

# Corporate Member Council Newsletter

September 2006

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*Dr. Ray Morrison*

## Message from the Council Chair

**By Dr. Ray Morrison**

The Corporate Member Council began the New Year (2006) with depressing news that our Chair had suffered a very serious stroke from which he was unable to recover. Our Chair then, Isadore Davis was a fighter and a visionary who saw the need to change things and had pioneered many ideas during his tenure. Without his leadership we would not have seen the alliance between the Graduate Studies Division and its National Collaborative, the support for the "Industry Speaks with One Voice" and the initiation and support for "Industry Day." We owe him a great deal of gratitude as we encourage the ASEE and the VP for Institutional Councils to establish a unified ASEE award for Industry and Engineering Education Collaboration in his name.

As the new Chair, succeeding him and his memory, I want to encourage each member of the Corporate Member Council to remind the ASEE and the Board of Directors that we need to commemorate Isadore through this new collaborative award.

Following, and with the support of the able members of the Executive Board, we have reorganized and developed a "system of systems" that will foster the further development of the Engineering fields for service to Industry. An important part of our "system" is that of the development of the new Special Interest Groups (SIG's), as ad-hoc groups that focus on the requirements of the CMC, now. Additionally, we have established a "Handbook" that delineates the responsibilities of our officers, SIG Chairs, and Board Members for execution of their duties. Each of the new SIG Chairs have taken their roles seriously and with vigor to begin this year and the subsequent years with strong objectives to improve the conditions as we see it in the Engineering world.

Members of the new Executive Board have worked diligently to re-write the By-Laws to reflect the changes that have occurred since the inception of the Council in the ASEE. Our focus is clear and our direction is on the imperatives, do now what is necessary to right the needs of the Engineering fields so that our successors will find a better and more accepting world to work in.

Presently, the Executive Board is working on establishing a new leadership symposium to discuss the imperatives and establish some declarations in support of the improvements we desire for Engineering and those who choose the career. High on the list is the CMC's opinion as a membership for propositions on the Norm Augustine Report, "Rising Above the Gathering Storm," Improvement of the issues on intellectual property, engineering research, K-12 program development for engineering, the diversity issues, and the changes necessary to improve engineering education in our colleges and universities.

## Message from the Council Chair continued

By Dr. Ray Morrison

Our meetings at the CIEC and the Annual Conference were well attended and our support for the College Industry Partnership Division is continuing with new partnerships being forged with the Continuing Professional Development Division, the Graduate Studies Division, the Engineering Technology Division, and all of the Institutional Councils. We will continue to strive for improvement and assistance to our friends in the various fields of engineering, as long as they are willing to accept and ask for our assistance.

I want to acknowledge our new Executive Board Members who were voted in and appointed at the ASEE Annual Conference in Chicago; David Evans of AIA, Joe O'Brien of HP, and Samuel Truesdale of Rolls-Royce for three year terms to be completed in 2009. Our appointees to fulfill Board positions vacated by members unable to complete their terms are Peter Janzow of MathWorks for a two year term (2008) and Leslie Chappell of Lockheed Martin Corporation for a one year term (2007). In addition, Pat Fox, our former ETD Ex-Officio Member of the Board has consented to continue her role as the Chair of the SIG for Engineering, Technology and Society Liaison. Congratulations on being chosen to the Executive Board, we know that you will make a valuable contribution during your tenure and we welcome you to our humble group.

Thank you, to each and everyone who has extended their best wishes to me as Chair for the remainder of this year and the coming year as we ready ourselves for CIEC in Palm Springs, CA and the ASEE Annual Conference in Honolulu, Hawaii. We will do well and we will make a difference, especially with your help.

## Board of Directors Election

By David H. Quick, Ph.D.

During the May-June 2006 time period, an election for members to our CMC Board of Directors was conducted. Dr. David Quick, CMC Immediate Past Chair and current Chair of the Nominations Committee, announced the winners during the CMC business meeting luncheon at the 2006 ASEE Annual Conference in Chicago, IL, in late June 2006.

The directors elected are eligible to serve for a period of three years (i.e., until after the 2009 ASEE Annual Conference). Those elected include Dr. David Evans, Joe O'Brien, and Samuel Truesdale.

Following the announcement of the election results for CMC Directors, the directors conducted an election of officers to fill vacancies for the positions of Chair Elect and Secretary/Treasurer. (Dr. Ray Morrison has an additional year to serve as the Chair of the CMC.) Letha Hammon was elected to be the next CMC Vice Chair/Chair Elect and Dr. David Evans was elected to be the next CMC Secretary/Treasurer. A copy of a brief bio for each is noted below.



David H. Quick, Ph.D.

**Bio for:**

**Dr. David J. Evans**  
**Executive Director**  
**The Aerospace Institute**  
**The Aerospace Corporation**

Dr. Evans is the Executive Director of The Aerospace Institute at The Aerospace Corporation. The Aerospace Institute, the corporate university at Aerospace, was established in 1994 to promote learning and knowledge sharing through a broad curriculum of educational programs and services and an extensive collection of knowledge resources. Dr. Evans joined The Aerospace Corporation in 1987 after a distinguished 20-year career in the Air Force with assignments in research, development, acquisition and education. His last assignment was Chairman, Department of Physics, at the United States Air Force Academy. He earlier served as Assistant Deputy of Research, Secretary of the Air Force Special Projects. Dr. Evans holds a B.S. degree in engineering physics from Lehigh University, a M.S. degree in Space Physics Engineering from the Air Force Institute of Technology, and M.A. and Ph.D. degrees in physics from the University of California, Irvine.



*David J. Evans, Ph.D.*  
*Secretary/Treasurer*

**Bio for:**

**Joe O'Brien**  
**University Relations Program Manager**  
**HP Labs**  
**Hewlett Packard Company**

Joseph T. O'Brien is a University Relations Program Manager for the Hewlett-Packard Company. He leads the integration of HP's interaction with a number of universities in Arizona, California, New Mexico and Washington around the company's on-going programs in research, recruiting, marketing and sales, continuing education, philanthropy, and public advocacy.

Joe is responsible for HP's activities with the American Society for Engineering Education (ASEE) and the Accreditation Board for Engineering and Technology (ABET). He focuses on issues around accreditation, global quality assurance of engineering programs, and the use of technology in learning. He is currently the ASEE Vice President of Finance and a member of the Corporate Members Council (CMC) and College Industry Partnership (CIP) Executive Boards. He is also a member of two industrial advisory boards. Joe has participated on NSF and the Texas Higher Education Coordinating Board grant panels.

Joe was an R&D engineer in the Manned Space Flight Program and the commercial application of space technology. During his thirty-three years with HP, Joe has been a Sales Representative, Sales Manager, Marketing Manager, Higher Education Program Manager, and University Relations Program Manager.



*Joseph O'Brien*  
*Director*

**Bio for:****Samuel Truesdale****Manager of Employee Development****Engineering Business Improvement Organization****Rolls-Royce Corporation**

Originally from Knoxville, Tennessee, Samuel attended and graduated from Tennessee State University with a Bachelor of Science in Mechanical Engineering (2001) and a Master of Science in Mechanical Engineering with a Thesis Option at Purdue University (2004). Samuel is currently the Manager of Employee Development and Engineering Education Council Chair for the Rolls-Royce Corporation. He also serves on the American Society for Engineering Education: Diversity Council, the Sponsorship Chair, Publicity Chair, and Expo Director for the Conference for Industry and Education Collaboration, the National Collaborative Task Force on Engineering Graduate Education Reform and on the Corporate Members Council Board of Directors. Mr. Truesdale is a consultant to the Engineering Projects in Community Service (EPICS) National Steering Committee, the Purdue University Engineering Education Advisory Council, the Purdue University President's Executive Roundtable and Tennessee State University Business and Industry Cluster.

Samuel was also honored by receiving The 2005 Black Engineer of The Year Awards Modern Day Technology Leader / GEM Student Leadership Award and was distinguished by Ebony Magazine as one of the "Top 30 Under 30: Young Leaders for the Year 2006.



*Samuel Truesdale  
Director*

**Bio for:****Letha Hammon****Manager, Field Engineering Program****DuPont**

Letha A. Hammon has been Manager, Field Engineering Program for DuPont, for the past five years. She has been with DuPont for twenty-five years in a variety of roles in manufacturing management (first line supervisor through manufacturing manager), sales and marketing, business, and HR. She has been actively involved as the CMC Program Chair for the Industry Day Sessions at the 2006 ASEE Annual Conference. She has also served as a recent Director for the ASEE College Industry Partnerships Division. Letha is actively involved with both the Society of Women Engineers (SWE) and the Women in Engineering Programs and Advocates Network (WEPAN) organizations.



*Letha A. Hammon  
Chair Elect & Program  
Chair*

## Special Interest Groups News

By Joseph O'Brien

Several exciting activities occurred over the last few months.

At the Annual ASEE Conference and exhibition three major events occurred:

1. Three IP/ Industry Funded Research activities presented their progress:

Government University Industry Research Round table – GUIRR

GUIRR established a framework for Model Demonstration Projects that clears the air for creating University-Industry Projects. Several Major corporations have given Seed money to sustain this activity and each joining university contributes \$4 K and signs a MOU to participate.

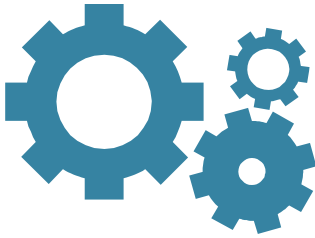
The ASEE Feb 13, 2006 Workshop

Bay Area Science and Innovation Consortium - B A S I C

BASIC developed, over the past-two years, a process methodology for keeping the dialogue at a high level while defining the project outcomes before discussing the process details. It also includes a Vehicle for raising the dialogue to a higher level should the conversation become Contentious

2. The EDC held a follow-on" What's Next "session from the Feb. 13 meeting. They established a set of actions.

3. The Engineering Deans Council (EDC) created an ad hoc committee on the subject. Joe O'Brien CMC) was invited let be a member.



## Past, Present and Future

By Mark J. Stratton



Mark J. Stratton

"Engineering and Engineering Technology Manpower Requirements for the Next Decade" was the theme of the first ASEE College Industry Education Conference (CIEC) held January 14-16, 1976 in Orlando, Florida. The ASEE divisions considered to be the most closely related to industry collaboratively developed the annual event with the intent to improve industrial participation in ASEE. The divisions included: Relations with Industry that is now known as the College Industry Partnership (CIP) Division; Continuing Engineering Studies now known as the Continuing Professional Development Division (CPD); Cooperative Education Division; and the Technology College Council (TCC) and the Engineering Technology Division (ETD). In 1997 the conference name was changed from College Industry Education Conference to Conference for Industry and Education Collaboration maintaining the CIEC designation. Corporate Member Council companies and their representatives continue to contribute to the success of the CIEC in many ways. For 2007, the CIEC leadership team includes CMC members Jay Snellenberger as General Conference Chair, David Quick, CIEC Executive Board Chair, Sam Truesdale, Sponsorship, Expo, and Publicity Chair, and Joe Tidwell, CIP Program Chair. Be sure you include plans in your calendar to attend the 2007 CIEC, "Collaborating to Build Innovative Generations" February 3-10 2007 in Palm Springs, California

<http://www.asee.org/conferences/ciec/2007/index.cfm>

## Upcoming Events

<b>National Collaborative Task Force</b>	September 20-22
<b>CMC BOD meeting</b>	September 26
<b>PLTW Fall National Advisory Board</b>	October 11-13
<b>PLTW K-12 Engineering Standards</b>	October 16-18
<b>CMC Leadership Forum</b>	December 4-6

## Editor's Corner

By Samuel Truesdale

I would like to personally welcome you to this edition of the Corporate Member Council Newsletter. I am your newly elected Corporate Member Council Newsletter Editor and I am looking forward to working with the team to foster, encourage, and cultivate the dialogue between industry and engineering educators. I hope that you enjoyed this edition. Our next publication deadlines will be November 1, 2006 and March 1, 2007. If you would like to have an article featured in our next publication, please send me your input two weeks before the deadline so that it may be included.

Samuel Truesdale  
 Corporate Member Council Newsletter Editor  
 Email: [Samuel.L.Truesdale@Rolls-Royce.com](mailto:Samuel.L.Truesdale@Rolls-Royce.com)

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