

September 2007 Event

Dinner and technical presentation

ENGINEERS WITHOUT BORDERS

This meeting is in honor of all **Past Chairpersons of ASME St. Louis Section.**

Engineers Without Borders - USA (EWB-USA) is a non-profit humanitarian organization established to partner with developing communities worldwide in order to improve their quality of life. This partnership involves the implementation of sustainable engineering projects, while involving and training internationally responsible engineers and engineering students. The activities of **EWB-USA** range from the construction of sustainable systems that developing communities can own and operate without external assistance, to empowering such communities by enhancing local, technical, managerial, and entrepreneurial skills. These projects are initiated by, and completed with, contributions from the host community working with our project teams.

EWB-USA contributes to meeting the United Nations Millennium Development Goals (MDGs) through capacity building in community projects. Capacity building is defined as "...the building (or strengthening) of human, institutional and infrastructure capacity to help societies develop secure, stable and sustainable economies, governments and other institutions through mentoring, training, education, physical projects, the infusion of financial and other resources, and most importantly, the motivation and inspiration of people to improve their lives"



Come find out about exciting projects being developed by the St. Louis and Rolla Chapters of EWB.



Date: Tuesday September 18, 2007.

Time: 5:30-6:00 arrival, 6:30 p.m. dinner.

Menu: dinner includes House Salad, choice of Saurbraten with potato pancakes and red cabbage or Grilled chicken with lemon and tarragon and vegetables, and German Chocolate cake for desert. Cash Bar.

Cost: \$25 members, \$10 students. Free for Past Chairpersons.

Location: Bevo Mill Restaurant, 4749 Gravois Ave., St. Louis, MO 63116, 314-481-2626. See map on next page.

Reservations: Required by Monday September 10 by calling the event captain, **Mary Hammond** at **314-335-6944** or e-mail to mary.hammond@edm-inc.com, with names of persons, entree choice and telephone no.

Directions: From I-40/64 or I-44, take I-55 south to Bates St.. Take Bates St. west to Morganford Rd.. Turn right and take Morganford Rd. north to Gravois Ave. Bevo Mill Restaurant is located at the corner of Gravois and Morganford.



Message from the Chair

As we begin the new program year, I would like to thank everyone who helped make the past year a success. We have another great program planned for 2007-08. Our first event is a presentation by Engineers Without Borders, an organization whose members provide engineering and construction support to poor and developing countries. I look forward to seeing our core group of ASME members, and also to meeting new and returning members at this year's events. I would also like to remind everyone that we welcome all members to our Executive Committee meetings, and are always looking for members' opinions and ideas.

Angela Berring

**Please join us at the next
ASME-STL Board Meeting
6:00 p.m. Tuesday, September 4th
at Laclede Street Bar and Grille
3818 Laclede Avenue
near Saint Louis University Campus**

Officers For Next Year 2007/2008

The following persons have been elected to office for the year 2007-2008 as announced at the May 3rd 2007 dinner meeting:

Chairperson: **Angela Berring** (Olin Corporation).

Vice Chairperson: **Mary Hammond** (EDM Inc.).

Secretary: **John Keplinger** (P&G Manufacturing).

Treasurer: **Dr. K. Ravindra** (St. Louis University).

ASME-STL Section Programs for the year 2007-2008, Mary Hammond – Vice Chair

October - Shiner's Hospital Tour, Wednesday, Oct 24 2007.

November - Pepsi Bottling Plant Tour.

December - t.b.d.

January - MSD Meramec Tour

February - Engineering Management

March - Bone Joint Institute

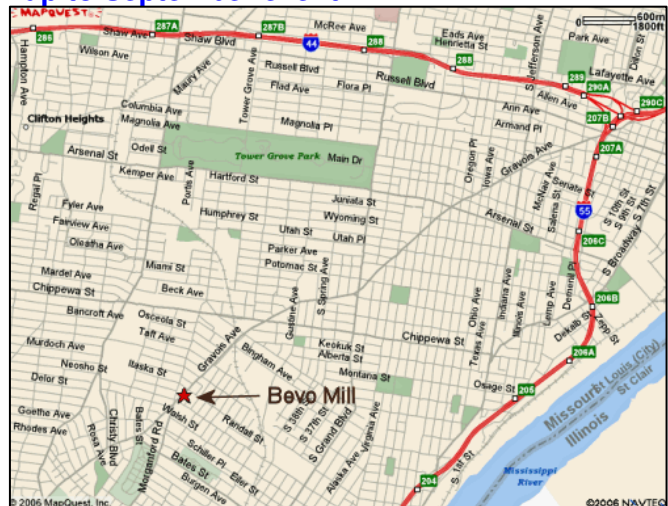
April - Grizzlies Social Night

Newsletter by E-mail or paper hardcopy by post mail?

Thank you for your E-newsletter support as the St. Louis Section continues to migrate toward electronic distribution of our monthly newsletter via internet e-mail.

We will continue to mail paper hardcopies of our newsletter only to those members who specifically request it to be sent. If you want to receive a paper version of the newsletter send your request to our secretary John Keplinger.

Map to September event



Alion and ASME-ITI Launch RAMCAP Plus, an Automated, All-Hazard Risk Assessment Tool

Alion Science and Technology (McLean, VA) has collaborated with ASME Innovative Technologies Institute, LLC (ASME-ITI) to develop an automated, all-hazards vulnerability and risk assessment tool to analyze and manage terrorist risks to infrastructure assets and systems.

Risk Analysis and Management for Critical Asset Protection (RAMCAP™) is the process in the Department of Homeland Security's plan for analyzing risks associated with terrorist attacks. ASME-ITI and Alion, a technology solutions company, have automated the manual, paper-based RAMCAP process and extended the methodology with RAMCAP Plus™, a web-based tool that evaluates a wide assortment of risks, including terrorist attacks, natural and unintentional hazards and common crimes.

RAMCAP Plus provides for computing the likelihood of a threat occurring, a cost-benefit analysis tool, a business continuity assessment tool and risks due to interdependencies with other infrastructures. RAMCAP Plus is designed to assist owners and operators of infrastructure assets to perform risk management to support internal decision-making purposes.

This is the first commercially available software to automate the RAMCAP process, which is the foundation for new chemical security regulations. "This new software will support efforts by chemical companies to reduce risk, increase resilience and improve the safety of the workplace and surrounding communities," said Jake Stenzler at ASME-ITI.

The ASME Innovative Technologies Institute, LLC, provides engineering and technology-based products and services to the government, industry and academic markets.

ASME-ITI offers services including: risk management; project management; research and development; and training. ASME-ITI leverages the expertise of its staff with the strength of subject matter experts to address specific problems in the areas of homeland security and risk management.

Membership Changes and the Impact on Dues Revenues:

2007-2008 Board of Governors June 13, 2007 Meeting Minutes Appendix IV: Membership Changes & Dues Revenues. John Corcoran, Managing Director, Services.

Purpose: To create awareness of long term trends that have been evolving around membership and their implications. To provide information for the strategic decisions that will be required to address these trends.

Overview: Long term membership trends look ok; but there are revenue problems lurking in the background. Recruiting and retention practices are contributing to the revenue problem: use of discounts; changing membership demographics. There's a long lag time in this system; impact of existing problems is not yet felt; impact of any improvements won't be seen for years. Future dues revenues are threatened.

Membership 1985-2006 trends: Former Student Members Don't Stay. Younger and/or New Members Don't Stay Either. Demographic Shift Has Large Consequences.

Impact of the Demographic Shift: Membership offerings dominated by needs of older members. Fewer young members to move into leadership. Dues Exempt members will be the majority in less than 16 years. More members paying substantially less than the "base" dues rate; dues revenues will decline; and may not recover.

Member Dues are Already Declining: Meanwhile the Base Dues Rate Rose Steadily; Suggesting that Dues Revenue Would Also Rise Steadily; But It Hasn't.

Contributing Factors: Transition dues for graduates. Discounts; for less developed economies; for retired members; for long-term members. Complimentary memberships for course/conference attendees. Joint memberships with other societies. Membership gains have been in areas with low dues rates and low retention rates; students and non-US members. **Challenge:** Dues revenue will decline for the foreseeable future. We currently collect an average of \$86/Member in dues. How to replace this revenue if we can't get it from "dues"? Or, how do we live without it?

Just Getting More Members isn't the answer: The members we've been able to attract are getting substantial discounts and don't stay long enough for us to recoup our "investment" through long term renewals.

Increasing non-dues revenue from members may not be the answer: Members don't buy much; per member revenue for conferences, courses, and publications is \$28; affinity program revenues are \$16/member. Lifetime value of a member is a poor measure; average is \$800/member; but could range from \$85 to \$6400/member depending on which groups you look at. **New Approach Needed:** Addressing membership and revenue separately where one doesn't interfere with the other. A clarification of the place of dues revenue in the larger revenue picture; is membership a mission or a margin issue? A better understanding of what "members" are willing to pay for as part

of their "membership". New concepts of membership need to be evaluated; AARP model low dues and minimal membership "entitlements", many products and services to have a fee; universal membership and a fee for everything; no memberships and others. Many options, some unpopular, need to be considered, such as; eliminating dues exemption for "life" members; eliminating the inflation cap on dues increases; offsetting the declining surplus with new revenue sources; accepting a subsidized membership model; and others. **Recommendation:** Charter a volunteer and staff team [Member Services Task Force] to address the revenue impact of the recent trends and to develop strategic alternatives for a long-term solution.

The **Member Services Task Force** is charged to recommend to the BoG a high level plan for providing services and charging dues to members. The Task Force is asked to:

1. Determine what services ASME should be providing to members and corresponding dues that members will be delighted to pay in exchange for those services
2. Conduct a high-level analysis of ASME's historical and current approach to membership services versus dues revenue, considering the role of dues revenues in ASME's overall revenue picture; to analyze ASME's historical and current approach to membership models and dues revenues; historical and current trends of recruitment and retention of ASME members.
3. Explore what services other engineering societies are providing versus dues along with membership trends related to aging members and potential loss of dues revenues.
4. Compare alternate approaches to providing services and charging dues including an analysis of dues revenue considering the impact on ASME of more than 50% of the current members becoming dues exempt in 10-15 years, and recommend an approach to the BoG.

For more information, read full report at Board Of Governors website <http://bog.asme.org/pdf/committeefiles/991.pdf> .

ASME 2007/2008	St. Louis Section	Board Members	Contact Info
Chair	Vice Chair	Secretary	Treasurer
Angela Berring Olin Corporation 618-258-2214 acberring@olin.com	Mary Hammond EDM Inc. 314-231-5485 mary.hammond@edm-inc.com	John Keplinger P&G Mfg Co. 314-622-8226 keplinger.js@pg.com	Dr. K. Ravindra St. Louis Univ. 314-977-8438 ravindrak@slu.edu
First Past Chair	Second Past Chair	Third Past Chair	Newsletter editor
S. Condoor St. Louis Univ. 314-977-8444 condoor@slu.edu	James Campbell VanSeal Corp. 618-283-4700 jim.c@vansealcorp.com	S. Karunamoorthy St. Louis Univ. 314-977-8442 condoor@slu.edu	Duane Meyer Benham Div SAIC 314-821-7017 duane.meyer@benham.com