
Practice Periodical

This is an exciting time to be an ASEM officer. The transition of our World Headquarters to Huntsville, Alabama from Rolla, Missouri has breathed new life into the organization as all major organizational transitions do. It is our pleasure to be working with Angie Cornelius, ASEM's new Operations Director. Angie brings strong professional skills coupled with a can-do attitude that we are all benefiting from. In addition to Angie's support, the headquarters transition required dedicated efforts from many individuals especially Bill Daughton, Paul Kauffmann, Beth Cudney, Suzie Long, Susan Murray, and Brian Smith. We will always be grateful to the Missouri University of Science and Technology faculty and staff who were crucial to the growth and success of ASEM for so many years. Thank you all for your dedicated service to ASEM.



the pleasure of staying at The Alexander hotel last February during our Spring Board meeting. The hotel is wonderful and within walking distance to a vibrant downtown area. This coupled with an innovative technical program will guarantee a value-adding and enjoyable experience for all attendees.

Heather Nachtmann, Ph.D.
2014-2015 ASEM Secretary

Attitude

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company, a church, a home. The remarkable thing is, we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past ... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you ... we are in charge of our attitudes.

~ Charles Swindoll

INTERESTED IN WRITING FOR US?

We would like to hear from you! We published a range of submissions from our readers. Please see our [Submission Guidelines](#) for the types of materials, or visit Practice Periodicals webpage for past issues.

In my role as Secretary, I have learned a lot about ASEM and the inner workings of the Society. It has been my pleasure to interact with other engineering managers who are leading the Society's efforts to provide state-of-the-art EM knowledge and best practices to the workforces of today and tomorrow. I continue to be impressed with the level of dedication our members have to ASEM. If you are not currently engaged in a leadership role within ASEM, I encourage you to do so. Nothing is more rewarding than seeing the Society change organizations around us and across the world. Please feel free to contact me or any other ASEM officers to find out how you can become more involved.

I hope to meet you in Indianapolis this October at our 2015 annual conference. I had

Dear Auntie EM

Dear Readers,

If you will indulge me, I'm going to ask my own question this quarter. What will determine your legacy?

This question has been on my mind since the death of a colleague. Dr. Tamiko Youngblood achieved many firsts in her career. She was the first African American woman to receive a degree in mining engineering and a PhD in engineering management at Missouri S&T. Tamiko also broke down barriers in the working world.

While these are impressive accomplishments, they are not her most lasting legacy. The words written and spoken by her former students are a much more powerful legacy. They speak of her support and encouragement. I think that is a much more powerful legacy than her grades, the certificates and diplomas gracing her office walls, or the bullet points on her resume.

There is a quote attributed to Stephen Grellet that captures this point.

I expect to pass through this world but once. Any good, therefore, that I can do or any kindness I can show to any fellow creature, let me do it now. Let me not defer or neglect it for I shall not pass this way again.

Dear readers, what will be your legacy?

Good luck,
Auntie EM

Got a question about engineering management or a topic for us? Send it to Auntie EM at Practice.Periodical@asem.org and look for an answer in a future edition.

ASEM 2015 INTERNATIONAL ANNUAL CONFERENCE (IAC)

*Driving Change:
An Engineering Management Imperative*

Hosted by
Rose-Hulman Institute of Technology
Alexander Hotel, Indianapolis, Indiana, USA
October 7th – 10th, 2015

We are currently in the paper review phase. If you submitted a paper, you will be requested to review other papers. The upcoming deadlines for IAC authors are as follow:

12 July, 2015 Paper review due
20 July, 2015 Paper acceptance notification
31 July, 2015 Final paper submission
17 Aug, 2015 Presenter registration deadline

2015 IAC will be in the [Alexander Hotel](#) in Indianapolis, Indiana, USA. To make your reservation at the ASEM special rate, please use this [link](#).

[Conference Registration](#) is open to attendees now. To view and get the early registration rate, please visit [ASEM 2015 IAC Site](#). Conference registration cost includes all technical sessions and workshops, proceedings, all meals during the conference, social event, and industry tours.

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

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BOOK DIGEST

Book: *The Tipping Point: How Little Things Can Make a Big Difference*, 2002, Malcolm Gladwell, Little Brown Publisher. ISBN: 0-316-34662-4. By Alice Lay, a class assignment under the guidance of Rodney Grubb. Edited by S. Murray and E. Ng.

The Tipping Point presents a different perspective on why change often happens as quickly and as unexpectedly as it does, and why is it that ideas, behavior, messages, and products sometimes behave just like outbreaks of infectious disease. The author, Mr. Gladwell, called this the “social epidemics.” *The Tipping Point* is an examination of the social epidemics that surround us.

Mr. Gladwell was a reporter for the *Washington Post* and covered the AIDS epidemic. He noticed that the epidemiologists have a very different way of viewing epidemics, as epidemiologists do not share the same assumptions as most people as to how and why change happens. Normally, people expect everyday change to happen slowly and steadily, and for there to be some relationship between cause and effect. In epidemics this does not happen. The phrase, “Tipping Point”, comes from the world of epidemiology, which describe the moment in an epidemic when a viral infection explodes in a population.

Mr. Gladwell developed the “Three rules of epidemics” using actual epidemics of syphilis in Baltimore, the spread of kids buying Hushpuppies shoes in the East Village, and the worldwide spread of HIV. These three rules are:

1. The Law of the Few

For a disease or a cultural idea to expand, only a few people are necessary to get the epidemic going. The combination of these three are what tip epidemics. Mr. Gladwell classified these people into three types:

- The Connectors: These are people that have many relationships with many diverse social groups. Connectors are the entity that connects diverse groups that would not ordinarily meet.
- The Mavens: Mavens are people that know a “great deal” about many different subjects. In addition, they wish to share this information with everyone. Mavens are the ones that hold all of the information or ideas or viruses that can move from one group to another.
- The Salesmen: Then there are the gifted salesmen who can persuade you to an idea, or a product or in the case of a disease, be particularly virulent.

2. The Stickiness Factor

When a person hears about an idea, that person either internalizes the idea or is not provoked to ponder this idea further. If the idea is “Sticky”, then the idea is internalized. Stickiness describes the factors that will cause an idea to be internalized if the person hears it.

3. The Power of Context

The power of context refers to human’s tendency to accept ideas due to the social or physical environment.

In a subsequent interview concerning his books, Mr. Gladwell stated that he wanted people to know how to start “positive epidemics” of their own. The virtue of an epidemic, after all, is that just a little input is enough to get it started, and it can spread very, very quickly. That makes it something of obvious and enormous interest to everyone from educators trying to reach students, to businesses trying to spread the word about their product, or for that matter to anyone who is trying to create a change with limited resources.

EDITORIAL

Musing on Teamwork

By: Ean Ng

I was one of the lucky few who got to teach freshmen engineering students last fall. At the end of the term, as a reflection exercise, we had the freshmen do a personal SWOT analysis on completing their undergraduate engineering degree. Of the items listed in their SWOT analysis, we have the usual items that we would expect from freshmen such as math and science as their strengths, time management, procrastination, organization skills as their weaknesses; on campus resources and office hours as opportunities, Xbox, Netflix, PS3, social life as threats etc.

The most interesting item was the mention of teamwork or the ability to work in teams by a large number of students. It was listed as a strength, weakness, opportunity, and threat by different students. Why the different perspectives?!

Students were required to complete a team project over a 10-week period with very strict deadlines. As you might imagine, I had all the typical group drama and excuses one could expect, plus some new ones. The most telling student response was a student who sent an email to a university administrator stating that "...in my experience, engineering work is individual work... having us work in group is a waste of time..."

I am wondering:

How do I convince 18-year-olds that they do need to work together? That no one, not even engineers, work in isolation?

As university instructors, how can we make our academic projects more "real world" for the students?

If you have thoughts, share them with us.

IN MEMORIAL



Dr. Tamiko Youngblood, of Moon Township, PA, died recently at age 46. She was an associate professor of engineering at Robert Morris University in Pittsburgh, and an ASEM member. Dr. Youngblood was the first African American woman to earn a mining engineering degree and a PhD degree from Missouri S&T.

In lieu of flowers, a scholarship has been set up in Tamiko's name through Alpha Kappa Alpha Sorority, Inc., Gamma Omega, Inc. Any amount will be appreciated. Tax deductible donations can be sent to: Gamma Omega, Inc., c/o Kim Beck, PO BOX 170042, St. Louis, MO 63117-7742 or [Robert Memorial Scholarship Fund](#).

AMERICAN SOCIETY FOR ENGINEERING MANAGEMENT

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



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