

2006 LEADERSHIP TRAINING CONFERENCE FINAL PROGRAM

FRIDAY, MARCH 3, 2006

Time	Session	Location
2:30 PM	CONFERENCE REGISTRATION OPENS	Lobby
4:00 PM	POSTER GALLERY OPENS	Raphael A
4:30 to 6:00 PM	SESSION I - KICK-OFF: OPENING Presider: Jack Whitehead, Co-Chair, Committee on LTC	Raphael A
4:30 PM	Greetings from Committee on LTC Jack Whitehead, Co-Chair, Committee on LTC	
4:45 PM	Opening Remarks, ASME Current State of Affairs Virgil Carter, Executive Director R. Gene Feigel, ASME President Terry Shoup, ASME President-Elect	
5:20 PM	Q & A Session	
5:45 PM	Getting the Most from the LTC John W. Wesner, VP-Elect, Programs and Activities	
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6:00 to 7:30 PM	ICE BREAKER RECEPTION (with cash bar)	Raphael B
7:30 PM	DINNER On Your Own	

SATURDAY, MARCH 4, 2006

Time	Session	Location
7:00 to 8:00 AM	BREAKFAST	Raphael C/D
8:00 to 8:25 AM	SESSION II – GREETINGS AND CHARGE Presider: Jack Whitehead, Co-Chair, Committee on LTC Terry Shoup, ASME President-Elect Frank Adamek, Senior VP, Institutes Wade Troxell, Senior VP, Knowledge and Community	
8:30 to 9:10 AM	SESSION III – WHAT DOES THE NEW ASME MEAN TO ME? John W. Wesner, VP-Elect, Programs and Activities Jill Anderson, Secretary – Treasurer, Management Division Burt Dicht, Managing Director, Knowledge and Community	Raphael A
9:15 to 10:00 AM	SESSION IV – WHAT WE BRING AND WHY ARE WE HERE (Sharing – Posters, Etc.) Loretta McHugh, Member, Technology & Society Division, Chair, Committee on Early Career Development Howard Berkof, Leadership Development Intern, Board of Governors	Raphael A
10:00 to 10:15 AM	COFFEE BREAK	Raphael Foyer

Time	Session	Location
CONCURRENT WORKSHOPS – LEADERSHIP TOOLS		
Session V 10:15 to 11:10 AM	There will be 6 concurrent workshops. Each workshop will run 2 identical sessions for 55 minutes. The first set of workshops will run from 10:15 to 11:10 AM, and an identical set will run from 11:15 to 12:10 PM. If your unit has sent multiple delegates, try to split attendance between the workshops to get the maximum coverage.	
	A. Division and Institute Finance Ed Seiders, Vice President, International Petroleum Technology Institute Manny Mones, Director, International Petroleum Technology Institute	Salon 1
	B. Section Finance Dick Jacobsen, VP, Financial Operations Karen Ohland, Leader, District A	Salon 2
	C. Diversity Todd Allen, Chair, Committee on Strategy, Center for Leadership and Diversity	Salon 3
	D. Marketing Jeff Howitt, Director, Marketing Services	Salon 10
	E. ASME Resources Roberta Gorman, Director, Membership and Development	Salon 11
	F. Communication Tools Mel Torre, Director, Communications Burt Dicht, Managing Director, Knowledge and Community	Salon 12
Session VI 11:15 to 12:10 PM	IDENTICAL WORKSHOPS	Same as above
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12:10 to 1:10 PM	LUNCH	Raphael C/D
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CONCURRENT WORKSHOPS - APPLICATIONS

Session VII 1:10 to 2:20 PM	There will be 6 concurrent workshops. Each workshop will run 2 identical sessions for 70 minutes. The first set of workshops will run from 1:10 to 2:20 PM, and an identical set will run from 2:25 to 3:35 PM. If your unit has sent multiple delegates, try to split attendance between the workshops to get the maximum coverage.	
	A. Division and Institute Ops/Best Practices Sam Zamrik, Pressure Vessels and Piping Senate, Frank Adamek, Senior VP, Institutes	Salon 1
	B. Section Ops/Best Practices Larry Dickinson, VP, Programs and Activities	Salon 2

Time	Session	Location
Session VII (Continued)	C. Team Building and Partnering Judith Bamberger, Member, Committee on LTC Said Jahanmir, Chair, Board on Research and Technology Development Michael Tinkleman, Director, Center for Research and Technology Development	Salon 3
	D. Division and Institute Conferences, Meetings and Publications Moderator: David Lee, Member, Committee on LTC Panelists: Phil DiVietro, Managing Director, Publishing Services Phyllis Klasky, Director, Events Management Burt Dicht, Managing Director, Knowledge And Community	Salon 10
	E. Sections – Products and Services Jack Whitehead, Co-Chair, Committee on LTC Jackie Oppenheim, Director, Continuing Education Institute	Salon 11
	F. How to Reach Customers Vince Dilworth, Lee Hawkins, Thomas Wendt, Directors, Client Relations	Salon 12
Session VIII 2:25 to 3:35 PM	IDENTICAL WORKSHOPS	Same as above
3:40 to 4:25 PM	NETWORKING BY DESIGN - BREAK	Raphael Foyer
4:30 to 6:00 PM	SESSION IX – WORKING TOGETHER – GROUP ACTIVITIES Presider: Jack Whitehead, Co-Chair, Committee on LTC Burt Dicht, Managing Director, Knowledge And Community LTC delegates will participate in a group exercise designed to expose volunteer leaders to real-life situations that can be encountered as part of unit operations. The intent is for leaders to gain practical planning and operational skills that can be applied to the development and execution of actual programs and activities. The groups will document the results, and this information will be collected and disseminated to all the participants as well as unit leaders not present as a component of sharing best practices.	Raphael A Groups will meet in: A – Salon 1 B – Salon 2 C – Salon 3 D – Salon 10 E – Salon 11 F – Salon 12 G – Salon 4 H – Salon 5 I – Salon 6
6:00 to 7:00 PM	BREAK	
7:00 to 8:00 PM	RECEPTION – CASH BAR	Wedgewood
8:00 to 9:00 PM	DINNER	Wedgewood

9:00 to 10:00 PM

GUEST SPEAKER

**Kenneth R. Balkey, P.E.,
Consulting Engineer, Westinghouse Electric Company LLC**

TOPIC: Working with the Balanced Scorecard

Mr. Balkey will discuss the use of balanced scorecard at Westinghouse (Company level/working level), share how the Balanced Scorecard is being used for ASME Codes and Standards (Board of Directors/Nuclear Codes & Standards) and discuss the potential balanced scorecard measures for other ASME sectors.

SUNDAY, MARCH 5, 2006

Time	Session	Location
7:00 to 8:00 AM	BREAKFAST	Raphael C/D
8:00 to 9:30 AM	SESSION X – GROUP REPORTING We are Ready to “Lead and Deliver” for ASME Presider: Jack Whitehead, Co-Chair, Committee on LTC Burt Dicht, Managing Director, Knowledge and Community	Raphael A
9:30 to 10:00 AM	BREAK AND HOTEL CHECKOUT	Raphael Foyer
10:00 to 11:15 AM	SESSION XI – MOVING FORWARD – THE FIRST STEPS There will be 5 concurrent sessions. These sessions will be led by the respective leaders (to be assigned on-site) to discuss future plans based on what was learned during the LTC. Emphasis will be on providing an overview and status and on developing action plans.	
	GLOBAL COMMUNITIES – Group I	Salon 1
	GLOBAL COMMUNITIES – Group II	Salon 2
	GLOBAL COMMUNITIES – Group III	Salon 3
	TECHNICAL COMMUNITIES – Group I	Salon 10
	TECHNICAL COMMUNITIES – Group II	Salon 11
11:20 to 11:50 AM	SESSION XII – WRAP-UP: WHAT DO WE BRING NOW? Summary Reports Presider: Jack Whitehead, Co-Chair, Committee on LTC Frank Adamek, Senior VP, Institutes Wade Troxell, Senior VP, Knowledge and Community	Raphael A
11:50 to 12:00 noon	CLOSING COMMENTS Jack Whitehead, Co-Chair, Committee on LTC	
12:00 noon	CONFERENCE ADJOURNS	

SESSION DESCRIPTIONS

GENERAL SESSIONS

SESSION I - KICK-OFF: This session will introduce the conference, identify goals and objectives, and indicate what will be expected of participants. The ASME President, President-Elect, and the Executive Director will give opening remarks and an overview of ASME's current state of affairs with respect to the new ASME. Following this, the Committee on LTC will present the overall concept of LTC and how the sessions are integrated to maximize the experience for all delegates.

SESSION II - GREETINGS AND CHARGE: The President-Elect and Senior Vice Presidents of K&C and Institutes will give opening remarks and detail a charge to continue support of the new structure and implement action plans for improvement of Society operations.

SESSION III - WHAT DOES THE NEW ASME MEAN TO ME? This general session will outline the major Society changes and the opportunities these bring. It will stress the need not only to seize the opportunities, but also have leaders step up to the challenges with which we are presented. A perspective on the ASME of the future will be presented as a vision to guide our work as we find ways to make ASME stand out among engineering Societies.

SESSION IV - WHAT WE BRING AND WHY WE ARE HERE: Unit posters will be on display. These serve to help delegates better understand their roles in the units they represent as well as their unit strengths and weaknesses. This general session will provide perspectives on working together to make ASME a quality one-stop shopping venue that meets the needs of current and prospective members. It will provide time for delegates to meet with potential partners for discussion of common interests and activities, develop new ideas and establish follow-up plans.

SESSIONS V & VI CONCURRENT WORKSHOPS

LEADERSHIP TOOLS

FINANCE: This session is designed to be interactive. It will include a short tutorial on ASME unit sources of income, including: examples of income generating activities; uses for unit funds; the fundamentals of custodial fund operations; acceptable operation of other accounts (checking, savings, petty cash); ASME monthly financial statements; and ASME audits of unit financial activity. Participants will be asked to contribute by providing both feedback on the above topics and a specific list of ASME services needed to support and improve unit financial well being. Due to the differing nature of Section and Division/Institute operations, there will be separate sessions for each. The session for Sections will include setting up a checking account, considering new bank regulations. Regarding the concept of self-funding, there will be discussion about collaborative ways to seek sponsorships.

DIVERSITY: This session will explore the purpose and value of diversity in our units. Discussion will focus on the implementation and management of ways to use the talents and consider the perspectives of a variety of members as we develop programs and activities. Suggestions for ways to increase and leverage the diversity of talents and perspectives in units will be presented.

MARKETING: This session will review the ASME resources available to Sections, Divisions and Institutes for developing products, planning marketing efforts, generating sales, and fulfilling orders. Providing basic guidelines for developing and implementing an effective marketing campaign, it will cover the following topics: identifying key product benefits; prioritizing key market segments; tailoring an appeal for specific segments; developing a communications strategy; monitoring results and building on success stories.

ASME RESOURCES: This session will focus on ASME's "Leadership Toolbox," which is available on ASME.org. There will be a discussion on membership recruitment and renewal campaigns. The use of phone scripts, sample e-mails and letters (templates) and techniques to download lists will be featured. This session will also address the availability of Society Awards, Section Awards, Division Awards and the Fellow Program. Means to establish new awards, elevate Division Awards to Society Awards, and raise funds for existing awards will be discussed.

COMMUNICATION TOOLS: This session is designed to be interactive. It will include a short tutorial on the importance of good communications practices and provide an overview of the communications tools available to ASME units. The session will provide helpful suggestions on the use of existing tools, including newsletters, Web pages, and Communities of Practice (CoP), in addition to offering tips on how to effectively disseminate information via your local media. Participants will be asked to provide feedback on the above topics and contribute suggestions on how to improve unit communications.

SESSIONS VII & VIII CONCURRENT WORKSHOPS

APPLICATIONS

OPERATIONS/BEST PRACTICES: This

Session is intended to focus on working within an organization of the size and complexity of the ASME from a unit's view. Discussion topics will include leadership roles and responsibilities of officers, objectives and approaches in meeting unit needs, and business plans, including use of the balanced scorecard. Involving members in the planning and implementation of programs and activities will be stressed. Session participants will be asked to identify and define unit level goals for the coming year. Due to the differing nature of Section and Division/Institute operations, there will be separate sessions for each.

TEAM BUILDING AND PARTNERING: This session will explore ways for units to take advantage of ASME people resources based on unit-defined business and program objectives. These resources may come from within a unit or elsewhere in ASME. Examples of Division, Institute and Section partnering opportunities will be discussed. The former Technical Chapter concept will be used as a basis on which to consider building relationships that involve a shared workload and facilitate a synergy that leads to new activity models.

CONFERENCES, MEETINGS AND

PUBLICATIONS: This session covers the development of successful conferences, meetings and publications, including the processes involved with interfacing with the ASME entities dedicated to these activities: the Conferences Committee; Publications Committee; Meetings and Events; Publications and Knowledge and Community. The session will also focus on ways in which units plan, budget and implement conferences and meetings, and on how to define and sell different types of publications, from conference proceedings to new books and journals.

PRODUCTS AND SERVICES: This session will provide an overview of ASME products and services to be marketed to members. The concept of "value-added" will be explored as it relates to member needs. The unit posters, delegate experiences, and shared lessons learned will serve as means to explore new ways to improve our products and services base. The concepts of core business and new venture activities will be discussed.

HOW TO REACH CUSTOMERS: This session will discuss the new role of Director, Client Relations and how these staff members are working to build relationships with ASME's customers including those in industry, academia and government. The Directors will describe the process of making contacts and exploring how ASME can better serve the needs of our customers. Emphasis will be on how unit leaders can mirror these activities on the local level with a focus on industry relations programs. Also included is a "how-to" on arranging industry specific events such as industry breakfasts.

NETWORKING BY DESIGN: This time has been set aside to enable delegates to develop new contacts and relationships that will serve as a valuable resource in meeting future challenges. Each delegate will be asked to pair with one other delegate (no duplication), not from the same geographic location or Divisional interest, during a portion of this time to share ideas. For this activity, each delegate will be given a card (to be turned in at the end of LTC) and asked to complete it with the following: the signature of the partner; a brief take-away from LTC; and a positive statement about ASME. The post conference survey will request information on this experience.

SESSION IX – WORKING TOGETHER – GROUP ACTIVITIES: LTC delegates will participate in a group exercise designed to expose volunteer leaders to real-life situations that can be encountered as part of unit operations. The intent is for leaders to gain practical planning and operational skills that can be applied to the development and execution of actual programs and activities. The groups will document the results, and this information will be collected and disseminated to all the participants as well as unit leaders not present as a component of sharing best practices.

SESSION X – GROUP REPORTING: Groups will share their approaches to the Session IX exercise scenarios. The highlights are expected to provide helpful insights into ways unit leaders can operate more effectively. Delegates will be asked to critique the action plans developed. An award will be presented to the group determined to have the most effective plan.

SESSION XI CONCURRENT WORKSHOPS

MOVING FORWARD – THE FIRST STEPS: There will be 5 concurrent sessions. Emphasis will be on providing an overview and status. Leaders and delegates will be asked to channel energies from sessions and what has been learned at the LTC into action plans.

GLOBAL COMMUNITIES: For district leaders, section leaders and others interested in local programs. (Three Sessions)

TECHNICAL COMMUNITIES: For group leaders, division leaders and others interested in technical programs. Institute leaders are also invited to participate. (Two Sessions)

SESSION XII – LTC WRAP-UP: The Senior VPs of Knowledge and Communities and Institutes will present their perspectives on the challenges and opportunities for their sectors and how, working together, we can position the Society to achieve its goals and objectives.