



SETTING THE STANDARD

What's new about ASME?

- Strategic focus on key markets
- Forward-looking advisory capacities to drive strategy and operations
- Sector-based organizational structure for volunteers and staff
- Cross-functional matrix model for support of sectors and alignment of resources
- Financial model to sustain growth

What does ASME want?

- Improve core assets — knowledge, community and advocacy
- Respond to member/customer needs, to rapid technological changes and to life challenges
- Enjoy potential opportunities — expand membership, broaden customer base, increase revenues, and recognize global leadership
- Adopt a more viable business model and processes — focus on key strategic initiatives, to align operations and resources with objectives





Forward Looking

- Environmental scanning
- Best practices
- Annual priority setting
- Balanced Scorecard-driven

Key market directions:

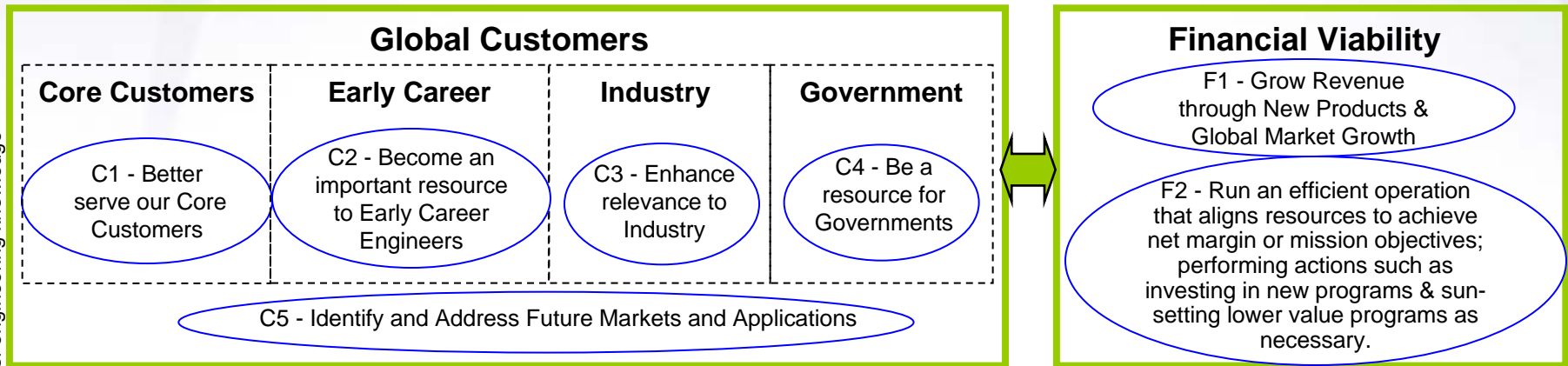
- Industry
- Government
- Early career engineers
- Global leadership
- New revenue generators



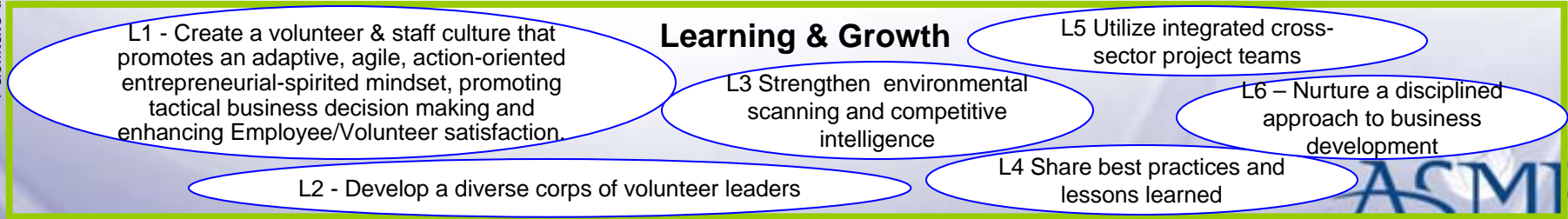
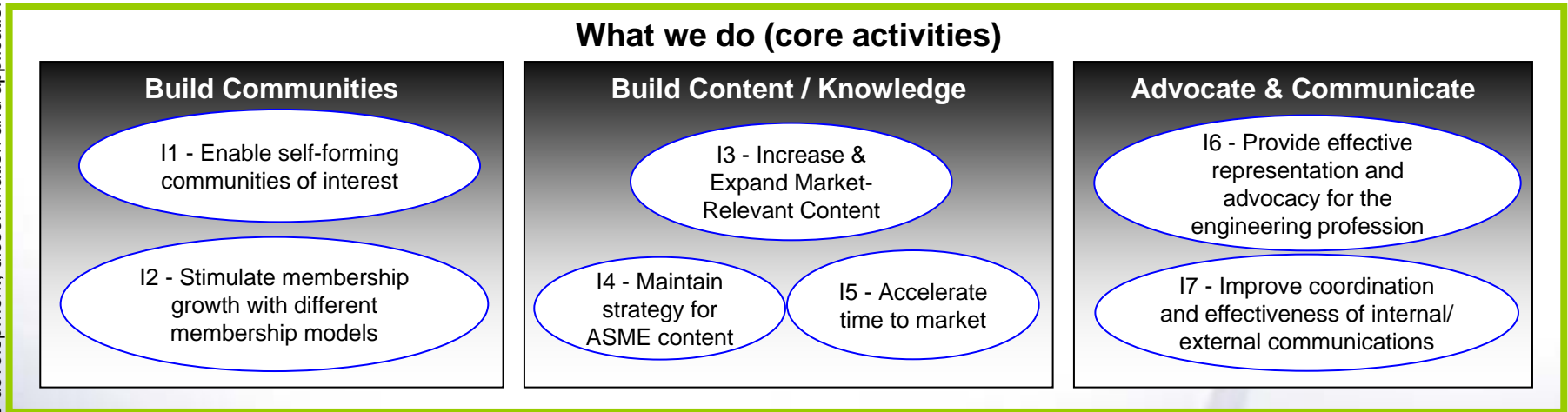
Vision - To be the premier organization for promoting the art, science and practice of mechanical and multidisciplinary engineering and allied sciences to our diverse communities throughout the world.

Mission - To promote and enhance the technical competency and professional well-being of our members, and through quality programs and activities in mechanical engineering, better enable its practitioners to contribute to the well-being of humankind.

• Nurture and treasure the environment and our natural and man-made resources
• Facilitate the development, dissemination and application of engineering knowledge

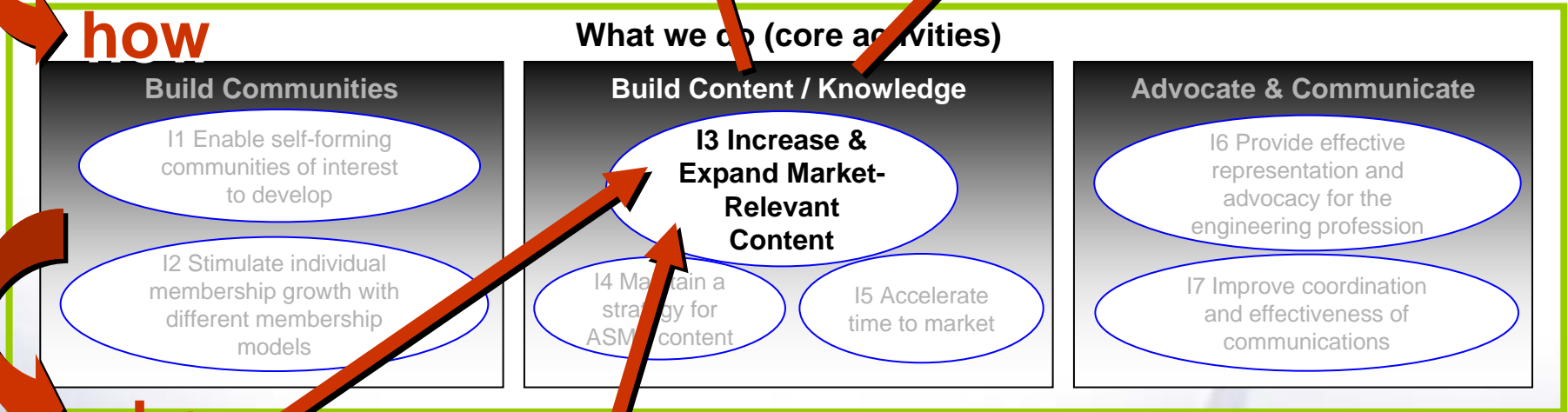
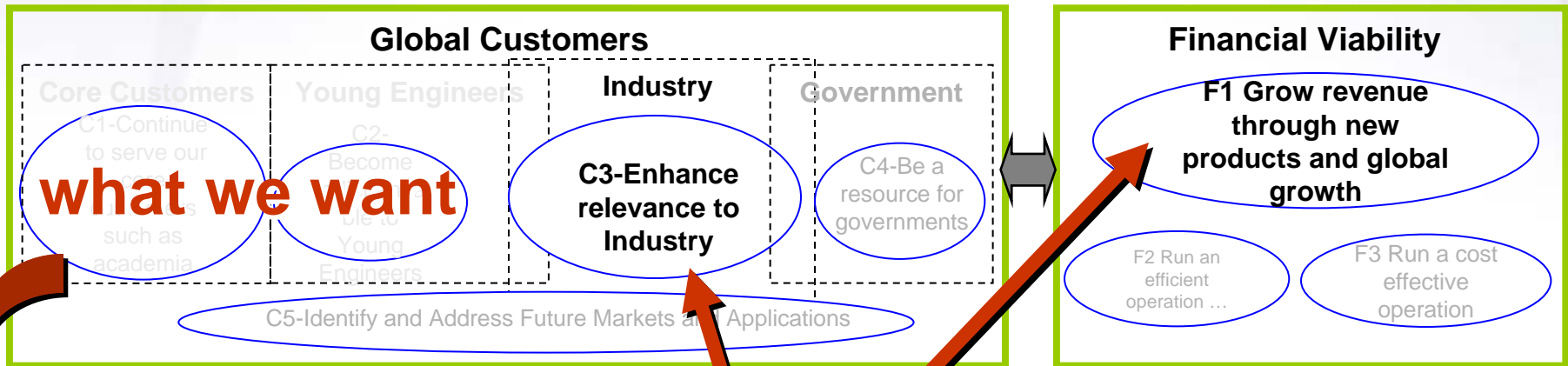


• Promote the benefits of continuing education and of engineering education
• Respect and document engineering history while continually embracing change



*Embrace integrity and ethical conduct *Embrace diversity and respect the dignity and culture of all people *Promote the technical and societal contribution of engineers

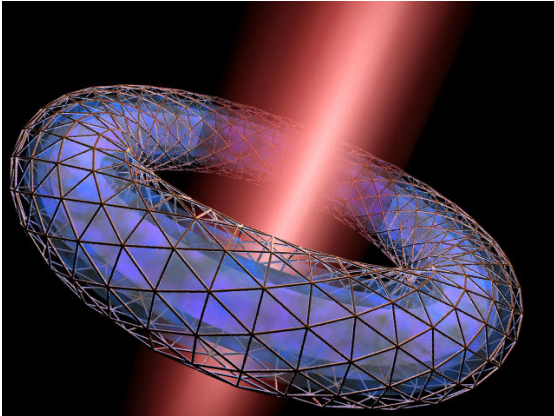






Six strategic areas that create critical challenges for ASME

- Collaborative learning communities
- Technology innovation networks
- Global harmonization of standards
- Systems thinking
- Attracting and educating tomorrow's engineers
- Bio-convergence



What is ASME doing about these issues?

- Young Engineers Initiative
- ASME Standards Technology LLC
- ASME co-founded the Beijing Consortium for Standards Conformity Assessment
- ASME Innovative Technologies LLC
- ASME Solutions – a new initiative to help industries identify needs and supply solutions.
- Communities of Practice (CoP)
- Delegate Program (Codes & Standards)
- Engineering Management Certification International
- Global Management for Engineering and Technology
- Partnerships, collaborations and agreements

Successes:

- Strength of institutes
- Cross-sector leadership training
- Increased student membership
- New global revenues and overall budget management savings
- Reversed 5-year operating fund annual deficit

Challenges:

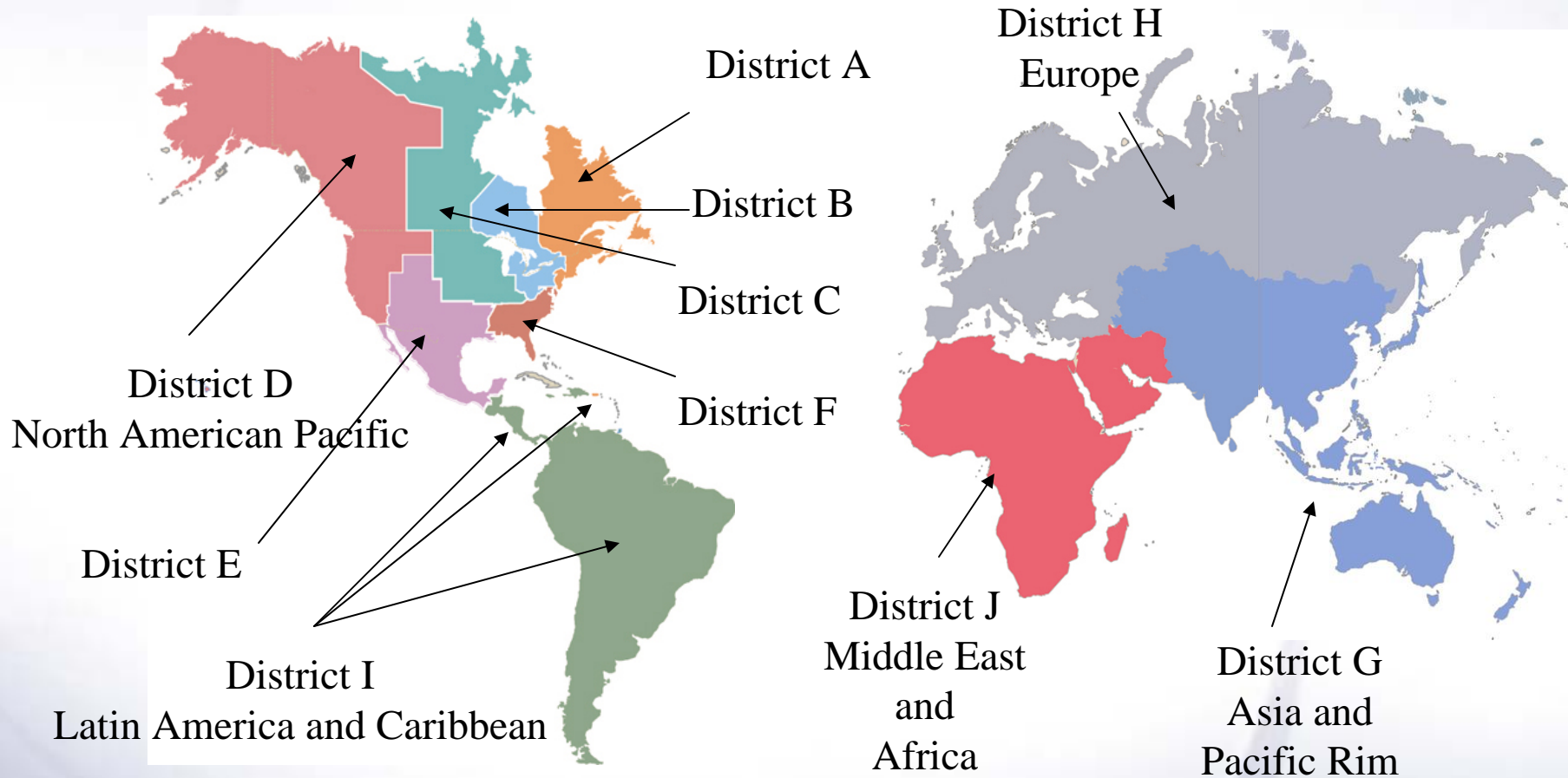
- Full-cost accounting implementation
- New merit-based financial planning for communities building
- Re-balance of workload given fewer staff and continued priority setting for programs
- Continuing improvement

2006-2007

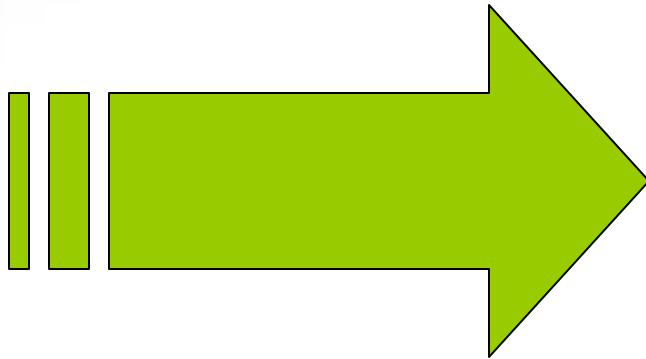
New Organization for a New Era

- Knowledge and Community
(includes sections, technical divisions, districts)
- Institutes
 - International Gas Turbine Institute
 - International Petroleum Technology Institute
 - Innovative Technologies Institute
 - Continuing Education Institute
- Centers
(Public Awareness, Education, Research, ...)
- Codes and Standards
- Strategic Management

Global Communities



K&C Issues



- Streamlined policies, by-laws, processes
- Modified or sun-setted programs
- Full-cost accounting

- New structure
- New e-tools and training resources
- New funding options
- More entrepreneurial



What ASME asks of sections

- Work with each other, across the matrix of sectors to address challenges and opportunities.
- Be alert to opportunities for growth, innovation, and responsiveness in your area.
- Understand the challenges of the Society as a whole and its strategic directions.
- Keep the leadership informed about how we can best meet your needs.

ASME

setting the standard ...

... in Engineering Excellence

... in Knowledge, Community & Advocacy

