



# SASE

SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

FALL 2014



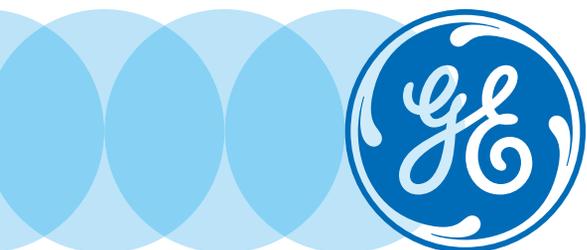
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## SASE MAGAZINE

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## SASE Magazine Welcome Letter

During the recent 41st OCA (previously known as Organization of Chinese Americans) National Convention, I had the opportunity to introduce myself and gauge the general knowledge about SASE among the attendees. I'm glad to report that a few people did say that they've heard about SASE or knew a student leader from our organization. In previous years, when I mentioned SASE, there wasn't much awareness and I would commence my SASE elevator speech. Having to retire that speech is a clear indication of how far SASE has come.

After the annual board retreat, SASE is now even more focused on leadership and talent development. This directive from the board will help our members build their skillsets to bring change to the corporate culture and conversation about the perceived lack of leadership potential in Asian heritage technical professionals.

I am excited about the near term direction that the board is focusing on: professional membership and development, sponsor relationship building, leadership focus and diversification of our members. These goals are further explored in the *SASE Magazine* article, "Overview of SASE Initiatives."

Having established over 62 collegiate chapters and five pilot professional chapters, we are well on our way to becoming the largest Asian American and Pacific Islander organization in the U.S. We are averaging about one to two new collegiate chapters per month. SASE has been and will continue to engage, develop and grow our collegiate membership.

When I asked Betty Shanahan, Society of Women Engineers' (SWE) previous Executive Director, what was or has been the biggest hurdle in the organization's 60 years, Betty stated that SWE needed to move beyond the collegiate brand. One of SWE's most vexing issues is that outsiders still look at SWE as more of a collegiate than a

professional organization, even though Betty has done more to shift that conversation for SWE than anyone else has in previous years. You will notice that in the next few years, SASE will be shifting our focus to include more professionals, while still retaining our graduating collegiate members.

I am continually amazed and grateful for our army of volunteers, from chapter leaders who make SASE fun and educational for collegiate members to our young professionals who see the value that SASE is providing to themselves, their corporations, and the wider community. Given the tens of thousands of hours our volunteers put into SASE, it is no wonder that we are succeeding at the current trajectory. SASE has been and continues to be a volunteer organization driven by the passion and dedication of its volunteers and members.

If this is your first time at the National Conference, I welcome you and I hope you will learn more about what we have to offer. The best way to learn is to ask our volunteers and active members what they do for SASE and what SASE does for them. As our SASE family grows, your network and leadership opportunities will grow as well.

I believe that you will get more out of SASE than you put in, but you have to take an active role in your development as a professional, community leader, and lifelong learner.

I am proud to be part of SASE. I hope you enjoy our conference, our career fair, and our magazine.

Thank you for being part of SASE and making history.

*Sincerely,*

**KHÁNH VŨ**

Executive Director  
**SASE**



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# 2014 SASE Board of Directors



## **SHEKHAR MITRA** Co-Founder and President

Shekhar Mitra currently serves as Premium Consulting Partner at YourEncore, Inc and President of Innopreneur LLC, a global new venture and leadership development consultancy. Prior to this, Shekhar served as the Senior Vice President of Global Innovation for Procter & Gamble and was a member of top executive team, Global Leadership Council. He was on the ground in China starting P&G's well-recognized global innovation center in Beijing, and led the start of the strategic partnership with the Government of India's Council of Scientific & Industrial Research (CSIR). He is passionate about enabling younger generations of scientists and engineers across all cultures, companies, and businesses to achieve their full potential as professionals. In 2010, he was awarded the prestigious Ellis Island Metal of Honor by the U.S. Congress for his contribution in touching and improving lives through his leadership in bringing breakthrough innovations and for community service.



## **TOM FERNANDEZ** Co-Founder and Secretary

After 23 years with Procter & Gamble, Tom has left to pursue the American dream of being an entrepreneur. He left P&G as Associate Director of Purchases, Capability, and Strategy. He joined P&G in 1989 in Purchases and has held positions of increasing responsibility in External Manufacturing, Chemicals, New Business Development, and Business Services. This includes his last two positions, where he was the first leader of P&G's over \$1 billion Global Energy Strategy and P&G Purchases Acquisition and Divestiture efforts. Tom has been active in Organizational Development at P&G since 1989, including a broadening assignment as Recruiting Manager of Product Supply, where he had oversight to hire over 600 employees for P&G's Engineering, Manufacturing, Customer Service and Logistics needs. In 2007, Tom co-founded SASE to help Asian heritage scientists and engineers achieve their full career potential. Tom has served on the SASE Board of Directors as Secretary since 2007.



## **TABREZ MALIK** Treasurer

Tabrez Malik is currently Finance Leader in GE Oil and Gas division. Tabrez joined GE in 2002 on the Operation Management Leadership Program (OMLP) with GE Transportation after having completed an Internship program with GE in 2001. Following his graduation from OMLP, Tabrez joined GE Aviation as Technical Risk Analyst. He subsequently went on to serve on Corporate Audit Staff for two years and, upon graduation, joined the GE O&G division as Project Finance Manager. Tabrez most recently was the FP&A Manager for the Global Services business in GE O&G Drilling & Production. Tabrez is a graduate of Bhilai Institute of Technology, India with a Bachelor's degree in Mechanical Engineering, and a holds a Master's degree in Mechanical Engineering from the State University of New York, Buffalo.



## **JENNIFER JAO** Board Member

Jennifer Jao has spent 21 years at Toyota Motor Engineering & Manufacturing of America (TEMA) and is currently IT General Manager. Jennifer's career began in Production Control and held positions of increasing responsibility in Supply Chain and General Stores Management. She then became an IT Leader for Business Systems Innovation for Human Resources, Purchasing, Legal, Corporate Responsibility, Environmental, Safety and External Affairs. Currently Jennifer is responsible for 17 Research and Development, Manufacturing and Headquarter locations throughout North America providing diverse IT business leadership and operational excellence. She is also the leader for IT Organizational Development and Big Data initiatives. Jennifer has served SASE as a board member since 2011.



## **SANJAY CORREA** Board Member

Sanjay is the Vice President for CMC Programs at GE Aviation in Cincinnati, OH, and has been with GE for over 30 years. He holds BS, MS and PhD degrees in Aerospace Engineering from the University of Michigan in Ann Arbor, MI. Prior to his current role, Sanjay was Vice President & Managing Director of the GE India Technology Center in Bangalore, India. Earlier he was the General Manager for Engineering Technologies at GE Aviation; General Manager for the Fan, Compressor and Combustor Center of Excellence in GE Aviation's Supply Chain, with manufacturing plants in the U.S., Canada and Europe; and Global Technology Leader for Energy & Propulsion Technologies at GE's Global Research Center headquartered in Niskayuna, NY, with teams in the U.S., Bangalore, Shanghai and Munich.

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# 2014 SASE Board of Directors

(CONTINUED)



## **DENNIS HIROTSU** Board Member

Dennis' 30-year career in R&D at Procter & Gamble has spanned multiple businesses, locations, and R&D functions. He is currently the Vice-President of Corporate R&D, Innovation Capability. He has been involved in everything from P&G's Baby Care and Feminine Protection to Household Cleaner and Hair Color. His global experience includes two six-plus year assignments in Asia expanding P&G's Baby and Feminine Care businesses throughout Asia and the launch of shaped, Ultrathin diapers in Europe. Currently, Dennis is responsible for leading innovation capability development for the R&D function reporting to Kathy Fish, P&G's Chief Technology Officer. Dennis leads the work on identifying and scaling innovation structures, methods, and training across the company.



## **YOUNG BANG** Board Member

Young, currently a Vice President with Booz | Allen | Hamilton, has 20 years of professional experience. Young graduated from the U.S. Military Academy at West Point with a BS degree in Systems Engineering and Behavioral Sciences. He served in the Army as an Ordnance Officer with assignments in Aberdeen Proving Ground, multiple locations in Korea and Fort Bragg, NC. He subsequently went to commercial industry working in telecom companies (Ciena, UUNET, MCI, WorldCom), Internet and dotcoms before settling in as an IT consultant at Booz Allen Hamilton. During his professional career, Young has managed every major aspect of a project management/software development life-cycle, including concept exploration, requirements elicitation, approach definition, architecture development, process design, system design, system development, test and evaluation, and system implementation.



## **SHIRLEY YAP** Board Member

Shirley is currently the North America Refining Margin Optimization Manager at Shell. She holds a BS degree in Chemical Engineering from UCLA and a MS degree in Chemical Engineering from Northwestern University. Shirley has been in the oil industry for 18 years and has held a variety of positions including: Process/Research engineer, supply chain and refinery economist, refinery operations manager, refining strategy and portfolio advisor, and global distribution HSSE GM. In her current role, she leads the refining margin optimization group, responsible for margin optimization and feedstock purchase of Shell's wholly owned refineries across North America. She is also on the Executive Advisory Board for Shell's Asia Pacific Employees Network Group. She has lived in Hong Kong, Los Angeles, London, and is currently living in Houston.



## **LEI ZHANG SCHLITZ** Board Member

Lei Schlitz is currently Group President of ITW Food Equipment Group, responsible for worldwide refrigeration and the weigh wrap businesses, as well as ITW Food Equipment Group in Greater China. Prior to joining ITW in October 2008, Lei spent seven years at Siemens Energy and Automation. She held P&L responsibility of an emerging growth business segment and successfully grew the product portfolio by building strong market driven strategy, developing a high performance team and drove differentiated innovative growth. Prior to that, she worked at GE Global Research and GE Industrial Systems as a program manager developing next generation electrical distribution products and equipment. Lei has a PhD in Mechanical Engineering from the University of Wisconsin, Milwaukee.



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# SASE's Leadership Focus

In March 2014, the SASE Board developed SASE's vision statement, "SASE is the go-to organization for talent and leadership development in science, engineering and technology." While we have a long way to go to fulfill this vision, I'm excited to embark on this enterprise. The clarity of the vision is essential in guiding our work and is a worthy yardstick to measure our progress.

## Why Leadership?

Leadership is an essential and timeless skill that deserves SASE's focus. The Center for Work-Life Policy study showed Asians are underrepresented by 250 percent in top executive roles in Fortune 500 companies, comprising 5 percent of the population, but only holding 2 percent of the executive roles. Further, the study showed that Asian employees were deemed "unassertive" and lacked "leadership potential." SASE believes it can be an agent for change to help Asian students and professionals achieve their full leadership potential.

## The Path Forward

SASE will increase focus on leadership abilities. We are committed to include leadership development in every SASE meeting, whether it is the National Conference organizing committee, or a current and new professional and collegiate chapter. These opportunities will be challenging yet supportive for you to develop leadership skills. You will be amazed at how far you progress in only one year!

## Changing Attitudes

A SASE Leadership Self-Assessment survey will come out shortly to assess how SASE members see their current leadership style and skills. This survey will also serve as a tool to measure individual progress, which helps reinforce the point that effective leadership starts with a willing and dedicated individual. SASE will provide opportunities to practice and demonstrate leadership such as volunteering to lead a SASE activity or employee team for a SASE professional member. SASE wants to encourage members to become the most effective leaders they can be. In order for Asians to be equally represented in executive positions, SASE embraces the challenge, one individual at a time.



**TOM FERNANDEZ**  
Co-Founder and Secretary  
**SASE**

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# Overview of SASE Initiatives

**As a seven-year-old organization**, our board convened recently to review our core mission and outlined the steps needed to be taken in order to become a premier organization. The board quickly identified the central themes of leadership and talent development, and approved our vision statement to reflect this core mission: “SASE is the go-to organization for talent and leadership development in science, engineering & technology.” Engaging Asian STEM professionals, expanding our corporate relationships, developing a leadership culture within SASE and attracting diverse members will be our near-term strategies.

According to the National Science Foundation, over two million people—that’s almost one in three working persons of Asian descent—are involved in a science, engineering or technology field. This is a largely untapped population for SASE, although we have started five pilot professional chapters in Boston, Washington D.C., Houston, Cincinnati and Colorado. We are working on finding the right benefits, guidance, and opportunities to enhance professional development for this population. As we work hard to engage and support these professionals in their career and personal development, we will continue to grow our collegiate chapters into the hundreds, but expect that working professionals will eventually comprise the majority of our membership.

We hope to expand our corporate and organizational relationships as widely as some of our peer organizations, namely, the Society of Women Engineers (SWE) and the Society of Hispanic Professional Engineers (SHPE). While SWE and SHPE have been around for over four decades, SASE can learn from their examples and partner with like-minded organizations to further our mission. SASE will be developing new programs and opportunities in the future such as scholarships, leadership development courses and webinars to engage new members, corporations, academic institutions, and other nonprofits.

We have already attracted strong leaders and will continue the process of developing more leadership training and development tools. SASE will be integrating leadership

development into every meeting and conference within the next five years, along with individual and group metrics, to measure our progress. This year, we will be piloting one or two mentoring circles for our professionals. As we learn more about the mentoring circles, we will expand and extend it to our collegiate chapters. The board is committed to making SASE a leadership-centric organization.

**“SASE is the go-to organization for talent and leadership development in science, engineering & technology.”**

SASE is now the largest technical organization for people of Asian heritage (AAPI-Asian American Pacific Islander) and hosts the largest career fair for AAPI’s. Even though SASE is growing rapidly, the areas of growth are uneven. In membership, we are still more engineers than scientists. We will be looking at ways to develop curriculum and attract more opportunities for the scientific

community. While we have strong representation in the East Asian heritage population, we would like to engage more Pacific Islanders, Southeast and South Asian heritage STEM members.

The SASE 2014 National Conference is the largest gathering of Asian Americans this year. As we continue to engage new members, sponsoring companies, supporters and other organizations, we recognize that establishing the SASE culture and brand will be particularly important.

If any of these initiatives interest you, please contact us at [ideas@saseconnect.org](mailto:ideas@saseconnect.org) and we can work together to make SASE “the go-to organization for talent and leadership development in science, engineering & technology.”

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**10:45 a.m. – 12:00 p.m.**

**Panel: Thriving in Corporate America**

*ITW Panelist: Frank Lio, Product Support Manager, Instron*

**Pennsylvania Convention Center • Room 112AB**

**1:45 p.m. – 3:00 p.m.**

**ITW Presentation: Love, Don't Dread, Negotiations**

*Presented by Umesh Mishra, General Manager, Valeron*

**Pennsylvania Convention Center • Room 107AB**

**3:15 p.m. – 4:30 p.m.**

**Panel: From School to Work – Key Steps and Preparation**

*ITW Panelist: Yanrong Shi, Research Scientist, Kester*

**Pennsylvania Convention Center • Room 112AB**

**8:30 p.m. – 10:30 p.m.**

**ITW Hospitality Suite**

**Pennsylvania Convention Center • Room 105AB**



**Career Fair – ITW Booth #401**

# SASE St★rs

BY KEVINA LEE

These movers  
and shakers  
represent the  
best of SASE's  
present . . .  
and future

## ★ VanDon Duong

VanDon Duong began his climb to SASE Stardom when he was only a high school senior.

As a dual-enrolled student, VanDon felt welcomed at his first SASE event at the University of Minnesota, and he noticed something truly unique about the organization.

“It was really amazing how they were doing engineering concepts in a fun way,” says VanDon. “It showed me that this group was different from others—they’re

looking to educate and build relationships between members, and that’s what really attracted me to SASE.”

In just his first year as a Minnesota undergraduate, VanDon became Secretary of the SASE chapter.

Throughout the year, he was committed to a new initiative named SASE Junior, which provides high school students with opportunities such as interacting with univer-



sity students and visiting research labs – something their high schools may not have the resources to provide.

But his biggest pride came from his involvement in planning events. VanDon organized camping activities and even canoeing trips for his members.

“A lot of them weren’t able to go camping before, and I have never gone canoeing before,” VanDon says. “It seems small, but I think these activities are very worthwhile in that they provide new life experiences.”

Behind the curtain, VanDon always had a passion for helping people, interacting with them, and engaging them in activities. As a double-major in physics and biomedical engineering, VanDon is stuck between two routes: oncology and rheumatology.

He trained in research assistant positions to design a therapy around cancer, focusing on the individual need of a patient. Shadowing a rheumatologist also allowed him to witness many patients suffering and unable to do the daily activities that people normally could.

“I never wanted to be a doctor until I got these personal experiences of doing research and working with patients,” VanDon says. “I think person-to-person interaction is very important for me. They’re my motivation, basically.”

In addition to training under professionals, VanDon is also involved with mentorship programs, such as the Minority Males in STEM. He feels accomplished about being able to give back and inspire others – not to mention being able to receive free meals on the side. Having to balance time around various activities in college, he advises other students to self-reflect regularly.

“I’m trying to write a small journal for myself,” VanDon says. “I noticed that, when I do write, my days are usually better.”

## ★ Julie Lam

In high school, Julie Lam spent a lot of time in a nursing home for Alzheimer’s and dementia patients, assisting them through their hardships.

On other days, she volunteered at a wildlife center and took care of endangered wildlife animals. Julie was also the Vice President of her school’s Red Cross club, for which she supported events focused on disaster awareness.

“I’ve always had a passion for community service because I believe it’s always better to give than to receive,” Julie says. “It’s always good to help out the community because the type of community somebody lives in will always play a role in shaping his or her life.”

As a pharmacological chemistry major, Julie joined SASE at the University of California in San Diego, where she started out as an

intern for the internal vice president and community service chair positions. She was particularly interested in SASE’s mission, which she found very unique, and wanted to see how it was being executed behind-the-scenes.

Throughout the year, Julie was inspired by the friendships and support she received from SASE members, so she decided to apply for the community service chair position—and do things a little differently.

Because SASE is about science and engineering, she wanted to create volunteer opportunities with SASE’s mission in mind. Whereas her chapter previously hosted beach cleanups and marathons, Julie organized events for her members to educate children about science, and even volunteer as judges for robotics competitions.

“There are a lot of kids who are underprivileged and don’t have the chance to learn about all these things in science and engineering.”



Julie Lam

## Julie Lam continued

Julie says. “You get to see the kids smile and say, ‘I understand that now.’”

By hosting events relevant and interesting to her members, Julie helped boost her chapter’s community service hours by 34 percent and increase participation by 115 percent. She hopes that more SASE members across the country will understand and appreciate the organization’s mission for community service.

“As community service chair last year, I’ve done a lot of things that I feel like I could do for the rest of my life,” Julie says. “I’m still not really sure what I want to do yet, but I feel like we shouldn’t be afraid to be lost and confused. We don’t have to be pressured to know what we want to do in the future because the future will always change.”

## ★ Mike Nguyen

**When Mike Nguyen joined SASE, he was just beginning his college career at the University of Houston as a petroleum-engineering student.**

He noticed the officers of the organization were dedicated to providing valuable information about developing professionalism, and Mike wanted to continue becoming a part of that.

He looked up to one person in particular, Floredes Menodiado—the chapter president at the time. Mike saw him as a mentor and admired the work ethic and standard that he set for the chapter, which had been established only four years ago.

Floredes was also a friend who believed in Mike’s ability to lead the chapter and take it to new heights—and that was exactly what Mike did.

“When I started, it was still pretty new, and it was my goal to make a name for SASE on campus,” Mike says.

As president, it was also his turn to make sure the regional conference went smoothly.

“I made sure the quality lived up to National Conference standards and attendance was high in the 170 range—that’s what I was able to pull off that year,” Mike says. “That conference, I believe, put us on the map and put us in the running for hosting a national conference in the future.”

One of the things Mike

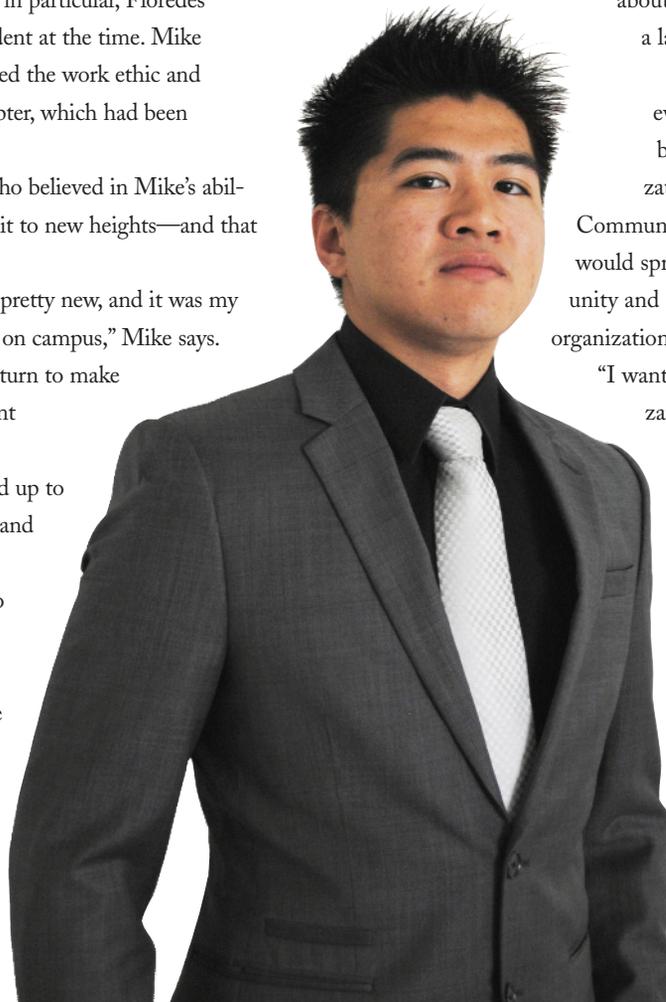
first set out to do was raise awareness for the organization. He implemented a bake sale—with a twist. Instead of traditionally selling baked goods for fundraising, he decided to involve social media and allow his chapter’s name to be recognized and remembered.

Mike also moved SASE to collaborate with other organizations on campus. Although the planning was sometimes an arduous task, Mike led SASE to host a successful dodgeball tournament with about five other organizations, and received a larger turnout than he had expected.

Mike believes these collaborative events are important for the chapter because many members in those organizations had never heard of SASE before. Communicating and hosting events with them would spread the SASE name and foster unity and support among similar-interest organizations.

“I want to just make the quality of the organization better,” Mike says. “That’s sort of my standard that I have to make for my chapter to live up to. Every year, you want to see the chapter grow, and I’m hoping I’m the one to do that.”

With a successful presidential year under his belt, Mike decided to run for a second term and continue to bring his 1-year-old puppy, Cloud, to more picnics and other SASE events.





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## ★ George Luo

**One of George Luo's favorite college memories was family day at the University of Maryland in College Park.**

He had set up a room for a laser maze with laser pens and sensors while playing "Mission: Impossible" music in the background. Kids were lined up at the door, waiting to experience the science of lasers in the dark.

George has a passion for educating, communicating and getting everyone excited about a good cause—especially when it comes to engineering and SASE.

"Part of the reason I was so passionate about the event with the kids is because I'm mobilizing engineers," George says. "I'm using engineering to inspire more engineers, and that was perfect."

After graduating with a double major in physics and electrical engineering, George moved to Boston to work as an engineer in the Edison Engineering Development Program at GE Aviation. He is currently designing control systems for helicopter engines.

"I'm really excited about the fact that, right now, what I'm doing for



GE is tough, exciting—it's new and it's probably going to be useful, and it's going to be used and run on real engines and actually benefit people in some way," George says. "Engineering may not have the most lucrative or glamorous jobs in the world—but at least what we do is unequivocally useful."

When he joined the SASE Boston Professional chapter as the first marketing director, George's passion shone through. He designed the logo, created fliers for events, took photos, pitched ideas, executed advertising campaigns and recruited talent to the organization as well as into his own company.

Through SASE, George discovered that he was able to do what he's always been passionate about: mobilizing engineers and inspiring people through a cause.

"I believe in Asian engineers. I believe in Asian Americans, second generations—I think that makes up a huge portion of our identity, and I think engineering also makes up a huge portion of our identity," George says. "I really believe in SASE's cause—it's a place I wanted to devote my energy to because SASE is me, crystallized into an organization."

## ★ Shirley Tang

**At 10 years old, Shirley Tang became drawn to the world of engineering when her dad, an electrical engineering professor, showed her his lab and introduced her to his maglev research.**

She watched in amazement as a ball floated right along the track. She thought it was magic, but her dad simply stated, "No—it's science."

But her motivation to study civil engineering began when a 2008 earthquake in China opened her eyes to the importance of seismic mitigation technology. The earthquake could have affected her family, and Shirley learned that natural disaster tragedies could be prevented if stronger buildings were more affordable to the community.

"Learning about all these events and earthquakes in areas that didn't have enough money to afford these technologies—those events might not be that intense, but the structures aren't built for it because of a difference in [economic] status," Shirley says. "For me, that shouldn't be a reason."

Now a student at the University of Pittsburgh, Shirley is learning more about seismic mitigation through an internship at the

George E. Brown Network for Earthquake Engineering Simulation. But her path to making a difference in the world didn't stop there.

She joined the Engineering Student Council in her sophomore year, and that was when her SASE journey began. The council saw a need to bring in SASE to benefit the student body and it was up to Shirley to lead the new organization on campus.

"I used to be terrified of public speaking—I wasn't used to making decisions or taking charge. It was a big jump," Shirley says. "That was my first time being any sort of leader, and it was something that helped me realize what I was capable of."

Being a part of SASE chapter





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**100** YEARS

## Shirely Tang continued

leadership also helped her learn about other issues that strengthened her motivation to make a difference in the Asian American world. The bamboo ceiling—which describes the limitations that prevent Asian Americans from climbing up the ladder in a company—was an issue that personally resonated with her, and she hopes to be able to

help spread that awareness through SASE.

“I’d really like to see SASE redefine what it’s like to be in the workplace, in grad school, wherever you are,” Shirley says. “A lot of people through SASE have found a way to break through that bamboo ceiling. I think that as SASE keeps growing, it can spread that drive.”

## ★ Irene Ng

**In high school, Irene Ng chose to join both the Math, Science and Engineering (MSE) program and the International Baccalaureate (IB) program just because she heard it was the toughest route to go.**

Although she struggled initially, Irene was determined to prove that as one of the few girls in the engineering class she could actually succeed—and, apparently, also stay awake in the class.

“I remember thinking it was really cool,” Irene says. “Even though I wasn’t the best at it, I found myself pretty interested, and I knew that’s what I wanted to do in college.”

At the University of Florida, Irene decided to double-major in electrical engineering and business administration, but she didn’t think she would be facing even more obstacles in the real world.

“During one of my first working experiences, I was talked down to,” Irene says. “I don’t know if it was because I was young or a girl, but I remember someone coming up to me and asking if I knew what an electron was. I was pretty offended that he even asked me something like that.”

Judgment also came in the form of a TA who treated her in a condescending manner compared to every other boy in the class. And,

after joining alpha Kappa Delta Phi, she felt even more underestimated because of people’s impressions of “sorority girls.”

“I feel like I’m battling stereotypes in all areas of my life,” Irene says.

Irene wanted to find peace of mind in an organization where she could feel welcomed while developing herself as a professional.

When she wasn’t able to find that, she saw the need to bring something new onto campus.

She was enthusiastic to help a fellow student, David Hwang, establish a SASE chapter at UF, and was asked to assume the president role as soon as he left for an internship in the middle of the year. Challenges had always been a part of Irene’s nature—but this time, people looked up to her to lead and nurture a successful organization. And she was able to do just that: In 2011, her efforts led UF to receive national recognition as a SASE Gold Chapter.

Irene’s journey with SASE continued as she climbed the ladder to become a national contributor, executing initiatives to invite more people into the organization. Irene also rose in her battle against stereotypes when she became a leader in the UF community, shedding doubt as the Executive Director for the Southeast Regional Conference of Asian American Leaders and President of her sorority.



## ★ Eric Liu

**Standing 6 feet 4 inches tall, Eric Liu liked to play basketball in college—but not as much as he liked to build things and make use of his creativity.**

With a Ph.D. in electrical engineering from SUNY Binghamton, Eric is now a seasoned executive in the field of

R&D, at Procter & Gamble in Boston.

“I wanted to make a difference,” Eric says. “I chose to be an engineer because you can create something real, make an impact on people and also create value for a company.”

It was for the same reason that Eric joined SASE about three years ago, as chairman of the membership committee. With his experience in leadership and innovation, Eric was instrumental to guide SASE through different projects and planning phases.



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## Eric Liu continued

The project near and dear to Eric's heart is InnoService, which brings students from various universities to compete in a product innovation challenge. Each school team is given the task to submit an innovative product idea and bring it to life.

"When young professionals are new in a company, they don't get a lot of chances to lead projects or to show their leadership ability," Eric says. "When participating in InnoService, they lead the entire project end-to-end. They set the strategy and action plan. They decide what to do, what's the program, what's the objective... they're running the whole show." As the sponsor of InnoService, Eric has been able to coach both SASE volunteers and students through their projects and give them a one-of-a-kind opportunity to hone their creative thinking and leadership skills. After two years of piloting, InnoService will be launched nationally in 2015 with P&G as the proud sponsor.

On the other hand, as a recruiting leader in P&G for Asian Pacific Americans (APA) in R&D, Eric is able to pinpoint specific qualities about students that make them stand out as potential candidates for management and technical positions in R&D.

Eric takes pride in having mentored students not only to improve their strategic thinking, but their work and leadership styles as Asian Americans. He hopes more APA professionals do the same.

"SASE gave me the opportunity to help others," Eric says. "I've always liked making a positive impact to an organization and people through my creativity and leadership. SASE gave me the platform, area and space to apply them and bring tremendous professional and personal satisfactions along the way."



# SASE News

**Washington, D.C.**—The White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) and the Society of Asian American Scientists and Engineers (SASE) have announced a collaborative partnership to broaden the participation of underserved Asian American populations, in particular, new immigrants, lower income Pacific Islander and Southeast Asians in Science, Technology, Engineering & Mathematics (STEM). The collaboration is called AAPI Students Experiencing STEM, abbreviated ASES

(pronounced like "aces").

The ASES cornerstone will be the development and coordination of an early collegiate learning experience (STEM day) at major colleges and universities for AAPI high school students. ASES will be held throughout the country during 2015 National Engineering Week (February 16–22). The students will participate in STEM competitions, listen to a professor's lecture on STEM topics, meet college admissions officers, learn from financial aid personnel and network with current AAPI college students.





Khánh Vũ, SASE's Executive Director, on patrol



# Molding a Marine

## An Inside Look

BY KHÁNH VŨ, EXECUTIVE DIRECTOR, SASE

**How does one teach honor, courage and commitment to young adults?** This monumental challenge is addressed head-on by the Marine Corps.

I was fortunate enough to attend the Marines' Educator and Key Leaders Workshop in July 2014, a week-long event. About 50 participants were able to visit, participate and ask questions at the Officer Candidates School (OCS), Leadership Reaction Course, Martial Arts Center for Excellence, Sunset Parade, War College, Presidential Helicopter Squadron, Basic Fire Team and Patrol. It was a packed week; however, we were only sampling each of these experiences.

The Officer Candidates School is the first point of entry for those wanting to become Marine Corps officers. Most candidates, who have recently received their undergraduate degree, will go through an intense six-week training that will push them to the edge

of their mental and physical limits. Given that the Marines are the first ones to go into a combat situation, the Marine Corps wants to ensure that their officers have the tools to handle any situation.

The Leadership Reaction Course (LRC) is a team based problem solving obstacle that is used to assess and prepare candidates. Our teams were provided 10 minutes to complete the physically demanding and mentally challenging problem. The point of the LRC is not to complete it, as the rate of completion is very low, but to see how people lead a group in an intense and physically demanding scenario. Needless to say, our team was ecstatic when we completed only one of four attempted scenarios.

At the famous Iwo Jima memorial in D.C., the Sunset Parade is performed by the Marine Drum and Bugle Corps and precision drill by the Marine Corps Silent Drill Platoon. The interaction between patriotic songs and the silent drill team was breathtaking. The



Plotting directions to the SASE National Conference and Career Fair

Martial Arts Center for Excellence gave the group a glimpse of how to fight with a 50-pound pack. The fighting techniques were an amalgam of different traditions ranging from Jujitsu to Muay Thai to Krav Maga to name a few. The Marine Corps has their own university focus on strategic and war game courses.

The two most memorable experiences were the activities with the Marine Helicopter Squadron One (HMX-1) and simulating a patrol under attack in Afghanistan. HMX-1 is the helicopter squadron responsible for the transportation of the President of the United States and other high ranking officials. We had a once in a lifetime opportunity to fly in a MV-22B Osprey, which is a tiltrotor aircraft with both a vertical takeoff and landing capabilities. We took off like a commercial fixed wing plane and landed like a helicopter. In flight, the bay doors opened to reveal an incredible view of the other Osprey crossing over the bay doors with the Potomac River in the background.

On the last day, we had some basic training about how patrolling works, what are the priorities during an emergency, and how to apply some basic

emergency care. During the simulated patrol, we came under attack and I was designated as an injured party. The rest of the team had to respond. Given our rudimentary training, we lost our whole team during that patrol because we forgot our training and reverted to civilian responses. This brief yet powerful exercise demonstrated to me the power and importance of the training that the Marine Corps instills in their Marines.

We had the pleasure of seeing a brief glimpse of what it takes to mold young men and young women into the Nation's rapid response fighting force. We did not come close to the physical and

mental challenges that it takes to mold a Marine, but for a brief moment, we were in their world, wearing their gear, eating their food and learning about how the Marines teach honor, courage and commitment to young adults.

As an immigrant fleeing conflict and then being adopted by the U.S., I am forever grateful to be an American citizen. After this experience, my gratitude is wrapped with respect for what the Marines go through to serve our country. Oorah!



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# 2014 SASE INSPIRE AWARDS

Through the annual **SASE INSPIRE AWARDS**, SASE National recognizes a number of collegiate chapters each year for their dedication, growth, and achievement. The 2014 Awards distinguishes the best of the best as well as new chapters, growth, and creativity. The four Inspire Awards serve to highlight the accomplishments of those chapters who have demonstrated a strong commitment to the SASE mission. These chapters have continuously shown their dedication in furthering the SASE core mission statements in ways that have had lasting impacts on the local, regional, and national levels. The 2014 SASE Inspire Awards are broken down into the following four categories:

- ➔ **Overall Strongest:** Outstanding contributions and advancement of SASE's three core mission statements
- ➔ **Outstanding New:** Same as above, but only for chapters less than two years of age
- ➔ **Most Inspirational:** Outstanding leadership, outreach, creativity, and/or other qualities that indicate large-scale vision and planning
- ➔ **Most Improved:** Displays the most growth and improvement over the past school year

The review team this year drew almost 15 student and professional volunteers from the collegiate committee, including regional managers and coordinators from each of the four regions. The applications were very strong this year and subsequently the decisions were extremely difficult. This year, the following schools have been selected for recognition at the 2014 SASE National Conference based on their outstanding programming, exceptional leadership, and inspiring activities.

## OVERALL STRONGEST Boston University

Out of all of our applicants, the SASE chapter at Boston University is truly a role model chapter. In their first year of being active, they have a vision for SASE and represent SASE's mission statement, going above and beyond in all three of the professional, cultural, and community aspects and have reached out not only to the BU community, but also to the three other Collegiate Chapters and 1 Professional Chapter in the Boston area. In one year the leadership team not only revived the chapter, but also grew to be one of the largest chapters in the Northeast. They led the Sister Chapter Challenge event with all four of the Boston area chapters which was "The Hunt for Your Inner Professional" a professional themed scavenger hunt which had over 40 attendees. They held professional events such as a GE & P&G Panel and a Lincoln Lab Tour that helped members gain job and internship

experiences. They also took part in community events by volunteering for the Boston Nature Center, participating at the iChase the Cure and ProjectBread charity runs, and taking part in the Liz Doyle: 1000 Cranes & A Change of Luck Project. The chapter even started their own initiative, SASE Fitness, which they hope to expand into a national initiative.



Boston University 2013–2014 Eboard

## Honorable Mention: Colorado School of Mines

Our Overall Strongest runner up, Colorado School of Mines, hosted the West Regional Conference (Mountain) with over 120 attendees including collegiate and high school students, as well as professionals. Though they have hosted the Regional Conference before, this year they collaborated with neighboring collegiate chapters and the Colorado professional chapter to incorporate a science workshop as well as a professional workshop into the agenda. The Regional Conference was not the only large event they hosted. They held a Cultural Festival with approximately 300–500 people that had a wide range of Asian cultural performances, arts and food. This chapter also embraced the third pillar of SASE: community service



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## 2014 SASE INSPIRE AWARDS

by spreading awareness of STEM fields in elementary schools, volunteering at food banks and for Habitat for Humanity. CSM went above and beyond the three pillars of SASE by connecting with the chapters in the Denver area, providing advice to other chapters in and outside of the West region.

### OUTSTANDING NEW University of Illinois– Urbana-Champaign

UIUC SASE has undergone a rebirth since 2010, and in the past three semesters, UIUC SASE has hosted 50-plus events and established a SASE presence at UIUC while influencing students to further their professional development. They have participated in numerous cultural celebrations on campus including “I Am Asian Week” where SASE spoke to students on how they contribute to the community. They have a bike blender project where they will design a bicycle blender and then students from a youth program will help them build it. For the Annual Campus and Community Day of Service, UIUC SASE packaged over 300 meals to help the community. In the summer of 2013, UIUC SASE also reached beyond their campus by initiating a Leadership Retreat with Purdue to build team effectiveness within chapters and the schools. To strengthen their leadership, they also have a Shadow Program.



University of Illinois at Urbana-Champaign 2013–2014 Eboard

### Honorable Mention: Drexel University

As a new chapter recognized at the beginning of Fall 2013, SASE Drexel proudly took the initiative to be the hosting chapter of the 2013 SASE National Conference and Career Fair. In Spring 2013, they also brought 30 members to the 2014 SASE Northeast Regional Conference (highest attendance for a visiting chapter!). Apart from having a large presence at conference, they hosted a total of 20 events for their first year with an average of over 20 attendees. Their major accomplishments for their first year include obtaining 60 quality members as well as creating a reputable name in the Drexel, Philadelphia and national SASE community. They have gone above and beyond to reach out to new students on campus as well as others in the Philadelphia community and in the region to support three of our newest chapters in founding their teams as well. They even collaborated with the newly formed University of Pennsylvania chapter to co-host the Building Blocks of SASE event which raised awareness about SASE within the Philadelphia community. The eboard was always enthusiastic to help out and participate in regional activities and was one of the most active chapters in our region!

### MOST INSPIRATIONAL University of California, San Diego

UCSD SASE was chosen as the Most Inspirational chapter of the year for their innovation and motivation to improve their organization by focusing on professional connections, community service avenues, and membership retention. One of their signature events is a dinner mixer called, “Dining with Professionals” which in the past had mostly engineering students. This year they saw a 36 percent increase by including science based professionals and bringing in larger and more prestigious companies, which improved their recognition on campus as well. They host Lunches with Professors regularly, held a Lunar New Year potluck so that students could celebrate with their SASE family if they were not able to go home, and hosted an Asian Night Market with performances and food vendors on campus. In terms of community service, they significantly increased participation both in number of hours (totaling 622 hours for 2013–2014) as well as number of members who contributed over the year. The UCSD chapter volunteered with the Boys and Girls Club, FIRST Lego League, San Diego Festival of Science and Engineering EXPO Fair, and the Reuben H. Fleet Science Center. Internally, they have an intern program to allow interested members to shadow officers which helps in transitioning information from one team of leaders to the next. Not only has UCSD made a name for themselves on their own campus but they have worked with and



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# 2014 SASE INSPIRE AWARDS



University of California–San Diego 2013–2014 Eboard

supported other chapters in their region by hosting joint events or providing valuable insights and advice. Last year, they were awarded Outstanding New Chapter of the year and have a bold vision of becoming one of the best organizations on campus specializing in diversity, professionalism, student community, and community service. They are definitely well on their way considering they doubled their active membership.

## Honorable Mention: **University of Pittsburgh**

The UPitt Chapter has grown significantly since the last year. Their major accomplishment was hosting the 4th Annual SASE Northeast Regional Conference: Foundations of Professionalism, which is the largest Northeast Regional Conference to date with over 180 attendees (over 200 registered) from 15 chapters including 20+ professionals. They also co-hosted the Building Blocks of SASE event with CMU in Pittsburgh to raise awareness about SASE within the Pittsburgh community and had guests from Duquesne and Robert Morris University. Every year, they participate in the Carnegie Science Center's National Engineers Week event to organize demonstrations. Apart from consistently hosting successful events, UPitt built a culture of creating leaders that happily volunteer with National SASE and are willing to mentor other SASE members into becoming leaders. With this culture, UPitt continuously promotes the SASE organization within their campus and the Pittsburgh community. Chapters across the region also turn to them for advice and guidance throughout the year.

## MOST IMPROVED

### **Virginia Polytechnic Institute and State University**

The Virginia Tech Chapter has increased their collaborative efforts with other Asian organizations and engineering organizations on campus to improve their event attendance and delivery of services to members. They had an absolute growth of 68 percent from 2013 to 2014 and had science major retention at 80 percent! The VT SASE Chapter contributed over 220 hours of service throughout the year. One of their signature events is the Golf with GE event where they play a round of golf with GE representatives while gaining professional advice and networking experience.

## Honorable Mention: **Carnegie Mellon**

The CMU Chapter has grown substantially over the past few semesters especially in terms of chapter activity, membership dedication and establishment on campus. Before Fall 2012, CMU SASE was an organization that no one knew on campus. After Fall 2012, they started to turn things around by hosting more general body meetings, contacting more companies to host professional workshops, and hosting events with other organizations. From this, they were able to expand their eboard to 13 members as well as engage their members by creating an external committee. CMU SASE has turned into a strong community of students committed to developing themselves as professionals and leaders and many students and alumni continue to volunteer with SASE on a national level.



Virginia Tech 2013–2014 Eboard

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A woman with a ponytail is applying makeup to another woman's face. The woman being made up is wearing a dark blazer over a light blue shirt. The woman applying makeup is wearing a light blue top.

# 2014 SASE Cover Models: Who Inspires You?

A woman with a ponytail is applying makeup to a man's face. The man is wearing a light blue checkered shirt and a dark tie. The woman is wearing a light pink top.

**Meet Aaron and Junie,  
this year's cover model  
nominees!**

## BY AMY YUAN AND LOAN BUI

The SASE models featured on this year's magazine cover were chosen through the SASE Cover Model Contest, which took place last fall. Potential SASE models from all across the nation were nominated by their peers. SASE members were nominated based on how they inspired those around them. After a one week voting period, the results were in—the 2014 SASE Cover Models are Junie Huang and Aaron Silva! Junie recently graduated from Clarkson University with a bachelor's degree in Biomolecular Sciences. She is currently working as a Researcher at P&G. She serves as a Northeast Regional Coordinator on the SASE national team. Aaron Silva studied Biomolecular Engineering as an undergraduate at Boston University. He is a biomedical software engineer at Vivonics, Inc. He is a Northeast Regional Marketing Representative on the SASE national team. Junie and Aaron were interviewed last year to give us a better idea of who they really are when they aren't working so hard.

### Who inspires you?

**Junie:** Someone who has inspired me for a very long time is my mother. She is a very important figure in my life. We went through different phases in the family where there were a lot of hardships. However, as a woman who holds the family together, she displays a lot of commitment and encouragement for her kids. She displays a lot of affection and believes in me tremendously. So I think because of her inspiration, I'd like to do the same for others, help others, and mentor others.

**Aaron:** Khanh inspires me. When I actually joined SASE, I had no idea what the organization was at all. The president came to me and asked me, "Hey, do you want to join this society?" And I was like, "Yeah, of course!" because I wanted to get involved as well. I started understanding how great SASE was because Kristin, the Regional Coordinator at the time, would come to conference calls, and she was so involved with us and our growth. She told us about Khanh coming in for dinner. He's the Executive Director, so I was just like, wow, he was coming in to talk to us, a collegiate chapter? He came in to talk to MIT and Northeastern as well. We all came in for a dinner, and he started saying such inspiring things to us. He cared so much about what we thought, and how involved we were. Individually, he asked us, "Hey, how do you guys want to get involved? What are your passions? What is it that you want from SASE? Because if you just want a career from SASE, that is not what it is about. It's about what SASE can do for you and how you can grow from it." After that night, I was crazy inspired. Because so far SASE has been the most fulfilling thing I've done in my collegiate career. I'm trying to make that possible for every person at Boston University right now.

### What do you like to do outside of class?

**Junie:** Outside of my classes, I like to YouTube-surf. I'm actually like a YouTube junkie in the sense that I think it's a very unique social media for me to learn a lot of things that I don't learn in class. It's geared towards other people's experiences and I can see what else I'm interested in. For example, there's a lot of video bloggers and people who travel around and do different things that I think is very interesting. So by looking into YouTube and checking it out once in a while, I learn a lot regarding things I want to experience and see what else is out there for me.

**Aaron:** Outside of classes, I like to bike a lot. So we started a club called "Boston, Bikes, and Burgers." And now we added "Burritos" to that. We basically meet together, and we go bike 4 or 5 miles, and go eat at a burger joint or get a burrito somewhere. And it's just nice. It's nice to have time to just be free because engineering is so stressful. Just to get away from that is good.

### What is your motto?

**Junie:** My motto is to try once, try twice, and try again. I think the willingness and the effort of going for something you really believe in is really important. Even if you try once, if you fail, I think there are a lot of great lessons to learn from that. If you fail again, it's okay, I think there's another opportunity to try one last time. By continuing to try within those times, I think there's opportunity for everyone to learn more about themselves as a leader, personally and professionally.

**Aaron:** My motto is "Don't stress," because life is so short. You shouldn't be wasting your time on things that don't matter.

### How does it feel to be someone who inspires others?

**Junie:** I think this is very unique, and I feel very honored to be recognized within the organization of SASE. I feel kind of nervous but at the same time I feel great that I get this type of recognition, so I am very thankful.

**Aaron:** It's actually really exciting to know that people see me as inspiration for them because I've never had that. I've never had someone be like, "Hey, Aaron, the stuff that you're doing—it's inspiring me. It's making me want to do more too." And that's what I'm learning now. SASE is that kind of legacy that I want to leave. To have students understand that there's more to it than just school and stuff like that. There's all this stuff that you can learn, all these skills that you can gain from SASE.

Make-up Artist: Krysha Mallari

Photographers: Justin Rumao and Sam Liu



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# PHILADELPHIA

## The City of Brotherly Love



From the cheesesteaks to the people, Philadelphia is home to one of the nation's most vibrant and spirited city scenes in America. With so much culture, history, and attitude, this city is one that we hope you will extensively enjoy. This article captures some of what we think are the top things to do in the evening, but feel free to enjoy and explore Philadelphia to your heart's content. Stay safe and have fun in Philadelphia!

### Must Go To

Get delicious ice cream at Franklin Fountain! If you love ice cream then you will especially love the most popular Philadelphia ice cream parlor at Franklin Fountain, located at 116 Market Street. This little oldschool themed shop houses savory ice cream in all of your favorite flavors. (The portions are typically large, so 1 scoop per person is a good rule to go by unless you're feeling ambitious!) If you are feeling bold, then try unique flavors like pistachio or green tea in a cup or a delicious waffle cone. You will definitely be satisfied with this famous dessert choice. Take the Septa subway to 2nd Street and walk down to 1st Street and Market, or take a cab directly to the Franklin Fountain.

**22 min. walk, 8 min. train ride, 10 min. taxi ride.**



### Old City

America's most historic square mile can be found just east of the Convention Center in what is known as Old City. I mean, how many cities can claim they have the Liberty Bell or the home of Betsy Ross? However, historic sites are not the only attractive part of this area of the city; Old City has several small shops and delicious dining, such as Morimoto (a Japanese and sushi restaurant on 7th and Chestnut) and Sonny's Famous Steaks (because who doesn't want to try a Philly cheesesteak in Philly? Located at 2nd and Market). If you really feel like splurging on the extra calories, stop by Franklin Fountain (at 116 Market St.) for some old-fashioned ice cream sundaes, milkshakes, floats, and more! But enough about the food, Old City also boasts some scenic views overlooking the water at Penn's Landing (just walk east until you hit the riverfront!). **20 min. walk, 7 min. train ride, 9 min. taxi ride.**

### Center City

Located between the Delaware River and the Schuylkill River, Center City itself contains several historical buildings, including the

Philadelphia City Hall. As the city changed over time, many new buildings have been built and added to the skyline of Center City. During night time, all of the lights on the buildings will be lit, and one can simply enjoy the city by walking down the street and admiring the city skyline. Perhaps the most recognizable site in Center City is Love Park, located in JFK Plaza (1599 JFK Blvd.); take your picture at this famous LOVE sculpture and enjoy the impressive fountain behind it! **6 min. walk**



### South Philly Late Night Dining

The iconic neighborhood of South Philly features many of Philadelphia's celebrated eateries which have been featured in some major films and have even served some famous celebs! When you're in Philly, it is imperative that you grab "One, Whiz, With," which is the proper way to order an authentic cheesesteak, at either one of the city's finest: Geno's or Pat's. Both are located at the intersection of 9th St. and Passyunk Ave. If you're looking for a more sitdown dining experience, head over to Melrose Diner located at 1501 Snyder Ave. It has been a Philadelphia staple since 1935 with its vintage-style booths, exterior finishes, and delicious, classic diner food. Can't forget to mention to try their famous butter cookies! If you are craving anything at all during the night, this is the place to go since it is open 24 hours a day! **18 min. train ride, 12 min. taxi ride**

### Chinatown Sweet Tooth Cravings

For those with an aching sweet tooth, don't forget to savor the spectacular bubble tea at Kung Fu Tea located at 1006 Arch St. Already a well known bubble tea franchise in New York, this newly opened spot in Philadelphia's Chinatown has already made its mark with its delicious, original drinks and its tasty selection of macaroons! With such a wide selection of contemporary flavors and smoothie choices, you may never want to leave! Chinatown is also home to several different delicious eateries, from Malaysian food at Penang (117



N. 10th St.) to hand drawn noodles at Nan Zhou Hand Drawn Noodle House (1022 Race St.). And the best part is that Chinatown is only two blocks from the Convention Center! **5 min. walk**

### Philadelphia Lounges, Bars, and Nightclubs

There are a lot of bars, lounges, and nightclubs around the city of Philadelphia, especially in Chinatown, where you can find Tango and Yakitori Boy. Tango (1021 Arch St.) is a karaoke with lounge bar. Yakitori Boy (211 N. 11th St.) is a Japanese restaurant featuring a karaoke bar on the second floor. On the first floor, you can grab sushi, sashimi, and even traditional Japanese yakitori food. Rumor Premier Nightclub (1500 Sansom St.) features two large dance floors with their own DJs and a great bar and VIP area.

**Extra!** Here is a brief breakdown of places on and near the Pennsylvania Convention Center:

#### WEST

**Drexel University** (co-hosting Chapter); **University of Pennsylvania** (co-hosting Chapter); **30th Street Station** (Philadelphia's own Grand Central Terminal); **Philadelphia Art Museum** (72 stone steps that became "Rocky Steps"); **Fairmount Park** (more than 9,200 acres of trails, hill, and waterfront); **Schuylkill River**

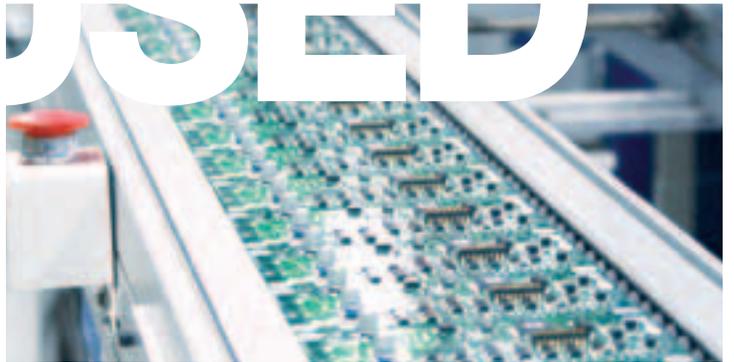
#### CENTRAL

**City Hall** (Philadelphia's classic); **Rittenhouse Square** (very lively and popular open park during day and night time); **Thomas Jefferson University Hospital Kimmel Center for the Performing Arts** (home of the Philadelphia Orchestra); **Pennsylvania Convention Center** (where the SASE National Conference is held); **Philadelphia Chinatown** (a community that will satisfy your cultural taste buds); **Reading Terminal Market** (Looking to satisfy your stomach? Get fed here.); **Many Shops** (Are you trying to look good for the conference? Come here!)

#### EAST

**Penn's Landing** (a must-go-to place for scenic views. Remember, do not blink.); **Race Street Pier** (a perfect place for those who want to sit back and relax. It's calling you.); **Old City** (an area where William Penn and Quakers first settled. Holds many Philadelphia historical sites such as **Independence Hall** and the **Betsy Ross House**); **Washington Square Park & Franklin Square** (both historical parks are waiting for you to explore)

For a ride to anywhere in Philadelphia, call the All City Taxi Company (215-467-6666) or the PHL Taxi Company (215-232-2000).



# FOCUSED



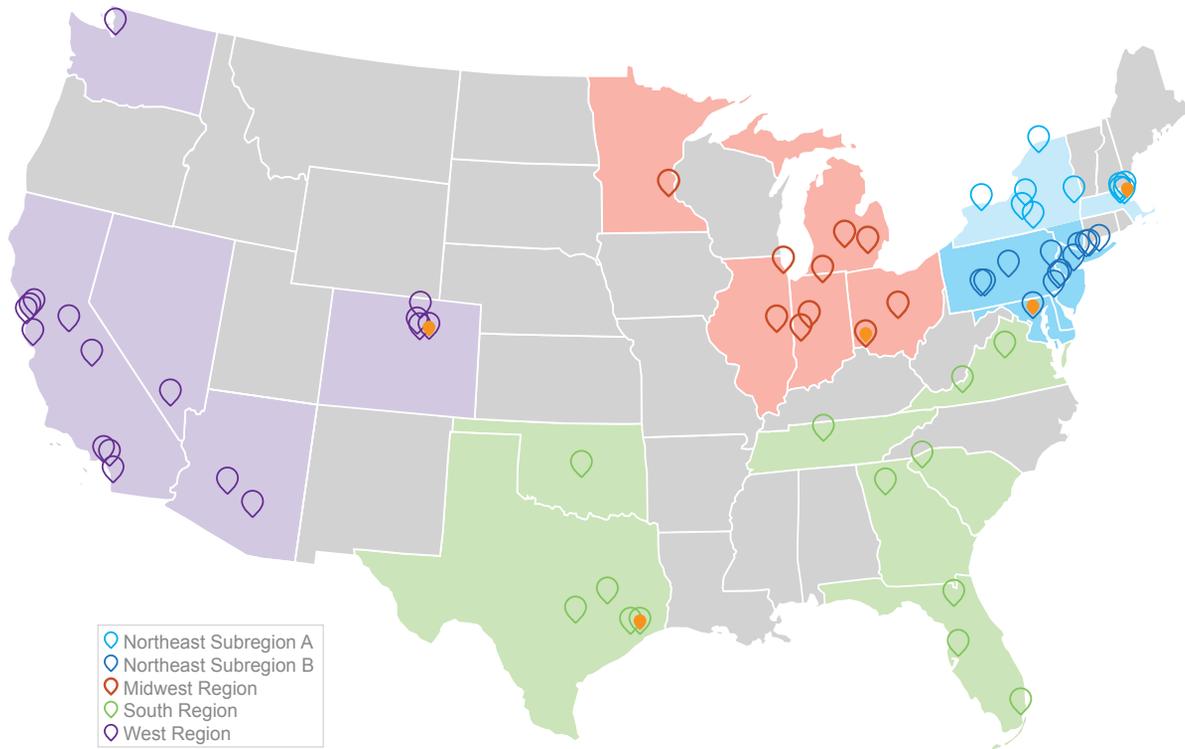
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## SASE CHAPTER MAP



- Northeast Subregion A
- Northeast Subregion B
- Midwest Region
- South Region
- West Region

### Collegiate Chapters:

Arizona State University  
 Boston University  
 California State University - Fresno  
 Carnegie Mellon University  
 City College of New York  
 Clarkson University  
 Clemson University  
 Colorado School of Mines  
 Colorado State University  
 Cornell University  
 Drexel University  
 Franklin W. Olin College of Engineering  
 Georgia Institute of Technology  
 Lehigh University  
 Massachusetts Institute of Technology  
 Michigan State University  
 New York University  
 Northeastern University  
 Northwestern University  
 Ohio State University  
 Pennsylvania State University  
 Purdue University  
 Rensselaer Polytechnic Institute  
 Rice University  
 Rochester Institute of Technology  
 Rose-Hulman Institute of Technology  
 Rutgers University - New Brunswick  
 San Francisco State University  
 Stanford University  
 State University of New York - Binghamton  
 State University of New York - Stony Brook  
 Stevens Institute of Technology  
 Syracuse University  
 Texas A&M University  
 University of Arizona

University of California - Berkeley  
 University of California - Irvine  
 University of California - Los Angeles  
 University of California - Merced  
 University of California - San Diego  
 University of California - Santa Cruz  
 University of Cincinnati  
 University of Colorado - Boulder  
 University of Colorado - Denver  
 University of Delaware  
 University of Florida  
 University of Houston  
 University of Illinois - Urbana-Champaign  
 University of Maryland - College Park  
 University of Miami  
 University of Michigan  
 University of Minnesota - Twin Cities  
 University of Nevada - Las Vegas  
 University of Notre Dame  
 University of Oklahoma  
 University of Pennsylvania  
 University of Pittsburgh  
 University of South Florida  
 University of Southern California  
 University of Texas - Austin  
 University of Virginia - Charlottesville  
 University of Washington  
 Vanderbilt University  
 Virginia Polytechnic Institute and State University

### Professional Chapters (Pilots):

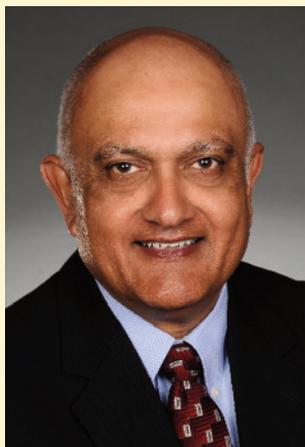
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 Houston, Texas  
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**Aamir Farid**  
Vice President  
Manufacturing in  
the Americas

**“My leadership team identifies talent of all types and at all levels to offer opportunities to move up. Shell makes sure we have a pipeline of talent.”**

# Shell



## **As a graduating chemical engineering student,**

Aamir Farid was initially intrigued by the multi-faceted technical opportunities Shell offered. “It was a dynamic global environment with facilities that operated 24/7. Every day was a new day,” he explained. But after interviewing with the company, he realized it was the people aspect of Shell that made him choose to begin his career with the company. Thirty-six years later, Aamir still enjoys his job, which he finds interesting and challenging. “This is not a 9 to 5 environment. I work with all kinds of people from around the world who have different backgrounds and skill sets,” he says. As Vice President of Manufacturing in the Americas, one of the things he enjoys most is interfacing with people in the eight manufacturing facilities, which he directly supervises.

“The people aspect of Shell is what differentiates us. Our organizational culture promotes teamwork and working together to make an impact in today’s society,” he says. In addition to attracting talent, Shell encourages its employees to volunteer in their local communities. Aamir, like all other employees, volunteers with various community organizations such as the Boys and Girls Club, in schools, or serving dinners to Pearl Harbor veterans.

*Though Aamir began on the technical side of Shell, after seven years he realized he wanted to move into management.* “Shell is technically a very competent organization with a long history of innovation and research. We value technical people,” Aamir points out. Shell gave him the opportunity to explore new roles. “Since then, I’ve been increasing my leadership responsibilities,” he says, adding that Shell has a structure to develop its employees through formal leadership development classes as well as speaking and coaching opportunities. Shell sends its leaders out into the community

to be involved with local boards of education and other community associations. “Working with community leaders develops soft skills in lots of ways,” Aamir comments.

*Shell places great importance on developing leaders by emphasizing collaboration with diverse people in a global context.* “Since we operate in over 70 countries, we want to ensure that all facilities are operating safely, and we do so by sharing best practices with refineries from around the globe,” says Aamir, who conducts ethics and compliance training. Within Shell, diversity is valued and promoted. Since the mid ‘90s Aamir has led diversity councils and employee networks. “My leadership team identifies talent of all types and at all levels to offer opportunities to move up,” he says. He’s currently scheduled to speak at a women’s network and meets with other diversity networks.

*Shell recognizes the engineering talents of people in all stages of their careers.* Shell is at the heart of innovation, continuously developing technologies that help meet the demand for energy in ways that are economically, environmentally, and socially responsible. To keep up with this demand, we seek to hire ambitious and talented students who want to get involved and make a difference in today’s society. The Shell Graduate Program is an industry-leading developmental framework that provides students with an opportunity to pursue a career in engineering in multiple facets, through hands-on roles and challenging assignments, while receiving coaching and mentoring along the way. The program is designed to enable graduates to progress quickly into independent Shell professionals in three to five years depending on each individual’s career path. Concludes Aamir, “*Shell makes sure we have a pipeline of talent.*”



# SASE Collegiate Leadership Series

BY AMY YUAN AND JUAN RALPH ALHAMBRA

**In the recent Spring of 2014,** two national volunteers and chapter leaders, Amy Yuan and Juan Ralph Alhambra, had the idea of putting together webinars of popular topics relevant to collegiate leadership across the country. A survey was sent out to assess topics of interest and the two topics most voted upon were how to increase student involvement and how to increase corporate sponsorship. Both issues demonstrated needs for strong relationship skills and maintaining valuable connections, but how do we do it?

## I. Increasing Student Involvement

The chapter leadership must be strong from the top down. If the Executive Board knows what each officer wants to accomplish, then the team can work together to achieve everyone's goals. Maintaining proper communication within the Executive Board creates the vision for your SASE chapter. Lastly, leaders want to build their legacy. Leaders want to leave their mark in order for the next generation to grow. Excellent leadership develops the future of their chapter.

What makes a great organization? Reaching one's goals? Collaborating with one another? Building a positive family atmosphere? YES to all and then some more! But who is behind all of this culture? It's you! YOU are a leader on your campus. You can make a difference in people's lives when you put your mind to it. Everything

starts with you and your team. Creation of the right environment starts with the chapter leaders. How can you do this?

### ① Chapter Leadership

Great leaders create the best environment. Presidents, Vice Presidents, Treasurers, Secretaries, etc., they all are vital. These leaders must exhibit skills of Passion, Accountability, Communication, Teamwork, and Trust or PACTT.

In a team setting, leaders have the ability to work together towards a common mission which results in the creation of a great team. That trust is built through working with one another and experiencing SASE life together. Establishing trust in the team will create a comfortable culture where ideas can grow and prosper. Maintaining that communication throughout the event process will allow everyone involved to be on the same page with regards to event preparation and overall vision and purpose. Holding teammates accountable will develop the integrity in your culture while keeping your teammates honest. And none of this is powered without passion and knowing what each person wants. The President must be able to identify his or her team and properly utilize everyone's strengths.

**"You are the average of the five people you spend the most time with."** —Jim Rohn

## ② Reputation

Now that you have a team in place, how do you start that culture? Your own reputation and your chapter's reputation are very important when attracting students and companies. On your campus, you are the "face of SASE." To intrigue students and companies for future collaborations, you must know what SASE can offer them and how you can entice students and companies. Students want that interaction with company representatives; they want to connect with professionals in order to get that dream job; they want a family away from home; and they want to explore and discover themselves to see who they are meant to become. SASE can do this by collaborating with companies on professional events and building that CULTURE. Good leaders are able to communicate his or her ideas no matter the background of the audience.



Cornell Welcome Picnic

## ③ Develop the Future

After a couple of events, you're probably feeling good about your chapter. But how about the future? Who will be left to take the reins? A great leader ensures the sustainability of an organization once he or she has left. It is part of building a legacy. But how do you cultivate future leaders? An example is when SASE Illinois recently implemented a Shadow Program where interested members became more involved with the preparation of events and programs. These "shadows" had to create certain events under the guidance of the current board. This program let the shadows receive a hands on experience with event planning while the board was able to develop the next generation.

Students who do not know much about SASE would not want to go out to events much less keep coming back UNLESS there is

that certain thing that brings them back. Food and free SASE SWAG helps, no doubt! But the key to increasing student involvement is the bond each leader forms with the student. This all begins with you, the student leaders! Create that desired atmosphere that you believe will increase student involvement and communicate that vision with your team leaders!

Leave your mark through your SASE culture.

## II. Engaging Corporate Sponsors

The second of the webinars exhibited key steps to approaching corporate sponsors and getting them involved with SASE collegiate chapters. This webinar was hosted by national volunteers Amy Yuan and Juan Alhambra along with SASE Executive Director Khánh Vũ. The main ideas from this webinar were as follows:

### ① Recognize that it is a relationship

As one starts to engage with corporate sponsors, one must also keep in mind that it is a relationship—and hopefully a long term one. It should not be expected that these relationships are only a source of financial support, but rather a potential for something even more valuable - their time. To make the relationship most effective for both parties, students must realize why they are getting involved with such a relationship, whether it be for resources (in terms of speakers, mentors, workshops, and/or potential networks for internships/jobs) or helping to build a brand image for the chapter (professionalism and credibility). Strong relationships will need to be nurtured and maintained beyond just the first year—so be sure to find ways for your chapter to continue to be in touch even after leadership changes hands.

### ② Know your chapter

Sometimes student chapters may be a bit unclear on how exactly to approach corporate sponsors. Students may think, what is it that we have to offer in such a relationship? However, some of the most critical things that chapters do bring to the table that need to be recognized include, but are not limited to: a nationally recognized organization, a center point for a diverse student body, potential future employees, and students who are eager to learn from more experienced folks. Beyond recognizing those key points, student chapters also need to be well-aware of what their needs are and work to meet those needs. If the chapter has a lot of members who are Electrical Engineers (EE) for example, perhaps it can work to get connected with companies that hire EE's. To do so, branding appropriately whether it be via social media, chapter pages, and emails can go a long way.

### ③ Know the corporate rep

In engaging corporate sponsors, it can help to consider what is in it for them from their perspective. Oftentimes companies look forward to relationships with student organizations because it helps to promote a

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presence on campus and ultimately be more open to a greater pool of talent for potential future hires. As students reach out to companies to work with, it is also important to be mindful of the companies' missions and values, whether or not they align with SASE, as well as types of events they have done in the past. If a company is known to have done career-related workshops on campus before, it is more than likely that they would be quick to set up another similar event as it is of their expertise. Keep in mind that there are many types of working relationships between corporate sponsorship and student chapters ranging from info sessions, workshops and mentorships, to financial sponsorships.

#### ④ Utilize available resources

There are many places for students to go to get connected with potential corporate sponsors. These resources include the career center, the engineering and science departments on campus, SASE connections and already established SASE sponsors, the alumni association, and other existing professional organizations on campus. Ask the staff at the career center for corporate rep contacts, stay connected with the recruiters who come to your school, and conduct research on companies that are working to build a stronger presence on campus. Professors and deans from different departments often have connections to certain companies. So it helps if your chapter is working to put together an event or program that benefits specific majors. Companies that are connected with SASE at a national level may be more responsive since they already have initiatives that align with the SASE mission. The alumni association can serve as a resourceful database for people who are connected to the school and willing to help give back. And lastly, joint collaborations with established professional organizations such as SWE, NSBE, or SHPE can help chapters further branch out to a broader network.

#### ⑤ Establish a strong initial connection

It always helps to kick off the relationship strong. Simple habits of clear communication and expectations, delivering what is promised (i.e. being sure generate enough buzz to have at least the number of students at an event that the chapter said would be), consistent updates, as well as genuine appreciation (i.e. thank you emails as follow-up to an event for their time and support) will certainly add to building the corporate sponsor-student chapter relationship.

#### ⑥ Maintain the relationship

Every strong relationship takes time and effort. However, if it is done well, there are many benefits that can be drawn for the chapters, including having companies come back to do more events, mentor, sponsor, and be a resource for members as students look for summer internships or full-time employment. Sometimes it helps for student chapters to create a corporate liaison position or a Single Point of Contact (SPOC) to ensure the relationship is well maintained. Chapter leaders should make sure that a database of these connections is maintained and relationships are not lost as role transitions are made within the chapter.

Finally, always be professional and respectful when engaging corporate sponsors, and recognize them (via the various media that your chapter utilizes) for their generous support.

### Final Thoughts

These two webinars were designed to help both new and veteran chapters realize that these relationships are the bread and butter of your chapter. Just giving away free pizza or SASE SWAG or receiving sponsored funds may just help your chapter stay alive. But leaders must realize that TIME and EFFORT is more important than material possessions in order for the chapter to thrive! The connections you build happen for a reason, and it is up to you make these opportunities into realities.

“Increasing Student Involvement” and “Engaging Corporate Sponsors” are two webinars that are working to potentially grow into a Collegiate Leadership Series where students can learn and share ideas on important topics relevant to student chapters across the nation. These webinars can be directly accessed via the SASE YouTube page or SASE National Website. For more information regarding the future of the series or getting involved with the committee for webinar planning, please contact the Collegiate Program Manager, Kristin Kagetsu ([kristin.kagetsu@saseconnect.org](mailto:kristin.kagetsu@saseconnect.org)).

*Amy Yuan is the former Vice President for the Carnegie Mellon University Chapter and currently works full-time at Procter and Gamble. Juan Ralph Albambra is the former President for the SASE Illinois chapter and is currently a Midwest Regional Coordinator. Both have helped revive their own respective chapters on their campuses and have been actively involved at a national level through the Events Repository and hosting of webinars.*



SASE National Conference Game Night—building a support structure.



# National Conference & Career Fair 2015



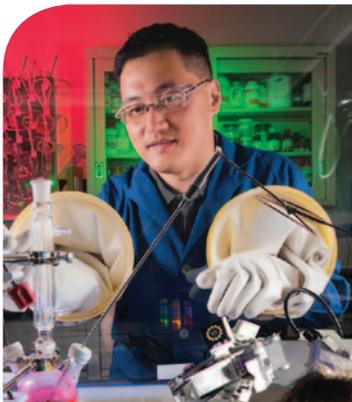
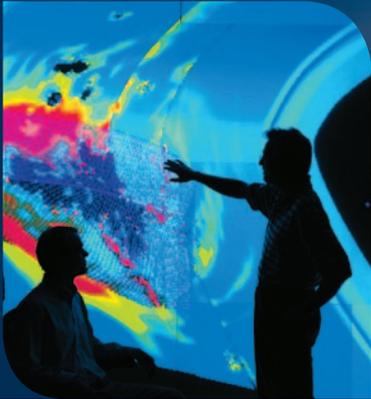
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# SASE Community Service

Today's leaders supporting tomorrow's needs

For the 2014 National Conference, SASE will engage in two community service projects: a bone marrow drive and a leadership pledge initiative.

SASE decided to partner up with the Be the Match Registry, operated by National Marrow Donor Program (NMDP). This program hopes to help the thousands of people who are diagnosed with different blood cancers. A patient's likelihood of finding a donor is highly dependent on his/her ethnicity and currently, only 7 percent of the 10.5 million members on the registry are of Asian heritage.

Conference attendees can be added to the potential donor registry by having a cheek swab taken by a NMDP representative. Because adding each individual to the registry costs approximately \$100, SASE would like to provide a donation to Be the Match to help cover some of the expenses. Please visit our team page to make a donation: [www.bethematchfoundation.org/goto/SASE](http://www.bethematchfoundation.org/goto/SASE)

Our second project is called, "I Pledge to be a Leader." SASE hopes to encourage individuals to take a more active leadership role in their community by writing a postcard pledge. For a donation, postcards will be provided to the participants and displayed on a wall to signify the willingness of the participants



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to make a difference in their community. After the conference, the postcards will be mailed to their respective owners as a reminder to fulfill the pledge they made at the conference. The

community service table will also have leadership bracelets available for those who donate.



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# SASE

## REGIONAL CONFERENCES

### Strengthening Networks

**To say that spring is the busiest time of the year for SASE Collegiate would be an understatement.** In the interlude between the SASE National Conference in October and summer classes or internship experiences, spring is the time when Executive Board elections are held, top Collegiate leaders and chapters are nominated for national awards, and most importantly, the season in which SASE Regional Conferences take place.

Between February and March 2014, SASE Collegiate hosted six regional conferences drawing over 800 attendees throughout the country. Host chapters included the **University of Pittsburgh** (Northeast Region), **University of Houston** (South Region), **University of Florida** (South Region), **University of California, Santa Cruz** (West Region), **Colorado School of Mines** (West Region), and **Purdue University** (Midwest Region).

Beginning with two regional conferences in 2011, SASE Regional Conferences are quickly becoming one of the most effective tools in strengthening existing SASE chapters, increasing company and professional involvement, and cultivating regional pride. Through workshops and presentations, SASE Regional Conferences also aim to engage the community, celebrate cultural diversity, and promote the National Conference.

According to SASE Executive Director Khánh Vũ, SASE Regional Conferences offer an opportunity to showcase and develop students' talents and hone the organizational and leadership skills of conference host leaders. Furthermore, SASE Regional Conferences

provide current and potential SASE members an idea of the size of the national organization as a whole.

From hands-on conference planning to cultivating potential corporate sponsors, SASE Regional Conferences offer conference planning teams several opportunities for leadership and project management.

"The experience of planning a regional conference is a benefit in itself. Chapters learn so many things that go with planning large events like this and they always come out as a stronger chapter. They also come out with stronger bonds with the professional network and other chapters too, which are always a plus," said Colorado School of Mines President, Julie Thao.

Added Vũ, "SASE is not unique to have students run the conference. There are other societies that host conferences by students, but not on the level of professionalism and quality. It is the quality of our students that makes the event. We are a very

young organization, but for us to grow and succeed in this fashion, speaks volumes to the potential leaders that lie within our members."

Because of their accessibility, visibility, quality of workshops and increasing corporate sponsorships, SASE Regional Conferences are also quickly becoming SASE Collegiate's most powerful recruiting tool. SASE Regional Conferences attract not only participants from SASE collegiate and professional chapters, but from nearby high schools and community colleges as well. SASE Regional Conferences also offer an opportunity for corporations to learn more about SASE.

(Photo, top) Keynote speech, Northeast Regional Conference, University of Pittsburgh



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## 2014 in Brief

### NORTHEAST REGION

The 4th Annual Northeast Regional Conference took place March 1, 2014 at the University of Pittsburgh (U Pitt) in Pittsburgh, PA. Despite the snow storm, they hosted 180 attendees (an increase of 60 attendees since 2013), the largest total number of attendees in any of the six regional conferences held this year. The Northeast Regional Conference planning committee chose “Foundations of



InnoService poster session at the 4th Annual Northeast Regional Conference held at the University of Pittsburgh.

Professionalism” as the theme. The team chose some unique and innovative topics for their event’s workshops which included professional development topics beyond the laboratory or classroom and addressed personal development, diplomatic communications, entrepreneurship and career path decision making. They also hosted

a charity event where Conference attendees were able to write and send letters and drawings of hope to Filipino students affected by Typhoon Haiyan through the Students Rebuild organization. The Bezos Family Foundation, through Students Rebuild, matched each letter and drawing with \$1.

### SOUTH REGION

The South Region is one of two regions whose geography encompasses such a broad area that two regional conferences are necessary. On March 29, 2014, the University of Houston (UH) and the University of Florida (UF) held simultaneous regional conferences in Houston, Texas, and Gainesville, Florida.



Student adding a piece to a community built structure at the South Regional Conference (Southeastern) at the University of Florida.

## 2014 Regional Conferences By the Numbers

TYPE	TOTAL	WHERE/WHO
Regional Conferences	6	
Host States	6	PA, TX, FL, CA, CO, IN
Participants	802	Undergraduates, graduates, high schoolers, SASE professionals, SASE National representatives, corporate representatives
SASE Chapters	49	
High Schools	4	
Community Colleges	2	
Corporate Donors	13*	BASF Corporation, Boeing, Conoco Phillips, General Electric, Lyondell Basell, Phillips 66, Proctor and Gamble, Shell, Schlumberger, Timken, Weatherford International
Corporate Donations	\$18,750.00**	

\*Some corporations sponsored multiple conferences (Shell and GE). UF listed Medtronic, Lockheed Martin, and Harris as “corporate presence,” but not specified as a sponsor so they were not included.

\*\*Approximate



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UH's theme "Directing YOUR Future" was personified in its conference attendance. Perhaps the most diverse in terms of attendance, UH also drew 174 attendees. Not only did the UH conference attract a plethora of undergraduates, graduate students, SASE National representatives, and corporate sponsors, but it also included students from one community college and three high schools among its attendees. UH also boasted seven corporate sponsors (Shell, General Electric, Conoco Phillips, Phillips 66, Weatherford International, BASF Corporation, and Lyondell Basell) that contributed a total of \$14,000 in donations to sponsor the event.

## Host Chapter Quick Tips

### 1. IMPORTANCE OF VOLUNTEERS

*The secret to hosting a great regional conference is through great volunteers.*

### 2. APPEALING TO DIVERSE AUDIENCE

*The biggest challenge is finding a way to make your conference more appealing to different types of attendees. At CSM, we wanted to find workshops that can relate to the general population, engineers, scientists, and professionals. Being an all-engineering school, it was especially difficult for us to find workshops for the science field. To solve this problem, we teamed up with our fellow SASE collegiate chapter at the University of Colorado–Boulder to create a workshop that was geared more towards the science fields, seeing as how their chapter consists of mostly of majors in the field of science.*

—Colorado School of Mines (CSM)  
former President, Julie Thao

### 3. HAVING CLEAR OBJECTIVES

*The main objectives of this year's Northeast Regional Conference were to strengthen students' soft skills, help them grow professionally, and increase their professional networks. This was done by providing workshops and panels throughout the day that involved career development, entrepreneurship, value of education, and life after undergraduate school. Additionally, we provided each guest with a set of ten business cards to promote the networking aspect of the conference. We encouraged each person to distribute them when meeting other students and professionals in order to create a long lasting connection.*

—University of Pittsburgh (UPitt)  
President, Sagar Patel



An actively engaged team working hard and having fun during the team competition at the West Regional Conference (Mountain) at the Colorado School of Mines.

Regional conference host UF's "Connecting the Dots" conference provided panels and workshops for students pursuing corporate and academic careers. UF Director of Asian Pacific Islander American Affairs Alex Cena's "Where is Your Story?" was listed as the most popular workshop by conference attendees.

## WEST REGION

The West Region is the other region to host two regional conferences. The University of California Santa Cruz (UCSC) in Santa Cruz, CA, kicked off the round of regional conferences on February 15, 2014, followed by the Colorado School of Mines (CSM) in Golden, CO, on March 1, 2014.

UCSC's "Inspire, Innovate, Repeat" regional conference had 123 attendees and offered professional workshops and team building activities. Highlights of CSM's "Foundations of Success" regional conference featured a networking session where students had a chance to interact with professionals, and an engineering competition in which teams were tasked with recreating a tower or bridge with foam board and toothpicks.

## MIDWEST REGION

Purdue University hosted its inaugural regional conference in West Lafayette, IN, on February 15, 2014. "Connect, Collaborate, and Differentiate" offered professional and personal development opportunities through a variety of workshops, presentations, and social activities. SASE National was represented by SASE Executive Director, Khánh Vũ and SASE Board Member, Tom Fernandez who shared their leadership expertise and SASE vision with participants. The midwest region continued to expand its chapter strength by increasing student attendance from 80 in 2013 to 127 in 2014.



Group photo of the attendees at the Midwest Regional Conference held at Purdue University.

## Host Chapter Honors

SASE Regional Conferences emerged from the original National Conference as a way of continuing momentum later in the year, and also providing a geographically closer opportunity for those who couldn't attend the National Conference to benefit, network, and interact with SASE. Each spring, SASE Collegiate challenges each of its chapters to submit applications to host a regional conference. The honor of hosting a regional conference is extremely competitive and must be approved by the SASE National Board.

“SASE, at its heart, is a network of students and professionals who support and encourage each other through our activities and

community building work,” explained Vū.

SASE Regional Conference hosts are announced each fall at the SASE National Conference. SASE chapters that have hosted regional conferences between 2011 and 2014 include: Massachusetts Institute of Technology (MIT), The Ohio State University (OSU), University of Houston (UH), Colorado School of Mines (CSM), University of California Berkeley (UCB), Georgia Tech (GT) University of California San Diego (UCSD), Binghamton University (Binghamton), University of California Santa Cruz (UCSC), Purdue University (Purdue), University of Florida (UF) and the University of Pittsburgh (U Pitt).

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# Innovation in the Name of Service

*InnoService* – SASE’s Case Competition, sponsored by P&G, is a design challenge competition which provides an avenue for students to showcase technical capability, experience the steps needed to deliver a product to market, and develop their “soft” skills such as developing business proposals and sales pitches. Over the past year, 11 student teams in the Northeast region participated to bring their challenge to life as they “developed an accessible technology to minimize the time required for the typical member of Asian society to complete his or her morning ritual.” From launching at the SASE National Conference in 2013, students were challenged to stretch their inventive minds while balancing the battling demands of their coursework. Along the way, teams learned to hone their abilities to assess market and consumer needs, predict costs, manage demanding timelines, and make a sales pitch for their product. Through various checkpoints during the year, student teams were exposed to business and academic professionals to assess and give feedback on their projects while showcasing their progress among peers. Ultimately, teams were evaluated at the conclusion of the program in May 2014 by a senior Procter & Gamble panel, consisting of Brad Kho, Vice President of Sales, Eric Liu, Director of Research and Development, Srinivas Reddy, Director of Process and Engineering, and Falguni Desai, Brand Manager. This year’s panel



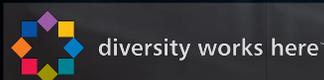
awarded cash prizes from a \$6,000 pool. Winners from the 2013–2014 competition will be announced publicly during the National Conference—be on the lookout!

This program has been running in the Northeast region for two years now, and we are excited to announce that *InnoService* is launching across all regions at this year’s National Conference with Procter & Gamble as the sponsor! As in the previous years, the competition will extend from the National Conference through May 2015. The kickoff and prize pool will be announced during the Conference. To participate, gather two to six highly excited and motivated students at your school and apply! For more information, check out <http://saseneerregion.weebly.com/innoservice.html> or email [innoservice@saseconnect.org](mailto:innoservice@saseconnect.org).

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Savannah, *Senior Data Analyst*

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# SASE Professional and Collegiate Chapters

## Working together to ensure SASE Success!

BY KRISTIN KAGETSU AND IRENE NG

**Over the past year, SASE has begun to expand its membership beyond collegiate students into professional members!**

This not only allows professionals to expand their leadership development and professional network, but also gives collegiate students another resource for collaboration and learning. SASE has made professional membership a strategic priority and over the past year and a half has explored pilot programs in four cities, while also developing a Professional Committee to support the Professional Chapters.

Making the transition from college to the working world isn't always an easy one. With our three newly registered professional chapters (Washington, DC; Denver, CO; and Boston, MA) we hope to provide easy networking for new and experienced SASE members. We also have interest groups in Houston, TX; Cincinnati, OH; Philadelphia, PA; and New York, NY. The goal of these professional

results, in addition to learning how to chart your own course to a successful career. This starts with short and long term goal setting and independent learning.

The professional chapters have also found different ways to collaborate with collegiate SASE students. Last summer, the Boston Chapter began to invite interns to all of the professional chapter events to give them a taste of what it would be like to join a professional community in Boston if they were to join their companies full time. This year, SASE Boston formed a Facebook group to serve as a forum for SASE transplants to the Boston area to get together and have fun!

In June 2014, SASE Boston kicked off its summer intern group with a scavenger hunt! Crafted and led by Andrew Pipathsouk, its Events Coordinator, interns from a variety of locations in the greater Boston area formed into Teams to take the most outrageous



chapters is to provide professional members with a broader network within their city, and allow them to continuously develop their soft skills and reach their full leadership potential. We encourage all SASE Collegiate alumni to continue the journey with SASE through the SASE Professional network!

Our Colorado Professional Chapter has provided some key insights into the differences between student and professional life. While you're in school, you tend to have all the solutions to your problems readily available—either at the back of a textbook, a solutions manual, or via your professor during office hours. At a full time job, it is not always easy to find the “right answer,” which can lead to anxiety for many engineers during the early days of their careers. Employers frequently note that communication skills are an area in which new employees tend to struggle.

When you begin working, you'll need to be able to present your projects in a manner that non-engineers or scientists are able to understand. Through our SASE Professional programs, we'll be able to teach you how to best utilize available resources to produce great

Instagram photos (including, but not limited to, making a human pyramid, walking someone's dog, kissing a tour bus driver...you get the idea). The Boston interns came from around the nation (as far away as Michigan and Florida) and began planning their own events, including laser tagging, thanks to the efforts of Jun Ueki, President of the University of Michigan SASE collegiate chapter. Twelve DC area interns met up and traveled to Nationals Park to grab dinner and watch a baseball game. The interns represented various companies, such as the SEC, FDA, MITRE, and Inova Children's Hospital. There were also many schools represented, including Virginia Tech, Cornell, William and Mary, George Mason, University of Virginia, and the University of Chicago. It was many of the attendees' first baseball game, and watching the Washington Nationals beat the Philadelphia Phillies 11-0 was a great first experience for many of them!

Above left, DC area interns catch a baseball game. Above right, Boston area interns participating in a SASE organized scavenger hunt.



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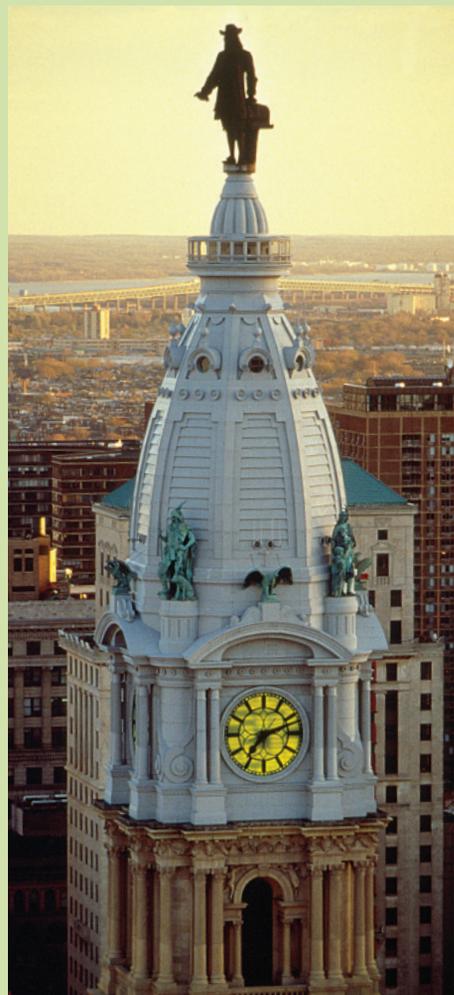
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# Conference Welcome Letter



## What does this year's theme about leadership mean?

If the answer were straight forward and simple, there would not be a cottage industry of books and seminars on the subject. Leadership is not a defined by a title or a role. Leadership is among those things that Supreme Court Justice Potter Stewart once said you will know it when you see it. Nonetheless, let me try to capture this elusive concept by listing some of the traits of good leadership:

- **Visionary yet detail oriented**— Focus on the Big Picture while keeping tabs on the details that make it possible.
- **Eloquent**— Express the vision persuasively and clearly through the written and spoken word.
- **Optimistic, courageous and confident**— Sincerely believe in the vision you promote and defend it when challenged.
- **Ambitious**— Desire to push yourself and outperform the competition.
- **Decisive**— Move forward without waiting for perfect information or answers.
- **Patient and discerning**— Exercise judgment and good timing.
- **Organized and strategic**— Verify your assumptions and most importantly, have a Plan B.
- **Modest and humble**— Strive for success for the team instead of personal aggrandizement.
- **Lawful**— Follow the rules. Although leaders often make the rules, there are always rules they, too, must follow.
- **Fair, altruistic, and empathetic**— Understand the personalities and problems of the team to gain their respect and loyalty.
- **Self-controlled**— Refrain from overreacting to positive or negatives. Maintain a cool demeanor. Strong leaders control themselves before they are able to control others.
- **Tolerant and forgiving**— Allow for individual approaches and mistakes.
- **Accountable and gracious**— Be responsible for and support the team. Show appreciation.
- **Cooperative**— Build a team you can work with instead of command by fiat.
- **Empowering**— Seek help from experts. Share responsibility with others.
- **Humorous**— Strike a likeable balance between seriousness and humor.

While some of these traits may have always existed within you, good leadership ultimately comes from experience and overcoming mistakes. What opportunities have you had to demonstrate leadership potential? Are you making yourself available for such experiences? Are you leading activities in your local SASE chapters? Look to this conference's leadership and professional development tracks to unleash your leadership potential.

*Respectfully,*

JANET BLANCETT, Shell

*Chair of the National Conference Committee, SASE*



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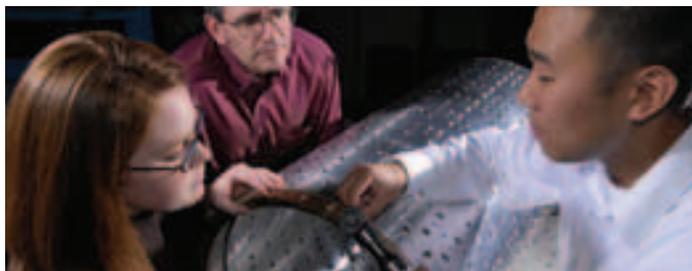


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# Welcome from the Governor



THE GOVERNOR



COMMONWEALTH OF PENNSYLVANIA  
OFFICE OF THE GOVERNOR  
HARRISBURG

## GREETINGS:

It is my pleasure to join with The Society of Asian Scientists & Engineers (SASE) to welcome all those gathered for its 4<sup>th</sup> National Conference and Career Fair Convention in Philadelphia, Pennsylvania.

Since its inception, SASE has remained committed to its mission of preparing Asian-American scientists and engineers for success in the workforce. I commend this organization for demonstrating a commitment to the success and achievement of its members and I look forward to the contributions that these individuals will offer to their communities and the Commonwealth in the future.

Just a short distance from this event, individuals will find icons of our proud American history in Philadelphia like the Liberty Bell, Independence Hall and the National Constitution Center. I hope that visitors will have the opportunity to enjoy all that this exciting city has to offer.

As Governor, and on behalf of all Pennsylvanians, I am pleased to welcome everyone to this event. Please accept my best wishes for an enjoyable convention and continued success in the future.



*Tom Corbett*  
TOM CORBETT  
Governor  
October 16-18, 2014



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# Welcome from the Mayor



## CITY OF PHILADELPHIA

MICHAEL A. NUTTER  
Mayor

October 16, 2014

Greetings!

It is a pleasure and a distinct privilege to welcome the National Conference and Career Fair hosted by the Society of Asian Scientists and Engineers (SASE) to Philadelphia, October 16 – 18, 2014.

SASE, a non-profit organization, was founded in November of 2007 to assist Asian American scientific and engineering students and professionals in achieving their full potential in the global business world through opportunities for networking and student mentoring. The organization now counts over 3,000 student and professional members within more than 70 chapters across the country.

In addition to professional development, SASE also encourages members to contribute to the economic and social well-being of the communities in which member chapters are located. Membership is open to men and women of all ethnic backgrounds and diversity on campus and in the workplace is promoted and celebrated.

The National Conference will welcome nearly 2,000 attendees and the Career Fair will be populated by approximately 75 sponsoring companies and government organizations providing a valuable platform for networking, education, and the development of leadership skills.

We invite you to take the time to visit Philadelphia's singular landmarks of America's founding history and take advantage of the renowned hospitality of our fine restaurants and the array of stores and shops found within our unique retail corridors.

On behalf of the City of Philadelphia, I send my best wishes for a productive and rewarding SASE Conference and Career Fair and invite you to return to visit Philadelphia again, soon.

Sincerely

A handwritten signature in blue ink, appearing to read 'M.A. Nutter'.

Michael A. Nutter  
Mayor

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# Schedule At-a-Glance

## THURSDAY, OCTOBER 16

1:00 – 4:00 pm **Walking Tour**  
 4:30 – 8:00 pm **Registration**  
 6:30 – 7:15 pm **Step & Repeat Pictures**  
 6:30 – 8:00 pm **Evening Mixer**  
 7:15 pm **Inspire Award Announcements**  
 7:45 pm **Drawing**  
 8:00 pm **Group Picture**  
 8:10 – 9:15 pm **Game Night**  
 8:10 – 10:00 pm **Professional Networking – Informal**

Sheraton Downtown: Main Lobby  
 PCC: Entrance to Rooms 101–107  
 PCC: Hallway of Rooms 101–107  
 PCC: Hallway of Rooms 101–107

PCC: Room 103A  
 Marriott: Circ Lounge Lobby Bar

## FRIDAY, OCTOBER 17

7:00 am – 4:30 pm **Registration**  
 7:00 am – 4:30 pm **Polo Sales**  
 7:00 – 8:00 am **Breakfast and Networking**  
 8:00 – 9:00 am **Welcome and Opening Remarks**  
 9:15 – 10:30 am **First Breakout**  
 9:15 am – 12:00 pm **Professional Training Session**  
 9:15 am – 12:00 pm **Resume Room**  
 9:15 am – 5:00 pm **Community Service**  
 9:15 am – 5:00 pm **Business Center**  
 10:15 – 11:00 am **Break – AM Coffee Break**  
 10:45 am – 12:00 pm **Second Breakout**  
 12:15 – 1:30 pm **Keynote Lunch**  
 12:45 – 1:30 pm **Keynote Speech – John Kobara**  
 1:45 – 4:00 pm **Resume Room**  
 1:45 – 3:00 pm **Third Breakout**  
 1:45 – 3:00 pm **Volunteer Workshop**  
 1:45 – 4:30 pm **Professional Training Session**  
 2:45 – 5:30 pm **Break – PM Snack**  
 3:05 – 4:40 pm **OAC Meeting**  
 3:15 – 4:30 pm **Fourth Breakout**  
 4:45 – 5:30 pm **SASE National Volunteer Info Session**  
 4:45 – 5:30 pm **Network Session**  
 4:45 – 5:30 pm **InnoService Open Case Competition**  
 6:00 – 8:20 pm **Gala Dinner, Awards and Keynote**  
 7:30 – 8:20 pm **Keynote Conversation – Nina Davuluri**  
 8:30 – 9:00 pm **Meet & Greet – Nina Davuluri**  
 8:30 – 10:30 pm **Hospitality Suites**  
 8:30 – 9:00 pm **SASE National Volunteers with Board**  
 9:30 – 10:30 pm **Professional Networking**

PCC: Entrance to Rooms 101–107  
 PCC: Entrance to Rooms 101–107  
 PCC: Grand Ballroom  
 PCC: Grand Ballroom  
 PCC: Rooms 103–113  
 PCC: Room 110AB  
 PCC: Rooms 104A, 104B  
 PCC: Hallway of Rooms 101–107  
 PCC: Hallway of Rooms 101–107  
 PCC: Hallway of Rooms 101–107  
 PCC: Rooms 103–113  
 PCC: Grand Ballroom

PCC: Rooms 104A, 104B  
 PCC: Rooms 103–113  
 PCC: Room 109AB  
 PCC: Room 110AB  
 PCC: Hallway of Rooms 101–107  
 PCC: Room 304  
 PCC: Rooms 103–113  
 PCC: Room 107AB  
 PCC: Hallway of Rooms 101–107  
 PCC: Room 109AB  
 PCC: Grand Ballroom

PCC: Entrance of Grand Ballroom  
 PCC: Rooms 101–113  
 PCC: Entrance of Grand Ballroom  
 PCC: 110AB

## SATURDAY, OCTOBER 18

7:30 – 9:15 am **Board Breakfast & Meeting with New Sponsors**  
 8:00 – 10:00 am **Breakfast**  
 8:00 am – 3:00 pm **Registration**  
 9:45 – 10:00 am **Ribbon Cutting Ceremony**  
 10:00 am – 4:00 pm **Career Fair**  
 10:00 am – 4:00 pm **Interview Rooms**  
 10:00 am – 2:00 pm **Community Service**  
 11:00 am – 1:00 pm **Sponsor's Lunch**  
 11:00 – 11:30 am **Professional Member Headshot Picture**  
 11:30 am – 12:30 pm **Professional Member Meeting**  
 12:30 – 2:00 pm **Professional Member Networking & Lunch**  
 1:30 – 8:00 pm **Collegiate Leadership Workshop**  
 8:00 pm **Collegiate Dinner**  
 2:00 – 8:00 pm **Marketing FUN**  
 4:15 – 5:15 pm **Exhibitor Debrief**

PCC: Room 304  
 PCC: Room 201 ABC  
 PCC: Entrance to Hall B  
 PCC: Room 201 ABC  
 PCC: Room 304  
 PCC: Room 304  
 TBA: Local Establishment  
 PCC: Room 201 ABC  
 TBA  
 PCC: Room 304  
 PCC: Room 305

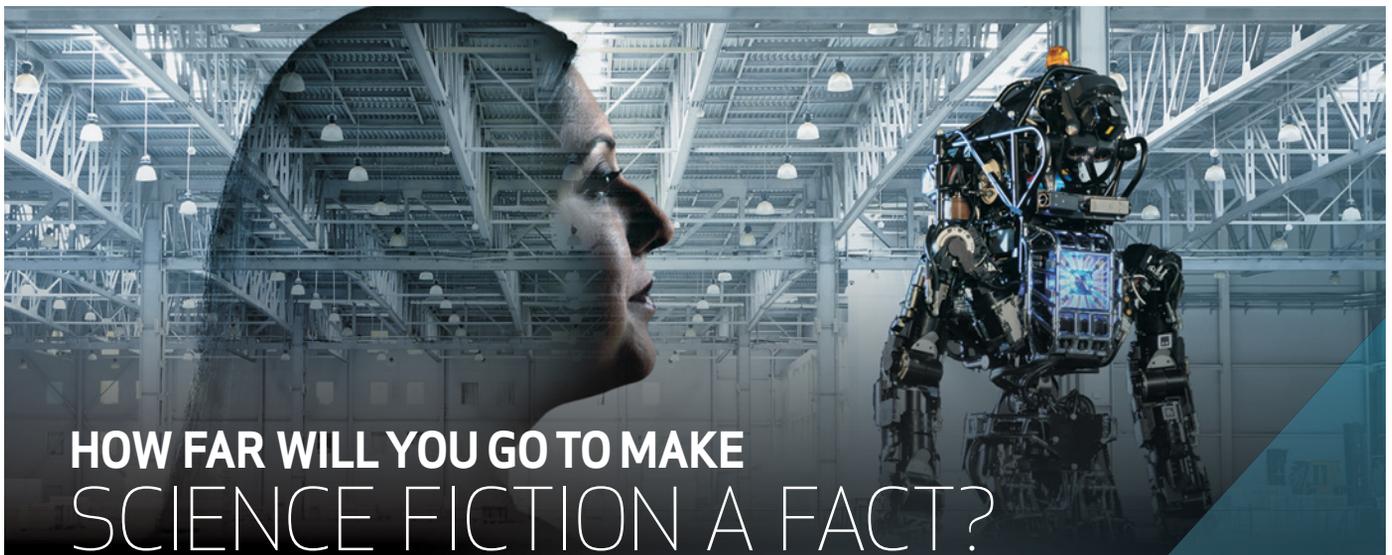
Workshop Rooms: 103A, 103B, 103C, 105AB, 107AB, 109AB, 111AB, 113A, 113B; Professional Training Room: 110AB; Panel Room: 112AB

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# Conference Schedule

## THURSDAY, OCTOBER 16, 2014

11:00 am - 3:00 pm

**National Conference Committee Meeting**

Marriott: 3 Bay Suite

1:00 pm - 4:00 pm

**Walking Tour**

Sheraton Downtown: Main Lobby

SASE NC 2014 places you right in the heart of Center City, Philadelphia, home to numerous historic landmarks, scenic parks, and shopping boutiques. Join us for an in-depth preview of the city before NC festivities begin. Starting from the iconic Love Park, we'll journey along the city core through historic Philadelphia City Hall and Independence Park, to the cultural sites of Chinatown and Rittenhouse Square, with plenty of food and shopping along the way! Tours will begin on Thursday, October 16 at 1:00 pm and depart every 20 minutes from the Sheraton Downtown Philadelphia's Main Lobby. The last departure will be at 2:00 pm. The tour route runs for 90 minutes and will drop you off right at Sheraton Downtown Philadelphia. Spots are limited so remember to register from the SASE NC 2014 Facebook page!

4:30 pm - 8:00 pm

**Registration**



PCC: Entrance to Rooms 101-107

6:30 pm - 7:15 pm

**Step & Repeat Pictures**



PCC: Hallway of Rooms 101-107

6:30 pm - 7:15 pm

**Entertainment: Chinese Folk Music and Culture Association**

PCC: Hallway of Rooms 101-107

6:30 pm - 8:00 pm

**Evening Mixer**

PCC: Hallway of Rooms 101-107

7:15 pm **Inspire Award Announcements**

7:45 pm **Drawing**

8:00 pm **Group Picture**

8:10 pm - 9:15 pm

**Game Night**



PCC: Room 103A

8:10 pm - 10:00 pm

**Professional Networking** – Meet your fellow professionals in a casual setting

Marriott: Circ Lounge Lobby Bar

## FRIDAY, OCTOBER 17, 2014

7:00 am - 4:30 pm

**Registration**



PCC: Entrance to Rooms 101-107

7:00 am - 8:00 am

**Breakfast**

PCC: Grand Ballroom

8:00 am - 8:15 am

**Entertainment: Filipino Intercultural Society of Drexel University**

PCC: Grand Ballroom

8:00 am - 9:00 am

**Welcome & Opening Remarks**

### BREAKOUT SESSIONS 1



9:15 am - 10:30 am

**Entrepreneurship: Living Your Dreams through Entrepreneurship**

PCC: Room 103A

*Presented by Tom Shieh*

At the heart of an entrepreneur is the desire "to create." It's in all of us. Each individual is instilled with unbelievable creativity and uniqueness. When we unleash this gift and passion, we fill the world with color and flavor. Furthermore, we become aligned with our true mission and live out our dreams with purpose. In this workshop, we will discuss the essentials of entrepreneurship, how to optimize your path to financial success, and how to enjoy the fruits of tremendous returns.

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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

9:15 am - 10:30 am

### **Professional Development: Speaking Powerfully with Minimal Stress**

PCC: Room 103B

*Presented by Sachi Koto*

Presentation skills, communicating effectively and public speaking are essential business and leadership tools you need every day to facilitate discussions, present budgets, provide introductions, solicit business and promote new ideas. In this workshop, you will learn how to manage your stage fright, establish credibility, and communicate with impact!

9:15 am - 10:30 am

### **Cultural: Building Rapport — “Powering Up” Your Likeability Factor**

PCC: Room 103C

*Presented by Sandra Vu Le*

Do you sometimes feel nervous or tongue-tied when meeting someone new? Are you interested in learning how to you make someone new like you; especially when that someone could hire you, provide you with a referral, or will work with you? If so, come learn a systematic approach on how to build instant rapport during 3 common business settings: at an interview, a networking event or on the job. In a session filled with stories, humor, and fun practice exercises, you will discover exactly what to do and say to get someone new to like you.

9:15 am - 10:30 am

### **Are you Global Ready?**

*Presented by Raytheon*

**Raytheon**

PCC: Room 105AB

Just as national boundaries change and adapt, so are cultural barriers shifting on the global stage. Driven by a need to compete in an increasingly diverse market, organizations are developing strategies to make sure they are equipped and ready for a global work environment. Global readiness often means developing a new set of skills and a different mindset. This workshop will explore ways to build and enhance some of those skills. At the end, participants will:

- Have an increased awareness of the scope and challenge related to global diversity and inclusion issues.
- Have explored the status of their personal aperture.
- Understand the impact of culture on establishing workplace relationships that recognize multiple cultures and identities

9:15 am - 10:30 am

### **Take the Lead — Making Leadership Decisions**

*Presented by United States Marine Corps*



PCC: Room 107AB

The Marine Corps is America's premier expeditionary force in readiness. Marines are trained to respond faithfully, courageously and decisively in the face of great adversity. Values and traits like courage, flexibility and the ability to inspire set Marines apart as leaders. This enables Marines to lead with honor on the battlefield and in their communities. In this session, a panel of Marines will discuss the transformative power of leadership and teach you how to take the lead.

9:15 am - 10:30 am

### **Careers in Energy**

*Sponsored by DTE Energy*



PCC: Room 109AB

9:15 am - 10:30 am

### **Leadership: Personal Advisory Board**

*Presented by Ilene Fischer*

PCC: Room 111AB

In this workshop, you will understand how engaging with a Personal Advisory Board™ will accelerate your performance. You will learn about the new context for mentorship: a many to one Personal Advisory Board, how to choose and engage with them, and how to have them support you in achieving your goals. You will learn tools for sharpening your listening skills to help you become a great advisor.

**2:45 P.M.**

Giving a lesson on gravity  
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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

9:15 am - 10:30 am

### Panel: Careers with Government Agencies

PCC: Room 112AB

Often times, students only consider two different career paths: private industry or academia. However, there is a third path that young professionals could take, and that is to work for a government agency. These professionals will share their experiences of working in a public sector and shed awareness on the benefits of starting your career with government too!

9:15 am - 10:30 am

### Technical: Communicating Your Science — A Leadership Skill!

PCC: Room 113A

Presented by Dennis Mangan

Clearly explaining your research to diverse audiences helps you become a better leader, receive recognition, compete for funding, get jobs, be promoted, thwart the anti-science movement, and of course, teach. Regardless of how good you are now, you can always find ways to improve your speaking skills...and it's surprisingly easy to do! In this session, you'll discover some simple techniques that will make your presentations come alive, increase your credibility and help you deliver powerful messages that make you look spectacular!

9:15 am - 10:30 am

### Financial Literacy: Your Financial Master Plan

PCC: Room 113B

Presented by Stuart Paap

College graduates and young professionals will be facing a host of difficult decisions in the post-college years; most notably during their careers, advanced studies, and personal relationships. At the heart of many of these decisions are financial matters. With information overload, it's hard to know what to pay attention to and why. Stuart Paap, Personal Finance Guide, will help you find out what you need to know to make smart financial decisions during your next four years and beyond.

9:15 am - 12:00 pm

### Resume Review – Sponsored by Chrysler and Shell



PCC: Rooms 104A, 104B

9:15 am - 12:00 pm

### Professional Training Session—Speaking with Impact by LEAP

PCC: Room 110AB

Why can one person deliver a message in front of a crowd with such impact and the next person deliver the same content and simply fall flat on their face? This action-packed program is designed for each participant to identify their personal communication style and the behaviors required to ensure that style comes across in every communication. Speaking tips, tricks, and techniques will give you the tools you need for immediate application in your communication engagements following the workshop.

9:15 am - 5:00 pm

### Business Center

PCC: Hallway of Rooms 101–107

9:15 am - 5:00 pm

### Community Service — "I Pledge to be a Leader"

PCC: Hallway of Rooms 101–107

10:15 am - 11:00 am

### Morning Coffee Break

PCC: Hallway of Rooms 101–107

## BREAKOUT SESSIONS 2



10:45 am - 12:00 pm

### Entrepreneurship: Living Your Dreams through Entrepreneurship

PCC: Room 103A

Presented by Tom Shieh

At the heart of an entrepreneur is the desire "to create." It's in all of us. Each individual is instilled with unbelievable creativity and uniqueness. When we unleash this gift and passion, we fill the world with color and flavor. Furthermore, we become aligned with our true mission and live out our dreams with purpose. In this workshop, we will discuss the essentials of entrepreneurship, how to optimize your path to financial success, and how to enjoy the fruits of tremendous returns.

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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

10:45 am - 12:00 pm

**Professional Development: Speaking Powerfully with Minimal Stress**  
*Presented by Sachi Koto*

PCC: Room 103B

Presentation skills, communicating effectively and public speaking are essential business and leadership tools you need every day to facilitate discussions, present budgets, provide introductions, solicit business and promote new ideas. In this workshop, you will learn how to manage your stage fright, establish credibility, and communicate with impact!

10:45 am - 12:00 pm

**Cultural: Building Rapport — “Powering Up” Your Likeability Factor**  
*Presented by Sandra Vu Le*

PCC: Room 103C

Do you sometimes feel nervous or tongue-tied when meeting someone new? Are you interested in learning how to you make someone new like you; especially when that someone could hire you, provide you with a referral, or will work with you? If so, come learn a systematic approach on how to build instant rapport during three common business settings: at an interview, a networking event or on the job. In a session filled with stories, humor, and fun practice exercises, you will discover exactly what to do and say to get someone new to like you.

10:45 am - 12:00 pm

**“You Want to be a Leader?” A Case Study in Shell Safety Leadership**  
*Presented by Shell*



PCC: Room 105AB

Across Shell our never ending objective is to achieve Goal Zero – No Harm, No Leaks. Visible leadership is what makes the difference. Leaders set the tone on an operating site, on a project, and in a business. Leaders make the difference through visible and felt leadership while setting clear expectations. Since implementation, Shell’s 12 Life Saving Rules have had a major impact on our behaviors, culture and performance. These rules are designed to keep people away from serious harm. Leaders must lead by example and create the right conditions so that the rules are followed. In the near future SASE students will find themselves in critical roles of safety and environmental leadership. Join Shell leaders in a highly interactive “real Shell safety case” that is certain to challenge your thinking around real life leadership dilemmas—through the lens of safety.

10:45 am - 12:00 pm

**Building a Strategic Professional Network**  
*Presented by GE*



PCC: Room 107AB

Personal and professional networks are the relational webs that link us to people, places and systems. One’s ability to lead effectively in a highly matrixed, virtual, and global business environments relies heavily on the ability to build, maintain, and grow robust and dynamic networks. The number, types, and variety of networks as well as the value placed on each, vary from person to person and rely on understanding one’s ability to influence others, as well as build credibility and trust. There are many considerations to keep in mind: how do individuals build a meaningful network of supporters? How do networks evolve and change over time? What are the steps to identify the “right” people for an effective support system? How can online social networks be leveraged more effectively? In this highly interactive workshop, participants will learn more about several models and tools as well as an action plan development process to assist in the identification of their unique answers to these questions.

10:45 am - 12:00 pm

**Effective Leadership in Team Scenarios**  
*Presented by America’s Navy*



PCC: Room 109AB

What is a leader? What is your leadership style? Many effective teams come down to two, interrelated items: leadership and communication. Many people have different leadership styles that can be effective in a variety of settings and communication can be one of the greatest tools those leaders can possess. Individuals who attend this workshop will be put into teams to solve a real world type of problem and flex their critical thinking skills. There are a variety of solutions to this problem. At the end of the session, those in attendance will learn the meaning of true leadership.



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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

10:45 am - 12:00 pm

**Leadership: Personal Advisory Board**  
*Presented by Ilene Fischer*

PCC: Room 111AB

In this workshop, you will understand how engaging with a Personal Advisory Board™ will accelerate your performance. You will learn about the new context for mentorship: a many to one Personal Advisory Board, how to choose and engage with them, and how to have them support you in achieving your goals. You will learn tools for sharpening your listening skills to help you become a great advisor.

10:45 am - 12:00 pm

**Panel: Thriving in Corporate America**

PCC: Room 112AB

Are you looking to advance in the professional world? Come hear about how our panelists define success and how they have thrived in Corporate America. From organizational challenges to work/life balance, find out how these individuals became accomplished in a STEM field and learn about different ways that you could stand out in your field of work, too!

10:45 am - 12:00 pm

**Technical: Communicating Your Science — A Leadership Skill!**  
*Presented by Dennis Mangan*

PCC: Room 113A

Clearly explaining your research to diverse audiences helps you become a better leader, receive recognition, compete for funding, get jobs, be promoted, thwart the anti-science movement, and of course, teach. Regardless of how good you are now, you can always find ways to improve your speaking skills...and it's surprisingly easy to do! In this session, you'll discover some simple techniques that will make your presentations come alive, increase your credibility and help you deliver powerful messages that make you look spectacular!

10:45 am - 12:00 pm

**Financial Literacy: Your Financial Master Plan**  
*Presented by Stuart Paap*

PCC: Room 113B

College graduates and young professionals will be facing a host of difficult decisions in the post-college years; most notably during their careers, advanced studies, and personal relationships. At the heart of many of these decisions are financial matters. With information overload, it's hard to know what to pay attention to and why. Stuart Paap, Personal Finance Guide, will help you find out what you need to know to make smart financial decisions during your next four years and beyond.

12:15 pm - 12:45 pm

Lunch



PCC: Grand Ballroom

12:45 pm - 1:30 pm

**Keynote: John Kobara**

PCC: Grand Ballroom

## BREAKOUT SESSIONS 3



1:45 pm - 4:00 pm

**Resume Review – Sponsored by Chrysler and Shell**



PCC: Rooms 104A, 104B

1:45 pm - 4:30 pm

**Professional Training Session— Speaking with Impact by LEAP**

PCC: Room 110AB

Why can one person deliver a message in front of a crowd with such impact and the next person deliver the same content and simply fall flat on their face? This action-packed program is designed for each participant to identify their personal communication style and the behaviors required to ensure that style comes across in every communication. Speaking tips, tricks, and techniques will give you the tools you need for immediate application in your communication engagements following the workshop.

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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

1:45 pm - 3:00 pm

**Financial: Finance 101—Managing Your Entry and Mid Level Wages to Plan for Your Future**

PCC: Room 103A

*Presented by Mary Jeannette Schultz*

Learning about finances is something we rarely take the time to do. As entry and mid-level professionals in the engineering world, you need the tools to manage the finances for your future. Where did you learn about managing your finances? This is a chance for you to learn about how to help YOURSELF look at basic financial literacy. The National Endowment for Financial Education (NEFE) has extensive tools to help teach and learn financial literacy!

1:45 pm - 3:00 pm

**Professional Development: How to Become a Top Performer in Your Field**

PCC: Room 103B

*Presented by David Huffner*

What really separates star performers from middle performers in the workplace? What does it take to earn the designation “high-potential” or “emerging talent?” This session reviews thought-provoking research about how scientists and engineers use certain work strategies over time to become recognized as top performers and build a highly successful career. It includes an overview of nine strategies proven to be most essential for your success, and takeaways you can immediately use on the job.

1:45 pm - 3:00 pm

**Cultural: Oh Shift!**

PCC: Room 103C

*Presented by Vu Pham*

In these intense times, stress and pressure to perform can lead to increased conflict. Compound that with miscommunication, information overload and cultural misunderstandings, this leads to even more potential conflict. On the other hand, we now live in a more-collaborative workplace environment than the “command-and-control” hierarchies that existed just a few decades ago. How do you navigate these conflicts and transform them into productive collaboration? This session provides some key strategies and practical techniques to achieve this. Join us to move from conflict to collaboration.

1:45 pm - 3:00 pm

**The Operational Excellence (OpEx) Journey within BASF**



PCC: Room 105AB

*Presented by BASF*

BASF's Operational Excellence (OpEx) journey began in 2011. Our North American manufacturing community launched a program to build a sustainable continuous improvement culture across all of our production sites. Now BASF is engaged in OpEx on a global basis to maintain our ability to innovate and improve faster than our competitors. OpEx is BASF's target state of superior performance in operations: transparent, stabilized, optimized, learning and adaptive. Our continuous improvement opportunities are aligned to drive business goals based on site development plans. The development of our people—culture and talent management—and LEAN principles are the foundation for our OpEx journey.

1:45 pm - 3:00 pm

**Love, Don't Dread, Negotiations**



PCC: Room 107AB

*Presented by ITW*

Many people dread negotiations whether big or small or at home or work. This workshop will help you overcome this fear by realizing that a successful negotiation is a collaborative and open conversation, not a confrontation. Successful negotiators find creative and collaborative solutions where each side achieves their best outcome and relationships are built not destroyed. There are four keys to a successful negotiation: (1) solid preparation on your interests and the other side's, (2) open sharing based on interests not positions, (3) active, solution-oriented listening, (4) creative options that reframe the issues to find a win-win. Together we will learn how to love, not dread, negotiations.



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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

1:45 pm - 3:00 pm

**Workshop for SASE Volunteers**  
*Presented by John Kobara*

PCC: Room 109AB

1:45 pm - 3:00 pm

**Leadership: Top 10 Virtues of a Champion—Unleashing the Leader Within**  
*Presented by Panney Wei, C.Ht.*

PCC: Room 111AB

Being a leader in today's society means handling life's challenges like a champion. Join award-winning, transformational hypnotherapist-coach-motivational speaker, Panney Wei, for an insightful workshop about the core values of being a champion. Gain tips on how to stay committed to your goals, how to inspire leadership in others, and how to unleash the champion within! Panney will share her experiences as a former competitive figure skater and business development and fundraising executive. She will also spread insight on the mind-body medicine that will help you achieve your vision as a leader and reach your full potential!

1:45 pm - 3:00 pm

**Panel: Asian Americans in Leadership**

PCC: Room 112AB

Often times, it may seem as if there are invisible barriers that keep us from reaching our full career potential. However, these individuals have found a way to break through the bamboo ceiling. Come hear their stories at this panel! They'll also provide you with tips on how you could unleash your leadership potential.

1:45 pm - 3:00 pm

**Technical Development: Systems Engineering**  
*Presented by Wes Hewett*

PCC: Room 113A

Systems Engineering is a personal journey for me. I will give you an overview of my experiences (both successes and failures) in addition to addressing key concepts and processes that you should always keep in mind. I will provide a quick synopsis of systems engineering and how it can be successful to you. Finally, there will be an exercise in developing a product that satisfies the customer.

1:45 pm - 3:00 pm

**Entrepreneurship: Art of the Pitch—Perfect your Power-Packed Pitch!**  
*Presented by Stuart Paap*

PCC: Room 113B

A professional speaker and pitch coach, Stuart loves helping smart people with big ideas do great things. He has given pitching workshops at universities, incubators, and for many privately held businesses and non-profits. He regularly shares his perspective on pitching with startup companies and business owners. Recently, he was a featured contributor at Northeastern's RISE:2014 program. He has been a proud mentor at MassChallenge since 2012 and loves the energy and enthusiasm of entrepreneurs.

2:45 pm - 5:30 pm

**Afternoon Snack**

PCC: Hallway of Rooms 101–107

3:05 pm - 4:40 pm

**OAC Meeting**

PCC: Room 304

## BREAKOUT SESSIONS 4



3:15 pm - 4:30 pm

**Financial: Finance 101—Managing Your Entry and Mid-Level Wages to Plan for Your Future**  
*Presented by Mary Jeannette Schultz*

PCC: Room 103A

Learning about finances is something we rarely take the time to do. As entry and mid-level professionals in the engineering

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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

world, you need the tools to manage the finances for your future. Where did you learn about managing your finances? This is a chance for you to learn about how to help YOURSELF look at basic financial literacy. The National Endowment for Financial Education (NEFE) has extensive tools to help teach and learn financial literacy!

**3:15 pm - 4:30 pm**

**Professional: Leadership and Engagement—Developing Exemplary Followers**  
*Presented by David Huffner*

PCC: Room 103B

Followers matter—and they matter more when they follow with intelligence and passion. Followership is about helping your team or organization succeed through enthusiastic engagement with leadership, while at the same time speaking up and exercising critical thinking skills independently of your leader and team. For leaders, this session helps you create a culture of engaged employees. Individual contributors will learn how you to generate more value and raise your profile as a top performer.

**3:15 pm - 4:30 pm**

**Cultural: Oh Shift!**  
*Presented by Vu Pham*

PCC: Room 103C

In these intense times, stress and pressure to perform can lead to increased conflict. Compound that with miscommunication, information overload and cultural misunderstandings, this leads to even more potential conflict. On the other hand, we now live in a more-collaborative workplace environment than the “command-and-control” hierarchies that existed just a few decades ago. How do you navigate these conflicts and transform them into productive collaboration? This session provides some key strategies and practical techniques to achieve this. Join us to move from conflict to collaboration.

**3:15 pm - 4:30 pm**

**Who will be Driving Your Career?**  
*Presented by Nissan*

**NISSAN**

PCC: Room 105AB

What is the path of your career? Do you already have in mind the exact job, location, and company you want to work for? If you are like most people, the answer to that is “no.” If that is the case, then the Nissan “Who will be Driving Your Career” session is for you! By attending this session, you will learn how this Fortune 500 Company identifies talent and determines who is the right person for the right job at the right time. Most importantly, you learn what skills and competencies will help set you apart from your career competition.

**3:15 pm - 4:30 pm**

**Scientist and Engineer, Leading the Big Data Revolution**  
*Presented by Walmart*

**Walmart**

PCC: Room 107AB

During the past decade, vast amounts of data have become available and accessible for analysis in consumer Internet and software companies. In addition to this big data trend, there is a revolution happening right now in traditional businesses and industries such as retail, construction, banking, transportation, energy, and manufacture, as well as many government agencies. New data are created by sensors connected to physical structures. The physical and digital world will combine; many new business models will emerge; and some will soon dominate. In this session, we explore the opportunities for scientist and engineers to be part of this data science revolution and discuss how to lead the physical part through your domain knowledge and certain exposure to analytics and data. By merging physical structures with big data, it is changing the way we live and scientist and engineers are the essential ingredients for success.

**3:15 pm - 4:30 pm**

**TBA**

PCC: Room 109AB



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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

3:15 pm - 4:30 pm

**Leadership: Top 10 Virtues of a Champion—Unleashing the Leader Within**  
*Presented by Panney Wei, C.Ht.*

PCC: Room 111AB

Being a leader in today's society means handling life's challenges like a champion. Join award-winning, transformational hypnotherapist-coach-motivational speaker, Panney Wei, for an insightful workshop about the core values of being a champion. Gain tips on how to stay committed to your goals, how to inspire leadership in others, and how to unleash the champion within! Panney will share her experiences as a former competitive figure skater and business development and fundraising executive. She will also spread insight on the mind-body medicine that will help you achieve your vision as a leader and reach your full potential!

3:15 pm - 4:30 pm

**Panel: From School to Work—Key Steps and Preparation**

PCC: Room 112AB

Transitioning into a full-time job may seem like an arduous task, but now you can learn about what you can do to make it smoother! Come hear from various professionals about what lessons they learned throughout their career and what advice they wish someone had told them when they first got started.

3:15 pm - 4:30 pm

**Technical Development: Systems Engineering**  
*Presented by Wes Hewett*

PCC: Room 113A

Systems Engineering is a personal journey for me. I will give you an overview of my experiences (both successes and failures) in addition to addressing key concepts and processes that you should always keep in mind. I will provide a quick synopsis of systems engineering and how it can be successful to you. Finally, there will be an exercise in developing a product that satisfies the customer.

3:15 pm - 4:30 pm

**Entrepreneurship: From Theorist to Tycoon**  
*Presented by Pratap Khanwilkar*

PCC: Room 113B

Pratap will outline his journey from engineer/techie to start-up CEO to Officer of a public company. He will distill the lessons learned and provide recommendations for what it takes to get started in innovation and entrepreneurship. Additionally, he will highlight the skills/qualities needed to increase the chances of success. Finally, he will share tips on how one can prepare for the future and find worthwhile ideas. Time permitting, special topics based on audience needs will be addressed.

4:45 pm - 5:30 pm

**Networking Session**

PCC: Hallway of Rooms 101–107

4:45 pm - 5:30 pm

**SASE National Volunteer Info Session**

PCC: Room 107AB

4:45 pm - 5:30 pm

**InnoService Open Case Competition**  
*Sponsored by P&G*



PCC: Room 109AB

6:00 pm - 6:45 pm

**Gala Dinner**



PCC: Grand Ballroom

6:45 pm - 7:30 pm

**SASE Awards**

PCC: Grand Ballroom

7:30 pm - 8:20 pm

**Keynote**

*Nina Davuluri, Miss America 2014*

PCC: Grand Ballroom

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# Conference Schedule

## FRIDAY, OCTOBER 17 (CONTINUED)

- 8:30 pm - 9:00 pm  
**Meet and Greet with Nina Davuluri** PCC: Entrance of Grand Ballroom
- 8:30 pm - 9:00 pm  
**SASE Volunteers/Board Meeting** PCC: Entrance of Grand Ballroom
- 8:30 pm - 10:30 pm  
**Hospitality Suites** PCC: Rooms 101-113  
*Sponsored by*
- 






- 9:30 pm - 10:30 pm  
**Professional Networking - Formal** PCC: 110AB  
 Team Building Challenge: Fun activity for professionals to work together and build relationships with each other.

## SATURDAY, OCTOBER 18, 2014

- 7:30 am - 9:15 am  
**Board Breakfast & Meeting with New Sponsors** PCC: Room 304
- 8:00 am - 10:00 am  
**Breakfast** PCC: 201ABC
- 8:00 am - 3:00 pm  
**Registration**  PCC: Entrance to Hall B
- 9:45 am - 10:00 am  
**Ribbon Cutting Ceremony** PCC: Hall B
- 10:00 am - 2:00 pm  
**Community Service - "Be the Match" Bone Marrow Drive** PCC: Hall B
- 10:00 am - 4:00 pm **CAREER FAIR**


- 10:00 am - 4:00 pm  
**Interviews** PCC: Hall B
- 11:00 am - 11:30 am  
**Professional Head Shots** – Exclusive opportunity to get your own professional headshot for free! PCC: 304
- 11:00 am - 1:00 pm  
**Sponsor's Lunch** PCC: 201ABC
- 11:30 am - 12:30 pm  
**Professional Meeting with Committee and Board Members** PCC: Room 304  
 All professionals and graduating seniors are invited to meet with SASE committee and board to hear about exciting programs and benefits. This is also your chance to share best practices across chapters and let National SASE know what support we can provide. (Lunch and networking to follow.)
- 2:00 pm - 8:00 pm  
**Marketing FUN** PCC: Room 304
- 2:00 pm - 8:00 pm  
**Collegiate Leadership Workshop** PCC: Room 201ABC
- 

- 4:15 pm - 5:15 pm  
**Exhibitor Debrief** PCC: Room 305

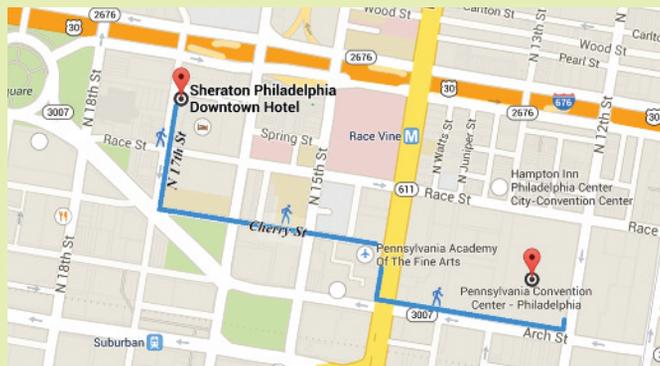


# Local Transportation Information

This year, SASE is providing a limited transportation service that runs between the Sheraton Philadelphia Downtown Hotel and the Pennsylvania Convention Center. The shuttles are scheduled before and after events for attendees who prefer or require this service. Please note, the shuttles are very limited and in some cases, it may be quicker to walk. A walking map with a highlighted route is provided below. Shuttles will be picking up and dropping off at designated locations from the hosting hotel to the SASE National Conference and Career Fair.

**Sheraton Philadelphia Downtown Hotel:**  
Corner of 17th St. and Race St.

**Pennsylvania Convention Center:**  
Corner of 12th St. and Arch St.



## SHUTTLE OPERATION HOURS:

**Thursday, October 16th**

**6:30 pm - 10:30 pm**

Reception/Mixer & Game Night

**Friday, October 17th**

**7:00 am - 9:30 am**

Registration/Breakfast to Workshops/Panels

**4:30 pm - 6:30 pm**

Gala Dinner

**9:00 pm - 11:00 pm**

Post Dinner & Hospitality Suites

**Saturday,**

**October 18th**

**8:00 am - 1:00 pm**

Registration / Career Fair



## REGIONAL CONFERENCES 2015

### NORTHEAST

Boston University

### SOUTH

University of Florida

University of Texas–Austin

### MIDWEST

University of Illinois Urbana Champaign

### WEST

University of California San Diego

University of Colorado at Boulder

# Keynote Speakers and Entertainers



## **JOHN KOBARA** Keynote Speaker – Friday, October 17 | SASE Lunch | Workshop for Volunteers

John E. Kobara is a respected figure nationally in the philanthropic and nonprofit communities. As chief operating officer of California Community Foundation (CCF), he is responsible for all of the development, marketing, administrative, grantmaking, civic engagement and donor relations functions of the foundation. For 35 years, Kobara has been leading and managing innovative nonprofit organizations, companies and technology startups, and actively involved in advancing social justice by increasing access to educational opportunities in Los Angeles. Recently delivered presentations and workshops include speaking to Johnson and Johnson, ESPN, CASE, Pepsi, Skadden, IBM, NAMIC, FritoLay Canada, Rising Stars, and Coro Los Angeles. In 2007, Kobara received the City of Angels Award for his service on behalf of children and families. He was a Coro Fellow in Los Angeles and earned a bachelor's from UCLA, a master's in business administration from USC and a master's from Occidental College.



## **NINA DAVULURI** Keynote Speaker – Friday, October 17 | SASE Gala Dinner

Nina Davuluri (Miss New York, 2013) was crowned Miss America 2014. She has recently passed on the torch, and joins SASE on her own behalf to have a fireside chat at the 2014 SASE NC Dinner Gala. Nina became the second consecutive Miss New York and the first contestant of Indian descent to win the Miss America Competition. Nina's acceptance of the highly-prized crown represented a journey that took her to every corner of the nation during her year of service as Miss America 2014. Her platform as Miss America was: "Celebrating Diversity through Cultural Competency." Nina's work with Miss America had her working with the U.S. Department of Education to raise awareness about the importance of education in science, technology, engineering and math (STEM). She is confident that her year of service as Miss America has encouraged others to be proud of their own heritage while also accepting every other culture around the world.



## **CHINESE FOLK MUSIC AND CULTURE ASSOCIATION** Entertainment – Thursday Evening, October 16

Chinese Folk Music and Culture Association (CFMCA) is an instrumental music group organized by students. The group focuses on playing and performing Chinese folk music as well as exchanging experiences. CFMCA provides a chance and an environment for students to share feelings, thoughts, achievements, and happiness during their journey in learning and playing the instruments. Their primary goal is to spread beautiful Chinese traditional music, as well as a different aesthetic cultural experience.



## **FILIPINO INTERCULTURAL SOCIETY OF DREXEL UNIVERSITY** Entertainment – Friday Morning, October 17

The Filipino Intercultural Society of Drexel University (FISDU) is one of the strongest and most active cultural organizations on campus. FISDU welcomes all students who are interested in learning more about the Filipino culture to join. Throughout the year, FISDU showcases Filipino history, traditions, and culture in a variety of events: cooking, dancing, learning from Filipino guests, and more. FISDU enjoys collaborating with other campus organizations and professional organizations in the Philadelphia area. They are hoping to promote a strong community and to positively impact those around them in the best way possible.

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**LOAN BUI**

I have developed a confidence that I never would have gotten anywhere else. I have met some of the most passionate and inspiring people I have ever known. I have taken my future into my own hands, not letting my major or the industry dictate what I should/can do. And it's all because of SASE.

**SHIRLEY TANG**

I quickly found that there was an incredible network of people within SASE willing to provide guidance throughout the entire process. I've been fortunate to have gotten the chance to meet and develop relationships with incredibly talented people from all over the country. I have been able to be part of teams with people I'm lucky to be able to call some of my best friends.



**THIEN TRAN**

SASE has taught me how to develop professionally, become a leader, excel academically, and how to network with others. SASE helped me create a path, plan for my future and find my place. SASE inspired me to grow and become a better person.



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- ✦ Develop professionalism and improve networking skills



**Info Session:**  
 Oct. 17 @ 4:45 PM, Room 107AB  
**Sign Up:**  
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[volunteer@saseconnect.org](mailto:volunteer@saseconnect.org)

# Presenters



## **VARUN BERI** Friday, Third Breakout | The Operational Excellence (OpEx) Journey Within BASF

Varun Beri has an extensive background and proven track record in driving Continuous Improvement initiatives. During his 11 years of experience in manufacturing, he has served in various engineering, operations and product development roles. Since 2011, he has been with BASF North America Operational Excellence Group and is responsible for working with Business and Service Units, Manufacturing Sites to carry out diagnostics and develop procedures that can be used to streamline processes and increase productivity on a continual basis. Varun holds a Master of Science in Chemical Engineering from University of South Alabama. He also holds Six Sigma Black Belt Certification from Alabama Technology Network, University of Alabama in Huntsville. He and his wife reside in Baton Rouge, Louisiana.

## **KENNETH COON** Friday, Second Breakout | “You Want to Be a Leader?” A Case Study in Shell Safety Leadership

Ken is the VP HR Policy, Process & Systems in Shell’s Upstream Americas organization. He joined Shell in 1983, after attending Michigan State University and has held a variety of HR roles from local HR Account Manager to site leadership roles as manufacturing site industrial relations and site-wide HR Manager in four different refineries. Ken has also held global leadership roles including Talent Manager for Shell Downstream Manufacturing and HR VP for Shell Downstream Technology.



## **ILENE FISCHER** Friday, First and Second Breakouts | Personal Advisory Board

Ilene is the Founder and CEO of WomenLEAD, whose mission is to revolutionize one-to-one mentorship and to accelerate the advancement of women leaders. She was the former CEO of WEST, a non-profit dedicated to advancing women in STEM careers. Ilene is an expert in Leadership Development, Organizational Change, and Business Development. She has a BS in Chemistry and studied business at Harvard University.



## **AMY M. HALL** Friday, Second Breakout | Effective Leadership in Team Scenarios

Lieutenant Amy Hall graduated from the University of Detroit Mercy in 2007 with a Master of Architecture degree and worked in the private sector as an Intern Architect before being commissioned as an Ensign in the Civil Engineer Corps in 2010. She reported to Naval Air Station Oceana in Virginia Beach, VA in November 2010. At NAS Oceana she served as Assistant Public Works Officer, Construction Manager, and Intern Architect. Lt. Hall then reported to NMCB 74 in February 2013 and served as the command’s Convoy Security Element Officer in Charge and the Assistant Operations Officer.



## **WES HEWETT** Friday, Third and Fourth Breakouts | Systems Engineering

Systems Engineering (SE) is Wes’ way of thinking and his approach to problems. As a past Lockheed Martin Systems Engineer and Architect, Air Force officer, and current Cornell University SE lecturer, systems thinking is in his blood. With over 35 years of SE and military operational experience, modeling systems has given him a broad scope of experience. He has a BS in Business Administration Management and an MS in Computer Information Systems and Systems Management. He currently serves as the INCOSE Fingerlakes Chapter Treasurer.

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# Presenters



## **DAVID HUFFNER** Friday, Third and Fourth Breakouts | How to Become a Top Performer in Your Field

David Huffner is the co-founder and Principal Consultant for Avid Learner, Inc., a global consultancy that designs and delivers highly engaging and relevant learning experiences that help teams, individual contributors and their leaders accelerate their productivity and address current business challenges. His work places him in frequent contact with high-potential and top-performing scientists, engineers, technologists and leaders from around the world. He draws extensively on these experiences as a Facilitator and Executive Coach.



## **CAROLYN D. JONES** Friday, First Breakout | Are you Global Ready?

Carolyn D. Jones is Director of Diversity and Inclusion for Raytheon's Corporate Business Development and Raytheon International. In this role, she is responsible for the ongoing implementation of a comprehensive diversity and inclusion strategy that supports global growth. Prior to this role, Carolyn was the Senior Manager for Raytheon Technical Services (RTSC) and developed and led all components of their diversity and inclusion strategy. Carolyn has more than 25 years of experience in multiple industries, and is adept at working with multiple levels of organizations to address change management and diversity and inclusion initiatives.



## **PRATAP KHANWILKAR** Friday, Fourth Breakout | From Theorist to Tycoon

Dr. Pratap Khanwilkar has founded and led six medtech companies: three generate revenue and one is a public company. With 30 years of experience, he has developed 16 products with seven translated to clinical/commercial use based on seven U.S. issued patents. Pratap has earned a EE from the Indian Institute of Technology, and has an MS, PhD, and MBA from the University of Utah. He is a Fellow of the American Institute for Medical & Biological Engineering



## **SACHI KOTO** Friday, First and Second Breakouts | Speaking Powerfully with Minimal Stress

Sachi Koto is a third-generation Japanese American, born and raised in Atlanta, Georgia. She is the Founder of SKC Inc. Sachi was the first Asian on-air talent in the Southeast and first Japanese American anchor at CNN. Following more than 16 years with CNN, she launched a PR and video production company (SKC, Inc.) in July, 2005. Sachi is also the founder of the WWAAC Alliance Foundation (Who's Who in Asian American Communities).



## **JENNIFER KOZAK** Friday, Second Breakout | Building a Strategic Professional Network

Jennifer Kozak is an Executive Human Resources Leader for GE Water & Process Technologies, located in Trevose, PA. Jennifer joined General Electric in 2002 and has held various human resources leadership positions throughout her career. Jennifer is currently the global HR Leader for the Engineered Systems P&L within GE Water & Process Technologies as well as the global supply chain function. Prior to joining GE, Jennifer held several HR roles in the steel industry. Jennifer is a Pennsylvania native, and earned a BA in psychology from Temple University in Philadelphia, PA, and an MBA from The Pennsylvania State University.



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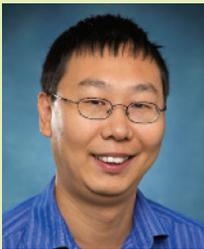


# Presenters



## **SANDRA VU LE** Friday, First and Second Breakouts | Building Rapport: “Powering Up” Your Likeability Factor

Sandra Vu Le, Esq., a refugee from Vietnam, became the U.S. Senate Youth Ambassador to Japan at age 16, a successful 17-year immigration attorney, and the first female Vietnamese-American in Texas to run for a state congressional seat. She is the host of the upcoming MMC-TV show, “The American Journey.” Her forthcoming book, *Bloom: How to Survive and Thrive* in the U.S will be published in late 2014.



## **MING LI** Friday, Fourth Breakout | Scientist and Engineer, Leading the Big Data Revolution

Dr. Li is an accomplished statistical leader and data scientist. He has worked with GE and SAS Institute in the past, and a few years after obtained his PhD in Statistics and Physics from Iowa State University. He is now at Walmart Information Systems as a Data Scientist in order to develop and implement next generation enterprise level big data driven decision making framework.



## **ALVIN LIM** Friday, Second Breakout | “You Want to Be a Leader?” A Case Study in Shell Safety Leadership

Alvin is the Engineering Manager and a member of the Refinery Leadership Team at Shell’s Martinez, California Refinery. After studying Chemical Engineering at the University of Maryland, Alvin joined Shell in 1987 as Process Engineer in its catalyst manufacturing division. He has since held a variety of technical and operational roles, including Site Manager, at four manufacturing locations, as well as a central support role in Houston.



## **DENNIS MANGAN** Friday, First and Second Breakouts | Communicating Your Science: A Leadership Skill!

Dr. Mangan currently teaches students, fellows and faculty the principles and techniques of communicating science. His goal is to increase public support for science by helping researchers explain their work effectively to administrators, students, the news media, policy makers, advocacy groups, funding agencies, philanthropists, family and friends. He is a former university and government researcher (microbiology and immunology), NIH Program Director and Advisor (infectious diseases), and Associate Dean for Research at the University of Southern California.



## **RUTH MILLER** Friday, Fourth Breakout | Who will be Driving Your Career?

Ruth Miller works in Talent Management for Nissan North America Inc., in Franklin, TN. In her role, Ruth leads the development and standardization of key HR processes that focuses on objective setting, performance management, succession planning, high-potential identification, and HPP/executive/ manager development. Ruth has extensive knowledge in Performance Management & Development, Career Plan Development, and Leadership Development programs. Consistently, she is a major proponent in linking training and development to overall company objectives and goals.

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# Presenters



## **UMESH MISHRA** Friday, Third Breakout | Love, Don't Dread, Negotiations

Umesh began his ITW career in 2010 with the ITW Innovation Center, and then led an automotive business unit, before taking on the global GM role at Valeron. Prior to ITW, Umesh worked in engineering and program management positions. Umesh has a BE in Mechanical Engineering from the National Institute of Technology in India, a MS in Mechanical Engineering from Michigan State University, and a MBA in Management Strategy from Kellogg School of Management.



## **STUART PAAP** Friday, First and Second Breakouts |Your Financial Master Plan Friday, Third Breakout | (Stu)Art of the Pitch—Perfect Your Power-Packed Pitch!

Stuart enjoys teaching the principles of smart personal finance to professionals and entrepreneurs. He has been featured on the radio, TV, and writes a regular column for called “On the Money.” In addition, Stuart mentors start-ups, most notably with MassChallenge in Boston. In his spare time, he serves as President of the Boston Area Alumni Association of McGill University. Please come say hello—he loves meeting smart people who are up to big things!



## **JOSEPH F. H. PETERSON** Friday, First Breakout | Are You Global Ready?

Joseph F. H. Peterson is vice president of Special Operations Forces/Army Programs for Raytheon Missile Systems in Tucson, AZ. In this position, he coordinates broad advocacy across the enterprise, businesses and product lines to ensure alignment and growth within all Army-related efforts. Before joining Raytheon, Peterson served in the U.S. Army, retiring as a lieutenant general. His service included command assignments in armored and cavalry units through division command culminating his military career as deputy commanding general, U.S. Army FORCES Command. Peterson was the first U.S. Army lieutenant general (three-star) of Hawaiian ancestry.



## **VU H. PHAM, PH.D.** Friday, Third and Fourth Breakouts | Oh Shift!

As the Managing Partner at Spectrum Knowledge, Vu H. Pham, Ph.D. works with dozens of organizations from the Fortune 500 to government and non-profit agencies to boost organizational performance and strategic effectiveness. He conducts interactive training and data-driven research to achieve these results. He also currently chairs programs at the Center for Executive Development at the UC San Diego Rady School of Management, as well as Chair of the Center for Research on Employment and the Workforce, known as CREW, a partnership with California State University—Fullerton and the University of California, Riverside.



## **MARY JEANNETTE SCHULTZ** Friday, Third and Fourth Breakouts | Finance 101: Managing your Entry and Mid Level Wages to Plan for your Future

Mary Jeannette Schultz, as the project manager of the Denver-based National Endowment for Financial Education, teaches about her web portal, [www.financialworkshopkits.org](http://www.financialworkshopkits.org). This is a resource available for volunteers, who aim to teach financial literacy. Some of her projects include: National Coalition for Asian Pacific Community Development (CAPCD), American Indian College Fund, Hispanic Scholarship Fund, and National Coalition Against Domestic Violence. Since 2000, she has worked with more than 100 nonprofits.



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# Presenters



## **TOM SHIEH** Friday, First and Second Breakouts | Living Your Dreams Through Entrepreneurship

Tom Shieh is a creative, serial entrepreneur with a Bachelor's Degree in Electrical Engineering and Master's Degree in Telecommunications. Originally from Taiwan, he has several years of technical and management experience at IBM, Level 3 Communications, and Northrop Grumman. He currently owns and manages over 100 revenue-generating websites within his private-equity fund. In his spare time, he enjoys spending time with his wife and three kids, working out, playing the guitar, basketball, and is active in his church.



## **PANNEY WEI** Friday, Third and Fourth Breakouts | Top 10 Virtues of a Champion: Unleashing the Leader Within

Panney Wei is an award-winning writer, TV-Radio host, hypnotherapist, and motivational speaker inspiring people to change their life and achieve their dreams. She is the CEO of Positive Changes Consulting and recipient of NAAMBA's Global Emerging Leaders Under 40 Award, "Outstanding 50 Asian Americans in Business Award," and top 100 Passionate People in TaiwaneseAmerican.org. Host of the podcast, "Positive Changes with Panney Wei," she serves as State Secretary for the API Caucus-California Democratic Party, NAAAP National Senior Advisor, and founder of Women in NAAAP.



## **MATTHEW WOOLSEY, ED.D.** Friday, Professional Training Sessions | Speaking With Impact

Matthew Woolsey is the Director of Leadership Programs at Leadership Education for Asian Pacifics. Dr. Woolsey consults in areas of communication, leadership, team development (including cross-cultural teams), project management, and strategic visioning for human capital in domestic and international markets. The recipient of the Edward R. Murrow Award for Excellence in Broadcasting from Washington State University, Matthew holds a bachelor's in Communication, a master's in Education Administration, and a doctorate in Higher Education and Organizational Change with emphasis on first-generation Asian Indian leadership.

# Thank You SASE Staff and Volunteers!

*Without the hard working and committed SASE staff and volunteers, the 2014 National Conference and Career Fair and all of SASE's good work would not be possible.\**

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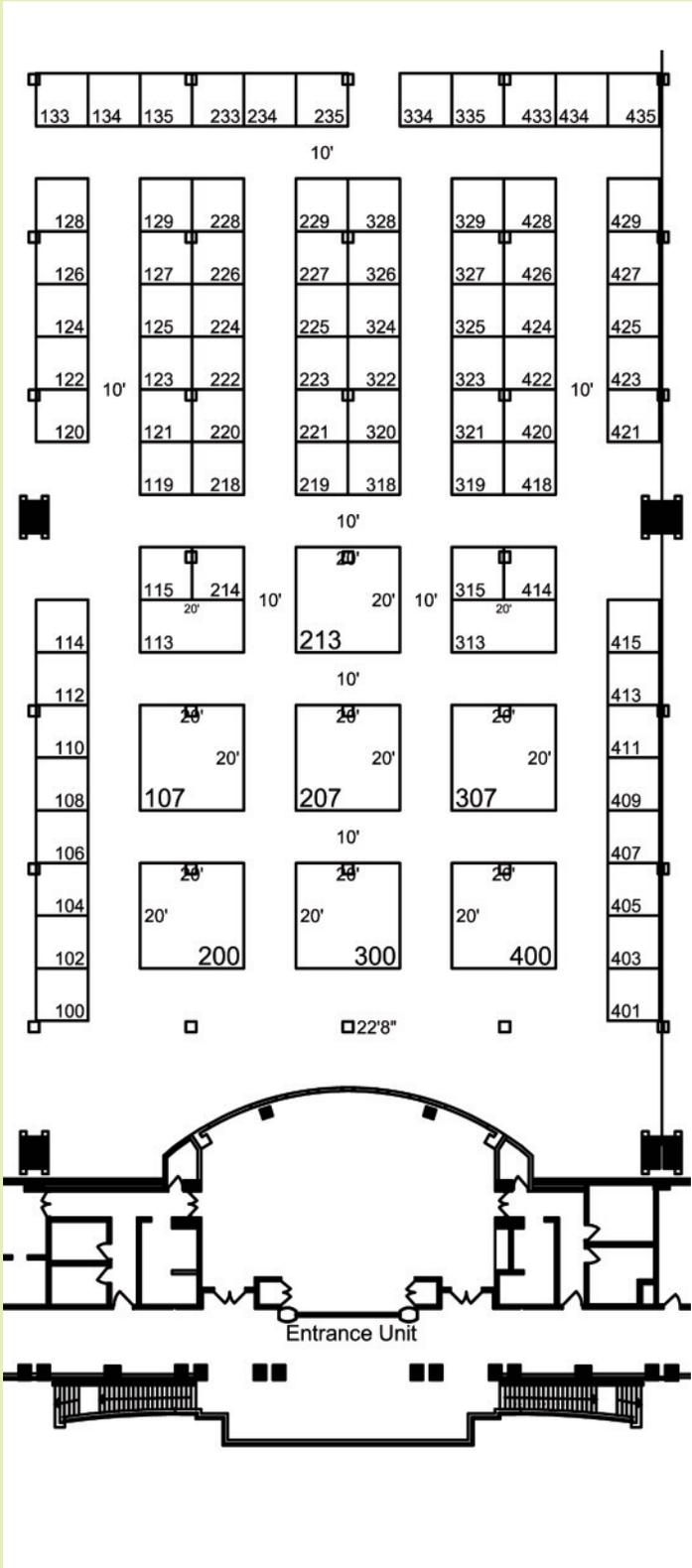
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\*Our apologies for any volunteers whose names are not listed. SASE could not be the organization it is without your help.



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