**

9:00 PM

**NETWORKING WITH YOUR LTC COLLEAGUES**  
(Optional)

On behalf of the 2011 LTC Committee,  
thank you for attending.

We hope you found the sessions both  
informative and useful.

Have a safe trip home.

## THE VOLUNTEER E-REQUEST TOOL (VERT)

Do you have a question about running your unit?  
Or maybe you have a problem with access to your  
on-line roster? Perhaps you need a contract signed?  
No matter what the issue, the VERT allows you, a  
volunteer leader, to submit your questions or inquiries  
with an easy-to-use online tool. This tool ensures that  
no requests fall through the cracks and enables you to  
check the status of your requests online, which will help  
improve staff response time. Try out the VERT today!

<http://vorequest.asme.org/>

Copies of the LTC Presentations can be found at:  
<http://asmeconferences.org/ltc11/presentations.cfm>

Copies of the posters can be found at: <http://asmeconferences.org/ltc11/poster.cfm>

## PROGRAM OVERVIEW

SESSION I		LTC Kickoff - Opening: Welcome and Introduction to LTC	Friday AM
		Outrageous Association Marketing Plenary	Friday AM
SESSION IIA-1	ASME 101	Principles of Unit Leadership	Friday AM
SESSION IIA-2	ASME 101	Operations I – Nuts and Bolts	Friday AM
SESSION IIB-1	ALF	Introduction to Strategic Planning	Friday AM
SESSION IIB-2	ALF	Retooling	Friday AM
SESSION IIIA	ASME 101	Tools and Fundamentals – Part 1	Friday PM
SESSION IIIB	ALF	Retooling	Friday PM
SESSION IVA	ASME 101	Tools and Fundamentals – Part 2	Friday PM
SESSION IVB	ALF	Case Studies	Friday PM
SESSION VA	ASME 101	Operations II – The “How To’s”	Saturday AM
SESSION VB	ALF	Getting There From Here	Saturday AM
SESSION VI	ALL	Idea Mart	Saturday AM
SESSION VII	ALL	Shared Visions	Saturday PM
SESSION VIII	ALL	Meeting of the Committees	Saturday PM
SESSION IX	ALL	LTC Wrap up and Conference Closure	Saturday PM

## 2011-2012 FEDERAL GOVERNMENT FELLOWSHIP

For more than 35 years, ASME Federal Government Fellows have been applying the same pragmatic, problem-solving approach to public policymaking that they are trained to apply in the physical world. Their experience and understanding of the “law of unintended consequences” often counters partisan rhetoric and special-interest bias on scientific and technical issues. In short, ASME Federal Fellows are “engineering the greater good” for society.

ASME is currently accepting applications for the 2011-2012 Federal Fellowship Program, which enables selected ASME members to spend one year in Washington, D.C. working on the staff of a congressional committee, U.S. senator or U.S. representative. Federal Fellows offer the opportunity for ASME members to provide a valuable public service to the nation while at the same time providing those engineers with a unique opportunity to participate directly in the policymaking process.

General information and participation criteria are available at: <http://www.asmeffellows.org>  
 The online application is available at: <https://secure.asme.org/fedgovfellows/appform.cfm>

**Applications will be accepted through March 31, 2011.**

## SESSION DESCRIPTIONS

### Session I – Opening

Who's here? What can we expect this weekend? How do we get the most out of the LTC? Begin the journey of obtaining new information, tools and methods that will enhance your appreciation of the value of ASME membership. Hear from ASME's president-elect and executive director about how you can help ASME make a difference in your community, and for humankind.

### Plenary Session – Outrageous Association Marketing

Are you tired of wasting time and effort on marketing campaigns for your unit's programs and activities that just don't work? Isn't it time for a change . . . with a wildly effective approach to marketing that will help you drastically improve attendance and participation?

In this interactive session, marketing and customer service expert Ron Rosenberg will share his proven strategies for increasing membership and retention and setting new attendance records for all of your programs, including meetings, conferences and professional development courses. Whether you're part of an ASME student section, section, division, institute or affinity group . . . you'll discover 12 outrageous and highly effective marketing strategies to help you completely transform your unit and ASME. In this session you'll discover:

- The “secret question” that will completely change the way you look at ASME's (and your unit's) business
- Why people say, “So What?” when they see your marketing and publicity materials
- Three things you don't know about your members that are costing your unit money
- The long term value of a member and its importance to ASME's bottom line
- 5 critical marketing metrics to let you know what's working . . . and what's not!

Take part in this exciting session and learn the proven marketing strategies that can take ASME and your unit to unprecedented levels of success.

## ASME 101

### Session IIA-1, Principles of Unit Leadership

To help lead your units as effectively as possible, the basics of unit leadership will be covered, including a brief history of ASME and our roles as ASME unit leaders; how to recruit volunteers in a world filled with competing demands; running effective meetings; and sowing the seeds for the long term health of your unit with succession planning.

### Session IIA-2, Operations I – “Nuts and Bolts”

**1. Sections and Affinity Groups:** This session begins with the organization and position of the Sections/Affinity Groups within ASME and their role in meeting the Society's mission. It is important that leaders understand the purpose, needs, expectations, and responsibilities associated with the Global and Affinity Communities Operating Boards and Section Executive Committee activities. This enables members to see the value of participation in order to develop effective plans that are aligned with the overall purpose of the Society and that get results. The session will address the principles for successfully developing a vision, priorities, a strategy, plan and metrics to accomplish your Section's/Affinity Group's goals. It focuses on understanding the needs and values of your membership, stakeholders and customers.

**2. Divisions and Institutes:** The session provides an overview of the fundamentals of business planning and addresses the process for successfully developing a vision, priorities, a strategy, plan and metrics to accomplish your Division's/Institute's goals. It focuses on understanding the needs and values of your membership, stakeholders, and customers. The session begins with the organization and position of the Technical Divisions/Institutes within ASME and their role in meeting the Society's mission. It is important that leaders understand the purpose, needs, expectations, and responsibilities associated with the Technical Communities or Institutes Operating Board and Division Executive Committee activities. This enables members to see the value of participation in order to develop effective plans that are aligned with the overall purpose of the Society and that they achieve results.

### Session IIIA, Tools and Fundamentals – Part I

- 1. The Ethics of Volunteerism:** What do you know about the “ethical traps” that past ASME leaders have fallen into? Wouldn’t this be valuable information as you become the leader of an ASME unit? In this session, you will learn not only to identify such “traps” but also how to prevent falling into them, as well as how to carry out your volunteer responsibilities in accordance with accepted standards of ethical conduct.
- 2. Unit Communications BOOTCAMP:** Are you a new leader faced with how to work effectively with your new team and get information out to the members you now serve? How can you get this done without being overwhelmed with all your other new duties? Join us at the Unit Communications BOOTCAMP where we will cut the fluff and get down to what you really need to know from the trenches. Learn the four key steps needed in any communication plan whether you are looking to hold effective team meetings or you are appealing to members to attend events. If you are new, we want you.
- 3. Resources for ASME:** This session will provide the participants, in a fun and interactive way, with an overview of ASME’s E-tools and resources that are commonly used for operational effectiveness as well as communications. These tools include the Unit Leadership Resource Center, the Volunteer Resources page, on-line directories, PeerLink Communities, on-line rosters, e-mail messaging tools and the section newsletter templates. The discussion will include a description of the upgrades to the on-line roster tool, the new financial reports tools and the new on-line Volunteer Requisition Tool - VERT.
- 4. ASME Leadership Opportunities:** This session provides an overview of the ASME organization volunteer opportunities for aspiring ASME leaders. The complex ASME structure is broken down to better understand where and how to serve at the enterprise level. You will explore various activities and resources offered to general members and the engineering community throughout their “career spectrum,” from pre-college to retirees. With a better understanding of ASME offerings, you will be able to align your personal interest to the sector boards and committee activities. The concept of creating your vertical and parallel path of service will be introduced. In addition, an overview of the Nominating Committee will explain the process of becoming an elected officer serving the society. The information provided in this ses-

sion will help you to generate and build your own ASME career path for serving as a volunteer leader for the Society.

#### 5. Institute Awareness: (1:30 PM Session only)

What is an ASME Institute? How many institutes are there, and what do they actually do? And what is the advantage of being an institute rather than some other type of unit? Answers to these questions and many more will be explored in this session. In addition, they will provide an overview of existing Institutes; how they contribute to ASME realizing its mission, vision, and strategic objectives; their structure and organization; and a brief discussion on how you might form a new institute.

### Session IVA, Tools and Fundamentals – Part II

#### 1. Programming Basics – Sections and Affinity Groups:

This session provides a process to help you understand how to improve the planning and execution of your unit’s programs. Topics include essentials of event planning and the programming cycle: identifying your target audience, developing ideas, schedule, marketing initiative, budget, and use of key resources. Participants will examine planning for a program year, the benefits of process, with examples of successful programs such as technical talks, plant tours, professional development (PDH courses) & webinar courses and family oriented events. You will have a hands-on opportunity to identify and develop a program checklist and great program ideas to share with your unit by applying the programming process principles.

#### 2. Products and Services, Basics - Divisions and

**Institutes:** ASME has available a wide range of products and services for its members. Access to these can increase the value of membership and participation in the respective units. Awareness of these can assist the unit leadership in increasing the value of their unit to their members, provide tools to bring new, active members into their units and alert them to the possibilities for cooperation with other ASME units in achieving their unit goals. Attendees at this session will be given an overview of currently available products and services, how to access them, who to contact for further information, and how ASME is organized to provide them. Attendees will also be asked to participate in an exercise to develop and share with others in the session examples of existing or proposed products and services that add value to their unit, contribute to a positive member

experience and/or enable their unit to help attract and retain additional members.

#### 3. Finance – Divisions and Institutes:

This session gives an overview of ASME technical division and institute financial operations for:

- Active unit members
- New executive committee members
- Division and institute treasurers

Topics include: ASME policies on unit financial operations; services costs to divisions and institutes; unit sources of income; income generating activities; uses for unit funds; unacceptable uses of funds; the fundamentals of custodial fund operations; acceptable operation of other accounts (checking, savings, petty cash); ASME financial statements; and financial resources for unit leaders. This session will include a group activity.

#### 4. Finance – Sections and Affinity Groups:

This session gives an overview of ASME Section and Affinity Group financial operations for:

- Active unit members
- New executive committee members
- Section / Affinity Group Treasurers

The presentation will cover: ASME policies on unit financial operations; practical aspects of the operation of unit accounts; relationship between unit operations and the Merit Based Funding Program.

FY ’11 updates to the Section & Affinity Group Merit Based Funding Programs, including a discussion of practical examples, will be presented. There will be a case study on a successful Section fund raising activity that others can easily replicate. Participants should come prepared to discuss and share suggestions on self-funding, and will join in a group activity exploring planning and budgeting best practices.

#### 5. Doing Business Globally: Diversity/Global Etiquette:

After this engaging and interactive workshop, you will be more prepared to work globally. You will walk away with an understanding of key professional competencies and customs in different countries, and have guidelines for adapting your skills and norms to an intercultural environment. You will identify your cultural biases, increase your awareness of global etiquette and learn to apply this knowledge to your professional life—at work, and in ASME. ASME’s mission is to serve our diverse global communities by advancing, disseminating and applying engineering knowledge for improving the quality

of life; and communicating the excitement of engineering. One of ASME’s core values is to, “embrace diversity and respect the dignity and culture of all people.” Participants will discuss the catalysts behind globalization, the benefits of diversity, and the need for cross-cultural awareness in today’s workforce.

### Session VA, Operations II

#### 1. Sections and Affinity Groups:

This session begins with the organization and position of the sections/affinity groups within ASME and their role in meeting the Society’s mission. It is important that leaders understand the purpose, needs, expectations, and responsibilities associated with the Global and Affinity Communities Operating Boards and Section Executive Committee activities. This enables members to see the value of participation in order to develop effective plans that are aligned with the overall purpose of the Society and that get results. The session will address the principles for successfully developing a vision, priorities, a strategy, plan and metrics to accomplish your section’s/affinity group’s goals. It focuses on understanding the needs and values of your membership, stakeholders and customers.

#### 2. Divisions and Institutes:

This session begins with the organization and position of the technical divisions/Institutes within ASME and their role in meeting the Society’s mission. It is important that leaders understand the purpose, needs, expectations, and responsibilities associated with the Technical Communities or Institutes Operating Board and Division Executive Committee activities. This enables members to see the value of participation in order to develop effective plans that are aligned with the overall purpose of the Society and that get results. The session will provide an overview of the fundamentals of business planning and address the process for successfully developing a vision, priorities, a strategy, plan and metrics to accomplish your division’s/institute’s goals. It will focus on understanding the needs and values of your membership, stakeholders, and customers.

## Session VII

**1. Basic Leadership Skills**

Learning to draw out ideas and get at the real problem is a foundation skill in leadership development. In this session, the participants will learn and practice five fundamental techniques that can be used immediately to improve their ability to interact with others.

This practical session of dos and don'ts explains everyday habits that both aid and hinder interactions with others. Participants will leave with new skills that draw people out, disarm conflict and help get ideas on the table.

**8. Applications and Scenarios**

Delegates will participate in a group exercise based on actual and current challenges. There will be two exercise topics to choose from. Each is intended for delegates to apply leadership and operational skills to develop a solution to the challenge. The groups will document the results and prepare a briefing for their units.

**ADVANCED LEADERSHIP FORUM****Session IIB-1, Intro to Strategic Planning:**

Where do you want to be? Where do your constituents want to be? How do you develop the strategies and tactics that will take you there when considering your competition and capabilities? This session will provide a method for the logical development of answers to these questions and a process for implementation that can be adjusted to units of all sizes. In addition, we will explore relationships with other tools like business plans and Balanced Scorecards and their ties back to strategic planning process. You will leave this session with a strategic planning methodology that you can put into place in both your ASME work and on the job.

**Sessions IIB-2 and IIIB-2 Retooling**

**1. Serving at ASME's Governance Level:** Now that you have become a leader in your ASME unit what comes next? This session will provide insight into the depth and breadth of volunteer opportunities available to you at ASME's administrative level. We will explore ASME opportunities for fulfilling personal and career goals as well as provide guidance on the important role of ASME's Nominating Committee in electing Society officers. We will conclude the session with you asking questions of a panel comprised of current and past Board chairs and elected officers of ASME. Join us and learn how to further your career by moving up ASME's leadership pyramid.

**2. Resource Management:** This session will zero in on the management of resources like material and volunteer labor available to unit leaders. We will discuss how to develop demographic reports using the Online Unit Roster, provide a tutorial of the online financial reporting tool, and provide a tour of the Volunteer E-Request Tool. We will wrap up with an open forum to address your questions and to encourage you to share your experiences with other attendees.

**3. Advanced Communications:** How well is your unit communicating? Do you want to communicate better? In this session, delegates will discuss theories, tools, and case studies to help take their unit's communications to the next level. They will learn how to better communicate with both their unit leaders and general members. Delegates will participate in several exercises designed to deepen their understanding of effective communications.

**4. Reaching Agreement:** Reaching agreement can mean negotiating a deal, resolving a difference of opinion, making sense of conflicting criteria or discovering a way forward when there is no good solution. Regardless of the context, there are proven strategies for creating value instead of simply reaching an agreement. Although each of these seems to be different, they are all a negotiation. In this session, participants will discover their preferred style and motivation when it comes to interacting with other people; how to interpret their counterparts; and strategies for structuring negotiations to create value for all parties.

**5. Institute Awareness:** (10:45 AM Session only)  
What is an ASME Institute? How many institutes are there, and what do they actually do? And what is the advantage of being an institute rather than some other type of unit? Answers to these questions and many more will be explored in this session. In addition, they will provide an overview of existing Institutes; how they contribute to ASME realizing its mission, vision, and strategic objectives; their structure and organization; and a brief discussion on how you might form a new institute.

**6. How to Create Outrageously Effective Marketing Materials:** (1:30 PM Session only)

Are you satisfied with the same tired results from your unit marketing materials? It's probably because your materials look just like everyone else's. Isn't it time to try something different . . . and incredibly effective? In this highly interactive and entertaining workshop, you'll learn how to apply Ron Rosenberg's outrageous marketing strategies to improve the effectiveness of your unit's marketing communications.

Make sure you bring samples of your materials to the session and you'll get feedback on the spot. Plus several participants will be able to sit on the "hot seat" and get expert advice and audience input to increase the response and effectiveness of their specific marketing materials.

In this one-of-a-kind session you'll discover:

- 12 specific elements that MUST be in every marketing piece
- Proven copywriting strategies that will send your response rate through the roof
- The most important print component and why most people miss it completely
- Three simple strategies to double the effectiveness of your section Web site
- Over 25 specific examples of what to do . . . and what not to do in your marketing

**Session IVB, Case Studies****Advanced Operations: Case Study I**

As chair of a section or a technical division, you usually have one year to move your organization along. In this session you will use the case study method to understand what needs to happen before your term as chair starts through your actual year in office. Our case follows the careers of a technical division chair and a section chair as they juggle their ASME work and home lives. This session will be interactive so come prepared to share your own solutions and lessons learned and to learn from others. It is a great opportunity for you to practice actual skills you need and learn tips from your colleagues. Note: For this session to be effective, you must pre-read the case studies.

## Session VB, Getting There From Here

### 1. Business Plan Methods:

This session is designed to help section, technical division and affinity group leaders set and successfully reach their goals and objectives. Discussion will focus on how the business plan serves as a tool for a unit's operation, how to serve the members, and the means to be successful. Topics will include development of programs and activities that appeal to members; assessment of resources needed; identification of funds and other resources; and setting targets and measures for success. The business plan is a powerful tool that is highly recommended for all ASME member units to prepare for the next programming year.

### 2. Selling Your Ideas in the Absence of Authority:

As an ASME leader, one of your most important skills is how to use influence to get real and positive things accomplished through others when you have no authoritative power. In this session you will learn the proven approaches and tactics to do this. You will find that these approaches are counter to the very nature of most engineers and their desire for logic and rational arguments. This session will cover influence tactics and their consequences; discuss how to construct effective ways to influence; and guide you through creating one scenario you can apply immediately.

## Session VII

### 2. Leading Leaders

Are you now in a position to lead experienced ASME volunteers who also serve in leadership positions at their full-time jobs? If so, then this session is for you. We will explore leader relationships that changed the course of history and contrast motivational techniques used in military units, religious groups, politics, and sports teams. The goal of this session is to equip you with an understanding of how the skills of senior volunteers can be best applied to meet the mission of your unit and ASME.

### 9. Applications and Scenarios

Delegates will participate in a group exercise based on actual and current challenges. There will be two exercise topics to choose from. Each is intended for delegates to apply leadership and operational skills to develop a solution to the challenge and action plan. Groups will share highlights of their plans. This activity will provide building blocks for effective strategic and business plan thinking . . . given a situation, how do you respond?

## SESSIONS FOR ALL DELEGATES

### Session VI, IDEA MART

Navigating the vast array of support services and resources offered by ASME's professional staff can be a daunting task. Which department best aligns to your needs, what types of support are offered and who is the best person to contact? The LTC 11 Idea Mart can help you gain a better understanding of the wide variety of staff resources that are available to assist you in effectively managing your unit. In this exhibit-style session you will be able to speak directly with key staff and volunteers, learn about their departments and discuss options for support and collaboration with your unit. Volunteers from the VOLT Academy, K & C Information and Communications Committee, Programs and Activities Operating Board and the Student District Operating Board will also be available. (See the entire list of Idea Mart exhibitors on page 23.)

### Session VII Shared Visions Workshops

#### 3. Reaching Students and Early Career Engineers:

The future success and vitality of ASME's operating units depends on the ability to attract and engage young members. As a unit leader the opportunity exists for you to increase your membership and ASME's standing in the engineering community by improving your outreach to this key demographic. This session will explore methods to improve and increase contact and activities from your unit to students and early career engineers as well as explore key issues, expectations, and motivations for young engineers.

#### 4. Products and Services Processes for Divisions and Institutes:

Does your unit provide products and services? In this session we will explore the resources and processes available to ASME leaders for developing and implementing successful products and services within their units for both ASME members and other customers. Attendees will be encouraged to put emphasis on the development and management of products & services within the framework of ASME's and the Knowledge & Communities Sector's strategic priorities. The principles of product portfolio assessment, prioritization, development, implementation and management will be presented along with case studies of successful product development programs.

### 5. Volunteer Recruitment and Participation:

Recruitment and motivation of volunteers is the #1 issue of concern for many unit leaders. This interactive working session will help participants understand why volunteers get involved and stay involved, and what unit leaders can do with that information to increase member involvement in their units. After discussing results of research on what motivates volunteers, participants will work in groups to develop ideas for recruitment and retention and create action plans for implementing them. Detailed steps and methodologies on how to invite new volunteers and how to maintain your successful volunteer structure will be discussed. You will leave this session with an action plan and a method on how to put it in place.

### 6. Using Your 360 Feedback:

This session with performance enhancement expert Dr. Elaine Seat focuses on (1) how to interpret the feedback provided in your 360 assessment and (2) how to actually improve your skills. You will learn how to use your customized plan to understand what you do well and where you have room for improvement.

This session is not an intellectual exercise of learning about leadership skills; rather, it is a coaching session designed to start you on the path to developing skills we know leaders use.

### 7. Programming Processes for Sections and Affinity Groups:

What advantage do successful units have in delivering programs and activities over those that seem to struggle? The answer is planning. In this session we will explain the planning and programming cycle, programming essentials, advantages of using web technology, and the key elements of a programming checklist. In addition we will explore how to maximize your volunteer's efforts by using a yearly event plan, best practices, and event surveys. There will be an interactive exercise that demonstrates the fundamentals of program planning at the event and calendar planning levels.

## Session VIII, MEETING OF THE COMMUNITIES

Working in concurrent community sessions, leaders will be asked to channel the energy and information gained during the conference into the start of tangible action plans. Milestone goals of how and when each attendee's unit will be briefed on the information presented at the LTC will be identified. Any action plans made will be documented for future measurement and celebration of achievements.

## Session IX, LTC Wrap Up

It's finally time to come together for a high level recap of the weekend and to discuss and summarize the major highlights of the conference. Senior leadership will address the group and outline some 'next steps' as we move forward in our ASME endeavors. Let's go home, ready to share opportunities that will capture the imaginations and interests of our members!

## LTC Networking Reception and Dinner – Saturday (piano accompaniment)

**6:00 PM - Reception**

**6:30 PM - Conference Awards Presentation**

**7:00 PM - Leadership Dinner**

**9:00 PM – LTC Adjournment (and Networking)**



# LTC 2011 NORMS

- Be comfortable
- Start and stop on time
- Respect yourself and others
- Disagree with ideas while respecting people
- Stay on topic – use the 'parking lot'
- Cell phones on silent or vibrate
- Enjoy the learning experiences and HAVE FUN!

## ASME LTC 11 FLASH DRIVE A RESOURCE FOR VOLUNTEER LEADERS

Your **ASME LTC 11 Flash Drive** contains a library of useful information that you can use to learn more about the Society, improve your non-technical skills, become a more effective unit leader, find contact information and much, much more.



**ASME LTC 11 Flash Drive Contents:**

- The entire LTC 11 Curriculum (Power Point Presentations and Handouts)
- LTC Pre-read Materials (including "About ASME" and "About Finances" and "ASME Resources")
- K&C Directories
- The Division, District and other Community Posters
- ASME Balanced Scorecard Strategy Map and ASME Organization Charts
- Program Information (Governance, Early Career Program, IPTI, and much more).
- LTC Expense Report (and presentation on how to fill out the report)

Keep your flash drive handy and check out all of the materials that can help you be a more effective ASME volunteer leader!



# 2011 LTC Idea Tracker



Use this form to help keep track of ideas or concepts from each session that will help you do something differently when you go back to your ASME Unit and/or to take back and put into practice at work.

Session Number	Day & Time	Title of Session Attended	Take Away: Something that will help with my ASME Unit and/or Something that will help at my job
I	Friday 7:45	Opening	
I	Friday 8:40	Plenary Session "Outrageous Association Marketing"	
II-1	Friday 9:55		
II-2	Friday 10:55 (101) 10:45 (ALF)		
III	Friday 1:30		
III	Friday 2:25 (101 Only)		
IV	Friday 3:30		
V	Saturday 8:00		
VI	Saturday 10:00	Idea Mart Poster Viewing	
VII	Saturday 1:00		
VII	Saturday 2:45		
VIII	Saturday 4:20	Meeting of the Communities	
IX	Saturday 5:30	LTC Wrap-Up	

LTC 11 IDEA MART

Sector/Department	Contact(s)
1 Governance Volunteer Orientation & Leadership Training (VOLT) Academy	Ty Booker, BookerT@asme.org
2 Governance Honors and Fellows	Leila Persaud, persaudl@asme.org
3 ECLIPSE Interns	Larry Dickinson, Larry.Dickinson@3flc.com Amira El-Ghobashy, elghobashya@asme.org
4 Strategic Management	Ethan Byler, BylerE@asme.org
5 Knowledge & Community Unit Support	Deidra Hackley, HackleyD@asme.org
6 Knowledge & Community Information and Communications	Marianne Chan, ChanM@asme.org
7 Knowledge & Community Programs and Activities	Marian Heller, HellerM@asme.org
8 Knowledge & Community Student District Operating Board	Twish Mehta, MehtaT2@asme.org Charles Haddad, haddadC2@asme.org
9 Knowledge and Community Engineering for Change (E4C)	Iana Aranda, Arandal@asme.org
10 Center for Public Awareness History and Heritage	Marina Stenos, StenosM@asme.org
11 Center for Public Awareness Engineers Week	Marina Stenos, StenosM@asme.org
12 Centers	David Soukup, SoukupD@asme.org
13 Centers Old Guard	Brian Dietz, dietzj@asme.org
14 Institutes International Gas Turbine Institute (IGTI)	Mike Ireland, IrelandM@asme.org
15 Institutes International Petroleum Technology Institute (IPTI)	Tim Graves, gravest@asme.org
16 Marketing and Sales ASME.org	Nakiso Maodza, MaodzaN@asme.org Jeremy Warach, WarachJ@asme.org
17 Marketing and Sales Membership Development	John Beck, BeckJ@asme.org Brian Herbert, HerbertB@asme.org
18 Events Management	Phyllis Klasky, KlaskyP@asme.org
19 Conference Planning Committee	Hamid Hamidzadeh, hhamidzadeh@tncstate.edu
20 Legal and Contracts	Elvira Espada, EspadaE@asme.org
21 Publications Digital Library	Phil DiVietro, DivietroP@asme.org Nhora Cortes-Comerer, Cortes-comererN@asme.org
22 Publications	Phil DiVietro, DivietroP@asme.org Nhora Cortes-Comerer, Cortes-comererN@asme.org
23 Publications Mechanical Engineering Magazine	John Falcioni, FalcioniJ@asme.org
24 Standards and Certification	John Koehr, KoehrJ@asme.org

**IDEA-MART**  
Exhibitors

1 Governance "VOLT Academy"	13 Centers "Old Guard"
2 Governance "Honors & Fellows"	14 Institutes "IGTI"
3 ECLIPSE Interns	15 Institutes "IPTI"
4 Strategic Management	16 Marketing & Sales "ASME.org"
5 Knowledge & Community "Unit Support"	17 Marketing & Sales "Membership Development"
6 Knowledge & Community "Information and Communications"	18 Events Management
7 Knowledge & Community "Programs and Activities"	19 Conference Planning Committee
8 Knowledge & Community "Student District Operating Board"	20 Legal & Contracts
9 Knowledge & Community "Engineering For Change"	21 Publications "Digital Library"
10 Center for Public Awareness "History & Heritage"	22 Publications
11 Center for Public Awareness "Engineers Week"	23 Publications "ME Magazine"
12 Centers	24 Standards & Certification

**Saturday, March 5, 2011**  
**10:00 AM - 11:45 AM**  
Filmmakers Hall

## THE HYATT REGENCY DFW AIRPORT - FLOOR PLAN



## ACKNOWLEDGEMENTS

The LTC Committee wishes to thank the following individuals for making presentations at the 2011 LTC:

Bobby Grimes, Vice President, International Petroleum Technology Institute  
 Michael Ireland, Managing Director, Institutes  
 Kimberly Lowe, Vice Chair, West Texas Section  
 Raj Manchanda, Director, Emerging Technologies  
 Elio Manes, Director, Leadership and Communities  
 Marc Meadows, Past Chair, West Texas Section  
 Michael Michaud, Managing Director, ASME Global Alliances  
 Ron Rosenberg, President, QualityTalk  
 Al Ortega, Chair, Committee on Division Operations and Training  
 Bill Robbins, Past District Leader, District D  
 Elaine Seat, President, CircleSpring LLC  
 Amip Shah, Chair, Santa Clara Valley Section  
 Marina Stenos, Director, Public Awareness and Leadership  
 Andy Taylor, Vice President-Elect, Center for Leadership and Diversity  
 Mel Torre, Director, Corporate Communications

The Committee would also like to thank the following individuals who helped in the development and review of the LTC materials or provided oversight support: RuthAnn Bigley, Howard Berkof, Scott Burr, Jian Cao, Skekhar Chandrashekar, Michael Cowan, Larry Dickinson, Phil DiVietro, Amira El-Ghobashy, Dan Ferguson, KC de la Garza, Lee Hawkins, Mahantesh Hiremath, Diane Kaylor, Mike Kreisberg, Phyllis Klasky, David Lee, Warren Leonard, Thomas Liberty, Mohammad Mahinfalah, John Mulvihill, Hieu Nguyen, Bill Nott, Karen Ohland, Fred Proctor, Madhu Rangji, Diane Rutherford, Russ Skocypec, Sriram Somasundaram, David Webber, Michael Weis and Dave Ziozios

## ASME'S PEERLINK

ASME's PeerLink is an online interaction tool designed with engineers' needs in mind with links to helpful resources, solutions and ideas from peers. It's much more than discussion boards, because there are many tools integrated into this site to help ASME PeerLink members connect with each other. Access to the ASME PeerLink site is open to both members and non-members of ASME. More than 9000 engineering colleagues are already signed up. For more information and to access the PeerLink communities go to:



<http://peerlink.asme.org/COP/Public/Login/Index.fusion>

Mechanical Engineering magazine

# project: crowdsourcing

Talk to me!



Help us create the  
December 2011 issue

Tell us what topics we should  
explore in the areas of  
+ Energy  
+ Engineering Workforce Development  
+ Global Impact and Outreach

Join the global dialogue on  
Facebook: [on.fb.me/MEMAGAZINE](http://on.fb.me/MEMAGAZINE)  
Blog: [MEMagazineBlog.org](http://MEMagazineBlog.org)  
Twitter: [twitter.com/johnfalcioni](http://twitter.com/johnfalcioni)  
Email: [memag@asme.org](mailto:memag@asme.org)



## ASME Nano Educational Series-Podcasts

Tools for Tomorrow's Workforce

Download today from <http://nano.asme.org> or itunes!



# ASME's Event Planning Services

## Complimentary Services Include:

### Site Selection and Hotel Contract Negotiations

If you are an organizer of an ASME Conference or event or if you know someone who is, please be aware that ASME's Events Management Department can manage the site selection and hotel contract negotiations **at no charge**.

When utilizing ASME's Events Management Department, its skill-set and negotiation leverage may generate the following benefits to your organizers and attendees:

- ◇ Lower Sleeping Room Rates
- ◇ Increased Concessions to both Attendees and Organizers
- ◇ Proper Sleeping Room and Meeting Space Allocations
- ◇ Time Savings
- ◇ Approved Contract Terminology as it Pertains to ASME's Legal Requirements

Additional Services  
are Available  
Upon Request

For More Information:

Please contact

Phyllis Klasky,  
Director of Events  
Management, ASME

1-212-591-7794 or  
[klaskyp@asme.org](mailto:klaskyp@asme.org)



## ASME Technical Journals

■ Timely ■ Accessible ■ High Impact

### Shaping the Future of Engineering

Publishing some of the engineering profession's most timely and respected archival research, ASME technical journals set the standard for sharing engineering knowledge. Each journal spans a full range of subject areas, presenting in-depth R&D studies focused on solving current technology problems and advancing engineering for the benefit of humankind.



Average 5-year  
Impact Factor:  
1.00\*

#### 25 titles are easily accessible through the ASME Digital Library:

- Applied Mechanics Reviews
- Journal of Applied Mechanics
- Journal of Biomechanical Engineering
- Journal of Computational and Nonlinear Dynamics
- Journal of Computing and Information Science in Engineering
- Journal of Dynamic Systems, Measurement, and Control
- Journal of Electronic Packaging
- Journal of Energy Resources Technology
- Journal of Engineering for Gas Turbines and Power
- Journal of Engineering Materials and Technology
- Journal of Fluids Engineering
- Journal of Fuel Cell Science and Technology
- Journal of Heat Transfer
- Journal of Manufacturing Science and Engineering
- Journal of Mechanical Design
- Journal of Mechanisms and Robotics
- Journal of Medical Devices
- Journal of Nanotechnology in Engineering and Medicine
- Journal of Offshore Mechanics and Arctic Engineering
- Journal of Pressure Vessel Technology
- Journal of Solar Energy Engineering
- Journal of Thermal Science and Engineering Applications
- Journal of Tribology
- Journal of Turbomachinery
- Journal of Vibration and Acoustics

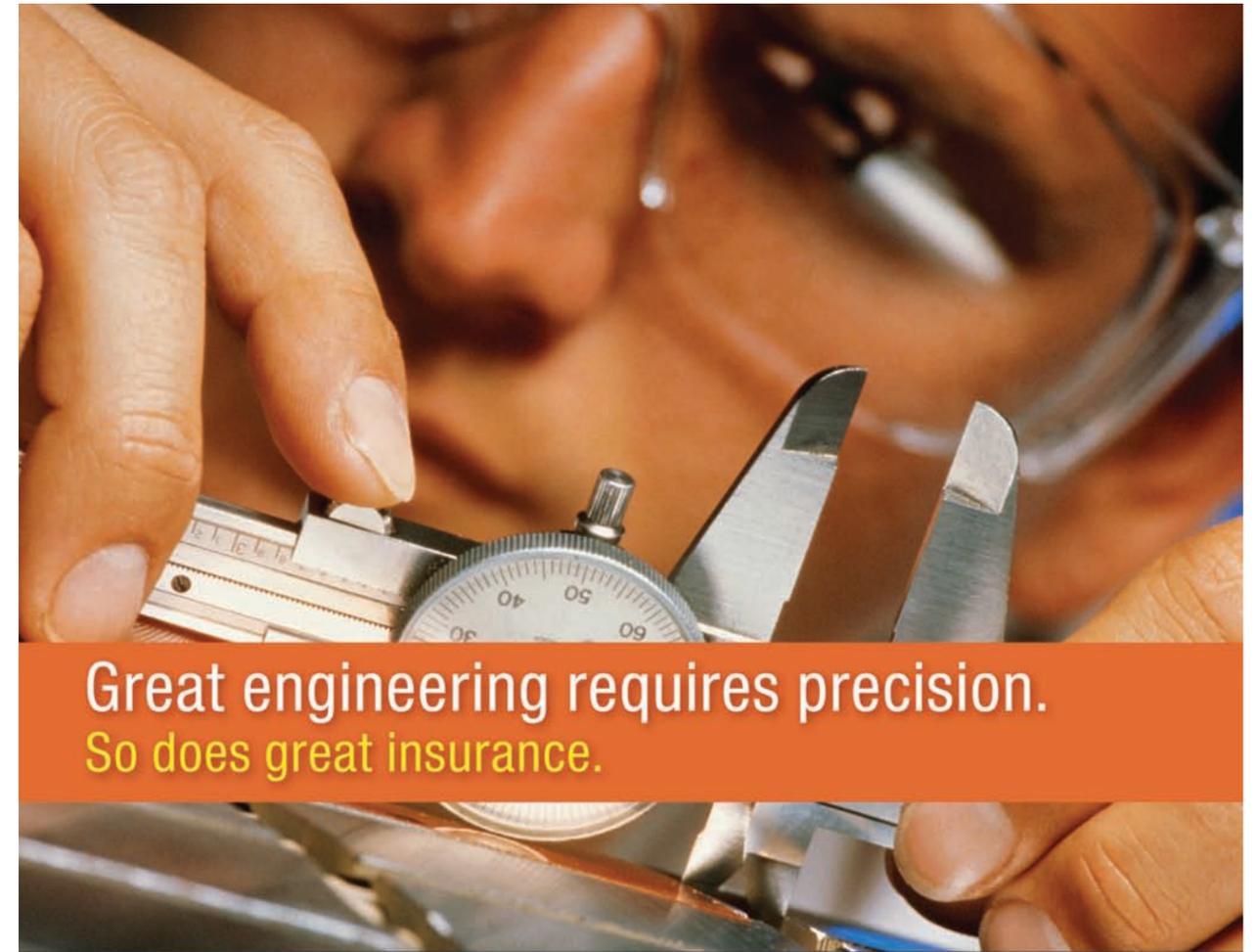
Submit and view journal-quality papers, or  
get technical editor information at:

<http://www.asmedl.org>

\* 2009 Journal Citation Report® published by Thomson Reuters

## ASME Journals

Setting the Standard for Sharing Engineering Knowledge



Great engineering requires precision.  
So does great insurance.

Engineering solutions require a focus on precision from initial concept to final product. We believe insurance for our members should be treated the same way. Through our insurance partners, ASME offers plans designed precisely for engineers from the start—coverage with you in mind.

These plans—available exclusively to ASME members and your families—offer a variety of personal and professional products at competitive rates and with award winning customer service. As your life changes and responsibilities grow, you'll have access to insurance plans that fit your situation. You can feel confident knowing that you're helping to safeguard your financial future, as well as that of your loved ones.

Insurance plans offered to ASME members and their families include:

- Group Term Life Insurance
- Group Disability Insurance
- Group Enhanced Dental Insurance
- Long-Term Care Insurance
- Professional Liability Insurance
- Auto and Homeowners Insurance



For information on features, costs, eligibility, renewability, limitations, exclusions and terms of coverage, call **1-800-289-ASME (2763)** or visit [www.asmeinsurance.com/solutions](http://www.asmeinsurance.com/solutions)

This program is administered by Marsh U.S. Consumer, a service of Seabury & Smith, Inc., d/b/a in CA Seabury & Smith Insurance Program Management. CA Ins. Lic. #0633005. AR Ins. Lic. #245544. Coverage may vary or may not be available in all states. The Group Term Life and Group Disability Insurance plans are underwritten by New York Life Insurance Company, 51 Madison Ave., New York, NY 10010 on Policy Form GMR. The Group Enhanced Dental Insurance plan is underwritten by The United States Life Insurance Company in the City of New York. The Professional Liability Insurance plan is underwritten by Certain Underwriters at Lloyd's of London. The Auto and Homeowner's Insurance plans are underwritten by Liberty Mutual.

48274 (2/11)

AG-7904

©2011 Seabury & Smith, Inc.

## Learn, Collaborate, Innovate ...



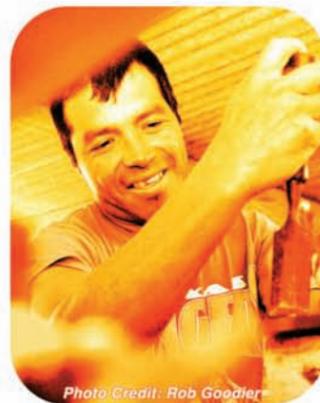
Addressing challenges in underserved communities around the world:

- Water
- Agriculture
- Energy
- Sanitation
- Health
- Info Systems
- Infrastructure

A central hub where ideas, projects and solutions can be shared to foster collaboration and innovation – leading to more sustainable and scalable solutions.



Founding Partners



Transform lives.

[engineeringforchange.org](http://engineeringforchange.org)



## Registration is Now Open!

The ASME Applied Mechanics and Materials Conference, **McMAT-2011**, will be held in Chicago, May 31 to June 2, 2011, under the combined auspices of the Applied Mechanics and Materials Divisions of the ASME. It is a biennial conference covering all aspects of mechanics and materials: theoretical, experimental, and computational. Members of the Applied Mechanics and Materials communities are invited to propose symposia and to actively participate in the conference.

Specific symposium topics of interest include:

- |                       |                                      |   |
|-----------------------|--------------------------------------|---|
| • Adaptive Materials  | • Experimental Methods               | • Micromechanics  |
| • Biomechanics        | • Fluid Dynamics                     | • Nanomechanics   |
| • Cellular Mechanics  | • Fracture                           | • Plasticity and Failure  |
| • Composite Materials | • Geomechanics                       | • And other contemporary fields of interest to both communities |
| • Computing Methods   | • Mechanical Properties of Materials |   |

**Propose a Mini-Symposium:** Submit a Title, a Brief Description of the Symposium, and Contact Information of all Organizers and Co-Organizers to McMAT-2011 Chair Arif Masud at [amasud@illinois.edu](mailto:amasud@illinois.edu)

**Venue:** Book your sleeping room before May 9, 2011, as the hotel may sell out! Visit the website for further details: <https://www.asmeconferences.org/McMat2011/>

**Important Dates:** ▶ March 15, 2011 - Deadline for print-ready abstracts ▶ April 30, 2011 - Deadline for early registration



## Call for Papers!

April 5th Deadline

ASME's **6th Frontiers in Biomedical Devices Conference & Exhibition**, will be held September 26-27, 2011 at the **Hyatt Regency Irvine** in Irvine, California. The conference will provide a forum where participants involved in the development of the next generation of biomedical devices will meet and share their expertise, establish collaborations and discuss solutions to today's challenges. Technical papers, posters and invited talks will be presented to highlight the latest developments in biomedical devices and clinical practices. For more details visit our website at <https://www.asmeconferences.org/BIOMED2011/>

The objectives of this conference are:

- To gather and present the latest technology development in engineering and sciences to clinical researcher
- To gather and present the current technical challenges faced by clinicians
- To present the latest commercially available biomedical devices to clinicians and engineers
- To present and discuss the latest regulatory and legal issues related to biomedical devices

Learn from top experts in the commercial, clinical and academic arenas. Technical papers, posters and invited talks will be presented.  
**Sponsorships & Table-top Exhibits Available!**



## Eleventh NRC/ASME Symposium on Valves, Pumps, & Inservice Testing for Operating & New Reactors

AUGUST 15-16, 2011 • ROCKVILLE, MARYLAND

### Plan To Attend!

The Eleventh NRC/ASME Symposium on Valves, Pumps, and Inservice Testing for Operating and New Reactors, August 15-16, 2011 at the Hilton Washington DC/Rockville Hotel & Executive Meeting Center, in Rockville, Maryland.

The 2011 Symposium on Valves, Pumps, and Inservice Testing for Operating and New Reactors, jointly sponsored by ASME and by the U.S. Nuclear Regulatory Commission, establishes a forum for exchanging information on technical, programmatic, and regulatory issues associated with inservice testing programs at nuclear power plants. This symposium provides an opportunity to discuss improvements in design, operation, and testing of valves, pumps, and dynamic restraint components and helps to ensure their reliable performance. The participation of industry experts, regulatory personnel, and consultants offers a broad spectrum of ideas and perspectives regarding technical issues associated with application and improvement of testing programs and methods for valves, pumps, and dynamic restraints at nuclear power plants.

Register by July 30, 2011 to secure the advance rate. For additional details and Track information, visit the Web site at: <https://www.asmeconferences.org/nrc2011>



Coming soon!

In-  
depth

Self-  
Study

### Nano Educational Series – Self Study Courses

- Learn at your own pace about how nano can enhance:
  - Metals
  - Composites
  - Coatings
  - Manufacturing
  - Metrology
  - Microsystems and Nanosystems for Applications in Water, Energy, and Chemical and Biological Separations
- Anticipated launch date(s) – Summer 2011
- For further information, contact Brandy Smith at [smithb@asme.org](mailto:smithb@asme.org)

## THE NOMINATING COMMITTEE – AN ASSIGNMENT OF HIGH TRUST

The Nominating Committee is charged with selecting members with a high quality of character, vision, leadership, responsibility and a broad understanding of the Society to appear on the ballot to the corporate membership as nominees for President, Member-at-Large of the Board of Governors, and the 17 Unit Vice Presidents for ASME.

Candidates for these positions may be identified in three ways:

1. by the recommendation of a Society Unit (division, district, sector, section);
2. by an individual member;
3. or as a result of the Nominating Committee's deliberations.

The Nominating Committee (NC) membership is made up of voting and alternate members drawn from the sectors and through the sectors from the districts, groups, boards, and committees making up the Society organizational structure. The Nominating Committee stands as a unique, independent representative body. NC Members must be of member or fellow grade and not currently serving in any elective office.



### Lead Today!! Shape Tomorrow!! Run for ASME Office!

The 2011 Nominating Committee is seeking highly qualified leaders to become ASME Society officers. Selection for the open positions below will take place at the Annual Meeting in June 2011.

- President – 1 position
- Board of Governors – 3 positions
- Vice Presidents – 1 position for each unit
- VP Centers – Education
- VP Standards and Certification – Safety Codes and Standards
- VP Standards and Certification – Conformity Assessment
- VP Institutes – International Gas Turbine Institute
- VP Knowledge and Community – Programs and Activities
- VP Knowledge and Community – Technical Communities
- VP Strategic Management – Government Relations

Don't delay. Find out about running for office today!

For more information contact, RuthAnn Bigley at [bigleyr@asme.org](mailto:bigleyr@asme.org)



*Thank you.*

The LTC committee would like to thank Marsh  
and the ASME Insurance Program  
for their generous sponsorship of LTC.

**MARSH**

Broker and Administrator,  
ASME Insurance Program,  
a service of Seabury & Smith, Inc.