ITEM

57. Call to Order

58. Adoption of Agenda

59. Announcements

60. Report on Executive Session

61. Discussion Items

62. Approval of 2014-2016 General Operating and Capital Budget

63. Approval of Pathway 2025

63. Items for Receipt

65. Items for Action

66. Dates of Future Meetings

67. Contingency Time

68. Adjournment
LIST OF APPENDICES

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V SET Report on Strategic Priorities
VI Sector Highlights on FY13 Accomplishments
VII Membership Engagement Model
VIII Pathway 2025
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X EDESC Annual Report
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XII New Fellows Listing
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XV By-Law B5.2 for First Reading
XVI By-Law B5.1.8 for Second Reading
XVII By-Law B5.2.5.2 for Second Reading
XVIII By-Law B5.2.6.1 for Second Reading
XIX Society Policy P-2.2 Investment Policy of the Society
XX Investment Administration
57. **Call to Order:**

On June 23, 2013, a meeting of the Board of Governors of the American Society of Mechanical Engineers was held in Indianapolis, Indiana. A quorum being present, the meeting was called to order by the President at 11:35 AM Eastern Time. Attendance was as follows:

**Board of Governors**
- President: Marc W. Goldsmith
- Immediate Past President: Victoria A. Rockwell
- President-Elect: Madiha Kotb

**Other Officers**
- Senior Vice Presidents: Kenneth R. Balkey, Standards and Certification
  - Robert E. Grimes, Institutes
  - Karen Ohland, Knowledge and Community
  - Cynthia M. Stong, Student and Early Career Development
  - William J. Wepfer, Public Affairs and Outreach
- Vice Presidents: Susan Ipri Brown, Government Relations
  - Luc Geraets, Technical Communities
  - Kalan Guiley, Government Relations
  - Mo Hosni, Education
  - Jennifer Jewers-Bowlin, Leadership and Recognition
  - Willard Nott, Global Outreach
- Secretary and Treasurer: Warren R. DeVries
- Executive Director: Thomas G. Loughlin
- Deputy Executive Director: June Ling (also Second Assistant Treasurer)
- Assistant Secretary: John Delli Venneri (also General Counsel)
- Assistant Treasurer: William Garofalo

**Board of Governors Elect**
- Stacey E. Swisher Harnetty
- Andrew C. Taylor
- William M. Worek
Board Committee Chairs
Larry Luna Chair, Committee on Organization and Rules
Reginald I. Vachon Chair, Committee on Finance and Investment

Corporate Counsel
John Sare

Other Guests
Mahesh Aggarwal Member
Harry Armen Past President, 2004-2005
Jennifer Bell IPTI Board Member
Marianne Chan Chair, Representation and Governance
Yong Tian Chew Member
James Coaker Member, COFI & Director, ASME Foundation
Ed Harvego Affinity Groups, EWOS
Yogesh Jaluria Honorary Member
Daniel Kearney ECLIPSE Intern to BOG, 2013-2014
Elizabeth Kisenwether Innovation Committee
Webb Marner Fellow
Ryan Neil Student Liaisons, Affinity Group, Secretary
Robert Pangborn COFI and Innovation Committee
Thomas Pestorius ASME Foundation
Chris Przirembel PAO Council
Amip Shah ECLIPSE Intern to BOG, 2012-2013
Terry Shoup Past President, 2006-2007
Susan Skemp Past President, 2002-2003
Justin Young Chair, VOLT Academy
Sam Zamrik Past President, 2007-2008

Staff
Roy Arbeit Managing Director, Marketing and Sales
William Berger Managing Director, Standards
Peter Cestaro Director, Benefits & Payroll
Shekhar Chandrashekhar Managing Director, Programs
Michael Cowan Director, Public Information
Philip DiVietro Managing Director, Publishing
John Falcioni Editorial Director
Nick Ferrari Director, Publishing Development & Media Sales, Operations & Technical Units
Peter Hess Director, Marketing
Michael Ireland Managing Director, Engineering Research & Technical Development
Phyllis Klasky Director, Events Management
John Koehr Managing Director, Technology & Personnel Certification
Michael Kreisberg Director, Membership Development
Michael Merker Managing Director, Conformity Assessment & Publishing
Reese Meisinger Managing Director, Strategic Initiatives & Public Affairs
Michael Michaud Managing Director, Global Alliances
Patrick O’Connell Managing Director, Information Technology
58. **Adoption of the Agenda:** The Board

VOTED: to adopt the agenda as circulated on June 10, 2013 and as amended with the combinations of items 2.3 and 2.5.5.

59. **Announcements:**

The President welcomed all to the meeting and recognized Past Presidents Harry Armen, Terry Shoup, Susan Skemp, Reggie Vachon and Sam Zamrik; recognized Webb Marner former Secretary/Treasurer, and Amip Shah as ECLIPSE Intern and welcomed Daniel Kearney, the 2013-2014 ECLIPSE Intern.

60. **Report on Executive Sessions**

There was a report given by Marc Goldsmith on the June 23, 2013 Executive Session that was held earlier in the morning. The following was reported: (1) Approval of the selection of 2013 Honorary Members and ASME Medalist; (2) FY13 Q3 Enterprise Update and Year-End Projections and Year-End Report on Executive Director's Performance Goals; (3) Acceptance of the Report on the Executive Director's Performance Evaluation and Compensation Recommendations (4) Receipt of update on the FY13 Volunteer Evaluations of Staff; and (5) receipt of a report from the Corporate Counsel.

61. **Discussion Items:** The Board

VOTED: to move into open session, as if in the Committee of the Whole.

The Board heard reports concerning and discussed the following items:

Reflections on Past Year by Marc Goldsmith (Agenda Appendix 2.3.1 and Minutes Appendix I); FY2014-2016 General Operating and Capital Budget by Reggie Vachon (Agenda Appendix 2.4.1 and Minutes Appendix II); FY13 Operational Highlights by Reggie Vachon and William Garofalo (Agenda Appendix 2.4.2 and Minutes Appendix III); SECD Strategic Plan by Cynthia
Stong (Agenda Appendix 2.4.3 and Minutes Appendix IV); SET Report on Strategic Priorities by William Wepfer, John Koehr, Robert Grimes, Michael Michaud, Ken Balkey and Michael Cowan (Agenda Appendix 2.4.4 and Minutes Appendix V); Sector Management Committee Report and Sector Reports on FY13 Accomplishments by Madiha Kotb, Robert Grimes, Karen Ohland, Cynthia Stong, William Wepfer, Ken Balkey (Agenda Appendix 2.4.5 and Minutes Appendix VI); Membership Engagement Model by Roy Arbeit (Agenda Appendix 2.4.6 and Minutes Appendix VII); and Pathway 2025 by John Elter, Richard Laudenat and Charla Wise (Agenda Appendix 2.4.7 and Minutes Appendix VIII).

Following the close of the Discussion Items, the Board

VOTED: to move into formal session.

62. **2014-2016 General Operating and Capital Budget**

VOTED: to approve the 2014-2016 General Operating and Capital Budget as presented.

63. **Pathway 2025**

VOTED: to approve the three recommended actions: (1) approve the preliminary target goals as indicative of the level and types of growth that will sustain and expand mission driven activities globally; (2) Executive Director (ED) FY-14 goals (as approved by the FY-14 Board), shall support, align and be consistent with Pathway 2025 (as approved by the FY12-13 Board); and (3) create a new Strategic Growth Leadership Team of staff and volunteer members.

64. **Items for Receipt:** The Board

VOTED: to receive the following items: (1) Treasurer’s Report; (2) Sector Management Committee Report (Agenda Appendix 4.1.2 and Minutes Appendix IX); (3) EDESC Annual Report (Agenda Appendix 4.1.3 and Minutes Appendix X); (4) COG Annual Report (Agenda Appendix 4.1.4 and Minutes Appendix XI); (5) New Fellows Listing (Agenda Appendix 4.1.5 and Minutes Appendix XII); and (6) Approved Society Awards Listing (Agenda Appendix 4.1.6 and Minutes Appendix XIII).

65. **Items for Action:** The Board

VOTED: to approve the following items: (1) Minutes from the Meeting on April 18-19, 2013; (2) Proposed Appointments (Agenda Appendix 4.2.3.1 and Minutes Appendix XIV); (3) First reading of the revision of By-Law B5.2 (Agenda Appendix 4.2.3.2.1 and Minutes Appendix XV); (4) Second reading of the revision of By-Law B5.1.8 (Agenda Appendix 4.2.3.3.1 and Minutes Appendix XVI); (5) Second reading of the revision of By-Law B5.2.5.2 (Agenda Appendix 4.2.3.3.2 and Minutes Appendix XVII); (6) Second reading of the revision of By-Law B5.2.6.1 (Agenda Appendix 4.2.3.3.3 and Minutes Appendix XVIII); (7) Proposed Revisions to Society Policy P-2.2 (Agenda Appendix 4.2.3.4.1 and Minutes Appendix XIX); and (8) Investment Administration (Agenda Appendix 4.2.4 and Minutes Appendix XX).
66. **Dates of Future Meetings.** The Board approved meeting dates and times as follows:

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<th>TIME</th>
<th>LOCATION</th>
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<td>September 25, 2013</td>
<td>Wednesday</td>
<td>TBD</td>
<td>Rio de Janeiro, Brazil</td>
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<tr>
<td>November 16, 2013</td>
<td>Saturday</td>
<td>8:30 AM – 10:00 AM, Executive Session 10:30 AM – 4:30 PM</td>
<td>San Diego, CA</td>
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<td>February 13, 2014</td>
<td>Thursday</td>
<td>12:00 PM – 2:00 PM</td>
<td>Web Conference</td>
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<td>April 17, 2014</td>
<td>Thursday</td>
<td>12:00 PM – 1:30 PM, Executive Session 1:30 PM – 5:00 PM</td>
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<tr>
<td>April 18, 2014</td>
<td>Friday</td>
<td>8:00 AM – 1:00 PM</td>
<td>New York, NY</td>
</tr>
<tr>
<td>June 8, 2014</td>
<td>Sunday</td>
<td>10:00 AM – 11:30 AM, Executive Session 12:00 PM – 4:00 PM</td>
<td>Portland, OR</td>
</tr>
<tr>
<td>June 11, 2014</td>
<td>Wednesday</td>
<td>10:00 AM – 11:15 AM, Executive Session 11:30 AM – 3:00 PM</td>
<td>Portland, OR</td>
</tr>
</tbody>
</table>

(a) 2013-2014 Board of Governors (b) 2014-2015 Board of Governors

67. **Contingency Time**

Amip Shah reflected on the past year as BOG Intern; President Goldsmith recognized Vickie Rockwell as Immediate Past President, the three retiring Board members Richard Benson, Edmund Seiders, and J. Robert Sims whose terms conclude after the meeting and thanked Tom Loughlin and staff.

68. **Adjournment:** The meeting was adjourned on Sunday, June 23, 2013 at 4:34 PM.

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Warren R. DeVries
Secretary
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: June 5, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: Marc Goldsmith
Presented by: Marc Goldsmith
Agenda Title: Reflections on Past Year

Agenda Item Executive Summary: (Do not exceed the space provided)

This will be a generative discussion based on the achievements of the 2012 – 2013 Year.

Proposed motion for BOG Action: (if appropriate)

None.

Attachments:
Power Point Presentation to be shown at meeting
Reflections on the Past Year

Marc Goldsmith

BOG Meeting
June 23, 2013

Outline

• Board and ASME Successes
  – Short-term
  – Long-term
• Board and ASME Ongoing Work
Board Successes

- Had more generative discussion time
- Addressed substantive issues
- Responded to crisis as a team with a forward looking perspective
- Addressing risk better
- Met fiduciary, embarked on strategic, and continued generative responsibilities
- Reaffirmed vision and strategy moving toward Pathway 2025

Generative Discussions

- “Let’s Make Things that Change the World”
- “Energy Diversity”
- “Impact Investing”

- Society undergoing transition
- Planning and understanding a new future
- Reaffirmed strategic intents
Short-term Achievements

• Reaffirmed energy, workforce development and global impact paths
• Strengthened global partnerships
• Continue move towards “One ASME”

Short-term Achievements

• Created and executed a new sector for Students and Early Career Development (SECD)
• Advanced the Knowledge and Community reorganization
• Identified and acted on new challenges to the mission presented by Incorporation by Reference (IBR) and Open Access Publishing
• Reorganized and strengthened the ties between ASME and the ASME Foundation
• Tracking the Qualified Content Contributor (QCC), making the active volunteer important
Short-term Achievements

- Successfully moved to Two Park Ave
- Address financial and legal issues expeditiously
  - Reform finance and accounting processes
  - Transition to one 990 Form
- Transition into the community activity part of Phase 2 of ASME.org
- Market preparation for membership engagement model change

Short-term Achievements

- Began shift to Managed Budget model
- Moved to a 2-year budget cycle for the Boiler Code
- Created new International Working groups for codes and increase code availability in other languages
- Renewed the ED contract
Long-term Outcomes

• Began the transition on mission activity growth to strengthen the future

• Spearheaded discussion on “Pathway 2025” — set goals, started the trajectory

• Increased ASME’s global presence in China, India, Mexico, Peru, EU and Slovenia

The Path Forward

• Focus on the Future – Strengthen mission activity efforts

• Continue working on “One ASME”

• Encourage the efforts to define deliberate growth goals

• Continue organizational change to meet the new pathway needs
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: May 23rd, 2013
BOG Meeting Date: June 23rd, 2013

To: Board of Governors
From: COFI
Presented by: Warren DeVries
Agenda Title: FY2014 to FY2016 Budget Recommendation

Agenda Item Executive Summary:

COFI recommends that the Board of Governors approve the FY2014 to FY2016 Operating and Capital Budgets as submitted.

Mr. DeVries will present the budgets to the Board of Governors at the meeting.

Proposed motion for BOG Action:

To approve the FY2014 to FY2016 operating and capital budget as submitted by COFI.

Attachments:

None.
ASME Board of Governors
COFI Presentation of
2014-2016 Budget
June 23rd, 2013

Agenda

Budget Summary

Sector & Operating Units’ New Growth Initiatives and Non Financial Success Measures

Operating Budget Overview

Capital Budget Overview
Budget Summary

General Fund budgeted $7.976 million deficit for FY14 - net positive to $210 thousand by FY16

To achieve this, ASME is taking action to:

• **Strengthen revenue growth**
  6.2% CAGR (FY13-FY16) vs historic average of 5.7%

• **Simultaneously manage expenses**
  high single digit growth reduced to lower single digit growth

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Sector and Operating Units
2014 Initiatives & Highlights
Standards

New Initiatives
• Focus on new energy-related standards (e.g., solar, water, carbon capture, energy storage)
• Technical Committee translations into Spanish
• Expansion of International Working Groups

Non-Financial Success Measures
• Increased engagement international stakeholders
• Increased use of related products (e.g. training & workforce development)
• Technical alignment among national standards

Conformity Assessment

New Initiatives
• ASME NDE technician and QC inspector certification (ANDE) and NQA-1 auditor certification

Non-Financial Success Measures
• 1-2 new personnel certification programs launched
• Improved competency for monitoring current and new product certification auditors
• Online application, certification management and exam bank maintenance tools to optimize personnel certification processes
• New psychometric and personnel exam delivery options evaluated
**Training & Development**

**New Initiatives**
- New Certificate Programs with skills demo
- Develop Oil & Gas training strategy / portfolio

(All programs support Workforce Development, Global & Energy)

**Non-Financial Success Measures**
- Number of participants trained
- Number of energy-related courses developed
- Additional countries with contracted Authorized Training Providers

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**Publishing**

**New Initiatives**
- S&C XML Production Environment
- New journal, Micro & Nano Manufacturing

**Non-Financial Success Measures**
- XML Production - decreased production time
- Digital Collection, amount of content, articles, pages, books
- ME Magazine supplements, # of issues
Membership

New Initiatives
- Pilot test of new membership model construct in India and Peru - robust and active members vital for the strategic imperatives

Non-Financial Success Measures
- Increase number of members and student members globally
- New model - 5X growth in new members in India and Peru
- New model - 2X growth in new student members in India and Peru

ASME.org

New Initiatives
- List of potential enhancements:
  - Phase 2 features
  - Calendar
  - Search
  - Platform
  - Silverchair
Grow / build community in ASME’s new social spaces - Cross functional project among .org, Marketing, Public Information, Editorial

Non-Financial Success Measures
- Number of ASME.org participants - overall and active
- Usage of new features
- Impact new features on perception of ASME brand
Marketing

New Initiatives

Drive ASME Content Model
• *ASME Energy Forum*, “marrying” high-value web content with strong branding / promotion to give ASME “heft” in strategic area (energy); explore to evolve / scale model

Monetize Under-Valued Assets
• Re-imagine *Job Board & Career Center* to make it more compelling and drive additional revenue

Marketing

Grow Existing Business and Develop New Global Business
• Develop new publishing subscription relationships throughout the globe.
• Build ongoing corporate Training & Development relationships to drive incremental revenue.
• Identify and develop new business for non-mandated corporate certifications driven by integrated marketing & sales plan.
Public Information

New Initiatives
• Display area at Two Park, Communications support for ASME.org Phase 2, Expansion of global media outreach, Internal Communications

Non-Financial Success Measures
• Visibility in external media and coherent and consistent messaging across platforms
• Recognition and visibility for distinguished members of the ASME and broader engineering community through Awards and Honors and accompanying publicity

Public Affairs & Outreach

New Initiatives
• Engineering for Global Development
  ➢ New case studies program to be launched in the Fall
  ➢ E4C Appropriate Solutions Evaluation Program
• K-12 STEM programs
  ➢ Engineering Ambassador’s program
  ➢ Engineering apps for middle/high school kids
• E4C Solutions Library 2.0
Public Affairs & Outreach

Non-Financial Success Measures

• **EGD**: Quality and credibility of content; increased # of downloads and references to case studies

• **Ambassadors Network**: Inspirational impact K-12 audience, ASME Foundation Support, Student Leader Development

• **E-apps**: Thousands of students playing these games

• **E4C Solutions Library**: Increase in products, performance & network

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Student & Early Career Development

New / Significant Initiatives

• UNESCO Fellow
• Federal Government Fellows
• Legitimize research in EGD space
• IM3D Student Competition - Focused on Additive Manufacturing
• Design Simulation
Student & Early Career Development

Non-Financial Success Measures
• UNESCO: # of engineers graduating from fellowship and # of sustainability programs initiated in partnership with local governments
• EGD: # of EGD published papers in ASME journals and conferences; # of EGD tracks at ASME conferences
• Gov’t Fellows: Successful placement 4-5 fellows annually in Executive Branch, and Congress
• Strong student participation at technical festivals, conferences & competitions
• Acquisition of industry partners for Competitions & Simulation

Knowledge & Community

New Initiatives
• Division performance to be reported vs operating budgets
• New Commercially-facing Conference model run by Emerging Technologies
• Enterprise-wide focus on advanced manufacturing run thru Emerging Technologies

Non-Financial Success Measures
• # of Groups (Geographical and Technical) placing content and attracting users on asme.org
• Number of Sections completing FBAR & 990
Events Management

New Initiatives
- Standardized RFPs for approved vendors

Non-Financial Success Measures
- Solid growth rate of registrants and papers for upcoming Congress over last year.
- Strong international attendance at Congress.
- Smooth transition of 2 new ASME Meetings Managers to replace 4 promoted ASME Meeting Managers

IPTI

New Initiatives
- OTC Asia (Malaysia)
- Int’l Pipeline Geotechnical Conference (Colombia)
- Banff Pipeline Workshop
- Transfer of Continuing Education personnel, revenues and expenses to S&C (T&D)

Non-Financial Success Measures
- Moving to asme.org from their own site and increasing users
- Actively participating in K&C reorganization
IGTI

New Initiatives
• Organic Rankine Cycle Conference
• Blade Tip Conference

Non-Financial Success Measures
• Restructuring of Board is completed to more strategic and less operational
• Moving to asme.org from their site and increasing users
• Helping in K&C reorganization model

Operating Budget Overview
### ASME Total

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### ASME Operating Budget

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### Revenue Budget

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<td><strong>98,753</strong></td>
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<td>6,741</td>
<td>6,854</td>
<td>7,577</td>
<td>8,156</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>105,452</strong></td>
<td><strong>109,894</strong></td>
<td><strong>118,055</strong></td>
<td><strong>123,126</strong></td>
<td><strong>132,549</strong></td>
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</table>

### Expense Budget

<table>
<thead>
<tr>
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<tr>
<td>Standards</td>
<td>11,245</td>
<td>11,471</td>
<td>13,846</td>
<td>12,984</td>
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<td>Conformity Assessment</td>
<td>15,431</td>
<td>15,866</td>
<td>17,168</td>
<td>18,312</td>
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<td>Training &amp; Development</td>
<td>5,836</td>
<td>5,482</td>
<td>5,996</td>
<td>6,095</td>
<td>6,044</td>
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<td>Publications</td>
<td>10,226</td>
<td>11,475</td>
<td>11,800</td>
<td>11,345</td>
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<td>P&amp;A</td>
<td>4,838</td>
<td>4,791</td>
<td>5,354</td>
<td>5,304</td>
<td>5,384</td>
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<td>Student &amp; Early Career Development</td>
<td>1,103</td>
<td>1,333</td>
<td>1,274</td>
<td>1,274</td>
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<td>K&amp;C</td>
<td>3,276</td>
<td>4,622</td>
<td>3,774</td>
<td>3,504</td>
<td>3,399</td>
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<td>Events Management</td>
<td>1,835</td>
<td>1,762</td>
<td>1,624</td>
<td>1,699</td>
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<td>Membership</td>
<td>1,997</td>
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<td>2,296</td>
<td>2,211</td>
<td>2,268</td>
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<td>ASME.org</td>
<td>1,823</td>
<td>3,034</td>
<td>3,709</td>
<td>4,067</td>
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<td>Marketing &amp; Sales</td>
<td>6,015</td>
<td>6,225</td>
<td>6,255</td>
<td>6,345</td>
<td>6,702</td>
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<td>Public Information</td>
<td>2,096</td>
<td>2,318</td>
<td>2,344</td>
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<td>Human Resources</td>
<td>2,188</td>
<td>2,464</td>
<td>2,225</td>
<td>2,850</td>
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<td>Information Services</td>
<td>4,301</td>
<td>4,961</td>
<td>5,767</td>
<td>6,047</td>
<td>6,334</td>
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<td>Facilities</td>
<td>1,362</td>
<td>1,426</td>
<td>1,375</td>
<td>1,680</td>
<td>1,732</td>
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<td>Finance &amp; Accounting</td>
<td>3,005</td>
<td>3,976</td>
<td>4,113</td>
<td>4,498</td>
<td>4,637</td>
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<td>Purchasing</td>
<td>262</td>
<td>278</td>
<td>279</td>
<td>288</td>
<td>297</td>
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<td>Executive</td>
<td>3,725</td>
<td>3,927</td>
<td>4,045</td>
<td>4,218</td>
<td>4,345</td>
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<td>Governance</td>
<td>1,706</td>
<td>1,820</td>
<td>1,496</td>
<td>1,422</td>
<td>1,488</td>
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<td>Facilities Infrastructure</td>
<td>8,634</td>
<td>8,209</td>
<td>8,259</td>
<td>8,055</td>
<td>8,184</td>
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<td>IT Infrastructure</td>
<td>5,218</td>
<td>4,633</td>
<td>8,003</td>
<td>7,298</td>
<td>7,412</td>
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<td>Enterprise Projects</td>
<td>301</td>
<td>286</td>
<td>699</td>
<td>879</td>
<td>1,050</td>
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<tr>
<td>Other Enterprise</td>
<td>516</td>
<td>2,361</td>
<td>1,000</td>
<td>1,000</td>
<td>500</td>
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<td><strong>General Fund Expenses</strong></td>
<td><strong>96,968</strong></td>
<td><strong>106,262</strong></td>
<td><strong>113,672</strong></td>
<td><strong>114,691</strong></td>
<td><strong>118,897</strong></td>
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<td>Institutes Expenses</td>
<td>3,817</td>
<td>3,558</td>
<td>4,059</td>
<td>3,925</td>
<td>4,347</td>
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<tr>
<td>Other Designated Expenses</td>
<td>5,497</td>
<td>5,810</td>
<td>6,961</td>
<td>6,887</td>
<td>7,000</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>106,282</strong></td>
<td><strong>115,630</strong></td>
<td><strong>125,293</strong></td>
<td><strong>125,483</strong></td>
<td><strong>130,244</strong></td>
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</tbody>
</table>
Budget Targets - General Fund Reserve

General Fund Reserve
($ millions)

- FY10  63%
- FY11  64%
- FY12  67%
- FY13  63%
- FY14  55%
- FY15  52%
- FY16  54%

Note: Adjusted for actual FY13 Investment Results

Capital Budget Overview
Capital Budget Highlights

Facilities
• Refurbish NJ Facility to meet current and near term needs
• Completion of 2 Park - Exhibit Space

Information Technology
• Computer related equipment for staff
• Technology investments in business / operating units - Software enhancements
• Network Infrastructure, Telecommunications, Video Conferencing

Capital Budget Summary

<table>
<thead>
<tr>
<th></th>
<th>Requested FY 2014</th>
<th>Projected FY 2015</th>
<th>Projected FY 2016</th>
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</thead>
<tbody>
<tr>
<td>Facilities</td>
<td>1,430,000</td>
<td>330,000</td>
<td>330,000</td>
</tr>
<tr>
<td>Computer Related Desktop/Printer Programmatic Replacements &amp; Adds</td>
<td>504,000</td>
<td>275,500</td>
<td>223,000</td>
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<tr>
<td>Technology Related Sector Project &amp; Equipment Requests</td>
<td>1,797,600</td>
<td>1,610,000</td>
<td>150,000</td>
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<tr>
<td>Network Infrastructure, Telecommunications/Mobile and Video Conferencing</td>
<td>1,159,000</td>
<td>449,250</td>
<td>306,000</td>
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<tr>
<td>Total Facilities Related</td>
<td>1,430,000</td>
<td>330,000</td>
<td>330,000</td>
</tr>
<tr>
<td>Total IT Related</td>
<td>3,460,600</td>
<td>2,334,750</td>
<td>679,000</td>
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<tr>
<td>Total Capital Request</td>
<td>4,890,600</td>
<td>2,664,750</td>
<td>1,009,000</td>
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</table>
ASME Board of Governors Budget Action

The Committee on Finance and Investment recommends that the ASME Board of Governors approve this budget

Proposed Motion:
To approve the FY2014 to FY2016 Operating and Capital Budgets as submitted

(Vote will take place later in the meeting)
Date Submitted: June 7, 2013  
BOG Meeting Date: June 23, 2013

To: Board of Governors  
From: COFI  
Presented by: Reggie Vachon and Bill Garofalo  
Agenda Title: FY13 Operational Highlights

Agenda Item Executive Summary:  
COFI will provide a high level view of the operational achievements & activities of FY13.

Proposed motion for BOG Action:  
None.

Attachments:  
None.
Agenda

I. Overview of F&A Team
II. Example Projects
III. Example Project Methodologies
IV. Questions
I. Overview Finance/Accounting Team

II. Example Projects

Projects:
- Consolidated Banking
- Latin America Market Analysis
- Sales and Use Tax Compliance Program

Improve Processes:
- Disciplined Financial Modeling Approach to Various Initiatives
- Monthly / Yearly Financial Close
- Enhanced Tax Compliance and Registration Programs
- Financial Reporting, Budgeting, and Analysis
- Procure to Pay Policies, Procedures, and Automation
- F&A Employee Training and Onboarding
New Implementation Project Examples:

- Consolidated Banking
- Latin America Market Analysis
- Sales and Use Tax Compliance Program

Methodologies used will be highlighted on next slides

Example #1 – Consolidated Banking Utilized Defined Business Process Walkthroughs
III. Example Project Methodologies

Example #1 – Consolidated Banking Utilized Defined Business Process Walkthroughs

- 151 of the 156 of Affiliates transferred funds
  - Exceptions are Central Pennsylvania, Central Ohio, Fresno Madera, Canaveral and Mobile Gulf Coast
  - Funds transferred = ~$3.9 million

- Optional training was made available and 105 of the 156 of Affiliates took advantage of it.

- 60 out of 156 have provided proof of external bank account closure

- Point of Sale solution for day of event business
  - Provider to be determined
  - Credit cards at the door

- ATM Debit cards will start arriving to current hold over officers in July
  - Sent to Chair and Treasurer
  - $2,500 limit for POS transactions
  - $100 cash advance
III. Example Project Methodologies

Example #2 – Latin America Market Analysis Utilized a Structured Project Approach

1. Plan Project / Assess and Inventory Current State and Data
   • Project charter
   • Initial inventory of ASME
   • Initial template for
   • Initial high level
   • Inventory of existing
   • Defined project success
   • Mobilized cross-functional
   • Project scope and plan

2. Perform Initial Market and Country Analysis
   • Assess market and product
   • Understanding of
   • Current
   • Competitor

3. Gather Additional Data and Perform Due Diligence
   • Gap analysis on existing and required research and data, including
   • Regulatory environment
   • Political risks and other barriers to entry
   • Competitive analysis
   • Potential customer base data
   • Trends and growth rates data
   • Documented lessons learned from previous LA efforts
   • Evaluation of need for potential 3rd-party relationships
   • High level country by country assessment and detailed framework
   • Initial shortlist of countries and products for due diligence

4. Utilize Decision Framework to Shortlist Countries/Products/Etc.
   • Assessment of market future prospects including impact of external factors (regulations, technologies, substitutes)
   • Insights into potential customer’s behaviors and buying potential
   • Determination of need to “walk in shoes” of local market on site visits (i.e., meeting local companies, govt. and regulatory agencies, business bureaus, etc.)
   • Understanding of market’s demand dynamics including drivers and purchase criteria
   • Documentation of “smartest” barriers to entry
   • Evaluation of competitive landscape
   • Evaluation of key market and industry trends and dynamics

5. Calculate ROI and Develop Business Plans
   • Evaluation of opportunities utilizing decision framework agreed upon with ELT and other key stakeholders
   • Evaluation of ASME’s needs
   • Prioritization of ‘best fit’ countries and products to meet ASME’s needs
   • Recommendations on investment strategies
   • Integration of anticipated ROIs into ASME’s overall budgeting process
   • Updated on quantitative and qualitative success factors
   • Shortlist of countries and products to perform financial modeling

6. Develop and Execute Market Entry Plans
   • Strategic blueprint
   • Project timeline with actionable goals
   • Integration of
   • Recommendations on
   • External and internal communication
   • Assignment of roles and responsibilities for project implementation
   • Boarding of new members / 3rd parties (if required)
   • Development and execution of internal and external communication strategy
   • Due diligence
   • Development of business and mission goals
   • Project timeline with milestones
   • Development of process to monitor and evaluate performance

P1: Deliverables
   • Project scope and plan
   • Mobilized cross-functional project team with defined roles and responsibilities
   • Defined project success factors
   • Inventory of existing ASME primary and secondary research findings
   • Macroeconomic overview
   • Inventory of existing footprint in Latin America (LA) for seven countries’ in scope with comparisons to other countries/regions
   • Initial high level identification of opportunities, risks, and barriers to entry
   • Initial template for evaluation framework by market, product, industry etc.
   • Initial inventory of ASME in-house skills
   • Initial project timeline with key milestones
   • Project charter

P2: Deliverables
   • Gap analysis on existing and required research and data, including
   • Regulatory environment
   • Political risks and other barriers to entry
   • Competitive analysis
   • Potential customer base data
   • Trends and growth rates data
   • Documented lessons learned from previous LA efforts
   • Evaluation of need for potential 3rd-party relationships
   • High level country by country assessment and detailed framework
   • Initial shortlist of countries and products for due diligence

P3: Deliverables
   • Assessment of market future prospects including impact of external factors (regulations, technologies, substitutes)
   • Insights into potential customer’s behaviors and buying potential
   • Determination of need to “walk in shoes” of local market on site visits (i.e., meeting local companies, govt. and regulatory agencies, business bureaus, etc.)
   • Understanding of market’s demand dynamics including drivers and purchase criteria
   • Documentation of “smartest” barriers to entry
   • Evaluation of competitive landscape
   • Evaluation of key market and industry trends and dynamics

P4: Deliverables
   • Evaluation of opportunities utilizing decision framework agreed upon with ELT and other key stakeholders
   • Evaluation of ASME’s needs
   • Prioritization of ‘best fit’ countries and products to meet ASME’s needs
   • Recommendations on investment strategies
   • Integration of anticipated ROIs into ASME’s overall budgeting process
   • Updated on quantitative and qualitative success factors
   • Shortlist of countries and products to perform financial modeling

P5: Deliverables
   • Estimated costs and revenue by country
   • Documentation of key assumptions
   • Calculation of ROI

P6: Deliverables
   • Market entry strategy
   • Estimated costs and revenue by country
   • Documentation of key assumptions
   • Calculation of ROI
### III. Example Project Methodologies

#### Example #3 – Sales and Use Tax Compliance Program Utilized Structured Project Management Tools

<table>
<thead>
<tr>
<th>Key functions</th>
<th>Executive Steering Committee</th>
<th>Key functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Define goals, vision, &amp; objectives</td>
<td>June Ling</td>
<td>• Set strategic direction for group</td>
</tr>
<tr>
<td>• Ensure proper work conditions/support</td>
<td>John Delli Venneri</td>
<td>• Manage team activities</td>
</tr>
<tr>
<td>• Address key issues</td>
<td>William Garofalo</td>
<td>• Update/present team plans and status reports</td>
</tr>
<tr>
<td>• Approve scope, budget and deliverables</td>
<td></td>
<td>• Develop and approve team deliverables</td>
</tr>
</tbody>
</table>

#### Legal Advisors
- PBWT

#### Project Manager
- Keith Bloesch

#### Primary Function Leads
- Robin Savage – Director Tax
- Thomas Meahan – Finance / Acctg
- Patrick O’Connell – IT Lead
- Michael Merker – CA and Publishing

#### Function Project Team Members
- Gina Faller – AR
- Kathy Drost – CA Connect
- Hasan Agha
- Ray Jahnske
- Vendors
- TBD
- Michael Merker
- Mike Rovins
- Phil DiVietro

#### Supporting Functions
- Roy Arbeit – M&S (testing team)
- Mike Rovins
- Vicki Chillemi

#### Key functions
- • Manage overall project plan, issues list, & status reports
- • Manage overall project risks, deadlines, and contingencies
- • Escalate issues to Executive SC
- • Facilitate x-functional meetings
- • Record and monitor budget
- • Provide expert view and methodology
- • Implement changes
- • Develop solutions and recommendations
- • Prepare deliverables
- • Maintain confidentiality of project
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: June 07, 2013
BOG Meeting Date: Sunday, June 23, 2013

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: Cindy Stong, SVP SECD
Agenda Title: SECD Sector Strategic Plan

Agenda Item Executive Summary: (Do not exceed the space provided)
Share with the BOG an executive summary of the SECD strategic plan and path forward for programs execution

Proposed motion for BOG Action: (if appropriate)
No

Attachments: will be provided
Student & Early Career Development Programs

SECD Strategic Plan – Key Highlights

Cindy Stong

BOG Meeting
June 23, 2012

You have already seen the vision and mission and what follows is anchored to...

• **SECD Mission:** Providing a voice for students and early career engineers and creating opportunities to influence ASME “path forward”

• **SECD Vision:** To become a gateway of choice for engineering students and early career engineers, building a successful professional career in Engineering enabled by sustained engagement in ASME over all career stages
The key strategies for SECD program portfolio development and implementation...

- Support professional growth and advancement of engineering career
- Engage students in learning and practicing the skills required to succeed in engineering career
- Facilitate technical leadership development
- Encourage underrepresented minorities to get involved with engineering

The result of program implementation is...

- Key Mission Impact
  - Professional Development
  - Technical Leadership
  - Engagement in exciting engineering projects
  - Vibrant engineering students community

- Success stories to support the development arm (ASME Foundation) in raising money
Approach to develop SECD Program Portfolio

So what’s next...

Deliver compelling programs to engage students & early career engineers and to implement a model for sustainable content development.
Date Submitted: June 3, 2013
BOG Meeting Date: June 23, 2013
To: Board of Governors
From: Strategy Execution Teams (SET)
Presented by: Kenneth Balkey, Bobby Grimes, William Wepfer, Cynthia Stong, John Koehr, Michael Michaud, Shekhar Chandrashekhar, Michael Cowan
Agenda Title: FY13 Q3 Strategy Summary

Agenda Item Executive Summary: (Do not exceed the space provided)

The report is compiled quarterly by the Strategy Execution Teams (SET). It highlights the activities for the quarter focusing on the three BOG directed strategies of Energy, Global and Workforce Development.

The SET staff and volunteers will present this quarter's report to the Board.

Proposed motion for BOG Action: (if appropriate)

No Action

Attachments:
One
Strategy Execution Teams Overview

ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages.

ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies.

ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world.
ASME’s WSET Program Portfolio
Case studies
Think Tank Summits

* - Continually fine tuning the program portfolio

K-12 Teacher Student Development
- Inspire Innovation Workshops
- Micro-Grants
- Ambassador program
- E-apps

Engineering Student Development
- HPVCC
- SPDC
- iShow
- SLS
- Old Guard Competitions
- ABC courses

Early Career Development
- Books
- Public (short) courses
- Personnel Certifications
- eLearning
- E-mentoring program
- FE-PE training
- In-company short courses

Professional Development

Drivers
Thought Leadership
Building the Bridge
Incubation of innovative Ideas

Workforce Development – Q3 Overview

<table>
<thead>
<tr>
<th>WSET Programs</th>
<th>Output</th>
<th>Impact</th>
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</thead>
<tbody>
<tr>
<td>Decision Point Dialogues Series – Pilot Program</td>
<td>Event held; video produced; attendee target met; budget target met.</td>
<td>Thought leadership movement model being developed; developed asme.org Phase II content; discussion and exposure to key ASME key areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sector Specific Programs</th>
<th>Output</th>
<th>Impact</th>
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</thead>
<tbody>
<tr>
<td>Student Competitions</td>
<td>Q1-Q3 participants 2000+</td>
<td>Hands-on learning of engineering principles through the participation in ASME student competitions</td>
</tr>
<tr>
<td>Student/Early career professional development</td>
<td>12K visitors to the EC web-content; 80K visitors to ME Today newsletter pages</td>
<td>High quality technical and career development content</td>
</tr>
<tr>
<td>Training participants</td>
<td>YTD: 5,692 vs. target of 8,265, a deficit of 31%</td>
<td>Referral measure in development</td>
</tr>
<tr>
<td>New credentials issued</td>
<td>YTD: 240</td>
<td>Renewal of credentials measure in development</td>
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</table>
Workforce Development

Current Activities

WSET Programs:

- Decision Point Dialogues
  - The first live taping of the Decision Point Dialogues series (Will engineers be true global problem solvers?) occurred on April 17 at the SUNY Global Center in New York City. More than 100 attendees came to watch the Socratic dialogue among 12 thought leaders in engineering, government, academia and global development. The Dialogue was moderated by celebrated Columbia Law School professor Robert Jackson. The video is being edited and the program will debut on ASME.org in June.

- E-Apps for Middle School Students and Teachers
  - With approval of $175 K from the ASME Foundation, progress is being made with developer TopCoder – a leading global-sourced competition-based software developer and a technical consultant, who are shaping work with E-Apps Project Committee to develop proof of concept game or suite of games for assessment in June.

Existing Programs:

- Engineering Ambassadors & Micro-grants program
  - The feasibility study for scaling up the Penn State model Engineering Ambassadors program to a national level is on track for May completion, with very positive market research findings so far and organizational/business sustainability matters currently being vetted. The concept exploration results for a crowd-sourced pre-college teacher Micro-Grants strategy and platform assessment to support low cost engineering design/build experiences is expected in May.

- Inspire Innovation Programs/Workshops for Teachers
  - Two planned workshops were cancelled in April – one because of NASA budget sequestration, and the other because of local schedule, unexpected loss of personnel, and the priority of other high-value program commitments. Work continues towards producing a Q4 webinar and June workshop in Atlanta.

Workforce Development

Upcoming Activities

WSET Programs:

- E-Apps for Middle School Students and Teachers
  - Proof of concept demo products tracking for June 2013 assessment

- Decision Point Dialogues
  - Development of a comprehensive program around the Dialogues event is now underway. This includes video dissemination strategy; community building around the topic; new product development based on program; and long-term strategy over thought leadership movement and subsequent Dialogues.

Existing Programs:

- Planned workshop with NASA Ames was cancelled because of the sequester of federal funds and collaboration with the University of Connecticut was also cancelled for both local and staff departure reasons. The next planned workshop on the schedule is for Atlanta in June. In addition a webinar will be conducted in Q4 that will among other things highlight the engineering components of the new Next generation Science Standards.

- A number of student team-based learning events are scheduled for the spring: HPVC East at Ferris State University in Big Rapids, MI on April 26-28, 2013 and HPVC West at SJSU at San Jose, California on April 12-14, 2013. This year’s round of SPDCs continues through the end of May in the North America and globally.
Energy Dashboard

Energy
PY2013 Q3

ASME Energy Portfolio
(number of products)

ASME New/Updated Energy Products

Energy
Q3+ Highlights

• BSC Energy-Related Measures
  ▪ S3 – 15 new/ 28 updated energy products issued; 109 total (Q3 target 72)
  ▪ I3 – Public Policy Index at 4,375 (Q3 target 4,042)

• Quarterly activities
  - India Oil and Gas Pipeline Conference – February 2013 (Jaipur, India)
  - Gas Lift Workshop – February 2013 (Stavanger, Norway)
  - Congressional Briefings:
    ▪ Small Modular Reactors – February 25, 2013
  - Industrial Desalination Workshop - January 2013 (Washington, DC)

• Launched ASME Energy Forum
  - Hydro-kinetics webinar - February 14, 2013

• Issued New Nuclear Safety Construct Workshop report

• ME Magazine and ASME.org features
Energy

Upcoming Activities (updated with progress to date)

- Enterprise events
  - Banff Pipeline Workshop - April 8-11, 2013 (Banff, Alberta, Canada): 824 registered
  - North American Waste to Energy Conf. – April 21-25, 2013 (Fort Myers, FL): 300 attendees, 51 exhibitors
  - Offshore Technology Conference - May 6-9, 2013 (Houston, TX): 105k attendees
  - ASME TurboExpo - June 3-7, 2013 (San Antonio, TX)
  - International Conference on Ocean, Offshore and Arctic Eng. – June 9-14, 2013 (Nantes, France)
  - ASME Annual Meeting – June 24, 2013 (Indianapolis, IN)
- Other activities
  - Launched new ASME Open Research Forum on "Integrated/Sustainable Building Equipment and Systems" - April 24, 2013 (Washington, DC); 25 attendees, focus areas identified
  - ME Magazine and ASME.org features
  - Emerging Technology webinars planned
  - Position Statements and Energy Talking Points (ETPs) in progress
  - Congressional Briefing planned

The ASME Global Impact Index

Summary:
The Global Impact Index is 1,251,574. This reflects the 0.9% drop from prior year-end and a 12% gain when comparing FY13 Q3 to FY12 Q3.

- A Drop in Q3 is expected and is directly related to the membership cycle.
- North America dropped by -1.7% the same cycle.
Global Impact
Q3 Highlights

BSC Global-Related Measures

- S1 - Above Plan. The total number of certified manufacturers outside of the U.S. grew by 165 (4.7%) to a total of 3,652. The target was a net gain of 157 manufacturers (4.5%).

- I1 - On Target. The GII (individual*) increased by 16% over Q4 FY12 to 455,824 ahead of the Q3 target of 396,941 (and a 23% increase over Q3 2012).

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  - L1b: E4C Registered Users (13,425 vs target of 14,567)
  - L1c: E4C Social Media Participants (25,717 vs target of 20,943)

*The GII Individual Measures: Membership, Training, Conferences, S&C Committee Members & Web Visits

Global Impact
Q3 Highlights

- IPTI held its India Oil and Gas Pipeline Conference (IOGPC 2013) in February 2013 in Jaipur, India. A Gas Lift Workshop was also held in February in Stavanger, Norway.
- ASME sent a 4 person delegation to the UK to participate in IMechE’s Mechanical Engineering Education Workshop to promote V2030.
- The Latin American HPVC, or Human Powered Vehicle Competition was held in Venezuela, in February

Ongoing:
- A Latin America Market Analysis Project was initiated
- Discussions Continue with Peer Societies in China, the UK and India. MOU’s were signed with IMechE (UK) and IEI (India) in May.
- Meeting with UNESCO to refine the UNESCO Fellow position and collaboration on Engineering Education projects in Africa.
Global Impact
Additional Activities

• A Pipeline Workshop will be held in early April in Banff, Canada and a Pipeline Geotechnical Conference is slated for Bogota, Colombia in July
• Two new Spanish Code translations are expected to be released in Q4 – B31G and B31J
• Two standards workshops are planned in Latin America, one in Mexico in May with the National Board and IHS as partners, the other in Brazil in June with the same partners plus Brazilian petroleum, Corrosion and NDE associations.
• The International Conference on Ocean, Offshore and Arctic Engineering (OMAE 2013) will be held in June in Nantes, France
• PVP will be held in Paris France, July 14-18, 2013, ICONE will be held July 29-August 2013 in Chengdu, China and the IEEE/ASME International Conference on Advanced Intelligent Mechatronics will be held in Wollongong, Australia, July 9-12

Communications - FY13 Q3 Highlights

• Press Releases
  – ASME Energy Forum opens with Hydrokinetics webinar
  – HPVC event to be held at Universidad Simon Bolivar
  – ASME Digital Collection launched pubs platform with SilverChair
• ASME News articles
  – Investing in the Next Generation of Engineers
  – E4C announces EGd academic programs
  – Engineers still challenged by energy demands
  – ASME launches Energy Forum series
• News Placements
  – Tom Loughlin discusses engineering wages, Wall Street Journal
  – Students use engineering for sustainable future, The Daily Citizen.com
  – Board on Education member interviewed, Education Week
• Speeches
  – Marc Goldsmith – Asia Pacific Federation of Engineering Societies (FEIAP) Conference, Hyderabad, India
  – Madiha Korb – IPEIA Pipeline Conference, Alberta, Canada
  – Vickie Rockwell – Technical Societies Conference, Buffalo, NY
• Videos
  – Student Design Competition “Energy Relay”
  – Marc Goldsmith TV interview at Engineering Edu. Summit, Ohio
More Information

• BOG website
  - http://strategy.asme.org/home.cfm
The ASME Global Impact Index

- Comprised of key indicators including:
  - Web visits, ASME Membership, Conference Registrants, Training Course Participants, S&C Committee Volunteers, and Certified Manufacturers.

Growth indicators measure percent of growth over same period in previous FY. Shows positive or negative growth.

Collected quarterly, totaled by country and adjusted by weights.

Global Impact

15%

Outside North America. Data is also available for all ASME, by region, by country or by focus area.

Volume indicators measure current value. Tracks numbers, not dollars.


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Energy

Public Policy Index for Energy

- Weighted index of ASME Public Policy activities (weighting factor indicated):
  - ASME Position Statements (50)
  - ASME Coalition Position Statements (75)
  - Congressional Briefings (100)
  - ASME Federal Fellows (100)
  - Congressional Testimony (75)
  - Energy Events (100)
  - Interactions with Members of Congress and Agencies on Energy (25)
  - Action Alerts - Energy Policy (50)
  - Energy Policy Articles (10)
  - Impact- Legislation Aligned with ASME Energy Policy (50)

- Calculated as sum of (number of occurrences) x (weighting factor) for each activity above

- FY12 Target: 5,282
- FY13 Target: 5,546
STRATEGY EXECUTION TEAMS

Energy - Workforce - Global

Q3 Fiscal Year 2013

June 2013
WORKFORCE SET

Q3 FY13 Team Report

Workforce related Balanced Scorecard measures

- S2 – Number of teachers participating in teacher development programs and supporting teacher satisfaction with the programs
  - 150 teachers/guidance counselors participated at the Denver, CO event. Q3 plans not executed because of federal government sequester (NASA Ames) and priority shifting after unanticipated staff reduction. Q4 teacher development workshop (Atlanta) and webinar planning underway.

- S4 – Number of students participating worldwide in ASME problem or team based learning and global service project opportunities
  - 905 students participated in Student Professional Development Conferences and HPVC LA in Venezuela

- I2 - Use of ASME training courses for the practicing global technical workforce
  - Total YTD registrants are 5,692 vs. the target of 8,265, a deficit of 31%. For ASME T&D, registrants are currently at 5,431, or 29% below target of 7,657 for the end of Q3. Public courses are behind because of no longer having AIChE courses this year as well as Europe course registrations less in first half of year because of transfer of operational support due to VAT collection issues, hindering the ability to market the programs as timely as usual. Outlook for Q4: In-Company – several contracts are pending that should be realized for a potential 6 or 7 courses; Public – 9 programs in Q4; enrollments are a little behind but coming in and three new courses in the Middle East will add up to 50 additional participants collectively; eLearning – there are several bulk sales possibilities and potential university enrollments for Q4; Seminars and workshops – testing of live webinars was conducted for Workshops to increase participants. First application of webinars to be held in May. IGTI had no activity in the quarter, its annual Training Week event having been pushed back to Q4, IPTI had a strong quarter training 141 participants bringing the year to date to 246.

- I4 – Increase ASME’s total number of engaged individuals
  - Product development and systems modifications including product/service definition and systems requirements work proceeding. Local partners have been selected. Additional in-market intelligence gathering and meetings with the partners are underway which will inform the go-to-market strategy in each test market.

Q3 Highlights

- Decision Point Dialogues
  - The first live taping of the Decision Point Dialogues series (Will engineers be true global problem solvers?) occurred on April 17 at the SUNY Global Center in New York City. More than 100 attendees came to watch the Socratic among 12 thought leaders in engineering, government, academia and global development. The video is being edited.

- E-Apps for Middle School and Teachers
  - With approval of $175K from the ASME Foundation, progress is being made with TopCoder and a technical consultant, who are shaping work with E-Apps Project Committee to develop proof of concept game or suite of games for assessment in June.

- Engineering Ambassadors & Micro-grants program
  - The feasibility study for scaling up The Penn State model Engineering Ambassadors program to a national level is on track for May completion. The concept exploration results for a crowd-sourced pre-college teacher Micro-Grants strategy and platform assessment to support low cost engineering design/build experiences is expected in May.

- Inspire Innovation Programs/Workshops for Teachers
  - Two planned workshops were cancelled in April – one because of NASA budget sequestration, and the other because of local schedule, unexpected loss of personnel, and the priority of other high-value program commitments. Work continues towards producing a Q4 webinar and workshop.

Upcoming Activities

- A number of student team-based learning events are scheduled for the spring: HPVC East at Ferris State University in Big Rapids, MI on April 26-28, 2013 and HPVC West at SJSU at San Jose, California on April 12-14, 2013. This year’s round of SPDCs continues through the end of May in the North America and globally.
ENERGY SET

Q3 FY13 Team Report

Energy-Related Balanced Scorecard measures

- S3 – 15 new/ 28 updated energy products issued; 109 total (Q3 target 72)
- I3 –Public Policy Index at 4,375 (Q3 target 4,042)

Q3+ Highlights

- India Oil and Gas Pipeline Conference (IOGPC 2013) – February 2013 (Jaipur, India)
- Gas Lift Workshop – February 2013 (Stavanger, Norway)
- Congressional Briefings (Washington, DC):
  - Small Modular Reactors, in partnership with IEEE – February 25, 2013
- Industrial Desalination Workshop - January 28-29, 2013 (Washington, DC)
- Launched ASME Energy Forum [http://www.asme.org/events/asme-energy-forum] – energy content campaign including a series of webinars linked with related real content around relevant energy-related topics. Q3 Webinars:
  - Hydro-kinetics - February 14, 2013 (587 registered, 233 live attendees, 163 archive visitors)
  - Concentrating Solar Power - March 28, 2013 (1,323 registered, 573 live attendees, 211 archive visitors)
- Issued New Nuclear Safety Construct Workshop report (February 2013)
- Emerging Technology Webinar on thermal energy storage (March 5, 2013)
- ME Magazine features (new Energy Column, hydrokinetics, concentrating solar power, electric generation, electric vehicles, IPTI supplement, IGTI Gas Turbine News) ; solar article referenced in DOE SunShot CSP Newsletter [http://www1.eere.energy.gov/solar/sunshot/csp_newsletter.html].
- ASME.org Energy features (wind, power plant cooling, hydrokinetics, solar, offshore energy, gas turbines, automotive trends, energy storage)

Upcoming Activities (updated with progress to date)

Enterprise energy events:

- Banff Pipeline Workshop – April 8-11, 2013 (Banff, Alberta, Canada) – 824 registrants
- North American Waste to Energy Conference (NAWTEC) – April 21-25, 2013 (Fort Myers, FL) – 300 attendees, 51 exhibitors
- Offshore Technology Conference (OTC) - May 6-9, 2013 (Houston, TX) – 105,000 attendees
- Verification & Validation (V&V) Symposium – May 22-24, 2013 (Las Vegas, NV) – 218 attendees
- ASME TurboExpo – June 3-7, 2013 (San Antonio, TX)
- International Conference on Ocean, Offshore and Arctic Engineering (OMAE 2013) - June 9-14, 2013 (France)
- ASME Annual Meeting; member assembly to feature ASME Energy Forum – June 24, 2013 (Indianapolis, IN)

Other energy activities:

- Launched new ASME Open Research Forum on “Integrated/Sustainable Building Equipment and Systems” - April 24, 2013 (Washington, DC) – 25 attendees, focus areas identified
- ASME Energy Forum - Waste-to-Energy webinar - May 30, 2013 (953 registered, 448 live attendees); infographic; whiteboard animation video; ME Magazine feature
- ME Magazine features (IGTI/IPTI supplements, Energy Column, ASME Energy Forum)
- ASME.org Energy Topic Page features (renewable energy, ASME Energy Forum)
- Emerging Technology Webinars (Power Plant Water Use, Energy Storage, Thermal Transport)
- Position statements in progress (DOE and EPA FY14 budgets, carbon emissions)
- Energy talking points in progress (energy policy, spent nuclear fuel reprocessing)
- Congressional Briefing planned (June 2013)
GLOBAL SET

Q3 FY13 Team Report

BSC Global-Related Measures

- S1 – Above Plan. The GII (corporate engagement) which measures the number of certified manufacturers outside of the U.S. grew by 165 (4.7%) to a total of 3,652. The target was a net gain of 157 manufacturers (4.5%).

- I1 – On Target. The GII (individual*) increased by 16% over Q4 FY12 to 455,824 ahead of the Q3 target of 396,941 (and a 23% increase over Q3 2012).
  - *The GII Individual Measures: Membership, Training, Conferences, S&C Committee Members & Web Visits

  - L1a: E4C Solutions (50 in Q3 with a Q4 target of 10 new solutions)
  - L1b: E4C Registered Users (13,425 vs target of 14,567)
  - L1c: E4C Social Media Participants (25,717 vs target of 20,943)

Q3 Highlights

- The Global Impact Index is 1,251,574. This reflects the 0.9% drop from prior year-end and a 12% gain when comparing FY13 Q3 to FY12 Q3.
  - A Drop in Q3 is expected and is directly related to the membership cycle.
  - North America dropped by -1.7% the same cycle.
- IPTI held its India Oil and Gas Pipeline Conference (IOGPC 2013) in February 2013 in Jaipur, India. A Gas Lift Workshop was also held in February in Stavanger, Norway.
- ASME sent a 4 person delegation to the UK to participate in IMechE’s Mechanical Engineering Education Workshop to promote V2030. The Latin American Human Powered Vehicle Competition was held in Venezuela, in February.
- A Latin America Market Analysis Project was initiated.
- MOU’s were signed with IMechE in the UK and IEI in India, Discussions Continue with Peer Societies in, the UK, India and China; a CMES Delegation visited NY to meet with staff and discuss best practices.
- Meeting with UNESCO to refine the UNESCO Fellow position and collaboration on Engineering Education projects in Africa.
- A Pipeline Workshop will be held in early April in Banff, Canada.
- Two standards workshops are planned in Latin America, one in Mexico in May with the National Board and IHS as partners, the other in Brazil in June with the same partners plus Brazilian petroleum, Corrosion and NDE associations.

Upcoming Activities

- A Pipeline Geotechnical Conference will be held in Bogota, Colombia, July 24-26, 2013
- Two new Spanish Code translations are expected to be released in Q4 – B31G and B31J
- The International Conference on Ocean, Offshore and Arctic Engineering (OMAE 2013) will be held in June in Nantes, France
- PVP will be held in Paris France, July 14-18, 2013, ICONE will be held July 29-August 2013 in Chengdu, China and the IEEE/ASME International Conference on Advanced Intelligent Mechatronics will be held in Wollongong, Australia, July 9-12
COMMUNICATIONS

WORKFORCE SET

Q3 FY13 Team Report

- Press Releases:
  - ASME symposium on Verification and Validation methodologies (3/8)
  - ASME Digital Collection launched pubs platform with Silverchair (3/4)
  - Anita Rebarchak of P&W named ASME New Face in Engineering (2/19)
  - Louis Baily to lead training on ASME A.17.7/B44.7 (2/7)
  - Mohindar Nayyar heads training on ASME B31.1 (2/7)
  - Advanced Manufacturing chosen as theme for 2013 Congress (1/30)

- Media Placements:
  - 03/14 – Changes in Mechanical Engineering WDAM-TV-7, Hattiesburg, MS, via NewsUSA
  - 03/04 – ASME Digital Collection launches on Silverchair, semantic technology NSR
  - 02/26 – ASME/Autodesk Sustainability Survey Autodesk ShareSlide
  - 02/08 – Tom Loughlin on Engineering Wages The Wall Street Journal
  - 01/30 News USA - Students use of engineering for a sustainable future in The Daily Citizen.com
  - 01/23 – ASME moves HQ to 2 Park Ave. Crain’s New York Business

- ASME News articles:
  - Investing in the next Generation – President’s letter (3/28)
  - Six Years after IShow young innovators land business success (3/28)
  - E4C announces EGD Academic Programs (2/28)
  - Diversity: A valuable engineering commodity – President’s letter (2/28)
  - Advanced Manufacturing – theme of 2013 Congress (1/30)
  - ASME accepts nominations for Discover E Educator Awards (1/30)
  - Robert Kennedy’s – Engineers Notebook (1/30)

- Speeches:
  - 03/21 – Technical Societies meeting, Buffalo, NY – V. Rockwell
  - 03/15 – ASME MET Section, New York – M. Goldsmith
  - 03/14 – MEED Summit, San Diego – M. Kotb
  - 03/01 – ASME Leadership Training Conference, St. Louis – M. Goldsmith and T. Loughlin

- Interviews:
  - Feb. 2013 – 2013 Student Design Competition Finals in Houston
WORKFORCE SET (cont.)

Q3 Highlights
- Managed ASME and E4C social media platforms
- E4C member update eBlast for Q3
- PI proposed story ideas for ASME Foundation and ERTD
- PI Explored possible ASME collaborations with the Museum of Math
- Updated ASME By The Number fact sheet
- Coordinated ASME participation on Global Marathon for EWeek
- Worked with NY1’s “It Ain’t Rocket Science” on several show ideas.
- Worked on story ideas about ASME members working at Lawrence Livermore Lab
- Prepared outline for the 2013 Roe Luncheon
- Planning for Big Surf Water Park landmark in Tempe, AZ
ENERGY SET

Q3 FY13 Team Report

- **Press Releases:**
  - Webinar on concentrated solar power (Energy Forum) announced (3/36)
  - ASME holds Gas Turbine training week (2/26)
  - Hydrokinetics webinar kicks off ASME Energy Forum (2/12)
  - ASME Turbo Expo to be held in San Antonio (1/8)

- **Media Placements:**
  - 01/30 – Students Use Engineering Toward a Sustainable Future *The Daily Citizen*
  - 01/23 – Ferris State University to Host 2013 ASME HPVC *FSU University News*

- **ASME.org Article:**
  - “Bobbing for Power” Hydrokinetic power (1/30)

- **ASME News Articles:**
  - ASME Energy Forum webinars now available (2/28)
  - ASME launches “Energy Forum” (1/30)
  - President’s letter – “Engineers Still Challenged by Energy Demands” (1/30)

- **Speeches:**
  - 02/27 – IPEIA pipeline conference, Alberta, CAN – M. Kotb
  - 02/01 – ASME Oil & Gas Pipeline Conference, India – Tim Graves

Q3 Highlights
- PI video from “Energy Relay” Student Design Competition

Upcoming Activities
- Planning for 2013 Member Assembly and opening video on Energy
GLOBAL SET

Q3 FY13 Team Report

- **Press Release:**
  - ASME HPVC event to be held at the Universidad Simon Bolivar (2/19)

- **Media Placements**
  - E4C mentioned in *The Guardian* (UK)

- **ASME News Articles:**
  - E4C looks at water and energy projects in Rwanda (3/28)
  - Marc Goldsmith interviewed for China Central Television on Engineering Education (3/15)
  - HPVC event held in Latin America (3/15)

- **Speeches:**
  - Goldsmith Spoke at the Asian Federation of Engineering Societies Meeting in India (5/10)
  - Kotb speaks at IPEIA pipeline conference in Alberta, Canada (2/27)
  - Michaud speaks at WFEO Young Engineer Conference in Kuwait (2/11)
  - T. Graves speak at ASME Oil and Gas Pipeline Conference on India (2/1)
  - Rockwell speaks at Student Section in Mexico (1/28)
  - Goldsmith speaks at Int’l ME Education Summit in China (Dec. 11)

- **EMEA Update Newsletter**
  - Completed review and edits for the Jan., Feb. and March issues

- **Q3 Highlights:**
  - March 2012 – Video of Marc Goldsmith at Int’l Engineering Education Summit in China
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: June 6, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: Shekhar Chandrashekhar, June Ling, Michael Ireland, Bill Berger
Agenda Title: Sector Highlights on FY13 Contributions to ASME Strategic Goals

Agenda Item Executive Summary: (Do not exceed the space provided)

Sectors will provide a short summary of their contributions in FY13 and identify threats and opportunities.

Proposed motion for BOG Action: (if appropriate)
None

Attachments:
None
Date Submitted: June 6, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: Roy Arbeit
Agenda Title: Membership Engagement Model Update

Agenda Item Executive Summary: (Do not exceed the space provided)
We will provide an update on our ongoing work effort to develop and test a new membership engagement model with no action required.

Proposed motion for BOG Action: (if appropriate)
None

Attachments:
One
ASME Membership Engagement Model

Update Report

Roy Arbeit
June 2013

Project Overview

✓ Complete Project Approach and Scope
✓ Complete Market Research
✓ Complete Member Engagement Model Construct
✓ Complete Pilot Test Definition
✓ Complete Pilot Test Planning
✓ Complete Launch Begins - Week of June 24*

* Full website integration finalized mid-august
Our current membership model is unsustainable...

- Little member growth in absolute terms (currently 130,000+ total members).
- Average age of members continues to climb (currently around 56 years old).
- Largest demographic cohort is starting to retire and will shortly leave the society in large numbers.
- Younger engineers are not joining in large enough numbers to offset this continuing trend.

…and our share of estimated global TAM is very small*

---

* source: 2010 Barnes Report
Assumption

Attracting a growing number of engineers from around the world that connect with ASME is a key ingredient to the ongoing vitality of the society (both financially as well as the ability to fulfill its mission and vision).

Two Key Initiatives -- Providing More Engineers More Ways To Connect With and Through ASME

- Attract a younger generation of engineers
- Greater global representation
- Larger pool of potential contributors to ASME
- Grow revenue

Benefits of Growth in Connected Engineers
Our Research Validated that Associations Must Adapt to Changing Needs

Yesterday's Association
• Associations...demonstrate pride & interest in profession
• Face-to-face meetings
• One-size-fits-all

Today’s ASME
✓ Information & Content On-Demand
✓ Networking Anytime, with Anyone, from Anywhere
✓ Choice / Options

New Member Engagement Model Construct

<table>
<thead>
<tr>
<th>Package</th>
<th>Package A</th>
<th>Package B</th>
<th>Package C</th>
<th>Package D</th>
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<td>PARTICIPANT (ASME.org Participant)</td>
<td>AFFILIATE MEMBER (Corporate Member)</td>
<td>MEMBER</td>
<td>STUDENT MEMBER</td>
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<td>International Discounted Dues</td>
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<td>$27 in both countries</td>
<td>$130 in Peru</td>
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<td>Requirements</td>
<td>- Registration on asme.org</td>
<td>- Registration on asme.org</td>
<td>- 8 years of experience or</td>
<td>- Enrolled in a degree-seeking program</td>
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<td>(includes: name, email address, technical interest and location)</td>
<td>- 4-year university degree, and</td>
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<th>All ASME.org Participant features, including:</th>
<th>All Package “A” features, plus:</th>
<th>All Package “B” features, plus:</th>
<th>All Package “A” features, plus:</th>
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<td>- Online professional profile, personal dashboard, access to online groups, ability to comment on articles, and unlimited access to technical divisions, local sections and affinity groups.*</td>
<td>- ASME WorkSmart (access to our online e-Library)</td>
<td>- ME Magazine (Print and Digital)</td>
<td>- Student Section Membership</td>
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<td>- ME Magazine (digital only)*</td>
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<td>- 5 free Digital Collection downloads*</td>
<td>- Plastic Member Card &amp; Pins</td>
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<td>- SmartBrief e-newsletter*</td>
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<td>- Digital member card &amp; certificate (PDF)*</td>
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<td>- Career Center &amp; Job Board access</td>
<td>- Monitoring Program</td>
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<td>- Content archive (currently only back issues of ME Magazine)*</td>
<td>- Mentoring Program</td>
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<td>- Plus, comprehensive access, rights and privileges to all ASME benefits not on this list</td>
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<td>- Career Center &amp; Job Board</td>
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<td>Enhanced career center tools and current* (coming soon)</td>
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<td>Competitions</td>
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<td>- Scholarships and Loans</td>
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<td>Internship Opportunities (e.g. WISE)</td>
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* New or enhanced feature
Pilot Test

- **Why conduct in-market pilot test?**
  - Optimal way to test and validate research findings and assess the growth opportunity under real market conditions while limiting revenue cannibalization and market risk.
  - Provides ability to learn from the market and adjust prior to broader rollout.

- **Seek to test scalable activities**
  - Local partners with global footprint.
  - Creative materials – locally relevant but templated for efficiency.
  - Customer service and operations.

- **Market Selection -- India and Peru**
  - Markets combine attractive growth potential with lower revenue risk from cannibalization.
  - **India** – huge untapped market of engineers; **Peru** – entry opportunity to the Latin American market.
  - Some infrastructure / resources in place in both markets.

---

**Key Activities in India and Peru**

- Value Propositions
- Demand Creation/Marketing Strategy
- Marketing & Communications
- Operations & Customer Service
- Metrics
- Target Audiences
- "Feet-on-the-ground" Partners

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*Image credit: ASME (ASME)
### Objectives and Performance Evaluation

<table>
<thead>
<tr>
<th>Objective</th>
<th>Performance Evaluation</th>
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| Test acceptance of new model in real market conditions | • Accelerated growth in number of individuals “connecting” with ASME  
• Market perception of new member engagement model |
| Understand revenue cannibalization impact | • Number of current members who “trade down” to lower priced packages |
| Understand required marketing investment | • Marketing investment |
| Gain learning on delivering operationally | • Internal and external cues on operations |

**The “multiplier effect” of the model on revenue**
Next Steps

- Pilot launches this week!
- Update the Board at the November meeting
- Formal reviews:
  - At 9 months - professional and student sign ups / purchases
  - At 15 months – student conversions to professional level
- Test, learn and grow.

Questions?
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted:  June 5, 2013
BOG Meeting Date:  June 23, 2013

To:  Board of Governors
Presented by:  John Elter, Richard Laudenat and Charla Wise
Agenda Title:  Pathway 2025

Agenda Item Executive Summary:  (Do not exceed the space provided)

This will be a strategic discussion on Pathway 2025.

Proposed motion for BOG Action:  (if appropriate)

None.

Attachments:
None.
Presidential Task Force Report:

Identification of Actions to Address Organizational Growth and BOG Motion On a Process Plan to Implement Pathway 2025

Board of Governors Meeting
June 23, 2013

Charla Wise
John Elter
Richard Laudenat

The BOG Will Be Asked to Approve:

- Definition of the Guidelines and Boundaries for the Pathway
- Selection of the Growth Strategy and Enabling Competencies of the Pathway
- Key Elements of the Detailed Coordinated Plans
- Actions Needed to Address Organizational Impediments to Growth to enable the success of Pathway 2025
Pathway 2025 Strategy

- Conforms to ASME Vision and Mission
- Driven by ASME Core Values
- Diagnosis Identifies current weaknesses
- Guiding Principles leverage strengths
- A Coherent set of measurable plans guide actions
- Requires alignment across all groups
- Provides a framework for sustainable growth
- Creates a compelling future state of ASME

The Current Operating Model Has Flaws

- Roles and responsibilities of staff and volunteers need to be clarified to reflect ONE ASME
- Current growth opportunities are organic, bottoms up, not always on market need
- Many activities are research-oriented and exclude rest of potential market: industry, government, users
- ASME needs a directed market understanding and additional research function capacity to explore and capture new markets.
- Need clear policy around use of all funds (restricted, unrestricted, investment and reserve)
We Will Know When We Reach the Pathway 2025 Desired State When

- A robust global ASME is the go to source providing engineering content and thought leadership
- There are flexible approaches to ASME activities around the globe
- State-of-the-art timely delivery drives our operations and extends our reach.
- Revenue levels enable a continuing expansion of our ability to positively impact humankind

ASME Enterprise Touch Points

- Create a culture within ASME which values
  - Growth to support strategic objectives
  - Innovation to create new products and services
  - Openness to drive organizational performance
- Refine the shared values for the enterprise with Pathway 2025 in mind
- Use policy and process touch points to reinforce new culture and core values
Boundaries and Guidelines

Clear Pathway 2025 Goals Are Vital

ASME will grow into being a world leader… having a comprehensive portfolio of programs, products, and services that advance the mission of the organization. Strategic focus areas will include Energy, Workforce Development and Global Impact

- Organization
  - Align ASME Organization culture to meet Pathway 2025
  - Membership vs. QCC goal...
- Markets: (New Customers and Products)
  - 30% will come from emerging markets (Standards will be available in 10 languages)
  - 50% of revenue comes from new customers (Bioprocessing, advanced manufacturing)
- Financials
  - ASME will achieve significant growth in revenue by 2025 from activities that further its mission
  - Growth could be accelerated by Mergers, Acquisitions, and other sources of working funds
- Global Expansion (New Geography)
  - 60% of annual revenue will be derived outside North America and Europe
  - 65% of annual content and delivery will be from Asia and Europe (up from 4 today)
- Alliance and Partnerships
  - 25% of growth in revenue will be derived through Alliances and Partnerships (includes M&A)
  - Present at least 3 options to BOG each year
- Content / Portfolio and Product (e.g. Education, Standards, Publications, Conferences, Info Hubs/Digital Content, Training)
  - Revenue will be diversified with no single source comprising more than 40% at end of 2025
  - 20% of annual revenue will come from new products and services (less than 5 years old) in first four years and will increase by 10% annually thereafter
  - 30% annual new content will come from new Qualified Active Content Contributors (less than 5 years of contribution)
- ASME.org
Financial Boundaries Reflect One ASME

- Income should be greater than expenses to fund growth.
- Reserve Policy allows for both unanticipated global events and growth funding. Balancing to be done at the BOG Level.
- Budgets are approved on an annual basis, evaluate results quarterly, highlighting global sources and impacts of new initiatives.
- Create and maintain line items in the Revenue and Expense statement that highlight New Growth Initiative Performance.
- Establish policy and mechanism for the utilization of reserve, custodial and institute funds in support of ASME new growth initiatives.

Process Guidelines Require a New Approach

- Target net revenue growth in order to support mission.
- Target 6% of revenue for growth: 4% for New Growth Initiative development, 2% for organic growth.
- Permit the use of “reserve funds” per BOG Approval.
- Employ business planning processes that capture, evaluate, and act on growth initiatives and opportunities.
- Adopt Impact Reporting and Investment Standards to assess the worthiness of products and services.
Growth Strategy and Enabling Competencies

Specific Pathway Growth Initiatives

• Align ASME Organization
• Identify New Key Markets
• Continue Global Expansion
• Evergreen set of Financial Guidelines and Goals
• Digital Content capture, curation and dissemination Alliances and Partnerships for Strategic Growth
• Create and Implement New Product and Portfolios
• ASME.org
Pathway Enabling Competencies

• Organizational Effectiveness: Clear Roles and Responsibilities Clarify Authority and Accountability
• Financial Accounting, Management and Reporting
• Market and Business Development
• Project Management
• Digital Strategy and Organization
• Sales, Product delivery, Service Delivery, Intellectual property growth, global culture and needs awareness

Strategic Growth Guiding Principles

• Set clear financial targets to sustain operations and growth aligned with ASME Vision and Mission
• Foster cultural attributes for success
• Ensure that ASME’s policies and processes support its vision and mission
• Employ sound business planning and risk management practices
• Increase capacity and strengthen business competencies
• Achieve growth through line-of-sight budgeting and income and impact reporting by all units
Actions Needed to Address Major Obstacles

Organizational Constraints

• Organizational capacity is limited and does not enable growth objectives, entropy is large and inertia is strong: All hinder ability to adapt to change.

• Add Development Role for entire society within ED’s scope with clear lines of authority

• An Independent Assessment of how the current organization creates obstacles to enterprise growth is needed and recommended.
Organizational Alignments: A New Model

- A strategic leadership team is recommended to focus on executing Pathway 2025
- Current SMC is structured to invest in sectors and collaborate on a cross-sector basis – time to initiate a major effort on the basics of enterprise growth and mission
- Recharge and reconstitute current SMC into a new Strategic Leadership Team (SLT)
- Potential new model would include co-chairing by an enterprise staff leader and the in-coming President and would include COFI representation
  - Further consideration by BOG TF warranted

Policy and Process Changes Are Needed to Support Pathway 2025

- Enable COFI to rapidly respond to changing markets to maximize results under BOG Direction
- When opportunities present themselves … simplify processes
- Reserve, Custodial and Institute funds are in play for growth … funds flow to support desired growth areas as needed
- BOG deals with STRATEGY … move tactics to Strategic Leadership Team, adjust BOG Agendas and Meeting Process to focus on the future.
Elements of Detailed Coordination Plans

Strategic Market Attack Plans Drive the Overall Process

- Define Mission Related Market Opportunities
- Identify Key Characteristics of Market and Target Customer Group
- Describe New Products and Services as well as Opportunities for Existing Products in New Markets
- Develop Compelling Mission and Financial Case for each initiative
- Institute Comprehensive Business Assessment
### Business Plans Guide Execution

- Return on Investment or Impact Clearly and Specifically Identified
- Define Desired Value Creation Enhancements
- Identify External and Volunteer Relationships Necessary for Success
- Identify Internal Staff and Consultants Required to Implement

### Strategic Growth Area Plan

**Strategy:**

**BARRIERS/ISSUES:**

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<th>Financial</th>
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**Financial Metric:**
BOG Responsibilities

Actions to Ensure Success

- Organization and Capacity … Empower and Authorize Executive Director and Strategic Leadership Team Responsibility
- Governance … Periodic BOG reporting, update Pathway 2025 at BOG Meetings and Retreats at 3 year intervals
- Business Planning … Fundamental implementation tool to be approved by BOG
- Cultural Conflict … Effective and Empowered leadership at all levels
- Inertia … Use Strategic Leadership Team as the change agent
- Market Focus Evaluation … annual external market assessments
Next Steps are Vital

• BOG Approves Recommended Actions (Next Sheet)
• Form a new Strategic Leadership Team
• Integrate K&C Re-Organization into this initiative
• ED names process owner for Pathway 2025 ASAP
• Prepare Communications Plan for rollout of appropriate messaging to stakeholders
• Assess organizational inertia and provide recommendations to BOG
• ED initiates plans for Pathway 2025 by FQ2.

Recommended Actions

1. Approve the preliminary target goals as indicative of the level and types of growth that will sustain and expand mission driven activities globally

2. Executive Director (ED) FY- 14 goals (as approved by the FY-14 Board), shall support, align and be consistent with Pathway 2025 (As approved by the FY12-13 Board).

3. Create a new Strategic Growth Leadership Team of staff and volunteer members.
Proposed Motion

• The BOG approves the three recommended actions in this presentation and charges the Society to initiate Pathway 2025 and its Goals and Objectives as outlined in this presentation.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: June 3, 2013
BOG Meeting Date: June 23rd, 2013

To: Board of Governors
From: Sector Management Committee

Agenda Item Executive Summary:
The report updates the BOG on SMC activity and is for information only. There is no action required.

Proposed motion for BOG Action: *(if appropriate)*

No Action

Attachments:
One
Sector Management Committee (SMC)
Report to the Board of Governors
May 31, 2013

SMC OPERATIONS

SMC/VOLT Workshop
A workshop was held on April 18th in New York. See VOLT update below.

SMC Initiatives
The April BOG voted to endorse the SMC initiatives, subject to sufficient business planning. Advanced Manufacturing and Pipelines will be the two primary initiatives for the FY 14 focus.

I. SECTOR UPDATES

Standards & Certification – Ken Balkey, Bill Berger

QUARTERLY HIGHLIGHTS

- Two new standards committees were recently established. The Committee on Certification of Non-Destructive Examination (NDE) Personnel and Quality Control Technicians will establish the requirements for third party, central certification programs for NDE personnel and QC technicians. These requirements will support ASME’s management of the new ANDE personnel certification program. The Committee on Water Efficiency Guidelines for Power and Other Industrial Facilities will develop guidance documents to promote the efficient use of water in applications within power and other industrial facilities and to aid in evaluation of technical options. Topics will potentially include, but are not limited to, cooling systems, the use of fresh and non-fresh water resources, and innovative water reuse and water recovery technologies.

- In October 2012, ASME Standards & Certification (S&C) held a general assembly with the purpose of communicating S&C's diverse initiatives, exploring key trends impacting the organization and its many stakeholders, and for seeking input on strategic initiatives and priorities. A report summarizing the two-day event was issued to ASME S&C volunteers and staff in March of 2013. The report, titled "Strategic Issues for Enhanced Relevance for Today and Beyond" highlights findings, insights, and potential actions.

- On April 25-26, ASME hosted a plenary meeting of the International Organization for Standardization (ISO) Technical Committee (TC) 178 on Lifts, Escalators, and Moving Walks at its New York headquarters. ASME, developer of elevator and escalator standards used in North America and in other parts of the world, currently serves as Administrator of the U.S. Technical Advisory Group (TAG) to ISO TC 178. The meeting provided stakeholders from around the world the opportunity to exchange information on a multitude of topics of interest to those in the vertical transportation industry, including coordination on essential safety requirements; fire containment and testing of landing doors; energy performance; and other areas.

- On April 10-11, the U.S. Chamber of Commerce hosted a public meeting in order to solicit input on potential actions to promote greater transatlantic regulatory compatibility. The meeting, which

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preceded the EU-U.S. High Level Regulatory Cooperation Forum, included a panel session focused on transatlantic experiences of standards developing organizations. During the panel session, S&C staff provided an overview of ASME experience in the areas of standardization of pressure technology, commercial nuclear power, and elevators (lifts), and advocated that any changes to the existing regulatory frameworks should continue to provide flexibility and multiple paths for the acceptance and use of standards.

Both events were held in anticipation of the Transatlantic Trade and Investment Partnership negotiations, which are expected to include standards and regulatory cooperation when formally launched later this year. While the Forum has no official link to the negotiations, it provides a setting for senior officials from all areas of both governments to discuss regulatory policy matters of mutual interest; standardization and the link between standards and regulations have been discussed in the Forum for several years.

- On May 7-8, ASME Standards & Certification held a workshop in Mexico City, Mexico in collaboration with the ASME Mexico Section, Information Handling Services (IHS), the National Board of Boiler and Pressure Vessel Inspectors, and Hartford Steam Boiler. The event provided over 100 local stakeholders the opportunity to gain first-hand information related to the practical application of technical standards, including the latest developments in ASME standards for pressure vessels as well as information about ASME codes for operating nuclear power plants and boiler operation and maintenance.

- A recent ASME survey issued to targeted members of ASME volunteers revealed an emerging interest in developing technical and commercial standards for various types of energy storage components and systems including battery; compressed-air; pumped; high-speed flywheel; electrochemical capacitors; and others. Over 85 percent of respondents indicated a belief that "guidance, codes or technical standards on energy storage would be useful". Based on the strong response and interest, ASME will be exploring the initiation of new activities, including the potential formation of a new standards development committee on energy storage.

- ASME’s Assessment Based Courses (ABC) are topical, short-length eLearning programs offering PDHs covering a wide range of topics specifically developed for engineers and technical professionals. Recent additions to its ABC portfolio include courses on Geometric Dimensioning and Tolerancing of Castings, Forgings and Molded Parts (Y14.8); Rules for Construction of Heating Boilers (BPV Section IV); Pressure Relief Devices (PTC 25); Testing Steam Turbines (PTC 6); and Rules for Construction of Single-Failure-Proof Cranes and Cranes (NOG-1 and NUM-1).

In response to increasing demand from Latin and South American countries, ASME is also now offering online instructor-supported eLearning courses in Spanish.

**UPCOMING ACTIVITIES / WHAT’S ON THE HORIZON?**

Other than the continued development of cross-sector initiatives, there is nothing to report at this time.
Knowledge & Community – Karen Ohland, Michael Ireland

QUARTERLY HIGHLIGHTS

K&C Sector

- Phase 2 of ASME.org has been opened for Private Preview, and the K&C Board members have been checking out the site, filling out their profiles, connecting with fellow members, and providing feedback for debugging and future improvements. All of the boards and committees represented on the K&C Board are looking forward to utilizing this new tool and working toward encouraging community participation.

Affinity Communities

- The Women in Engineering Focus group met to collaborate with the Diversity and Inclusion Strategy Committee on addressing important issues of how to leverage the former to provide relevant content for women and utilize virtual tools for outreach and engagement of this important demographic. After the first meeting, it was decided that the group should meet again to review available information and set a vision for moving forward.

Technical Communities

- The Technical Communities Operating Board (TCOB) Board met on April 16 via telecon.

- The Division Boot Camp at the 2013 LTC in St. Louis has been reviewed. A total of 38 attendees were present. The following recommendations were made for future Division Boot Camps:
  - Hold the event earlier in the program—by the time of the Division Boot Camp, Division Leaders had a lot on their minds.
  - Student attendees would have liked more informal talk time to discuss shared experiences.
  - A deeper participation by the Committee on Division Operations and Training (CDOT) Members-at-Large (MALs), volunteers, and staff, and even the presence of Technical Group Leaders, would be welcome.
  - While some information may be made available via the web, the face-to-face interactions among the new and current leaders are critical.

- Board on Research and Technology Development (BRTD) activities:
  - Emerging Tech and the Center for Research and Technology Development (CRTD) collaborated to host ASME’s Integrated/Sustainable Building Equipment & Systems (ISBES) Open Research Forum on April 24.
  - CRTD sponsored an invitation-only symposium on April 25 titled “Risks of Extreme Storms Due to a Changing Climate: Impacts and Adaptation for Washington, D.C.” The event featured a full day of programming that addressed the new needs of cities in the face of climate trends and sea level rise.

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Global Communities

- The geographically-based Sections of Global Communities are winding down their year of activities. Many of the Sections will have honors and awards meetings to recognize the technical contributions made by their members.

- The Districts are holding Section Leadership Conferences to develop a sense of community among the Section Leadership in the District, provide training opportunities and professional development, and, depending on District, elect a new District Leader.
  - Districts A and D hosted their Section Leadership Conferences May 17–18.
  - District C held theirs in April in conjunction with a Student Professional Development Conference.
  - District F’s Section Leadership Conference will be held in July.

- The Districts are supporting the Student and Early Career Sector by hosting and providing volunteer leadership at the spring Student Professional Development Seminars.
  - District G’s co-located District Operating Board (DOB) meeting, Student Professional Development Conference (SPDC), and international training event on April 6–7 offered great targeted learning opportunities for attendees and made the most of the District’s budget.

- Sections have been very supportive of the banking transition and are closing out old accounts and moving the Section finances into the Chase accounts and completing the FBAR paperwork in the case of the non-US based Sections. 98% of the US-based Sections have completed the transition paperwork and District Leaders are working with their Sections to make sure that Section funds are moved into the new Chase accounts by the end of May. FBAR reports have been received from all but seven internationally-based units and District Leaders are following up to assure compliance.

Programs & Activities

- Programs & Activities (P&A) is supporting an ad hoc K&C training committee that is examining options for delivery of future Leadership Training Conference (LTC)-type training to reach more international members with reduced travel costs. Lessons learned from the abovementioned District G District Operating Board/SPDC/international training event co-located meetings are being used to examine the impact tradeoffs for cost and effectiveness of regional versus centralized training sessions.
**Upcoming Activities/What’s on the Horizon?**

**K&C Sector**

- The K&C Operating Board will be meeting at the 2013 Annual Meeting, as will the boards and committees represented on the K&C Board including the K&C reorganization task forces.

**Affinity Communities**

- Most of the planned future initiatives are on hold while defining the future of the K&C sector.

**Technical Communities**

- TCOB will meet via telecon on May 21.

- There are several technical conferences coming up, including:
  - ASME 2013 International Manufacturing Science and Engineering Conference (MSEC2013) collocated with the 41st North American Manufacturing Research Conference (NMARC41), June 10-14, Madison, WI
  - ASME 2013 11th International Conference on Nanochannels, Microchannels, and Minichannels (ICNMM 2013), June 16-19, Sapporo, Japan
  - ASME 23rd Annual Conference on Information Storage and Process Systems (ISPS 2013), June 24-25, Santa Clara, CA
  - ASME 2013 Summer Bioengineering Conference (SBC 2013), June 26-29, Sunriver, OR

- A workshop on Advanced Manufacturing Initiatives is being planned and will be collocated with IMECE 2013, complementing the Advanced Manufacturing theme of the event.

- Board on Research and Technology Development (BRTD) activities:
  - A final report based on ASME’s Industrial Desalination best practices workshop, which was convened January 28-29 by the Research Committee on Water Management Technology, is now complete and will be sent to the wastewater industry professionals who were in attendance.
  - An invitation-only workshop, the ASME Sustainable Manufacturing Open Research Forum, is being organized in Washington, D.C. by the Research Committee on Sustainable Products & Processes. Taking place on June 18, 2013, the event will prepare for new business imperatives; Sustainable Manufacturing is a potential future growth area for ASME.

- TCOB seeks funding to facilitate a desired level of participation for a Division Boot Camp in Fall 2013 (as part of CoD 11/13) and Winter/Spring 2014 (as part of CoD 3/14).
Global Communities

- The District Leader-elects for three Districts will be officially announced at the Annual Meeting.
- There will be a District Leader-specific training session held at the Annual Meeting.
- The Outstanding Newsletter award will be announced in mid-May with an honorarium and plaque being presented to the editor of the winning newsletter.
- District H’s District Operating Board meeting and co-located international training event took place on May 25.

Programs & Activities

- The Training Committee will continue to work within K&C to restructure LTC offerings for a more regional format and multiple delivery methods.
- P&A will focus on promotion of uses of ASME.org Phase 2 within P&A and K&C.
- Additional activities are on hold pending the reorganization task forces outcomes.

Communications

- The next K&C Leadership News will be going out in the fourth quarter.

Institutes – Bobby Grimes, Michael Ireland

IGTI (International Gas Turbine Institute)

QUARTERLY HIGHLIGHTS

- The IGTI board held a strategic planning session in March and will continue the strategic planning process at a meeting in June in San Antonio (during Turbo Expo week). Vision, strategy and board structure options are all being discussed.
- The IGTI board approved the appointment of a 3rd Member-at-Large position to the IGTI Board
- A Gas Turbine Training week was held the week of April 29 at Georgia Tech

UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

- Turbo Expo will be held in San Antonio June 3-7. There are 1029 final papers included in the technical program – this makes it the largest Turbo Expo in North America to date!
- Eight workshops will be held in conjunction with Turbo Expo
- The first meeting of the Student Advisory Committee will be held during Turbo Expo

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.
• The first meeting of the Organic Rankine Cycle Power Systems Committee will also be held during Turbo Expo

• The Turbine Blade Tip Symposium and training course week will be held in Hamburg Germany in September

• The ORC Conference will be held in Rotterdam in October

• The 2nd Gas Turbine India Conference will be held in Bangalore in December

**IPTI (International Petroleum Technology Institute)**

**QUARTERLY HIGHLIGHTS**

• Three professional development courses were delivered at the Subsea Tieback Conference in San Antonio, with a total of 84 students in attendance

• 20 students attended an in-company pipeline course with Enbridge in Calgary, Alberta

• 800+ attendees attended the Banff Pipeline Workshop in Banff, Alberta

• 104,800 attendees at the Offshore Technology Conference in Houston – this is the second highest attendance ever for OTC (previous high year was 1973)

• The Annual “Best Mechanical Engineering Awards” reception was held during OTC, with excellent candidates and good attendance and participation

• An Associates Luncheon of past Petroleum Division Chairs was held at OTC with very good turnout

• There were 300 participants at the OTC Golf Tournament (maxed out)

• 10,000 people attended the OTC Crawfish Boil, where 23,000 pounds of crawfish were consumed; $100K was raised for the UH ME Scholarship fund

• The Collegiate Council held a meeting in Denver, Colorado.

**UPCOMING ACTIVITIES / WHAT’S ON THE HORIZON?**

• OMAE 2013 will be held in Nantes, France in June, with a record of 887 papers to be delivered

• The International Pipeline Geotechnical Conference will be held in Bogota, Colombia in July

• The transfer of IPTI’s Continuing Education staff, plus associated revenues and expenses, from IPTO to the Training & Development department will be made official on July 1

*ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.*
Public Affairs & Outreach – Bill Wepfer, Shekhar Chandrashekar

QUARTERLY HIGHLIGHTS & UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

Government Relations

- ASME served as the lead organizer of the 2013 Engineering Public Policy Symposium which was convened in Washington, DC on Tuesday, April 23, 2013. The event focused on the “Impact of Sequestration on Research and Development” and was cosponsored by 39 Engineering Societies. ASME President Marc Goldsmith provided opening and closing remarks. During the afternoon, Goldsmith presented the ASME President’s Award to U.S. Senator Lamar Alexander (R-TN), a staunch advocate of national science and technology programs and influential player behind the America COMPETES Act.

- ASME joined with the American Public and Land Grant Universities (APLU), in partnership with the House Manufacturing Caucus to host a congressional briefing on April 24th entitled “National Network for Manufacturing Innovation (NNMI).” ASME President Marc W. Goldsmith introduced the Honorable Tom Reese (R-NH) and the Honorable Tim Ryan (D-OH), Co-Chairs of the Manufacturing Caucus and moderated the session which examined the NNMI program including the role of industry and academia in the partnership and what a successful NNMI program could offer to the U.S. economy. The briefing featured several prominent manufacturing speakers, including two former ASME Foundation Swanson Fellows: Tom Kurfess, former Assistant Director for Advanced Manufacturing, White House Office of Science and Technology Policy; and Steve Schmid, Assistant Director for Research Partnerships in the Advanced Manufacturing National Program Office, National Institute of Standards and Technology.

- Government Relations worked closely with the Society of Women Engineers (SWE) to convene and organize the 4th annual “Diversity and Inclusion Fuels Innovation in STEM” Capitol Hill Day on March 20-21, 2013. Thirty-five STEM and diversity organizations, including ASME, cosponsored the event, and 84 participants attended. Several Congressional and Administration champions of STEM and diversity-related issues were also recognized at the SWE Congressional Reception, including: The Honorable Eddie Bernice Johnson (D-TX); The Honorable Richard Hanna (R-NY); The Honorable Donna Edwards (D-MD); The Honorable Sheila Jackson Lee (D-TX); and The Honorable Patricia Falcone, Associate Director for National Security and International Affairs at the White House Office of Science and Technology Policy.

- Susan Ipri Brown, Vice President, Board on Government Relations (BGR) and George Borlase, BGR Member convened a workshop in Washington, DC on January 13-14th to explore opportunities for ASME to pursue a “State, Regional and Local Fellowship Initiative.” The Board on Government Relations is planning to initiate a small pilot program in Fiscal Year 2014 to support two state fellows, one of which would serve in the California Executive Branch.
**Congressional Briefings**

- On January 23, 2013, ASME partnered with the Congressional R&D Caucus and the Task Force on American Innovation (TFAI) to host a congressional briefing on the TFAI’s new benchmarking report featuring assessments of U.S. competitiveness in key research, energy, and manufacturing areas.

- On February 25, 2013, ASME partnered with the Congressional R&D Caucus and IEEE to host a congressional briefing entitled, “New Nuclear Technology: Small Modular Reactors”.

**Industry Advisory Board**

- The Industry Advisory Board met March 14-15, 2013 in conjunction with the Engineering Education Summit in San Diego, CA. The meeting topic: readiness of newly graduating engineers as they enter industry. The Board was briefed on the Penn State University Engineering Ambassadors Program and resulting in a list of benchmarking action items for the IAB.

- A webinar covering President Obama’s FY14 budget on science, engineering and research was held on April 30, 2013. Presentation was delivered by Mr. Kei Koizumi, Assistant Director for Federal Research and Development at the White House Office of Science and Technology Policy (OSTP) in the Executive Office of the President.

**Upcoming Activities/What’s on the Horizon?**

- Upcoming webinar ~ Tuesday, June 18, 2013 @ 12noon EDT – topic: TBA

- The next meeting of the IAB is scheduled for October 2-3, 2013 and will be held at ASME headquarters in New York.

**Innovation Committee**

- Planning continues for the 7th Annual ASME iShow, scheduled for Saturday, June 22, 2013 in conjunction with ASME Annual Meeting in Indianapolis, IN. The ASME Foundation has agreed to again sponsor the awards reception later that evening, where ASME President Marc Goldsmith will announce the three winning teams.

- The Innovation Committee will meet on June 23, 2013 in Indianapolis, in conjunction with ASME’s Annual Meeting. A webinar is scheduled for June 4, 2013 to brief committee members on final reports from the three projects currently in Phase 1, Concept Exploration prior to committee meeting.
  - K-12 Micro-grants
  - The Engineering Ambassadors Program
  - The New State & Local Fellows Initiative
ASME Cross-sector Working Group on Advanced Manufacturing

- ASME along with the APLU in conjunction with the House Manufacturing Caucus held a Congressional Noontime Briefing overviewing the National Network for Manufacturing Innovation (NNMI) in Washington, DC on April 24, 2013. Speakers ASME President Marc Goldsmith, former ASME OSTP Fellows Dr. Thomas Kurfess and Dr. Steven Schmid and Mr. Ralph Resnick, President and Executive Director, National Center for Defense Manufacturing and Machining (NCDMM); Founding Director, National Additive Manufacturing Innovation Institute (NAMII) and Dr. Hod Lipson, Associate Professor, Mechanical & Aerospace Engineering and Associate Professor, Computing & Information Science, Cornell University. Members of the House Manufacturing Caucus were also in attendance.

The working group is engaged with the following activities:
- Serve as an advisory committee on: Manufacturing track(s)/plenaries at the November ASME IMECE (theme: Advanced Manufacturing) and ASME Environment scan on Advanced Manufacturing
- Address future of ASME Fellows in Advanced Manufacturing, specifically encouragement and placement of Fellows from Industry.

Strategic Issues Committee

- The environmental scan for this year (2012-2013) is on advanced manufacturing which is an area of increasing significance in the United States and globally. ASME is developing its strategy for serving the needs of the advanced manufacturing area, and has formed a Cross Sector Manufacturing Working Group to develop a path forward for the society. The Strategic Issues committee has commissioned the Nexight Group to prepare an environmental scan of the advanced manufacturing area with specific emphasis on areas of ASME opportunity in the coming decade.

- The work will include working closely with the Cross Sector Manufacturing Working Group to guide the scope and focus of the environmental scan. In addition to some market research, to identify and analyze relevant information, Nexight will also organize and conduct telephone-based interviews with up to 20 thought leaders (subject matter experts). The results will be synthesized into a comprehensive, well-documented report.

Diversity & Inclusion Strategy Committee

The committee is continuing to review and define how to collect data on diverse ASME members and working on:
- Training information and needs
- Working with Market Research and K&C to collect data on women and underrepresented minorities within the sections and districts.
- Reviewing STEM education and diversity position statements
- Looking into an Affinity Group Diversity Forum
- Looking into the possibility of an ASME Congressional/Executive Fellow to focus on Diversity and Inclusion/Engineering Life Cycle
Board on Education


- February 7-8, 2013 – ASME Education delegation participated in an IMechE (UK) issues/strategy workshop on Education & Skills for Manufacturing. The discussion of UK engineering and technical education issues strongly lined up with many of the Board of Education Vision 2030 findings and actions and also with recent ASME discussions on advanced manufacturing. There appears to be common ASME/IMechE ground for collaboration in both areas.

- March 14-16, 2013 - ASME International Mechanical Engineering Education Leadership Summit, San Diego, CA. In addition to the Department heads and deans who are the core audience of the Summit, the ASME Industry Advisory Board participated again this year and, for the first time, the Engineering for Global Development committee co-located their meeting at the Summit. Participation was 135, significantly up from last year, and almost half of the speakers and facilitators featured in the program were women.

- ME Education Research – Why Women Choose Engineering and Why They Stay? The early-stage indicators of this research was presented as a brief at the March ASME ME Education Summit. The work focuses on the reasons for the notable increase in U.S. ME female undergraduate students (39% in the past five (5) years, compared to a 29% increase in men), and the aspirations of these women.

- April 25 and 26, 2013 – ASME hosted a booth in Scholarship Row at the FIRST Robotics Championships in St. Louis, MO. Eleven scholarships were awarded by the ASME Auxiliary and ASME Foundation this year. In attendance for media opportunities were Marc Goldsmith and Madiha Kotb.

- Pre-College Education Projects:
  - Engineering Ambassadors Network project: Draft feasibility study (Innovation funding $50K) completed in April and Innovation Committee endorsement is expected in June for FY’14 launch with an anticipated 20 universities.
  - Micro-Grants to Teachers: Feasibility report expected in late May on the creation of ASME platform (or employing an existing platform) for crowd-sourced micro grants to teachers who need classroom supplies to do hands-on engineering projects. (Innovation Committee funded, $45K).
  - Development underway on Engineering Apps for Middle School Students (E-APPS for the Next Generation). A set of mobile device and larger platform electronic games, built around age-appropriate, learning “learning through play” goals in Pre-College Engineering. $175K (FY13) in ASME Foundation funding with demo product scheduled for June 2013. The project is new territory for ASME and has the potential for impact on tens of thousands of young people.
Upcoming Activities/What’s on the Horizon?

- The 2013-14 ABET Accreditation cycle has begun with ASME Program Evaluators to be posted on ME and related degree program accreditation visits to 65 universities this Fall, including institutions in Ecuador, Kuwait, Mexico, Palestine, Saudi Arabia, and the United Arab Emirates.

- The 2013 DiscoverE Educator Awards, started in 2012 by ASME as part of Engineers Week, will be announced on or just after May 10. Education and Public Information staff contributed the review and selection process, led by the National Engineers Week Foundation.

- Two symposia sessions on the ASME Vision 2030-ME Education research and advocacy are being given in mid-May at Tianjin University (China). The Korean Society of Mechanical Engineers (KSME) requested ASME assistance with similar education/industry research.

- ASME student members in the Washington DC area were selected to participate in video profiles as part of the UEF-funded Guidance Toolkit project being led by the National Engineers Week Foundation. Work on this project will continue through the summer.

- August 21-23 - ASME will participate in the AAES delegation and chair the Education Committee meeting and session track at the IUPADI Conference in Medellin, Columbia. The following week, a delegation advancing the ASME Vision 2030 advocacy of a more practice-oriented ME undergraduate education will participate in the 3rd Annual Mechanical Engineering Department Heads Conference in Bonita, Brazil. The conference is affiliated with the Brazilian Association of Mechanical Sciences and Engineering (ABCM).

Engineering for Global Development Committee

- The EGD Committee held its committee meeting at the 2013 ME Education Summit in San Diego. A workshop was also planned with the IAB to explore opportunities for engagement between Industry and the Global Development Sector. The workshop outcomes will be used to help EGD further refine its program strategy.

Next steps include:

- Identifying liaisons between EGD and the IAB to periodically connect and identify appropriate touch-points between the two units. Mr. Robert (Bob) Hauck has volunteered to serve in this capacity from the EGD Committee. Awaiting a corresponding liaison from the IAB.
- Conducting an EGD webinar for the entire IAB sometime in the first quarter of the Fiscal Year 14.
Student & Early Career – Cynthia Stong, Shekhar Chandrashekhar

QUARTERLY HIGHLIGHTS

- A strategic planning workshop was held in NYC on April 21-22, 2013 to develop a strategic plan for ASME’s student and early career programs. A program portfolio and the implementation plan are being developed to ensure that the market and stakeholder needs are being addressed.

- The 2013 regional Student Professional Development Conferences are ongoing. From February through May 1564 students had already participated in the conferences. Several more events will take place globally over the summer. Primary competitions held at the SPDCs are Student Design Competition and ESPO, Old Guard Oral, Poster and web-page competitions.

- HPVC East and HPVC West competitions took place in April. They attracted over 520 students and 50 teams to compete in the design, speed, innovation and endurance events.

- ASME Student Design Expo competition took place at the specific institutions in India. 60 students had participated in the ASME SD EXPO at the Cognizance Technical Festival at IIT Roorkee.

- Six Early Career professional development video series has been already posted on ASME.org. According to the web-analytics data, ECE web-videos already made it to the 4 top-watched videos on ASME.org. From the preliminary web-analytics data, the estimation is to have 12K viewers through the end of FY13. The videos cover the following topics:
  - Sustainable Energy Storage
  - The High Value of the Entrepreneurial Skill Set
  - Process Safety within Engineering
  - Engineering Public Service
  - Lean Manufacturing
  - Making a Social Impact through Engineering

UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

- Action plans are being developed for FY14 which will include new programs for the students, expanded content offering for students and early career engineers and redesigned program to train student leaders.

- A redesigned Student Leader Training program which will be launched in Sept 2013.

- The outcomes of the projects sponsored by the Diversity Action Grants will be highlighted in a series of articles which will be published by ME Today during the summer.
II. VOLT ACADEMY – PROGRESS REPORT SUBMITTED BY JUSTIN YOUNG / DAVE SOUKUP

QUARTERLY HIGHLIGHTS

- The Sector Management Committee and VOLT Academy representatives participated in a joint workshop on April 18 to scope the volunteer training needs within the sectors. The workshop was facilitated by Robert Goldberg of Organizational Insight, LLC.

As a result of the meeting, the Leadership Pipeline Working Group was formed to recommend high value initiatives to the SMC and the enterprise as a whole that will enable the identification/recruitment of individuals with leadership potential from around the world who are already serving or could serve as volunteers in ASME and create opportunities for growth of the leadership skills of these volunteers and gain a better understanding of the needs of expanding the impact of ASME worldwide.

- Briefings for Board of Governors Candidates were held on May 2 and May 14. They were for any volunteer who had indicated he or she planned to run for a seat on the Board of Governors. The session highlighted the specific position requirements and operational duties.

- The Presidential Candidate Briefing was held May 23 from 8:00 am – 2:45 pm. This briefing was attended by the PET and the sector Managing Directors. It is designed to give candidates a real-world overview of the office of the ASME President along with details on the position responsibilities.

UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

- The ECLIPSE Intern Reception is scheduled for Saturday, June 22 from 5:00 pm – 6:00 pm. The incoming and outgoing interns and their coaches will be recognized.

- VOLT Workshops are scheduled for Saturday, June 22 from 1:00 pm – 5:00 pm and Sunday, June 23 from 8:00 a.m. – 12:00 noon. The presenter, Carole Linn, will be facilitating the session titled “Communicating and Motivating Diverse Personalities.”

- A briefing for the BOG-Nominees selected at the Annual Meeting is scheduled for Wednesday, June 26 from 8:00 am – 9:00 am.

III. EVENT COMMITTEE (EC) – PROGRESS REPORT SUBMITTED BY JIM COAKER/RANDY REAGAN

QUARTERLY HIGHLIGHTS

In its first two years of operation, the Events Committee has reviewed over 50 proposals. Eleven events have been financially closed, 4 formally declined, several withdrawn, and the remainder of those completed are between financial closure (of which 8 are overdue) and pending. Current proposal load is 25, at various stages of work in progress.
UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

- An Event Planning and Execution Guide (EPEG) for both staff and volunteer use has been drafted, revised, and in the final stage of draft review. Our intent is to address practical business guidance for proposal preparation / evaluation, particularly in “unique” areas not specifically addressed by policy text.

- Importance of previous event performance history / financial data is being progressively emphasized. Staff is involved in a concerted effort to capture closing event data in EPAT to provide historical baseline data and to record recent event financial data as a basis for future event proposal evaluation.

- EC continues dialog and formulation of a proposal to better classify, characterize and approve events proposed by divisions where the divisions have no financial involvement. These events are often referred to as “Technical Co-Sponsorship” where the division makes a strong technical contribution but partners with a non ASME organization who assumes financial responsibility for the event. Specific guidelines for event proposal preparation and applying approval criteria in P12.1 are being incorporated in the Guide.

- Terms for 2 of 5 voting members cycle in June, 2013. Replacement representatives have been identified by appropriate SVPs.

- EC held a face-to-face planning meeting Wednesday, May 29 in New York. Incoming representatives were invited to attend. The new chair is Monica Moman-Saunders.

- Staff support continues to be top shelf

Personal note from the Chair: It has been a professional privilege to serve as EC Chair since the Committee’s establishment in June, 2011. The team spirit among volunteers and staff continues to be top quality, and combined efforts have resulted in a solid start. We’ve faced challenges and issues in dynamic times; they will continue. I leave the committee with deepest appreciation for the tireless effort and support of colleagues, and with best wishes for every success in carrying the baton forward.

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: 6/4/13
BOG Meeting Date: 6/23/13

To: Board of Governors
From: (Sector/Unit/Task Force/Other) EDESC
Presented by: Victoria Rockwell
Agenda Title: EDESC Annual Report

Agenda Item Executive Summary: (Do not exceed the space provided)

FY13 Annual Report of EDESC Activities

Proposed motion for BOG Action: (if appropriate)

Attachments:
Date: June 3, 2013

To: ASME Board of Governors

From: Victoria Rockwell, Chair, EDESC

Subject: Year-End Report of the Executive Director Evaluation Staff Compensation (EDESC) Committee

A summary of the FY13 Activities of the EDESC Committee follows:

1) **ED Report of Enterprise Performance and ED Personal Objectives** - The EDESC reviewed reports from the ED regarding both the Enterprise Performance, as well as the performance of the ED, relative to his Personal Objectives. The EDESC has communicated recommendations to the BOG regarding the Executive Director’s performance and will make further recommendations to the BOG regarding his performance in June 2013.

2) **FY12/FY13 Incentive Compensation and Year-End Bonus Payouts** - The EDESC reviewed and accepted the results of the FY12 Incentive Comp and Discretionary Bonus programs and mid-year projections of the FY13 Incentive Compensation awards. The EDESC also reviewed and provided feedback to the ED regarding the construct of the objectives for the Enterprise component of the Incentive Comp Program for FY14.

3) **Compensation** – The EDESC Chair, the ED and Human Resources interviewed 3 of the 6 RFP consultant organizations to provide Compensation Services to ASME. Aon Hewitt was selected. Aon provided the EDESC with information on compensation trends, a review of the ASME compensation program design, as well as compensation recommendations for FY14, which were approved by the EDESC. In addition, Aon conducted a competitive compensation review for ASME by market pricing 130 ASME jobs and providing an analysis of the results to the EDESC.

4) **ED Remuneration** – AON also conducted a study on the Total Remuneration for the ED and provided the results to the EDESC.

5) **ED Contract** – The EDESC, working with the ED and Legal Counsel, created a new Employment Contract for the ED.

6) **Operation Guide** – The EDESC Operation Guide was updated and approved by the COR.

7) **Benefits Overview** – An overview of staff benefits was reviewed by the EDESC.

8) **Pension Plan Trustees** - The PPT provided the EDESC with a Mid-Year and Year-End Activity Reports. The EDESC recommended a By-Law change expanding the at-large membership of the PPT from 3 to “3 to 5” at-large members in an effort to add more depth to the group.

9) **Volunteer Evaluations** - The EDESC conducted the annual review of Volunteer Evaluations of Staff. Results were reported to the BOG at its June meeting.

10) **Report on Human Resources Activities** - The EDESC reviewed a Mid-Year and Year-End Activity Report of Human Resources Activities.
ASME Board of Governors  
Agenda Item  
Cover Memo  

Date Submitted: May 24, 2013  
BOG Meeting Date: June 23, 2013  

To: Board of Governors  
From: Committee on Governance  
Presented by: Richard Benson  
Agenda Title: Committee on Governance Annual Report  

Agenda Item Executive Summary: (Do not exceed the space provided)  
FY13 COG activities  

Proposed motion for BOG Action: (if appropriate)  
None.  

Attachments: Word document
A summary of FY13 COG activities is as follows:

1. **Review and Input of Orientations** – The Committee reviewed materials and attended several orientations during the year. Some additions to orientations were implemented including providing more information of standing committees as well as inviting the three first-year governors to attend the Governor-Elect Orientation, and having the first-year governor on COG discuss “What I wish I had known before becoming a member of the BOG” and having General Counsel present information on responsibilities of Directors and Officers of NY Not-for-Profit Organizations during the BOG Candidate Briefing.

2. **Nominating Packet and Search Assurance Subcommittee** – The Committee suggested areas of questions that the Nominating Committee can use during the interviews. Additionally, the Committee suggested the Nominating Committee’s Search Assurance Subcommittee examine the Board make-up to find ways to increase the workplace experience diversity of the Board.

3. **Generative Discussions and Presentations at BOG Meetings** – The Committee reached out to the Board for potential generative speakers with knowledge and insight into where the country, world and/or technology is heading to add to the running list already developed. Presenters were invited to the meetings held during the year, including Thomas Friedman described how engineers and other professionals in America can remain relevant in a fast-changing, "hyper-connected" world and Antony Bugg-Levine presented “Impact Investment”. Wayne Clough, Secretary of the Smithsonian Institute is scheduled to be the generative speaker on June 25.

4. **Board Webinars** – The Board participated in four webinars this fiscal year with topics including: ASME Competitions, ASME Asia Pacific LLC: a Case Study on International Growth, ASME Financials and Licensing that Works.

5. **Communications** – Two Communications Boot Camps were held this year. COG provided feedback to the Public Information Department regarding the content and attendance and how to improve future Boot Camps to be more successful.
6. **ASME.org Board webpage** – With the launch of the phase 2 ASME.org website, COG received a demonstration on what the page will look like and how its volunteers can use it to communicate, network, and join ASME committees. Integration of participants’ LinkedIn profiles was also discussed.

7. **Ongoing** – Topics for generative discussions and BOG Webinars continue to be updated.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted:      May 23, 2013
BOG Meeting Date:   June 23, 2013

To: Board of Governors
From: Committee of Past Presidents
Presented by: Leila Persaud, Manager Honors & Fellow
Agenda Title: CY12 Fellows Listing

Agenda Item Executive Summary:  (Do not exceed the space provided)

The Committee of Past President (CPP) elects Members to the grade of Fellow. The Fellow grade is the highest elected grade of membership within ASME.

Attached for information is the listing of ASME Fellows elected in CY12.

Proposed motion for BOG Action:
None

Attachment: Yes
CY 2012 FELLOWS

Abdollah Afjeh, Ph.D.
Xiaolan Ai, Ph.D.
Narayana R. Aluru, Ph.D.
Gregory A. Anderson
Mihai Arghir, Ph.D.
Yutaka Asako
Gordon B. Bakken
Warren H. Bamford
Saeed Barbat, Ph.D.
Fred Barez, Ph.D.
Cullen E. Bash
Jon E. Batey
Stephen M. Batill, Ph.D.
Celal Batur, Ph.D.
K.J. Berry, Ph.D.
Asfaw Beyene, Ph.D.
Fateh S. Bhinder, Ph.D.
Donald S. Bloswick, Ph.D.
Andrew F. Bromley
Zbigniew M. Bzymek, Ph.D.
Charles S. Campbell, Ph.D.
Marco Ceccarelli, Ph.D.
Cetin Cetinkaya, Ph.D.
Nabil G. Chalhoub, Ph.D.
Srinivasan Chandrasekar, Ph.D.
Yu-Hang Christopher Chao, Ph.D.
Mun Y. Choi, Ph.D.
Stephen U. Choi, Ph.D.
Y. Kevin Chou, Ph.D.
William J. Craft, Ph.D.
Martin L. Culpepper, Ph.D.
Harry Dankowicz, Ph.D.
Denis B. Demichael
Santosh Devasia, Ph.D.
Ram V. Devireddy, Ph.D.
Mark R. Duignan, Ph.D.
Geir E. Dullerud, Ph.D.
Alan W. Eberhardt, Ph.D.
Bogdan I. Epureanu, Ph.D.
Nicolas G. Hadjiconstantinou, Ph.D.
Charles W. Haldeman, Ph.D.
Yoram Halevi, Ph.D.
Roy E. Hogan, Jr., Ph.D.
Imre Horváth, Ph.D.
Laurens E. Howle, Ph.D.
Yong Huang, Ph.D.
Hong G. Im, Ph.D.
Anthony M. Jacobi, Ph.D.
Wesley S. Jacobs
Nader Jalili, Ph.D.
Uma Jayaram, Ph.D.
Shaik Jeelani, Ph.D.
Tien-Chien Jen, Ph.D.
Leo Joskowicz, Ph.D.
Musa Jouaneh, Ph.D.
Yiguang Ju, Ph.D.
Prasad S. Kadle, Ph.D.
Srinivas Katipamula, Ph.D.
William L. Keith, Ph.D.
Jan Keltjens
Osman M. Khan, Ph.D.
Marwan K. Khraisheh, Ph.D.
Sang-Gook Kim, Ph.D.
Gurumohan S. Kochhar, Ph.D.
Petros Koumoutsakos, Ph.D.
Malcolm E. Leader
Wen Jung Li, Ph.D.
Tim C. Lieuwen, Ph.D.
Thomas A. Litzinger
Francis Loth, Ph.D.
Stephen C-Y Lu, Ph.D.
Enayat Mahajerin, Ph.D.
Mohammad Mahinfalah, Ph.D.
Kenneth A. Mann, Ph.D.
Mark J. Marley, Ph.D.
Clark G. McCarrrell, Jr.
Robert E. McLaughlin
Joseph S. Miller
Elaine S. Oran, Ph.D.
Edward Ostrowski
Prabhakar R. Pagilla, Ph.D.
Chandrakant D. Patel
Laura L. Pauley, Ph.D.
John A. Pearce, Ph.D.
Geoffrey Peter, Ph.D.
Igor L. Pioro, Ph.D.
Sudarsan Rachuri, Ph.D.
Rajesh Rajamani, Ph.D.
Arvind Raman, Ph.D.
Michael J. Rosenfeld
Sukesh Roy, Ph.D.
Massimo Ruzzene, Ph.D.
Sujoy K. Saha, Ph.D.
Corina Sandu, Ph.D.
Joseph M. Schimmels, Ph.D.
Steven R. Schmid, Ph.D.
Ramin Sedaghati, Ph.D.
Balu Sekar, Ph.D.
Thomas H. Siegmund
Devinder S. Sodhi, Ph.D.
Paul E. Sojka, Ph.D.
David A. Steinman, Ph.D.
Joseph L. Sussman, Ph.D.
Charles K. Taft, Ph.D.
Susumu Terada
Janis P. Terpenny, Ph.D.
Dawn M. Tilbury, Ph.D.
Cho Wing Solomon To, Ph.D.
Motoaki Utamura, Ph.D.
Alexander Vakakis, Ph.D.
Robert S. Vecchio, Ph.D.
Patrick H. Viet
Paul A. Wagner
Steven T. Wereley, Ph.D.
Gloria J. Wiens, Ph.D.
Beth Winkelstein, Ph.D.
Lisa X. Xu, Ph.D.
Date Submitted: May 23, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: Committee on Honors
Presented by: Karen Thole
Agenda Title: Approved Society Award listing

Agenda Item Executive Summary: (Do not exceed the space provided)

The Board of Governors delegates to the Committee on Honors (COH) the authority to approve candidates for all Society Level Awards other than Honorary Members and ASME Medalist. Honorary Members and ASME Medalist are considered by the BOG in Executive Session on June 23.

Proposed motion for BOG Action:
None

Attachments: Yes
RECIPIENTS OF ASME HONORS AND AWARDS - 2013

Except as noted below, honors and awards will be bestowed at the International Mechanical Engineering Congress & Exposition in San Diego, California November 15-21, 2013

Achievement Awards

**BARNETT-UZGIRIS PRODUCT SAFETY DESIGN AWARD**

<table>
<thead>
<tr>
<th>Recipient</th>
<th>Description</th>
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<tbody>
<tr>
<td>Ren-Jye Yang, Ph.D., P.E., Fellow</td>
<td>For developing a fundamental understanding of the role of surface chemistry and micro/nanoscale morphology on thermal and fluidic transport during phase change at multiple length and time scales using environmental scanning electron microscope-based experimental techniques, leading to scalable engineering surfaces for industrial applications (2013 IDETC/CIE August 12-15, 2013, Chicago, Illinois)</td>
</tr>
<tr>
<td>Senior Technical Leader Ford Research &amp; Advanced Engineering 2101 Village Road MD 2115-RIC Dearborn, MI 48121</td>
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**BERGLES-ROHSENOW YOUNG INVESTIGATOR AWARD IN HEAT TRANSFER**

<table>
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<tr>
<th>Recipient</th>
<th>Description</th>
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<tbody>
<tr>
<td>Professor Kripa K. Varanasi, Ph.D.</td>
<td>For developing a fundamental understanding of the role of surface chemistry and micro/nanoscale morphology on thermal and fluidic transport during phase change at multiple length and time scales using environmental scanning electron microscope-based experimental techniques, leading to scalable engineering surfaces for industrial applications</td>
</tr>
<tr>
<td>Department of Mechanical Engineering Massachusetts Institute of Technology Room 35-209 77 Massachusetts Avenue Cambridge MA 02139-4307</td>
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**PER BRUEL GOLD MEDAL FOR NOISE CONTROL AND ACOUSTICS**

<table>
<thead>
<tr>
<th>Recipient</th>
<th>Description</th>
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<tbody>
<tr>
<td>Richard H. Lyon, Ph.D.</td>
<td>For pioneering contributions in the development of statistical energy analysis for analyzing vibrations in complex structural and acoustical systems, which continue to have a profound impact in the field of acoustics and noise control; and for contributions in the areas of sound quality assessment and machinery noise diagnostics</td>
</tr>
<tr>
<td>President R.H. Lyon Corp. 60 Prentiss Lane Belmont, MA 02478-2021</td>
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**EDWIN F. CHURCH MEDAL**

<table>
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<th>Recipient</th>
<th>Description</th>
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<tbody>
<tr>
<td>Professor William M. Worek, Ph.D., Fellow</td>
<td>For the development of new courses in combined heat and mass transfer, and the establishment of a master of energy engineering program that gives students the tools to design, execute and manage new energy projects</td>
</tr>
<tr>
<td>Department of Mechanical Engineering Michigan Technological University 701 M&amp;M Building 1044 Townsend Drive Houghton, MI 49931</td>
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**DANIEL C. DRUCKER MEDAL**

<table>
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<th>Recipient</th>
<th>Description</th>
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<tbody>
<tr>
<td>Professor Yonggang Huang, Ph.D.</td>
<td>For fundamental and applied contributions to the mechanics of materials and structures across multiple scales (Applied Mechanics Dinner November 14-21, 2013 San Diego, California)</td>
</tr>
<tr>
<td>Department of Mechanical Engineering Northwestern University 2145 Sheridan Road, TECH A116 Evanston, IL 60208-3109</td>
<td></td>
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### THOMAS A. EDISON PATENT AWARD

<table>
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<tr>
<th>Professor Moshe Shoham, Ph.D., Fellow</th>
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<tbody>
<tr>
<td>Department of Mechanical Engineering</td>
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<tr>
<td>Technion Israel Institute of Technology</td>
</tr>
<tr>
<td>Room 338, LD Haifa 32000 Israel</td>
</tr>
<tr>
<td>For the invention of a miniature surgical robot that is affixed to the patient’s bone, thereby enabling accurate treatment; and for founding Mazor Robotics to manufacture the robot, which has guided 35,000 spine implants with zero cases of permanent nerve damage</td>
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### WILLIAM T. ENNOR MANUFACTURING TECHNOLOGY AWARD

<table>
<thead>
<tr>
<th>Professor John W. Sutherland, Ph.D., Fellow</th>
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<tbody>
<tr>
<td>Department of Mechanical Engineering and Engineering Mechanics</td>
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<tr>
<td>Purdue University</td>
</tr>
<tr>
<td>Potter Engineering Center, Room 322 500 Central Drive West Lafayette, IN 47907</td>
</tr>
<tr>
<td>For leadership and pioneering contributions in the development of dry or nearly dry machining technology, the characterization of environmental performance of manufacturing processes and the creation of methodologies to promote the remanufacturing and recycling of end-of-life products</td>
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### NANCY DELOYE FITZROY AND ROLAND V. FITZROY MEDAL

<table>
<thead>
<tr>
<th>Andrew J. Viterbi, Ph.D.</th>
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<tbody>
<tr>
<td>President Viterbi Group LLC 4370 La Jolla Village Drive Suite 675 San Diego, CA 92122</td>
</tr>
<tr>
<td>For fundamental contributions to communication technology and theory, particularly the development of the Viterbi algorithm</td>
</tr>
</tbody>
</table>

### FLUIDS ENGINEERING AWARD

<table>
<thead>
<tr>
<th>Professor Ephraim J. Gutmark, Ph.D., P.E., Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Aerospace Engineering University of Cincinnati 799 Rhodes Hall Cincinnati, OH 45221-0070</td>
</tr>
<tr>
<td>For pioneering and outstanding contributions to the application of passive and active flow control to achieve quiet commercial and military aircraft engines, clean and stable combustion technology, aerodynamic flight effectors and efficient propulsion systems (ASME 2013 Fluids Engineering Division Summer Meeting (FEDSM2013), July 7-11 2013, Lake Tahoe Nevada)</td>
</tr>
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</table>

### Y.C. FUNG YOUNG INVESTIGATOR AWARD

<table>
<thead>
<tr>
<th>Professor Jonathan P. Vande Geest, Ph.D., Aerospace &amp; Mechanical Engineering Department The University of Arizona Tucson, AZ 85721-0119</th>
</tr>
</thead>
<tbody>
<tr>
<td>For numerous accomplishments in the field of bioengineering including developing a well-funded Soft Tissue Biomechanics Laboratory, generating numerous publications, educating many undergraduate and graduate students, and contributing to the profession through service activities (ASME 2013 Summer Bioengineering Conference June 26 29 2013, Sunriver, Oregon)</td>
</tr>
</tbody>
</table>

### TECHNICAL COMMUNITIES GLOBALIZATION MEDAL

<table>
<thead>
<tr>
<th>Professor D. Yogi Goswami, Ph.D., P.E., Fellow USF Clean Energy Research Center University of South Florida 4202 E Fowler Avenue, ENB118 Tampa, FL 33620-9951</th>
</tr>
</thead>
<tbody>
<tr>
<td>For uniquely influencing the development and use of solar energy around the world through education, policy advice to various governments, the organization of international conferences, service as editor in chief of solar energy journals, and through keynote and plenary lectures on global energy topics at major international conferences</td>
</tr>
<tr>
<td>Award</td>
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<td>----------------------------------------------------------------------</td>
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<tr>
<td>MELVIN R. GREEN CODES AND STANDARDS MEDAL</td>
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<tr>
<td>J.P. DEN HARTOG AWARD</td>
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<tr>
<td>HEAT TRANSFER MEMORIAL AWARD</td>
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<tr>
<td>GENERAL</td>
</tr>
<tr>
<td>SCIENCE</td>
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<tr>
<td>MAYO D. HERSEY AWARD</td>
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**PATRICK J. HIGGINS MEDAL**

<table>
<thead>
<tr>
<th>Mr. Robert J. DeBoom, Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>1057 Arches Park Drive</td>
</tr>
<tr>
<td>Allen, TX  75013-5648 (Home)</td>
</tr>
<tr>
<td>For outstanding leadership, extraordinary perseverance and enthusiastic participation on numerous committees, including international committees, which led to the enhancement of standardization in the field of measurement of fluid flow in closed conduits (at The University of Texas at Dallas, May 2, 2013)</td>
</tr>
</tbody>
</table>

**SOICHIRO HONDA MEDAL**

<table>
<thead>
<tr>
<th>John C. Wall, Ph.D., Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vice President &amp; Chief Technical Officer</td>
</tr>
<tr>
<td>Cummins, Inc.</td>
</tr>
<tr>
<td>500 Jackson Street</td>
</tr>
<tr>
<td>Mail Code 60912</td>
</tr>
<tr>
<td>Columbus, OH 47201</td>
</tr>
<tr>
<td>For outstanding leadership in the research, design, development and production of low-emission, fuel-efficient diesel engines, reflected extensively in commercial products; and for serving as a resource for environmental policy development within the U.S. Environmental Protection Agency and the California Air Resources Board</td>
</tr>
</tbody>
</table>

**INTERNAL COMBUSTION ENGINE AWARD**

<table>
<thead>
<tr>
<th>Professor John H. Johnson, Ph.D., Fellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>1500 Ravine Side Drive</td>
</tr>
<tr>
<td>Houghton, MI 49931-2700</td>
</tr>
<tr>
<td>For leadership in innovative research in the modeling of diesel engine particulate filters and aftertreatment systems based on extensive experimental data; for dedication in educating graduate students on diesel engines; and for leading and participating in national studies of technology to reduce internal combustion engine fuel consumption</td>
</tr>
</tbody>
</table>

**WARNER T. KOITER MEDAL**

<table>
<thead>
<tr>
<th>Professor Norman Andrew Fleck, Ph.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director of the Cambridge Centre</td>
</tr>
<tr>
<td>for Micromechanics</td>
</tr>
<tr>
<td>Department of Engineering</td>
</tr>
<tr>
<td>University of Cambridge</td>
</tr>
<tr>
<td>Trumpington Street</td>
</tr>
<tr>
<td>Cambridge CBS 1PZ</td>
</tr>
<tr>
<td>United Kingdom</td>
</tr>
<tr>
<td>For combined theoretical and experimental contributions regarding the compressive failure of fiber reinforced composites; in the area of plasticity, particularly metal foams and lattice materials; and to the development of blast-resistant structures, all conducted within an international setting (Koiter Lecture November 14-21, 2013, San Diego, California)</td>
</tr>
</tbody>
</table>

**ROBERT E. KOSKI MEDAL**

<table>
<thead>
<tr>
<th>Professor Wayne J. Book, Ph.D., P.E., Fellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Mechanical Engineering</td>
</tr>
<tr>
<td>The George Woodruff School of Engineering</td>
</tr>
<tr>
<td>Georgia Institute of Technology</td>
</tr>
<tr>
<td>813 Ferst Drive</td>
</tr>
<tr>
<td>Atlanta, GA  30332-0405</td>
</tr>
<tr>
<td>For a lifetime of contributions and leadership in fluid power education and research related to motion control and the impact of operator interfaces on the control of hydraulic manipulation systems (ASME/Bath 2013 Symposium on Fluids Power Motion Control October 6-9, 2013, Sarasota, Florida)</td>
</tr>
</tbody>
</table>
### FRANK KREITH ENERGY AWARD

**Professor James E. Smith, Ph.D., Fellow**  
23-204 N. Preston Highway  
Bruceton Mills, WV 26525  
For more than 30 years of significant contributions through the creation of energy related innovative technologies; the transfer of those technologies into the marketplace; and the use of that developmental process for the advanced training of students, staff and colleagues

### BERNARD F. LANGER NUCLEAR CODES AND STANDARDS AWARD

**Mr. Bryan Erler, Member**  
Erler Engineering Ltd  
2314 Lincoln Park West  
5th Floor  
Chicago, IL 60614-6085  
For long-term contributions to the nuclear power plant industry through the development and promotion of ASME nuclear codes and standards (Boiler and Pressure Vessel Code Week August 12-16, 2013 Montreal, Quebec, Canada)

### GUSTUS L. LARSON MEMORIAL AWARD

**Professor William P. King, Ph.D., Fellow**  
Department of Mechanical Science and Engineering  
University of Illinois at Urbana Champaign  
1206 W Green Street, M/C 244  
Urbana, IL 61801-2906  
For outstanding achievements in mechanical engineering within 10 to 20 years following graduation

### H.R. LISSNER MEDAL

**Professor Mehmet Toner, Ph.D., Fellow**  
Bioengineering Department  
Harvard University  
Building 114, Room 1401  
16th Street  
Charlestown, MA 02129  
For inspirational efforts and far-reaching success in the training and mentoring of bioengineers; for seminal scientific contributions to cell and tissue preservation, tissue engineering and micro/nanotechnology; and for visionary leadership of academic programs and technology centers (ASME 2013 Summer Bioengineering Conference June 26 29 2013, Sunriver, Oregon)

### MACHINE DESIGN AWARD

**Professor Clément Gosselin, Ph.D., P.E., Fellow**  
Department of Mechanical Engineering  
Laval University  
Pavillon Adrien-Pouliot  
1065 Avenue de la médecine  
Québec, Québec G1V 0A6  
Canada  
For distinguished contributions in the design of novel mechanical and mechatronic devices and systems; notably in connection with mechanical intelligence, which allows the effective control of underactuated systems such as robotic grippers (2013 International Design Engineering Technical Conference & Computers and Information in Engineering Conference August 4-7, 2013, Portland, Oregon)

### CHARLES T. MAIN STUDENT SECTION AWARD

**Gold**  
**Ms. Leila C. Abohharb, Member**  
5036 Russell Avenue  
Pennsauken, NJ 08109  
For outstanding contributions to ASME, including service as chair of the Drexel University Student Section and the District A Student District Operating Board; and for leadership roles in other student organizations as well as on university/department committees
<table>
<thead>
<tr>
<th>SILVER</th>
<th>For dedicated service to the ASME Student Section at The University of Alabama through leadership roles including chair; and for serving as a role model for students through academic achievement and active service within the campus community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Sarah E. Johnson, Member 2308 Fulton Drive Mesquite, TX  75150</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M. EUGENE MERCHANT MANUFACTURING MEDAL OF ASME/SME</th>
<th>For technical contributions and leadership in increasing assembly efficiency, improving superalloy machining productivity, increasing the impact of process modeling and simulation in the areas of preventive maintenance and manufacturing in general, and in promoting manufacturing education and research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Bryan G. Dods Executive, Manufacturing Technology Leader General Electric Power &amp; Water 300 Garlington Road, Room 160 Greensville, SC 29615</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MCDONALD MENTORING AWARD</th>
<th>For outstanding contributions to the profession through the mentoring of individual students; the development of leadership seminars for ASME Student Section members; the mentoring of faculty that resulted in the establishment of numerous Student Sections in Mexico; and advocating mentoring programs through ASME committee activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor Abel Hernandez-Guerrero, Ph.D., Fellow Tomasa Esteves 312 Salamanca, Gto., 36700 Mexico</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VAN C. MOW MEDAL</th>
<th>For seminal contributions to research in biomechanics related to fundamental structure-function relationships in musculoskeletal soft tissues, subject-specific modeling of joint mechanics, image-based biomechanics, the mechanics of angiogenesis, and the development and distribution of the FEBio software suite (ASME 2012 Summer Bioengineering Conference June 20-23, 2013, Fajardo, Puerto Rico)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor Jeffrey A. Weiss, Ph.D., Fellow 685 Matterhorn Drive Park City, UT 84098</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NADAI MEDAL</th>
<th>For seminal contributions to fundamental studies of anisotropic, heterogeneous material systems and nanocomposites; and for the combination of theoretical and experimental work that has enabled unique insights essential to the engineering of ceramic-, metal- and polymer-based advanced composite materials (Materials Division Reception November 15-21, 2013San Diego, California)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor Tsu-Wei Chou, Ph.D., Fellow Department of Mechanical Engineering University of Delaware 126 Spencer Lababoratory Academy Street Newark, DE 19716-3140</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIA NEMAT-NASSER EARLY CAREER AWARD</th>
<th>For outstanding contributions in both theoretical and experimental biomechanics, particularly work on the complex mechanics of the eye with applications to several conditions including glaucoma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor Thao D. Nguyen, Ph.D., Member Department of Mechanical Engineering The Johns Hopkins University 3400 North Charles Street Baltimore, MD 21218</td>
<td></td>
</tr>
<tr>
<td>Award Name</td>
<td>Recipient</td>
</tr>
<tr>
<td>----------------------------------------------</td>
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</tr>
<tr>
<td>BURT L. NEWKIRK AWARD</td>
<td>Professor Tae Ho Kim, Member</td>
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<tr>
<td>RUFUS OLDENBURGER MEDAL</td>
<td>Professor Graham Clifford Goodwin, Ph.D.</td>
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<td></td>
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<tr>
<td>OLD GUARD EARLY CAREER AWARD</td>
<td>Mr. Jared Garrison, Member</td>
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<td></td>
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<tr>
<td>1ST RUNNER-UP</td>
<td>Mr. Scott Curran, Member</td>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>2ND RUNNER-UP</td>
<td>Mr. Ryan Neil, Member</td>
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</tbody>
</table>
## PERFORMANCE TEST CODES MEDAL

<table>
<thead>
<tr>
<th>Patrick M. McHale, P.E., Member McHale &amp; Associates, Inc. 2423 Vista Avenue, SE Olympia, WA 98501-3832</th>
<th>For significant contributions to the development of numerous test codes to improve the efficiency of electrical generation; and for serving ASME and the profession during the past several decades with exemplary dedication on performance test code committees and on the board</th>
</tr>
</thead>
</table>

## PI TAU SIGMA GOLD MEDAL

<table>
<thead>
<tr>
<th>Professor Randy Ewoldt, Ph.D., Member University of Illinois at Urbana Champaign Department of Mechanical Science and Engineering 1206 W Green Street, M/C 244 Urbana, IL 61801-2906</th>
<th>For outstanding achievements in mechanical engineering within 10 years of graduation</th>
</tr>
</thead>
</table>

## JAMES HARRY POTTER GOLD MEDAL

<table>
<thead>
<tr>
<th>Professor Sanford A. Klein, Ph.D., Fellow Department of Mechanical Engineering University of Wisconsin-Madison 1500 Engineering Drive Madison, WI 53706-1539</th>
<th>For eminent achievements in the development of a computer-aided analysis tool that has transformed thermodynamics education, supported research in complex systems across engineering disciplines and enabled efficient engineering product development</th>
</tr>
</thead>
</table>

## S.Y. ZAMRIK PRESSURE VESSELS AND PIPING MEDAL

<table>
<thead>
<tr>
<th>William J. Bees, P.E., Fellow 503 McEntee Drive Wadsworth, OH 44281-2234</th>
<th>For significant contributions to pressure vessel design technologies through career efforts, and through diverse ASME activities ranging from developing conference sessions and serving as Pressure Vessels and Piping Division chair to serving on ASME codes and standards committees, as group leader for the Pressure Technology Group and as a member of the Knowledge and Community Sector (2013 ASME Pressure Vessels &amp; Piping Conference, July 14-18, 2013, at the Paris Marriott Rive Gauche Hotel &amp; Conference Center, Paris, France)</th>
</tr>
</thead>
</table>

## DIXY LEE RAY AWARD

<table>
<thead>
<tr>
<th>Anibal L. Taboas, Ph.D., Fellow P.O. Box 5253 Woodridge, IL 60517-0253</th>
<th>For advancing closure of the nuclear fuel cycle, and for internationally recognized leadership in regulatory engineering and sustainable environmental management</th>
</tr>
</thead>
</table>

## CHARLES RUSS RICHARDS MEMORIAL AWARD

<table>
<thead>
<tr>
<th>Professor A. Galip Ulsoy, Ph.D., Fellow Department of Mechanical Engineering University of Michigan 2292 GG Brown Laboratories 2350 Hayward Street Ann Arbor, MI 48109-2125</th>
<th>For outstanding achievements in mechanical engineering for 20 years or more following graduation</th>
</tr>
</thead>
</table>

## RALPH COATS ROE MEDAL
### G. Wayne Clough, Ph.D.
Secretary, Smithsonian Institute
P.O. Box 37012
Washington, DC 20013-7012

For numerous contributions to both higher education policy and U.S. technology policy; and for demonstrating, through distinguished leadership of the Smithsonian Institution, that an accomplished engineer can be the guardian and primary advocate for preserving and promoting our national cultural heritage.

### SAFETY CODES AND STANDARDS MEDAL

Mr. Andrew P. Juhasz
Kone Inc.
One Kone Court
Moline, IL 61265-1380

For more than 35 years of dedicated service in the development and promotion of safety codes and standards for elevators and related equipment; for technical expertise and leadership within ASME’s A17 community including 11 years as chair of the Electrical Committee; and for continuing to represent the elevator industry’s interests within ASME as well as other organizations (A17 Standards Committee Meeting, May 8, 2013 in Boston, Massachusetts)

### R. TOM SAWYER AWARD

Anthony J. Strazisar, Ph.D., Fellow
NASA Glenn Research Center
21000 Brookpark Road
Mail Stop 3-17
Cleveland, OH 44135

For sustained outstanding contributions in experimental turbomachinery fluid dynamics that have had a major impact on gas turbine technology; and for dedicated service and lasting contributions to IGTI. (ASME International Turbo Expo: Power for Land, Sea and Air, June 3-7, 2013 at the San Antonio Convention Center in San Antonio, Texas)

### MILTON C. SHAW MANUFACTURING RESEARCH MEDAL

Professor I. S. Jawahir, Ph.D., Fellow
Department of Mechanical Engineering
Institute for Sustainable Manufacturing
University of Kentucky
414B, CRM Building
College of Engineering
Lexington, KY 40506-0108

For significant contributions to the advancement of manufacturing science and engineering through the development of predictive performance models and optimization techniques for machining operations such as turning, milling and drilling; and through the introduction of environmentally benign, sustainable dry, near-dry and cryogenic methodologies (MSEC), (June 4-8, 2013, Notre Dame, IN)

### BEN C. SPARKS MEDAL

Professor Robert O. Warrington, Jr., Ph.D., Fellow
Director, Institute for interdisciplinary Studies
Michigan Technological University
722 M&M Building
1400 Townsend Drive
Houghton, MI 49931-1295

Professor Allan T. Kirkpatrick, Ph.D., P.E., Fellow
Mechanical Engineering Department
Colorado State University
A103F Engineering Building
Fort Collins, CO 80523-1374

Professor Scott Danielson, Member
College of Technology and Innovation
Arizona State University

For outstanding leadership and service on the Vision 2030 project, which has reshaped the strategy of ASME Education and sparked a move toward a more flexible, creative, industry-practice-oriented mechanical engineering; and accentuated the inherent value of mechanical engineering technology education in the broad-spectrum mechanical engineering field.
<table>
<thead>
<tr>
<th><strong>RUTH AND JOEL SPIRA OUTSTANDING DESIGN EDUCATOR AWARD</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professor Douglass J. Wilde, Ph.D., Member</strong></td>
</tr>
<tr>
<td>667 Salvatierra Street</td>
</tr>
<tr>
<td>Stanford, CA 94305</td>
</tr>
<tr>
<td>For pioneering educational contributions in design optimization, computational geometry, and the application of personality theory to design team formation and organization through numerous books and the mentoring of several generations of influential academics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SPIRIT OF ST. LOUIS MEDAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professor David Allen Peters, Ph.D., Fellow, Department of Mechanical Engineering &amp; Material Science</strong></td>
</tr>
<tr>
<td>Washington University</td>
</tr>
<tr>
<td>Campus Box 1185</td>
</tr>
<tr>
<td>St. Louis, MO 63130</td>
</tr>
<tr>
<td>For outstanding foundational contributions to the development of accurate and tractable models that underlie the design and safety of helicopters, and the computational implementation of these algorithms in flight simulators used worldwide; and for fundamental contributions to modern helicopter design</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>STUDENT SECTION ADVISOR AWARD</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professor A. Richard Merz, Ph.D., P.E., Fellow</strong></td>
</tr>
<tr>
<td>240 Timothy Avenue</td>
</tr>
<tr>
<td>Bethlehem, PA 18020-9707</td>
</tr>
<tr>
<td>For more than three decades of service advising Lafayette College’s ASME Student Section, inspiring students through design projects and competitions, enriching education beyond the classroom and instilling a thirst for lifelong learning, fostering joint events with ASME’s Anthracite-Lehigh Valley Section, and promoting continued membership and active participation in the Society</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>J. HALL TAYLOR MEDAL</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Mr. David Berger, Fellow</strong></td>
</tr>
<tr>
<td>PPL Generation LLC</td>
</tr>
<tr>
<td>Two N. Ninth Street</td>
</tr>
<tr>
<td>Mail Code GENPL6</td>
</tr>
<tr>
<td>Allentown, PA 18101</td>
</tr>
<tr>
<td>For extraordinary leadership and professionalism in consensus building and global recognition of ASME codes and standards for pressure equipment; and for dedication to the integrity of the ASME codes and standards development process</td>
</tr>
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<table>
<thead>
<tr>
<th><strong>ROBERT HENRY THURSTON LECTURE AWARD</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Professor John A. Rogers, Member</strong></td>
</tr>
<tr>
<td>Material Science Laboratory</td>
</tr>
<tr>
<td>University of Illinois At Urbana-Champaign</td>
</tr>
<tr>
<td>104 S Goodwin Avenue</td>
</tr>
<tr>
<td>Mail Code 230</td>
</tr>
<tr>
<td>Urbana, IL 61801</td>
</tr>
<tr>
<td>For fundamental and applied contributions to materials, mechanics designs and assembly techniques for stretchable/flexible electronic systems</td>
</tr>
</tbody>
</table>
### TIMOSHENKO MEDAL

| Professor Richard M. Christensen, Ph.D., Honorary Member | For numerous distinguished contributions to applied mechanics including the theory of heterogeneous solids, composite materials and laminated plates; the geometry of ultra low density materials; the viscoelasticity and rheology of polymers and non-Newtonian fluids; and the failure of isotropic and anisotropic materials. (Applied Mechanics Dinner November 14-21, 2013 San Diego, California) |
| Department of Aeronautics & Astronautics Stanford University P.O. Box 808 Stanford, CA 94305 |

### GEORGE WESTINGHOUSE GOLD MEDAL

| Professor Yiannis A. Levendis, Ph.D., Fellow Mechanical Engineering Department Northeastern University 334 Snell Engineering Center 360 Huntington Avenue Boston, MA 02115 | For numerous in-depth contributions to the field of combustion of liquid and solid fossil and alternative fuels under conventional and oxy-fuel conditions, as well as to the formation mechanisms of generated pollutants and the development of methods for their control; and for educating thousands of students on environmentally benign power generation-related courses/projects |

### HENRY R. WORTHINGTON MEDAL

| Professor Steven M. Tipton, Ph.D. P.E. Mechanical Engineering Department The University of Tulsa 800 South Tucker Drive Tulsa, OK 74104-9700 | For important achievements in developing experimental testing systems to reproduce the unique loading experienced by highly pressurized coiled tubing, and analytical models to characterize plasticity and fatigue behavior, both of which have promoted the acceptance of coiled tubing as a safe, efficient technology for worldwide oilfield operations |
## LITERATURE AWARDS

### BLACKALL MACHINE TOOL & GAGE AWARD

| Professor Yusuf Altintas, Ph.D., P.E., Member | For the paper titled “Discrete-Time Prediction of Chatter Stability, Cutting Forces, and Surface Location Errors in Flexible Milling Systems” ([International Conference on Manufacturing Science and Engineering (MSEC2013)](http://example.com)) June 10-14, 2013, University of Wisconsin, Madison, Wisconsin, |
| Mechanical Engineering Department | |
| The University of British Columbia | |
| Room 2054-6250 Applied Science Lane | |
| Vancouver BC V6T1Z4 | |
| Canada | |
| Professor Caner Ekşioğlu | Design Engineer at Tsas Engine Industries |
| TUBITAK-MAM, Technology Free Zone | |
| Tusas Binasi, 41470 | |
| Gebze, Kocaeli | |
| Turkey | |
| Professor Z.M. Kilic | Mechanical Engineering Department |
| The University of British Columbia | |
| 2054-6250 Applied Science Lane | |
| Vancouver BC V6T1Z4 | |
| Canada | |

### GAS TURBINE AWARD

| Professor Christian Eichler | For the paper titled “Experimental Investigation of Turbulent Boundary Layer Flashback Limits for Premixed Hydrogen-Air Flames Confined in Ducts.” ([ASME International Turbo Expo: Power for Land, Sea and Air, June 3-7, 2013](http://example.com)) June 3-7, 2013 at the San Antonio Convention Center in San Antonio, Texas |
| Technical University Munich | |
| School of Thermodynamics | |
| Lehrstuhl Fur Thermodynamik | |
| Garching D-85748 | |
| Germany | |
| Professor Georg Baumgartner, Member | |
| Technische Universität München (TUM) | |
| School of Thermodynamics | |
| Boltzmannstrasse 15 | |
| 85748 Garching | |
| Germany | |
| Professor Thomas Sattelmayer, Ph.D., Member | |
| Technical University Munich | |
| School of Thermodynamics | |
| Lehrstuhl Fur Thermodynamik | |
| Garching D-85748 | |
| Germany | |
## MELVILLE MEDAL

<table>
<thead>
<tr>
<th>Professor Ashwani K. Gupta, Ph.D., Fellow</th>
<th>For the paper titled &quot;Mixture Preparation Effects on Distributed Combustion for Gas Turbine Applications&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Mechanical Engineering</td>
<td></td>
</tr>
<tr>
<td>University of Maryland</td>
<td></td>
</tr>
<tr>
<td>2181 Martin Hall</td>
<td></td>
</tr>
<tr>
<td>College Park, MD 20742-0001</td>
<td></td>
</tr>
<tr>
<td>Mr. Ahmed E.E. Khalil</td>
<td></td>
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<tr>
<td>Department of Mechanical Engineering</td>
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<tr>
<td>University of Maryland</td>
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<td>2181 Martin Hall</td>
<td></td>
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<tr>
<td>College Park, MD 20742-0001</td>
<td></td>
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<tr>
<td>Professor Kenneth M. Bryden, Member</td>
<td></td>
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<tr>
<td>Department of Mechanical Engineering</td>
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<tr>
<td>Iowa State University</td>
<td></td>
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<tr>
<td>Ames, IA 50011</td>
<td></td>
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<tr>
<td>Professor Sang C. Lee</td>
<td></td>
</tr>
<tr>
<td>Department of Nano Science &amp; Engineering</td>
<td></td>
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<tr>
<td>Kyungnam University</td>
<td></td>
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<tr>
<td>630-701, Masan</td>
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<tr>
<td>Republic of South Korea</td>
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</tbody>
</table>

## PRIME MOVERS AWARD

| Mr. Arun Puri, P.E., Member               | For the paper titled "Main Generator Life Cycle Management." *(2013 ASME Power Conference, July 12-14, 2013, Denver, CO)* |
| Project Manager                          |                                                                                                  |
| 509 Lindsay Court                        |                                                                                                  |
| Chattanooga, TN 37403                    |                                                                                                  |
| Mr. John DiBiase                         |                                                                                                  |
| Project Director                         |                                                                                                  |
| 379 Rock Beach Road                      |                                                                                                  |
| Rochester, NY 14617                      |                                                                                                  |

## WORCESTER REED WARNER MEDAL

| Professor Singiresu S. Rao, Ph.D., Fellow | For outstanding contributions to the permanent literature of engineering over the past 40 years, particularly for highly popular books on engineering optimization, reliability-based design, vibrations, finite element method, and numerical methods; and numerous trendsetting research papers |
| Department of Mechanical and Aerospace Engineering |                                                                 |
| University of Miami                       |                                                                 |
| 12561 Memorial Drive, Suite MEB221        |                                                                 |
| Coral Gables, FL 33146                    |                                                                 |

## ARTHUR L. WILLISTON MEDAL

<p>| Ms. Cassandra Nicole Hawley, Member       | For the paper entitled &quot;Tackling Transit Today&quot; |
| United States Coast Guard Academy         |                                                                 |
| 8909 Chase Hall                           |                                                                 |
| New London, CT 06320                      |                                                                 |</p>
<table>
<thead>
<tr>
<th>SECOND</th>
<th>For the paper entitled “The Road That Lies Ahead”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. James P. Crawford, Member</td>
<td></td>
</tr>
<tr>
<td>9440 Westfield Road</td>
<td></td>
</tr>
<tr>
<td>Seville, OH 44273</td>
<td></td>
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<tr>
<th>THIRD</th>
<th>For the paper entitled “The Future of Personal Transportation”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Lucas C. Poppe, Member</td>
<td></td>
</tr>
<tr>
<td>411 Canal Street</td>
<td></td>
</tr>
<tr>
<td>New Bremen, OH 45869</td>
<td></td>
</tr>
</tbody>
</table>
Date Submitted: May 10, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: COR
Agenda Title: Proposed Appointments

Agenda Item Executive Summary: (Do not exceed the space provided)

Proposed appointments reviewed by the COR on May 10, 2013.

Proposed motion for BOG Action: (if appropriate)

Approve the proposed appointments.
### Internal Unit Nominee Appointment

<table>
<thead>
<tr>
<th>Position/Title</th>
<th>Appointment Term/Category</th>
<th>Appointment Type</th>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milton E. Franke</td>
<td>7/1/2013 – 6/30/2014</td>
<td>Initial</td>
<td>Current: Member General Awards Committee; Chair Charles T. Main Student Section Award Committee.</td>
</tr>
<tr>
<td>Kriti N. Ghia</td>
<td>7/1/2013 – 6/30/2016</td>
<td>Reappointment</td>
<td>Current: Member COH</td>
</tr>
</tbody>
</table>

### External Unit Nominee Appointment

<table>
<thead>
<tr>
<th>Position/Title</th>
<th>Appointment Term/Category</th>
<th>Appointment Type</th>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charles H. Forsberg</td>
<td>October 1, 2013 – September 30, 2019</td>
<td>Reappointment</td>
<td>Current: Representative of the Hoover Board of Award; Alternate for the ASME Joint Award Boards. Past: Advisor of the Long Island Section; and Advisor at Hofstra University</td>
</tr>
<tr>
<td>Michael J. Melone</td>
<td>October 1, 2013 – September 30, 2019</td>
<td>Reappointment</td>
<td>Current: Alternate Representative of the Hoover Board of Award. Past: Government Relations of the Metropolitan Section; Alternate Nominating Committee.</td>
</tr>
<tr>
<td>Medal/Board/Committee</td>
<td>Representative/Alternate</td>
<td>Term Dates</td>
<td>Appointment/Reappointment</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
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</tr>
<tr>
<td>Daniel Guggenheim Medal</td>
<td>Ephraim Garcia</td>
<td>October 1, 2013 – September 30, 2016</td>
<td>Reappointment</td>
</tr>
<tr>
<td>Daniel Guggenheim Medal</td>
<td>Rakesh Kapania</td>
<td>October 1, 2012 – September 30, 2015</td>
<td>Appointment</td>
</tr>
<tr>
<td>Daniel Guggenheim Medal</td>
<td>George Lesieutre</td>
<td>October 1, 2013 – September 30, 2016</td>
<td>Reappointment</td>
</tr>
<tr>
<td>Daniel Guggenheim Medal</td>
<td>Balakumar Balachandran</td>
<td>October 1, 2012 – September 30, 2014</td>
<td>Appointment</td>
</tr>
<tr>
<td>National Inventors Hall of Fame</td>
<td>Glenn Anderkay</td>
<td>January 1, 2013 – December 31, 2013</td>
<td>Reappointment</td>
</tr>
<tr>
<td>Sperry Board of Award</td>
<td>Miguel Torres-Castillo</td>
<td>January 1, 2013 – December 31, 2016</td>
<td>Reappointment</td>
</tr>
<tr>
<td>Sperry Board of Award</td>
<td>Swamidas K. Punwani</td>
<td>January 1, 2013 – December 31, 2016</td>
<td>Reappointment</td>
</tr>
<tr>
<td>American Automatic Control Council (AACC)</td>
<td>Nejat Olgac</td>
<td>December 1, 2013 – November 30, 2015</td>
<td>Appointment</td>
</tr>
<tr>
<td>Organization</td>
<td>Name</td>
<td>Role</td>
<td>Appointment Period</td>
</tr>
<tr>
<td>--------------------------------------</td>
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</tr>
<tr>
<td>American Automatic Control Council (AACC)</td>
<td>Dawn Tilbury</td>
<td>Director, Alternate</td>
<td>December 1, 2013 – November 30, 2015</td>
</tr>
<tr>
<td>International Council on Combustion Engine (CIMAC) US NMA</td>
<td>Frank Aboujaoude</td>
<td>Representative</td>
<td>April 2013 – December 2015</td>
</tr>
</tbody>
</table>
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: May 13, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: COFI
Agenda Title: By-Law Revision B5.2 First Reading

Agenda Item Executive Summary: *(Do not exceed the space provided)*

COFI requests changes to B5.2.2, B5.2.4.2 and B5.2.4.3, which establishes the ASME Audit Committee as a standing committee of the BoG, separate and apart from COFI. This is being done to increase the autonomy of the Audit Committee and will also satisfy a recommendation of our auditors, who advised us that this increased autonomy would be in the best interests of ASME. These By-Law changes were approved by the Committee on Organization and Rules on May 10, 2013.

Proposed motion for BOG Action: *(if appropriate)*

Revise B5.2 as attached

Attachments: Word document
B5.2 SECTORS AND COMMITTEES REPORTING TO THE BOARD OF GOVERNORS

B5.2.2 The following Standing Committees shall report to the BOG and shall be appointed by the Board of Governors or the President as determined in the By-Laws: Committee on Organization and Rules, Committee on Finance and Investment, Audit Committee, Committee on Executive Director Evaluation and Staff Compensation, Committee on Governance, Committee on Honors, and the Committee of Past Presidents. Each Standing Committee shall maintain its own operation guide as prescribed by Society Policy.

B5.2.4.2 The Committee on Finance and Investment shall consist of a Chair, a Vice Chair and a membership as determined by the Board of Governors.

The Treasurer shall be an ex officio member of the Committee with vote and a representative from the ASME Foundation shall be an ex officio member with vote only on items pertaining to investments. The Assistant Treasurer and the Second Assistant Treasurer shall be ex officio members of the Committee without vote.

B5.2.4.3 The Audit Committee shall consist of: the Chair, a Vice Chair and a membership as determined by the Board of Governors, of the Committee on Finance and Investment; one additional member of the Committee on Finance and Investment, a Governor appointed by the President, the President nominee/elect and the Treasurer. The Executive Director and the Assistant Treasurer shall be ex officio members of the Committee without vote.

The Treasurer shall be an ex officio member of the Committee with vote. The Assistant Treasurer and the Second Assistant Treasurer shall be ex officio members of the Committee without vote.

B5.2.10.2 At the close of each fiscal year, the Audit Committee shall review with the external auditor the audited financial statements.
Date Submitted: May 8, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: COR
Agenda Title: By-Law Revision B5.1.8, Second Reading

Agenda Item Executive Summary: (Do not exceed the space provided)

The Committee on Organization and Rules requests changes to B5.1.8. The committee reviewed this By-Law at its March 26, 2013 meeting.

Proposed motion for BOG Action: (if appropriate)

Revise B5.1.8 as attached

Attachments: Word document
B5.1 SECTORS, BOARDS/COUNCILS, AND COMMITTEES

B5.1.8 Periodically, throughout the fiscal year, Prior to the end of each fiscal year, each sector and each committee reporting to the Board of Governors shall submit to the Executive Director, for delivery to the Board of Governors a written report of its work activities.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: May 8, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: EDESC
Agenda Title: By-Law Revision B5.2.5.2, Second Reading

Agenda Item Executive Summary: (Do not exceed the space provided)

The EDESC requests changes to B5.2.5.2 clarifying the type of EDESC committee consistency. This By-Law was approved by the Committee on Organization and Rules on March 26, 2013.

Proposed motion for BOG Action: (if appropriate)

Revise B5.2.5.2 as attached

Attachments: Word document
The Committee shall consist of the President, the President-nominee/elect, the Immediate Past President, three current Board members at-large (serving staggered terms on the Board), and one member-at-large who shall be an ASME member with the knowledge and expertise of Board Governance, Board Operations and Compensation Practices (who served on the Board of Governors or as a Past President of ASME). The President-nominee/elect and Immediate Past President are ex officio members of the committee with vote. The President is an ex officio member of the Committee, without vote. The Immediate Past-President shall be the Chair. Although the ASME Treasurer, the Executive Director and the Managing Director, Human and Capital Resources, are not members of the Committee, they will be available to the Committee for consultation as needed.

The term of each of the current Board members at-large expires when his/her Board term expires. The term of the at-large member is for one year, based on an appointment by the President, is not eligible for reappointment and ends at the close of the second society-wide meeting, on a schedule established by the Committee on Executive Director Evaluation and Staff Compensation.
ASME Board of Governors  
Agenda Item  
Cover Memo  

Date Submitted: May 8, 2013  
BOG Meeting Date: June 23, 2013  

To: Board of Governors  
From: (Sector/Unit/Task Force/Other)  
Presented by: EDESC  
Agenda Title: By-Law Revision B5.2.6.1 Second Reading  

Agenda Item Executive Summary: (Do not exceed the space provided)  

The EDESC requests changes to B5.2.6.1 updating the number of members for the Pension Plan Trustees. This By-Law was approved by the Committee on Organization and Rules on March 26, 2013.  

Proposed motion for BOG Action: (if appropriate)  

Revise B5.2.6.1 as attached  

Attachments: Word document
B5.2 SECTORS AND COMMITTEES REPORTING TO THE BOARD OF GOVERNORS

B5.2.6.1 The Pension Plan Trustees, under the direction of the Committee on Executive Director Evaluation and Staff Compensation, shall have responsibility, as specified in the American Society of Mechanical Engineers Pension Plan, for the investment and ultimate distribution of the funds and may also act as Plan agent for the service of legal process.

The Pension Plan Trustees shall consist of up to seven-five members: the Treasurer of ASME; the Assistant Treasurer, and three to five at-large members recommended by the Committee on Executive Director Evaluation and Staff Compensation for appointment by the Board of Governors.

The terms of the at-large members shall be three years ending at the close of the second Society-Wide Meeting on a schedule established by the Committee on Executive Director Evaluation and Staff Compensation. Except as provided in this section, a Pension Plan Trustee who is a member-at-large may serve no more than two consecutive full terms. To be eligible for a third consecutive full term, a member-at-large must be nominated by the Committee on Executive Director and Staff Compensation upon a finding by the Committee that specifies exceptional circumstances warranting the third consecutive term, and a written statement of such findings must accompany the nomination when it is communicated to the Board of Governors by the Chair of the Committee. The nominee may then be appointed only upon the affirmative vote of two-thirds of the entire Board of Governors.
Date Submitted: May 13, 2013
BOG Meeting Date: June 23, 2013

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: COR
Agenda Title: Society Policy P-2.2, Investment Policy of the Society

Agenda Item Executive Summary: (Do not exceed the space provided)

The Committee on Finance and Investment requests changes to Society Policy P-2.2 Investment Policy of the Society. The Committee on Organization and Rules reviewed and approved this policy at its May 10, 2013 meeting.

Proposed motion for BOG Action: (if appropriate)

Revise Society Policy P-2.2 as attached.

Attachments: Word document
INVESTMENT POLICY OF THE SOCIETY

I. PREFACE

Investment authority of the BOG and COFI

A. BOG

Article C.4.1.11 of the Society’s Constitution states: “The deposit, investment, and disbursement of all funds shall be subject to the direction of the Board of Governors.”

B. COFI

1. By-Law B4.4.5 states: “The Committee on Finance and Investment, under the direction of the Board of Governors, shall be responsible for the management of the securities of the Society.”

2. By-Law B5.2.4.1 states: “The Committee on Finance and Investment, under the direction of the Board of Governors, shall supervise the financial and investment affairs of the Society, and shall support the Board and its committees by conducting an annual review of the Society’s budgets.”

II. PURPOSE

A. The purpose of this investment policy (the “Policy”) is to set forth the standards and guidelines governing the investment and management of the Society’s financial assets by the Society’s Board of Governors (the “BOG”), Committee on Finance and Investment (the “COFI”) and staff, as well as its Investment Consultant (defined below) and investment managers.

B. The goal of the Policy is to provide for:

1. Preservation and marketability of principal;
2. Maintenance of purchasing power;
3. Reasonable yield on invested funds; and

POLICY

A. The investment policy of the Society shall provide for:

1. Safety and marketability of principal;
2. Maintenance of purchasing power;
3. Reasonable yield on invested funds; and


B. Any surplus funds, as well as the reserves of the Society, should be invested.

III. PROCEDURE POLICY

A. Financial Assets Of The Society

1. Working Capital

For investment control, invested Funds shall be subdivided into two parts: Working Capital and Investment Portfolio. The Working Capital is the amount required for short-term operating and program expenses.

2. Investment Portfolio

The Working Capital of the Funds shall be the amount required for normal needs. It shall be invested, so far as practicable, in income earning short-term U.S. Government securities, in short-term notes of well financed corporations, or various Money Market Funds. Investment Portfolio includes Reserve Funds, Endowment Funds, and any other funds designated by the BOG as part of the Investment Portfolio.

a. Reserve Funds are funds held in reserve to support the Society’s future operations and strategic initiatives and to serve as a resource during economic downturns.

b. Endowment Funds include temporarily and permanently restricted endowment funds.

B. Investment Objectives And Guidelines

1. Working Capital

The Working Capital will be invested, so far as practical, in income earning short-term U.S. Government securities, in short-term notes of well financed corporations, or various money market funds.

2. Investment Portfolio

1a. The Investment Portfolio of the Funds shall consist of equities, fixed income securities and other types of investment (as defined below).

1b. Safety of capitalPreservation of principal must be a prime consideration of investment.
2. “Other types of investment” may include the following:
   a. Purchase of real estate for use by the Society;
   b. Purchase of real estate as a source of rental income;
   c. Other prudent investments.

3. This type of investments per III.C.2 may be made after proper economic analyses demonstrate that they will produce a return equal to or greater than the return analyzed earned through equities and fixed income securities.

b. Following are permitted investments and constraints recommended by the COFI and approved by the BOG:
   i. Investments shall be limited to readily marketable securities, registered with the SEC.
   ii. There shall be no leverage used in the Investment Portfolio.
   iii. No purchase shall be made in securities issued by an investment manager or any of its affiliates.
   iv. No equity securities of a single issuer, or its affiliates, shall comprise more than 5% of the equity portion of any investment manager.
   v. Equity holdings in American Depositary Receipts (ADR’s) and other U.S. dollar denominated foreign securities, listed on the U.S. exchanges or on NASDAQ, must not exceed 20% of the portfolio, measured at market value.
   vi. All equity portfolios are to be fully invested at all times, with cash and cash equivalents not to exceed 5% of the total market value of the account. This maximum of 5% may be temporarily (not to exceed 30 calendar days) exceeded as a result of a sale of securities, or when newly allocated funds are received into the account.

C. Diversification And Allocation
   1. Investments of the Investment Portfolio will be diversified to limit the risk of loss resulting from the concentration of assets in a specific type of investment, specific maturity, specific issuer or sector unless the COFI determines that, because of special circumstances, the purposes of a fund is better served without diversification. The COFI will periodically review the diversification strategy but it must review any decision to not diversify on an annual basis.
2. From time to time COFI may set, based on financial and economic conditions, ranges for the allocation of equities, fixed income securities and other types of investment in the Investment Portfolio. Staff will monitor external manager compliance with the asset allocation ranges on a monthly basis. In the event that the asset allocation ranges are not being met, staff will advise the Investment Consultant to take corrective action. The Investment Consultant will then develop alternatives and options to be presented to the COFI for discussion and approval.

D. From time to time the Committee on Finance and Investment shall decide, based on the financial and economic conditions then prevailing, the ratio of equities and fixed income securities in the Investment Portfolio.

E. The Committee on Finance and Investment shall have the advice of professional investment counsel in:

1. Deciding the desired ratio of equities to fixed-income securities, and

2. Authorizing purchases and sales of specific real estate, equities, or fixed income securities in the investment portfolio.

F. The various funds of the Society (General Fund, Custodian and Award and Endowment Fund, and any other funds entrusted to the Committee) are pooled and invested as a unit. Profits or losses are allocated monthly based on the percentage of capital each fund represents. All investment funds are treated equally.

D. Delegation To External Agents

1. To the extent it considers prudent, the COFI may delegate management and investment decisions to one or more external agents, such as a bank, investment advisor, investment manager or custodian, except where prohibited by the terms of a gift instrument.

2. The COFI will act in good faith and with the care an ordinarily prudent person in like position would exercise under similar circumstances in (i) selecting, continuing or terminating the external agent; (ii) establishing the scope and terms of the delegation including the compensation to be paid; and (iii) monitoring the agent’s performance compliance with the scope and terms of the delegation.

3. The COFI, in making the decision as to whether to delegate such functions to a specific external agent, shall conduct such due diligence as the BOG deems appropriate, such as reviewing information regarding the external agent’s experience, personnel, track record and proposed compensation as compared to appropriate peers.
4. An external agent to which management and investment authority is delegated shall exercise reasonable care, skill and caution to comply with the scope and terms of the delegation.

E. Investment Consultant

1. The COFI will appoint a professional investment consultant (the “Investment Consultant”) for advice on the investment allocation and on specific investments to be purchased and sold. The Investment Consultant should be qualified to manage an investment portfolio, have a documented track record of investment portfolio management results and be independent of investment sales. The COFI will choose the Investment Consultant, monitor his/her performance, and make changes as deemed necessary.

2. The COFI will review with the Investment Consultant the asset allocation and performance at the quarterly COFI meetings. Based on input from the Investment Consultant, the COFI will determine if any changes to the Investment Portfolio are necessary. The Investment Consultant will research and provide appropriate investment options, and the COFI will make the final decision.

IV PROCEDURE

A. Performance Review & Reporting

1. Reports on investments in the Investment Portfolio will be provided to the appropriate Society committees in a format and on a schedule approved by the COFI.

2. Internal & External – Monthly and quarterly reports on the performance of investments will be provided by the Society’s Finance Department to the appropriate committees and participating Society Units.

3. Reports of investment performance will include:
   i. The return on the Investment Portfolio;
   ii. Comparisons against the established benchmarks; and
   iii. The effect of the investments on Society reserves.

4. The Investment Consultant will independently provide the COFI with quarterly reports on the performance of the Investment Portfolio.

B. Guidelines On Prudent Investing

1. Standard of Care

   Each person responsible for managing and investing an institutional fund of the Society will do so in good faith with the care an ordinarily prudent person in a like position would exercise under similar circumstances and will consider both the purposes of the Society and the purpose of each institutional fund.
The term "institutional fund" refers to each fund held by the Society other than an asset held not for investment but primarily to accomplish a programmatic purpose of the Society.

2. Factors Requiring Consideration

In managing and investing an institutional fund, the following factors, if relevant, will be considered:

a. General economic conditions;

b. The possible effect of inflation or deflation;

c. The expected tax consequences, if any, of investment decisions or strategies;

d. The role that each investment or course of action plays within the Society's overall investment portfolio;

e. The expected total return from income and the appreciation of investments;

f. Other resources of the Society;

g. The needs of the Society and the institutional fund to make distributions and to preserve capital; and

h. An asset's special relationship or special value, if any, to the purpose of the Society.

3. Management and investment decisions about an individual asset will be made not in isolation but rather in the context of the portfolio of an institutional fund as a whole and as part of an overall investment strategy having risk and return objectives reasonably suited to the fund and the Organization.

4. COFI will diversify the assets of an institutional fund unless it prudently determines that, because of special circumstances, the purposes of the fund are better served without diversification. Any decision not to diversify will be reviewed as frequently as circumstances require, but at least annually.

5. Within a reasonable time after receiving property, COFI will make and carry out decisions concerning the retention or disposition of the property or the rebalancing of its portfolio, in order to bring the institutional fund into compliance with the Organization’s purpose and distribution requirements as necessary to meet the Organization’s other circumstances and the requirements of applicable law.

6. A person with special skills or expertise, or selected in reliance upon his or her representation that he or she has special skills or expertise, will use those skills or that expertise in managing and investing institutional funds.
7. The BOG or COFI may delegate to an external agent the management and investment of an institutional fund to the extent that an institution could prudently delegate under the circumstances and will act in accordance with the prudence standard described above in selecting, continuing or terminating the agent, establishing the scope and terms of the delegation, and monitoring the agent’s performance and compliance with the scope and terms of the delegation. The delegating body will take reasonable measures to assess the independence of external agents selected to manage and invest institutional funds, including any conflicts of interest the agent has or may have.

These Guidelines on Prudent Investing are included in the policy in accordance with the requirements of New York law.

C. Review Of The Investment Policy

The COFI will review the Policy, and may amend the Policy, from time to time as necessary to reflect developments affecting the Society’s finances and activities, subject to BOG approval. The COFI must notify the members of the BOG of any amendment to the Policy at least thirty (30) days prior to the effective date of the amendment.

Responsibility: Committee on Finance and Investment

Adopted: October 15, 1956

Revised:
October 20, 1960
September 6, 1968
June 19, 1975
March 24, 1978
September 29, 1978
June 10, 1983
November 28, 1990
June 13, 1991
(editorial change 6/96)
(editorial change 6/1/05)
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: May 23rd, 2013
BOG Meeting Date: June 23rd, 2013

To: Board of Governors
From: COFI
Presented by: Reggie Vachon
Agenda Title: Investment Administration

Agenda Item Executive Summary:

COFI recommends that the Board of Governors approve a motion to engage Bank of New York Mellon to administer and act as custodian for the investment portfolios of ASME including the assets of the General Fund, Designated Funds and Endowments.

The benefits of this action include:
- Centralization of investments and market value information to improve timeliness and quality of reporting
- Investment trades executed by professionals (reduces operational risk)
- Enhanced safety / asset security (no bank risk)

The gross cost is about $50 thousand per year but this will be offset by the elimination of about $25 thousand of existing administration expenses.

Proposed motion for BOG Action:

To authorize the engagement of Bank of New York Mellon to administer and act as custodian for the investment portfolios of ASME including the assets of the General Fund, Designated Funds and Endowments.

Attachments:

None.