National Conference and Career Fair 2012

‘ENGAGE TO EMPOWER’
CONFERENCE SECTION PAGE 39
OUR PEOPLE ARE AS DIVERSE AS OUR CAREER OPPORTUNITIES

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That is why Shell is proud to partner with the Society of Asian Scientists and Engineers. Join us at the SASE National Conference as we “engage and empower” Asian heritage scientists and engineers for success in the global business world.

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Let’s deliver better energy solutions together.
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Cover photo courtesy of SASE Photography. Featured are SASE member Amy Yuan and Sam Liu, a student at University of Massachusetts – Amherst. Photos of Baltimore © Visit Baltimore

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On behalf of the Society of Asian Scientists & Engineers, I welcome you to the second edition of SASE Magazine, the official magazine of the Society of Asian Scientists and Engineers. This magazine will share with you what SASE has been doing this past year to help our chapters, our members and our sponsors.

The goal of SASE is to help our members and the Asian community in the science and engineering fields achieve their full potential through our programming and events. To do this, SASE’s mission is to:

- Prepare Asian heritage scientists and engineers for success in the global business world,
- Celebrate diversity on campuses and in the workplace,
- Provide opportunities for members to make contributions to their local communities.

At SASE, we are excited to expand in the following areas: regional conferences, membership and membership opportunities. In 2012, SASE hosted five regional conferences from Boston to Berkeley with 422 attendees. SASE started a digital marketing campaign to bring awareness and new members, that will involve YouTube stars such as Jubilee Project, David Choi and Clara C. SASE recently hired Jake Chen as our collegiate program manager to develop programmatic opportunities for our collegiate leaders and members, such as the Collegiate Leadership Workshop at the 2012 National Conference. We are looking forward to a great start on SASE’s next phase of development and growth.

I hope you find reading this magazine educational and enjoyable. All of us at SASE look forward to working with you and helping you achieve your full potential.

Sincerely,

Khánh Vũ
Executive Director
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2012 SASE Board of Directors

SHEKHAR MITRA  Co-Founder and President
Shekhar Mitra currently serves as Premium Consulting Partner at YourEncore, Inc and President of Innprenuer LLC. Prior to joining YourEncore, Shekhar served as Senior Vice President of Corporate Research & Development, Global Salon Professional and Global Prestige for Procter & Gamble. Shekhar has created strategic partnerships in many countries and with leading institutions, developing key open-innovation initiatives for the company. 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). Before joining P&G in 1984 as a staff scientist, Shekhar received his undergraduate degree in Biophysical Chemistry from the Indian Institute of Technology; his MS and Ph.D. degrees in Life Sciences from Columbia University in New York; and was a Jane Coffin Research Fellow at Yale University in New Haven, Connecticut.

TOM FERNANDEZ  Co-Founder and Secretary
Tom Fernandez is currently the Associate Director, Procter & Gamble Purchases, Capability, and Strategy. He leads P&G Purchases Acquisition and Divestiture efforts. 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 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.

AIMIN HUANG  Board Member
Aimin Huang holds a BS in Chemical Engineering from China University of Petroleum in Beijing, China, a MS of Chemical Engineering, French Institute of Petroleum/Paris University VI in Paris, France, and an MBA from Jones Business School at Rice University. Since Aimin joined Shell, she has held many different roles in Lubricants technology R&D, business support, manufacturing support, and technology/people management. Currently, Aimin is the Asian Pacific Technology Group Manager, leading Technical Service Centre in China to support Shell Global Commercial business in East region. She is also Business Opportunity Manager for implementation of China technology strategy to build a Technical Centre in Shanghai, China. She manages a Joint-Venture synergy project between Shell Lubricants and Tongyi Petro Chemicals. She also represents Shell technology in developing OEM business in China and establish innovation and strategic R&D partnership with China’s top universities and customers.

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. Sanjay was Vice President & Managing Director of the GE India Technology Center in Bangalore, India. He was the General Manager for Engineering Technologies at GE Aviation; General Manager for the Fan, Compressor & Combustor Center of Excellence in GE Aviation’s Supply Chain, and Global Technology Leader for Energy & Propulsion Technologies at GE’s Global Research Center. Sanjay is a member of several professional societies, a co-leader of GE’s Asian Pacific American Forum, and serves on the Board of Director of GE’s NGS Advanced Fibers JV and the Advisory Board of Vanderbilt University’s School of Engineering.

JENNIFER JAO  Board Member
Jennifer Jao is currently the Information Systems Leader for Toyota Motor Engineering & Manufacturing of America (TEMA). She joined Toyota in 1993 in Production Control and held positions of increasing responsibility in Logistics Planning and Operation, Supply Chain Business Process and Systems Management, General Stores Management, and Business Systems Innovation Development. Currently, Jennifer is responsible for Information Systems Innovation for Human Resources, Purchasing, Legal, Corporate Responsibility, Environmental, Safety, and External Affairs for 18 manufacturing and headquarter locations throughout North America. She is also the leader for IT organizational development. Jennifer has served SASE as a board member since 2011.
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Why Join SASE?

Understanding the corporate point of view reveals some of the benefits

I am often asked, “Why join SASE?” I can answer this both as SASE’s Co-Founder and Secretary, and as an employee of P&G, one of SASE’s major sponsors. P&G needs the top talent from the top colleges. As we strive to “Touch the Lives of the World’s Consumers,” we need to hire the world’s best engineers and scientists. That is an important part of why we so strongly support SASE.

SASE can help you in many ways:

It will help you get noticed. SASE has chapters at 40 collegiate campuses and hosts Regional and National Conferences. SASE enables companies to meet with top students in a variety of different venues, even at schools where they might already recruit.

It will help you get trained. The job market is very tough, so you really need to stand out. I find that many students, especially of Asian heritage, have the false belief that hard work will be enough. I, too, was under this impression, as it’s what my Filipino father told me. By joining SASE, you will be provided with additional resources, such as mentorship, to help you thrive.

It will help you give back. SASE’s mission includes giving back to the communities in which members live. This is consistent with P&G’s and most corporations’ missions. We appreciate efforts such as Colorado School of Mines SASE chapter collecting canned goods and cash for the Jefferson County Action Center. Another terrific example is University of Florida SASE’s efforts to inspire middle and high school students to pursue technical careers.

It will help you get a job. Good employers recognize that Asian styles of leadership have a meaningful place in the workforce. They celebrate Asian preferences for collaboration over competition with co-workers and encourage managers to lead via inquiry as opposed to directing. Many students receive internship and jobs after graduation through SASE sponsored events.

Joining SASE now enables you to “leave your footprint.” We are still a relatively new organization. You can shape what SASE becomes on campus and what relationship SASE has with your company. Think of the future Asian scientists and engineers you’ll help!

Come join SASE! You’ll be glad you did!

TOM FERNANDEZ
P&G Associate Director
SASE Co-Founder and Secretary
Partnering with local organizations to build a stronger business community.

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

BY KEVINA LEE

Tom Fernandez

It was 2007. He heard the words and the inspiration surged right through him: “What’s going to be your legacy?”

Tom Fernandez listened carefully as Gale Beckett, a P&G mentor, delivered those words in her speech at an event. At that time, starting up the Society of Asian Scientists and Engineers was like an epiphany. “The problem for me was that I recognized this in 1996, but it took me 10 years to find a voice to be willing to try it,” he says. “For years, I just lacked the courage to do it.”

A Chinese-Filipino, Tom was born in the United States after his parents immigrated in the 1960s. Although they are proud Americans, Tom’s family members are strongly connected with their Filipino roots and culture.

“I’ve had many people in my organization that report to me at P&G who are older than I am, but I’m the boss,” he says. “Culturally, that’s awkward.” He remembers being called in by his boss at a previous organization and asked to talk about why he acted so differently around his elders.

“Not everyone has this cultural experience, but I would say that many Asians do,” he says. “If you’re going to rise and be the best employee for a company like P&G, like Shell, then you’re going to have to get comfortable leading people who are older than you.”
It’s under circumstances like these that Tom saw the need to create SAPE, the Society of Asian Professional Engineers. Furthermore, he never understood why there were no engineering societies for Asian students as there were for African American, Hispanic and female students, something he noticed in his days as a technical recruiter for P&G between 1994 and 1996. “That bothered me. It really bothered me,” he says. “We had no way of easily finding large pools of highly talented Asian talent. We would go to career fairs and just hope that we would get lucky.” Tom pitched the SAPE concept to fellow P&G co-worker and co-founder Dr. Shekhar Mitra, who suggested adding scientists to the formula to recruit more life sciences majors for P&G’s research and development work. With that, in November 2007, SASE was born.

“We’ve been able to serve the students and professionals in the community,” Tom says. “I get really excited when somebody says, ‘Wow, SASE helped me do this.’”

But the biggest challenge, he recalls, was getting corporations to believe in the concept of SASE. Fortunately, P&G supported Tom’s pitch from the very beginning and has remained an invaluable sponsor ever since.

“It took us a while—over a year, really—to convince another company to join us,” he says. “Thinking back, those were hard days.”

Now the Associate Director for Purchases, Capability and Strategy at P&G, Tom says he is grateful to have had his company believe in the mission of SASE. P&G donated the funds that SASE needed to get started and to help it get to where it is today.

Tom says there are many Asians in science and engineering in college, but it’s not translating for some major reason into the senior management ranks of America’s best corporations. Today, SASE is changing that, and Tom, as the co-founder and current secretary of the SASE Board of Directors, is leading the movement.

“I smile about where SASE might be in one, two or five years,” Tom says. “We’re on a very steep part of the curve here. It’s changing so fast.”

Sajjad Husain

His dream job brings a feeling of satisfaction for every drop of effort he puts into a project.

Sajjad Husain is an engineer at General Electric, where he currently works on certification-related topics for new programs, planes and applications.

“It was something that I always wanted to do,” Sajjad says. “On the certification side, you get to see the entire engine and airplane come together, so it’s nice to see it from a whole point of view rather than just looking at it from one system.”

At the age of seven, Sajjad began poring over books at the library about becoming an astronaut. Soon enough, he knew that he would go on to study aerospace engineering in college. “It started off with space and expanded to airplanes,” he says. “Earning his new job at GE was an accomplishment greater than what he had originally bargained for.

When he started his undergraduate years at the University of Maryland, College Park, Sajjad was actually aiming to work for an airplane company. “I’ve always wanted to do propulsion,” he says. “Aircraft companies do have propulsion departments and they integrate, but where you’re really going to do a lot of the propulsion work is at the engine manufacturer. So, at GE is where you’ll really be able to do it.”

As a sophomore in college, he did an internship and conducted extensive research for aerospace engineering. During his third year, Sajjad developed an
affinity for combustion. He worked at the combustion lab, assisting one of the graduate students conducting research there. All the while, Sajjad earned straight As throughout the rest of his college years and graduated with a cum laude degree under his belt. Sajjad’s passion for engineering proved notable and, after graduation, he was excited to head to Atlanta to pursue a master’s degree in combustion at the Georgia Institute of Technology. “It was like a golden ticket,” he says. “Like Willy Wonka.”

With classmates who graduated from top schools around the country, Sajjad recalls the feeling of having to work that much harder to succeed in such an academically renowned institution. In fact, going into graduate school, Sajjad struggled to make the grades. Going from straight As to receiving the second-lowest score on a midterm in his first semester was not the best feeling in the world. He remembers thinking, “I’m going to fail this class, fail grad school. For the first 24 hours, I was freaking out.”

He then decided to sit down with the professor to ask for advice and talk through the material. Sajjad eventually accepted that this was an experience from which he could learn.

Sajjad persisted through the rest of his graduate school years and even became a teaching assistant. Now a graduate of Georgia Tech who received an immediate job offer from GE, Sajjad says that his proudest achievement was maintaining the focus to complete his thesis. Even as his parents persuaded him to pursue a career in medicine every now and again, Sajjad persisted. “You have to make the best of what you got,” he says. “Persevere.”

Sajjad enjoys

Michael Alcantara

“If you have a passion, follow it. Because you never know where it might take you.”

This was the guiding principle in the back of Michael Alcantara’s mind – a saying that followed him all the way to his position at Toshiba International Corporation as an applications engineer in the Power Apparatus and Components division.

As a kid, Michael was given Lego sets to play with. Being able to create something out of colorful, little toy bricks was the skill that drove him to pursue a career path in engineering. “Going to work now, you look at more complex things,” he says. “Work has given me a challenge.”

Today, Michael sits in his Toshiba office, leading the sales department with product support. He enjoys the freedom of not being stuck behind his desk, as he regularly leaves it to communicate with his sales force and customers. Meeting so many people from different parts of the world has been the most interesting and gratifying experience — in addition to the free food.

But, just a few years ago, a future with Toshiba felt out of reach. “To be honest, I was completely lucky,” he says. “I didn’t have the greatest GPA, but I have really great social skills. And when I went for the job interview, they saw that.”

Michael attended the University of Houston, where he was heavily involved with the Filipino Student Association. “I was a party boy; well, I still kind of am,” he laughs as he recalls. “But I was a huge party boy.”

Throughout his college years, Michael’s focus drifted from his academics to working a part-time job that had nothing to do with his electrical engineering major. Soon, Michael began to take his engineering classes on a part-time basis.

However, it was a sudden death of his grandfather that struck Michael hard, hit close to home, and forced him to reevaluate everything right in front of him. “I was supposed to have graduated by then already,” he says. “I felt like I disappointed him because he didn’t get to see me walk on that stage.”

From then on, Michael felt the need to put his focus back on his studies. “I quit working. I started taking more classes again and
“I was told to not be afraid of making mistakes and do what I think is right.”

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Watch more about Carol and her fellow team members at: www.toyotaENG.jobs

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Carol
Stamping Engineer

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started changing some of my party habits,” he recalls. “I kind of changed the crowd I was hanging out with.”

In fall 2010, Michael began to dedicate himself to the Society of Asian Scientists and Engineers. As one of the co-founders of the chapter at UH, he wanted to expand the organization to help fellow engineering students with their social skills and critical thinking skills. “I essentially wanted to make SASE a professional Filipino Student Association,” he says.

To help other students receive that combined experience, Michael dedicated himself to his chapter, holding the positions of social director and then vice president. At one point, he says, he was afraid he would dedicate too much time to the organization but was glad that he stuck with it.

Being part of an organization that has helped him reach out to the professional world, Michael wants SASE to continue to thrive for the benefit of other students. He envisions SASE as an organization that more people will want to be part of.

“I want people to be able to forge friendships that they’ll never forget and find the career paths they hope to live for the rest of their lives,” he says. “I want SASE to help people find the best of both worlds.”
With excitement and anticipation, SASE started in 2012 its first nationwide regional conferences. The regional conferences were held in the Northeast, Midwest, Rocky Mountain, South, and West. There were five hosting chapters: Massachusetts Institute of Technology (MIT), Ohio State University (OSU), University of Houston (U of H), Colorado School of Mines (CSM) and University of California at Berkeley (Berkeley). A total of 422 attendees had the chance to network, to interact, to learn about professional development, to hear from national speakers and to have fun. »»
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**Northeast**

As a sign of teamwork, three collaborating schools (Cornell, Binghamton, and MIT) worked on the Northeast regional conference. Eight schools sent attendees to learn about leadership styles, having difficult conversations, and supply chain management. They also heard from world-renowned Professor Iqbal Quadir on Development and Entrepreneurship.

Participants learning about supply chain management.

**Midwest**

With an excited planning team, OSU, in collaboration with its sponsors, conducted workshops on presenting ideas in five slides or less, executive presence, and two specific corporate workshops. Attendees were able to squeeze some time in for networking during lunch and laughter with an improv show.

Left: Midwestern Regional Conference Gold Status OSU Chapter President Jonny Lin focuses on a presentation.

Above left: Some successful women of SASE-OSU at the Midwest Regional Conference; Above right: Midwestern Regional Conference P&G representative module leader Tanner Williams.
**Rocky Mountain**

With a laser-like focus, CSM garnered support of 14 sponsors for the Mountain regional conference. Their attendees learned about good communication, motivation, collaborative leadership, teambuilding and graduate school. The attendees also had a chance to witness a research poster fair and participate in an engineering competition involving waterwheel design technology. CSM asked attendees to collect cans and money to donate to the local food bank as their registration fee.

Above: University School of Mines hosts a Spring SASE Leadership Conference where participants learn how to think on the spot.

**South**

As the largest regional conference, the host chapter had tremendous support from the corporate sponsors, who were involved in planning this event for 125 attendees. Eight different workshops were offered, including topics such as career development, “Leadership, inspiration, and innovation,” “Principles of career development” and personal branding. A highly successful mixer event brought corporate representatives and students together to learn more about each corporate sponsor.

Right: University of Houston Speed Networking Event

Left: Waterwheel competition
Foresight

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For more information, visit utc.com/careers.
As the last of the regional conferences, Berkeley helped its attendees learn about resume building, “You – The Brand” and had a career panel discussion. A case study was presented to the competing teams based on actual work conditions and challenges.

As part of the regional conference, each host chapter had to provide a summary report on their conference. All of the regional conferences reported that the events were successful, with a focus on increasing and strengthening membership, creating programs to support the members and networking with the other SASE chapters. Each regional conference was a great opportunity for students to plan and practice their leadership skills. Each host chapter had the responsibility to plan, to promote and to execute the regional conference. SASE salutes each of these chapters! All of them put a lot of effort and time into creating successful first-time nationwide regional conferences.

2013 regional sites will be announced at the 2012 National Conference. We look forward to the 2013 regional conferences and hope that you will participate in your respective regional conference.

Above: Sudarsan Venkatachalam (P&G employee and SASE Collegiate Committee volunteer) and West regional conference participants enjoy the welcome speech.

SASE Announces a Major Community Event at the 2012 National Conference

SASE will be buying 100 Panda Bear dolls and having 2012 National Conference and Career Fair attendees stuff and dress the bears in a t-shirt with SASE’s logo and website URL.

The stuffed bears will be donated to John Hopkins Children’s Center, the Baltimore Police/Fire Department or a local Asian Health agency. Financial contributions will also be accepted.

According to SASE Executive Director Khanh Vu, “The third pillar of SASE’s mission is to provide opportunities for members to make contributions to their local communities, for example, by contributing to the community where the National Conference is hosted. This community event promotes our mission and creates awareness of SASE.”

Conference attendees will have the opportunity to stuff starting at the Thursday October 11 Welcome Reception and all day Friday. A presentation will be made at the Friday Gala Dinner announcing the donation amount and the organization that will receive the bears.
At the NASA Jobs Web site, you can get information on:
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- Applying for a NASA Job
- Finding Career and Occupational Information

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- Post Resumes to Apply for NASA Jobs
- Browse Permanent, Temporary, and Term Positions

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- Modeling and Systems Architecture
- Physics

All positions are located in Lexington, MA. Please meet us at the SASE Conference in Baltimore or visit www.ll.mit.edu/employment to view and apply for current opportunities.

As an Equal Opportunity Employer, we are committed to realizing our vision of diversity and inclusion in every aspect of our enterprise. Due to the unique nature of our work, we require U.S. citizenship.
2012 marked the second year of the SASE Inspire Awards. If there was a single thing that all of the reviewers agreed upon, it was that this year’s Awards contained a number of extremely strong chapters, making picking only three a difficult endeavor. Like last year, the winners were selected based on each chapter’s alignment with SASE’s mission statement: preparing for success in the global business world, celebrating diversity on campuses and in the workplace, and making contributions to the local community. This year, the Gold Award was presented to The Ohio State University, the Silver Award to the University of Florida, and the Bronze Award to the Colorado School of Mines. For their hard work and dedication, the three winners were awarded $1,000, $500, and $250 of financial support from SASE National in addition to an inscribed plaque.

The Ohio State University

“OSU was very strong in every aspect of the application.” — Jake Chen (SASE CPM)

Moving into its fourth year, The Ohio State University SASE chapter expanded upon its previous foundations and experiences to achieve further success in every pillar of SASE’s mission statement. On the professional side, OSU sent 14 attendees to the National Conference, planned and held the first ever Central Regional Conference, while organizing a range of events on-campus.

What stood out was the chapter’s well thought out diversity programs, with two clear pathways designed to develop specific new opportunities for international students. The first path created a separate committee to partner with the university’s International Affairs office as well as external corporations to identify jobs for international students. The second path involves directly marketing SASE’s mission to students of select international-focused residence halls. These initiatives combined to provide more opportunities for more international students.

Overall, strong professional and diversity events, combined with solid volunteering efforts and communications with their adviser and SPOCs, established OSU as a successful and inspiring SASE chapter.

University of Florida

“Amazing and creative professional development events... genuinely seemed like they had FUN.” — David Pan (SASE CC Co-Chair)

If University of Florida SASE chapter’s Inspire Award application is any indication, they clearly had fun while serving the mission statement of SASE. The application exuded the enjoyment and
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creativity the chapter exhibited in its professional, diversity, and volunteering events.

For professional development events, UF SASE focused on connecting the dots between entering school and starting a career. One such event, CLUSTER (Creative Learning through Understanding Systems, Technology, and Efficient Routine) gives students hands-on experience with the entire product development flow of research, design, proposal, and actual development of a project.

While not SASE specific, UF also worked closely with other organizations on campus to host the “Leadership in the Workforce” conference. Containing multiple workshops and panels, this conference developed over 30 student leaders and strengthened the relationship between SASE and APIA Affairs at UF.

In addition to the events highlighted above, UF creativity also spanned into fundraising with their t(SASE)ty Fundraiser and Paper Hears Fundraiser. As its Inspire Awards application shows, UF demonstrates that professional organizations can plan creative and fun events while serving the SASE mission statement.

Colorado School of Mines

“Their total fundraising for all the events combined exceeded $10,000, enabling CSM to deliver excellent benefits to its members and really build the SASE equity.”

— Sudarsan Venkatachalam (SASE CC Co-Chair)

Like the other two winners, the Colorado School of Mines also achieved success in all pillars of the SASE mission statement. What set CSM apart was the chapter’s strong emphasis on fundraising, allowing them to execute many large-scale events to develop and benefit its growing membership base.

Through their strong financial foundation, CSM SASE was able to sponsor 16 students to attend the SASE National Conference, as well as host the first annual Spring Leadership Conference in conjunction with Colorado State University SASE, while holding regular general meetings to ensure membership retention. With the inclusion of monthly food sales and joint-planned events with other APIA organizations, CSM was able to build a strong community and consistently maintain an attendance of over 40 members to their events. Finally, CSM’s leaders are closely engaged with their adviser, who played a key role in the planning of their Spring Leadership Conference.

Conclusion

The Awards committee was very impressed with the applicants this year. With a number of extremely strong applications, 2012 SASE Inspire Awards displayed the increasing strength and number of successful SASE chapters. These chapters not only aligned with SASE’s mission and goals, but demonstrated that with clear planning, creativity, and support, it is possible to positively affect the lives of hundreds of students around the country. With the continued growth of our SASE collegiate chapters, who says we can’t reach thousands in the near future?
Notes From the Field
BY DAVID PAN

Sharing best practices leads to healthy SASE chapters

SASE currently has 40 collegiate chapters across the country. Each chapter has a unique history, along with unique challenges and opportunities. However, no matter what level of development, there are best practices that will help each chapter reach its full potential. What follows are some strategies and perspectives for you to consider as you roll out your SASE campus chapter. These strategies are shaped from my experiences as the President of The Ohio State University Mortar Board Senior Class Honorary, my career at P&G, and my work with the OSU SASE Chapter.

Establish Retention as a Key Priority

Retention should be your first priority. Think about what organizations you have joined and stayed in and why you stayed. Also, you should think about organizations you have visited and left, and why you left. Having a clear vision and goals for your organization will be crucial to retaining members. Develop this vision and goals as early as possible. SASE’s national mission statement can help with this, but make sure you think about the particular needs and wants of the students on your campus. Giving students greater reasons to join will also contribute to this effort.

- Mentoring is a great way to get students involved. Set up a mentoring program between seniors and juniors or sophomores and freshmen, or between local young professionals and students.
- Community service is also a great way to attract and retain members. Tutor or mentor local students or youth. For example, in Columbus, Ohio, there is an organization called Healthy Asian Youth (HAY) which runs an afterschool program for low-income APA families. Consider a project with Habitat for Humanity.
- Ethnic events such as Mid-Autumn Festival, Dawali and the Chinese New Year offer the opportunity to celebrate as a SASE community.

Some chapters require members to perform at least one service or volunteer event pertaining to math and science or with an Asian organization per semester. Your chapter should have a community service chair that helps to set up opportunities for SASE members and then tracks their participation. Hours with another organization could help as long as the work meets the established criteria.
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Students want to join an organization that has passionate, strong leaders and a clear purpose. It is important that you convey your passion and win your students at the “first moment of truth.” Focus on having three or four top-notch meetings at the beginning of the year. This will buy you time to plan your future events. Keep in mind that students are busy and have other clubs they can join, so make sure they see value in what SASE can provide: opportunities to network with recruiters and other top students, impactful and powerful personal development workshops, and the chance to give back to the community.

**Define Goals and Targets**

Setting realistic and stretch targets for the year is a fundamental part of professionally developing the chapter. You should set numeric targets for chapter members and attendees at chapter-sponsored events. These goals serve the dual purpose of giving the chapter something to be accountable for as well as powerful talking points with recruiters!

**Recruit a Board**

You’ll need to have a clear definition of the roles and responsibilities for each board member. A board member may also be an officer. Here are some ideas:

1. A board’s responsibility is to set the vision/strategy for the organization. The president is responsible for implementing the vision/strategy, empowering and encouraging volunteers/members, and following-up with the board. Remember, a president or vice president’s job is NOT to take over and run everything. If they take over, other officers and members will feel alienated and quit.
2. Make sure you have both engineers and scientists on the board.
3. The more you trust and empower others, the more effort they will put in. A gentle reminder is sometimes all you need to get the job done.

**Value Member Development**

It is important to develop a strong curriculum that your members see value in. Show them the proposed curriculum in the first meeting so that they will see what they will get from being a part of SASE. A crucial part of your curriculum will be the events sponsored by your chapter. If your chapter is clear when interacting with recruiters/professors/speakers about their presentations, the outcomes will be better aligned to your expectations. For example, if you are working with recruiters on a leadership seminar, don’t just say you want a presentation on leadership, but tell them what you’d specifically like them to focus on (e.g., situational leadership, strategic thinking or specific subtopics).

Having workshops and bringing in speakers are integral to member development. Workshops can help members develop professional skills that are necessary to succeed in their respective careers. Examples of different types of workshops would include:

- Resume Building
- Presentation Skills
- Business/Dinner Etiquette
- Professional Writing and Public Speaking Skills

Sponsoring outside speakers will help members build a personal connection with corporate representatives. Members can learn about different companies and career opportunities. Speakers not affiliated with a specific organization can also be valuable, but choose your topics and speakers wisely! Many SASE chapters have found that supporting member academics is an important part of an enriched SASE community. This academic support system could include peer tutoring within the SASE community, connecting with professors affiliated with SASE, and providing peer reviews on offered classes.

Finally, keep in mind that empowering your members is arguably the best way to retain them. The worst thing is joining an organization and not having any role in it. Why become just an “active member” on paper but not actually provide anything of value? Although you will have an executive board, provide your members with opportunities to participate and even lead projects on sub-team committees. This also provides your board members an opportunity to “lead” a team.

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Begin Marketing Early in the Year

Focus on attracting members at the beginning of the year with an Involvement Fair or a Mid-Year Fair. This is a great opportunity to attract potential members. You’ll find it smart to especially focus on freshmen and sophomores. Be sure to use existing listservs to target potential members: the College of Engineering, individual engineering and science departments, and affinity groups. Of course, take advantage of Facebook, word-of-mouth, and flyers.

Engage Your Advisors

Connect with your advisors. Leverage their expertise and use their network. Advisors are busy, and just like members, if they aren’t really involved, they’ll stay uninvolved. You can keep them involved in a number of ways by inviting them to your meetings and copying them on e-mails. Other effective things to do are to invite your advisors to give a short presentation on their work, actively include them in your planning, and ask them to look over chapter proposals.

Stage Events

Dream big, but remember that simplicity is the key! Apply what you’ve learned in your internships and seek clarity in your objective and targets when planning the event. Look at the benefits for all key constituents, including your members, SASE and sponsors. Partnering with an established organization can be effective.

Make Fundraising Fun

There are seemingly limitless fundraising events for college students, including many that yield a high return. They cover a broad spectrum of concepts, from magazine sales to concerts to flower sales at graduation. Fundraising can be fun or a chore; the motivation starts with the chapter board. Reward your members for their hard work in fundraising. Take some of the money and throw a party or buy them T-shirts to support a cause!

Don’t forget to go to your student government, science and engineering department heads and deans to see what funding options may be available. Be sure to contact local companies that may be interested in supporting your chapter. The career center should have a list of these companies. Local companies that recruit on your campus will be your best prospects for chapter sponsorship.

Refer to SASE’s National Website

SASE’s national website, www.saseconnect.org/Downloads.aspx, contains valuable supplemental information that will help you get your chapter started. There are downloads in the New Chapter Startup Toolkit that have guidelines to starting a SASE chapter at your school, SASE chapter bylaws and a SASE chapter application.
| Binghamton                      | University of California - Berkeley                        |
| Boston                          | University of California - Irvine                           |
| Carnegie Mellon                | University of California - Los Angeles                     |
| Clarkson                        | University of California - Santa Cruz                       |
| Clemson                         | University of California - San Diego                        |
| Colorado School of Mines        | University of Cincinnati                                    |
| Colorado State                  | University of Colorado - Boulder                            |
| Cornell                         | University of Florida                                       |
| Georgia Tech                    | University of Houston                                       |
| MIT                             | University of Illinois - Urbana-Champaign                   |
| Michigan State                  | University of Maryland                                       |
| Northwestern                    | University of Michigan                                      |
| Notre Dame                      | University of Minnesota - Twin Cities                       |
| Ohio State                      | University of Nevada - Las Vegas                            |
| Penn State                      | University of Pittsburgh                                     |
| Purdue                          | University of South Florida                                  |
| Rose-Hulman Institute of Technology | University of Texas - Austin                          |
| San Francisco State             | University of Virginia - Charlottesville                    |
| Stony Brook                     | Vanderbilt                                                  |
| Syracuse                        | Virginia Tech                                              |
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SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

2012 National Conference and Career Fair

“Engage to Empower”

Hilton Baltimore, Maryland
October 11–13, 2012

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Welcome to the 2012 SASE National Conference and Career Fair!

Some subjects are harder to grasp than others. On a college campus, I found chemistry a breeze. Calculus, a walk in the park. Thermodynamics, please. But upon entering the workplace, I didn’t know an elevator speech from my personal brand. I ignored my mother’s advice about how to dress properly. What went wrong? Not everything we need to know to succeed in the workplace is learned in a university classroom or laboratory. The academic qualifications and the technical knowledge are the minimum requirements for a job. Soft skills are the polish needed to shine for that promotion and satisfying career development. In 2007, SASE was founded by scientists and engineers at Proctor & Gamble in recognition of this unfulfilled need.

Today, SASE offers through its regional and national conferences a way to develop leadership attributes through speakers, panels, and workshops created specifically with Asian heritage professionals in mind. The skills you will learn cover the gamut from taking risks in your career, to the habits of successful people, to leadership styles, and to public speaking. We’ll talk about what it takes to break through the glass ceiling. We’ll cover the basics including resume writing and interviewing techniques. After this weekend, you will have an elevator speech and you will know your personal brand.

But that’s not all. On Saturday, SASE and over four dozen companies and government agencies are sponsoring a career fair. You are invited to visit with companies representing a wide range of industry sectors—consumer products, forestry, energy, and transportation to name a few. The public sector representatives include the military services, security agencies and NASA.

The conference schedule is extremely busy. Please try to participate in as many activities as you can. The end goal of this conference is for you to acquire the tools for future success.

Welcome!

Sincerely,

JANET BLANCETT (Shell)
National Conference Committee Chair, SASE
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A MESSAGE FROM GOVERNOR MARTIN O’MALLEY

Dear Friends:

Welcome to the National Conference and Career Fair of the National Society of Asian Scientists and Engineers in Baltimore, the greatest city in America.

Your organization has been working since 2007 to help Asian heritage scientists and engineers achieve their full potential. Here in Maryland, we believe that progress is a choice, and your organization has chosen the path of progress by encouraging innovation and creating a forum where new partnerships can be formed.

The U.S. Chamber of Commerce named Maryland the #1 state in the nation for entrepreneurship and innovation. This year’s theme of “Engage to Empower” is especially appropriate as Maryland continues to engage our students in science, technology, engineering and math, empowering them to compete in the new global economy. Thank you for your support.

Best wishes for a successful event.

Sincerely,

Governor
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PROCLAMATION

BY
MAYOR STEPHANIE RAWLINGS-BLAKE

DESIGNATING OCTOBER 11-13, 2012

AS
“SOCIETY OF ASIAN SCIENTISTS & ENGINEERS WEEKEND”

WHEREAS, the City of Baltimore is proud to host the Society of Asian Scientists & Engineers (SASE) for their second annual conference and career fair; and

WHEREAS, since its founding in 2007, their membership has quickly grown to 1,600 and has chapters at 40 of the finest technical institutions in the nation; and

WHEREAS, SASE is dedicated to the advancement of Asian heritage scientists and engineers in education and employment so that they can achieve their full career potential; and

WHEREAS, in addition to professional development, SASE also encourages members to contribute to the enhancement of the communities in which they live; and

WHEREAS, the citizens of Baltimore welcome the members of SASE to our city and wish you all a very successful conference and career fair.

NOW, THEREFORE, I, STEPHANIE RAWLINGS-BLAKE, MAYOR OF THE CITY OF BALTIMORE, do hereby proclaim October 11-13, 2012, as “SOCIETY OF ASIAN SCIENTISTS & ENGINEERS WEEKEND” IN BALTIMORE, and do urge all citizens to join in this celebration.

IN WITNESS WHEREOF, I have hereunto set the Great Seal of the City of Baltimore to be affixed this eleventh day of October, two thousand twelve.

Mayor

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THURSDAY, OCTOBER 11, 2012

12:00 pm - 4:30 pm
NASA TOUR
Pick up Hilton Main Entrance
At this year’s conference, attendees will have the opportunity to tour the NASA Goddard facility. The tour will highlight various GSFC and NASA missions on the “science on a sphere” theater. The attendees will view the James Webb Space Telescope’s clean-room, learn about the Global Precipitation Measurement (GPM) mission, Magnetospheric Multiscale (MMS) mission and Astro-H - New X-ray Telescope. This tour is a first for the SASE National Conference. SASE is proud to partner up with NASA Goddard facility to wow and awe our conference attendees.

4:30 pm - 7:30 pm
REGISTRATION – Sponsored by ITW
2nd Floor – South Foyer

6:30 pm - 9:00 pm
EVENING MIXER – Sponsored by ITW
Drawing (8:30 pm) and Group Picture (8:45 pm)
2nd Floor – Key Ballroom (Br) 9-10

FRIDAY, OCTOBER 12, 2012

7:00 am – 4:00 pm
REGISTRATION – Sponsored by ITW
2nd Floor – South Foyer

7:00 am – 8:00 am
BREAKFAST AND NETWORKING – Sponsored by Toyota
2nd Floor – Key Br 7-8

8:00 am – 8:15 am
TAIKO DRUMS - Mark Rooney
2nd Floor – Key Br 7-8

8:15 am – 9:00 am
WELCOME & OPENING
2nd Floor – Key Br 7-8

BREAKOUT SESSIONS 1: Located on the 3rd Floor in Paca, Tubman AB, Carroll AB, Douglass, & Brent

9:15 am – 10:30 am
PUBLIC SPEAKING – Presented by Sachi Koto, Sachi Koto Communications
Tubman
Public speaking is a pivotal skill. However, more often than not; we face nerves, stress, and fears in taking charge and vocalizing our intent to others. Through the advice and guidance of this workshop, you can overcome your fears and master the element of public speech. Everything from first impressions and body language to tips to mitigate nerves and minimize error are addressed in this workshop.

9:15 am – 10:30 am
BRAND IDENTITY – Presented by Linda Akugawa, LEAP
Douglas
When people hear your name, what comes to their mind? Think of Oprah, Madonna, Trump—what images and attributes are associated with these names? If you were a product, how would you make yourself marketable? Are you aware of the first impression that you give others? Successful companies craft unique brand identities to set themselves apart from the competition. In an increasingly competitive workplace, individuals can use branding strategies to grab attention and boost career marketability.

9:15 am – 10:30 am
LEADERSHIP STYLES – Presented by Alana Hamlett, MIT
Carroll
Leadership requires that we learn about ourselves and how we adapt our styles to get along with others better and in order to
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be successful. This session will help you gain new insight, and come away with a deeper understanding of what it means to be an authentic and effective leader.

9:15 am – 10:30 am
THE POWER OF INFLUENCE – Presented by Dr. Lei Zhang Schlitz, ITW

What distinguishes leaders from everyone else in the organization? How can one person get things done faster and better than another? How do you prepare yourself to go to the next level professionally and/or personally? The answer is... Influence! Influence is a critical skill to any aspiring leader that can be leveraged throughout your career. Learn how to sell your ideas, create significant impact and lead without being in a position of authority. After this workshop, you will have the tools to lead change, modify behaviors and have sustainable impact on your organization and in life.

9:15 am – 10:30 am
Panel 1: POSTGRADUATE OPPORTUNITIES

“What do you want to do after you graduate?” It’s a question that many have asked and only few have answered without hesitation. Is getting that MS, PhD or MBA really worth the investment? If so, should you go straight into it or work a few years before attempting that next degree? Come listen to both industry and academia workers as they share their stories and provide their personal outlooks.

Panelists from the following companies and organizations: Case Western University, Shell, and GE.

9:15 am – 12:00 pm
RESUME ROOM – Sponsored by Chrysler

Here is your opportunity to have your resume reviewed by Human Resources and experienced professionals! Review sessions are divided into 15-minute intervals. Sign up online before October 10, or at the registration desk at the conference. Resume reviews will be done on a space available basis.

BREAKOUT SESSIONS 2: Located on the 3rd Floor in Paca, Tubman AB, Carroll AB, Douglass, & Brent

10:45 am – 12:00 pm
STORYTELLING – Presented by Dennis Hirotsu, P&G

Storytelling is an important skill to utilize in order to convey a point and be memorable. Learn why Corporate America values storytelling, discuss key storytelling techniques and experience hands-on practice to help you realize your full potential. Leveraging storytelling at the start of your career will help you along your way to becoming a CEO.

10:45 am – 12:00 pm
NETWORKING – Presented by Sean Nguyen and Alana Swords, Shell

Networking is the key to success in business. It helps you find jobs, recruit talent, win new customers and discover investors who support your ideas. Effective business networking is the linking together of individuals who, through trust and relationship building; become walking, talking advertisements for each other. This session will give you an opportunity to learn some methods of networking and go through exercises to develop networking skills.

10:45 am – 12:00 pm
LEADERSHIP STYLES – Presented by Alana Hamlett, MIT

Leadership requires that we learn about ourselves and how we adapt our styles to get along with others better and in order to be successful. This session will help you gain new insight, and come away with a deeper understanding of what it means to be an authentic and effective leader.
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Friday, Oct. 12 Schedule (Continued)

10:45 am – 12:00 pm
ONE MINUTE BIOSKETCH – Presented by Emil Chuck, Case Western University  Brent
This highly interactive workshop helps participants with the dreaded open question “Tell me about yourself.” Participants practice their presentations and listening skills that are critical to networking and that first impression.

10:45 am – 12:00 pm
Panel 2: CAREER ADVANCEMENT PLANNING INCLUDING MOVES TO MANAGEMENT  Paca
Transitioning from academia to industry is never as easy as it seems—many elements of the business world are left unspoken, uncovered, and untaught. This panel examines the subtle “rules” and skill sets required to successfully transition from a technical to a management role.
Panelists from Hensel Phelps, The Clorox Company, and NAVSEA

12:15 pm – 1:30 pm
KEYNOTE LUNCH – Sponsored by NAVSEA  2nd Floor – Key Br 7-8
KEYNOTE SPEAKER: Yul Kwon

BREAKOUT SESSIONS 3: Located on the 3rd Floor in Paca, Tubman AB, Carroll AB, Douglass, & Brent

1:45 pm – 3:00 pm
7 HABITS OF HIGHLY EFFECTIVE PEOPLE – Presented by Kent Hall, P&G  Tubman
Get the results you want at work, at home, and in your important relationships in a way that allows you to get those results again and again…The 7 Habits teach you how to win the Private Victory (self-mastery) and Public Victory (winning with others) by identifying and abiding with timeless, lighthouse principles of effectiveness.

1:45 pm – 3:00 pm
RISK TAKING – Presented by Linda Akugawa, LEAP  Douglas
A career fair is a great opportunity if the prospective employee knows what to do. Given the challenging job market, it is important to make the most of this opportunity. In this workshop, participants will learn about doing company research, planning which companies to visit and making a good first impression. Doing well in these areas can improve one’s chances of getting that important interview which could lead to an offer.

1:45 pm – 3:00 pm
LEADERSHIP PRINCIPLES – Presented by U.S. Marine Corps  Carroll
Put your leadership skills to the test. Explore the Marine Corps’ 11 Leadership Principles through this interactive and insightful team building workshop. Developing these leadership principles will form a set of traits and values that define your character as a leader. Adopting these principles will provide direction for you throughout your career.

1:45 pm – 3:00 pm
GETTING THE MOST FROM A CAREER FAIR  Brent
Presented by Coleen O’Laughlin, GE
A career fair is a great opportunity if the prospective employee knows what to do. Given the challenging job market, it is important to make the most of this opportunity. In this workshop, participants will learn about doing company research, planning which companies to visit and making a good first impression. Doing well in these areas can improve one’s chances of getting that important interview which could lead to an offer.
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Friday, Oct. 12 Schedule (Continued)

1:45 pm – 3:00 pm
Panel 3: INTERVIEWING TECHNIQUES & RESUME WRITING
Paca
It takes a recruiter a few seconds to identify a “bad” resume. However, making it through that initial screening is only step one to attaining that dream job or internship. The next task is to impress your interviewer. So, what exactly is it that hiring and recruiting managers are looking for in a candidate? Learn about what brings you closer to securing that offer letter…and what gets your resume stacked in the “Do Not Call” pile.
Panelists from the following companies: Ball Aerospace, Turner, Timken, and Pratt & Whitney, a United Technologies Company

2:00 pm – 4:00 pm
RESUME ROOM – Sponsored by Chrysler
Tilghman
Here is your opportunity to have your resume reviewed by Human Resources and experienced professionals! Review sessions are divided into 15-minute intervals. Sign up online before October 10, or at the registration desk at the conference. Resume reviews will be done on a space available basis.

3:00 pm – 3:15 pm
BREAK and REFRESHMENTS
3rd Floor – East Foyer

3:15 pm – 4:30 pm
TOYOTA PRODUCTION SYSTEM – Presented by Jamie Bonini, Toyota
Douglas
This session will provide attendees with an overview of the Toyota Production System principles, and discuss Toyota’s contribution to society by sharing TPS with public institutions and improving the general level of American manufacturing industry. Jamie will review real life examples of how TPS has improved the quality and productivity of organizations who have implemented the TPS methodology.

3:15 pm – 4:30 pm
EDUCATION AND LEADERSHIP IN STEM FIELDS – Presented by America’s Navy
Carroll
The business world puts great value upon the STEM professional in our current society. That value is maximized tenfold when combined with someone who has a diverse background, strong education, and unparalleled leadership skills. Come to this workshop with a desire to improve your understanding of just how integral certain critical skills/traits can be in your success at all points in your career.

3:15 pm – 4:30 pm
ASIAN AMERICAN IMAGE – Presented by Bob Kumaki, Ronin Group
Brent
Asian Americans hold a disproportionate number of college and advanced degrees, as well as positions in STEM careers. However, they are vastly underrepresented in executive suites. How have images of Asian Americans over the last 100 years affected not only career advancement, but also how the U.S. looks at us as a whole? What are we doing to break through the “Bamboo Ceiling?”

3:15 pm – 4:30 pm
Panel 4: JOB OPPORTUNITIES FOR INTERNATIONAL STUDENTS
Paca
“To stay or not to stay? This is often the question that plagues international students after graduation. With options to work in both the U.S. and their homeland, this panel will help bring to light and alleviate the issues international students face. This Q&A session offers career advice on how to best maximize your career potential.
Panelists from the following companies: Owens Corning, Michelin, and Shell
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Friday, Oct. 12 (Continued) and Saturday, Oct. 13 Schedule

3:15 pm – 4:30 pm  
WORKSHOP – Presented by Walmart  
Tubman

5:00 pm – 6:00 pm  
HOSPITALITY SUITE PANEL  
Paca  
3rd Floor – South Foyer

6:00 pm – 7:30 pm  
GALA DINNER and SASE AWARDS – Sponsored by America’s Navy  
2nd Floor – Key Br 7-8

7:30 pm – 8:30 pm  
KEYNOTE SPEAKER: Donna Fujimoto Cole – Sponsored by America’s Navy  
2nd Floor – Key Br 7-8

8:45 pm – 10:45 pm  
HOSPITALITY SUITES: Located on the 3rd Floor in rooms Tubman AB, Carroll AB, Douglass, & Brent and on the 2nd Floor South Foyer

11:00 pm – 12:00 pm  
ENTERTAINMENT: Comedienne Helen Hong  
2nd Floor – Key Br 7-8

SATURDAY, OCTOBER 13

7:30 am – 9:30 am  
POTENTIAL SPONSOR MEETING WITH BOARD  
Holiday Br 5

8:00 am – 10:00 am  
BREAKFAST  
2nd Floor – Key Br 7-8

8:00 am – 3:00 pm  
REGISTRATION – Sponsored by ITW  
2nd Floor – South Foyer

10:00 am – 4:00 pm  
CAREER FAIR  
2nd Floor – Key Br 1-6 and Corridor

10:00 am - 11:30 am  
SASE OCTOBER BOARD MEETING  
Blake

10:00 am – 4:00 pm  
INTERVIEW BOOTHs  
Holiday Br 6

4:00 pm – 8:00 pm  
COLLEGIATE LEADERSHIP WORKSHOP  
Presented by Derrick Hamilton, AT&T, Sponsored by Walmart  
Holiday Br 4 & 5

SASE has invited its top collegiate leaders to this special event. This leadership event will inspire, inform and excite the participants through workshops, discussions and networking. Derrick Hamilton, VP of AT&T’s U-Verse Field Operations, will provide insight on achieving high level teamwork and leadership. First-ever regional meetings will give participants a chance to network with geographic peers and plan regional events.

4:15 pm – 5:15 pm  
CONFERENCE SPONSOR ROUNDTABLE AND REVIEW  
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YUL KWON  Keynote Speaker – Friday, October 12, 2012  SASE Luncheon

Graduating Stanford with a degree in Symbolic Systems and attending the Yale school of Law, Yul integrated his schooling with his interests—technology, law, and policy. Under U.S. Senator Joseph Lieberman, as a legislative aide, Yul assisted in notable achievements, such as drafting the Homeland Security Act and organizing a Congressional caucus on science and technology. Later, he transitioned into the business sector as a management consultant for McKinsey & Co., before joining Google’s Business Operations and Strategy group. One might recall Yul from his victory in 2006, as the first Asian American to win the CBS reality show, Survivor. Following Survivor, Yul worked in a variety of fields—everything from CNN correspondent to social dynamic instructor for the FBI. In 2009 Yul was appointed Deputy Chief of FCC’s Consumer & Governmental Affairs Bureau. Currently, Yul is the anchor to LinkTV’s weekly news program, LinkAsia. Yul is also active within the community, both in nonprofits and the Asian community as Vice-Chair of the Council of Korean Americans.

DONNA FUJIMOTO COLE  Keynote Speaker – Friday, October 12, 2012  SASE Gala Dinner

Donna Fujimoto Cole founded Cole Chemical over 30 years ago at age 27, with only $5,000 and a four year old daughter from a previous marriage. As of 2011, company sales exceed $78 million, providing chemicals and supplies to a variety of industries—Conoco Phillips, Chrysler, Lockheed Martin, P&G, and Toyota—and is one of the top 100 chemical distributors in the U.S. according to ICIS magazine. Cole Chemical has been the recipient of numerous awards from Fortune 500 and the Small Business Administration. Ms. Cole has received many awards—from the 2009 Hall of Fame by Greater Houston Women’s Chamber of Commerce and 2010 Breakfast of Champions to the 2012 Joseph Jaworski Leadership Award. All exemplify her advocacy for business, the chemical industry, women and minorities in business. She has served on many national and regional boards. She currently serves on the Houston Minority Supplier Development Council Board, Center for Asian Pacific American Women Board, Advisory board of the Women’s Home, St. Thomas University, and Children’s Defense Fund. Ms. Cole also assists in various charity acts, including Building a Pipeline for the Sciences, the All Earth Ecobot Challenge, Young Professionals and Women, and many other community service groups.

HELEN HONG  Entertainment – Friday, October 12, 2012

Helen Hong is a comedian, TV personality, dating coach, and star of TV Guide Network’s Count it Down and Logo Channel’s reality dating series Setup Squad. Don’t be fooled by her adorable demeanor, as a standup comedian Helen unleashes her unexpected naughty and irreverent acts. Three-time semifinalist in NY’s Funniest Stand Up and spotlighted at the Emerging Comics Showcase, she has performed across the country in places like the Borgata Casino, Puerto Rico for the Armed Services Entertainment, and many colleges and universities. She is also creator and host to a matchmaking event called “Laugh Match.”

MARK ROONEY  Entertainment – Friday, October 12, 2012  SASE Breakfast

Mark H. Rooney, taiko performer and teacher, has performed around the world and taught students of all ages the power of taiko, and has led New England’s largest taiko group with his hard-rocking style and sense of humor. Artistic director of Odaiko’s New England from 2008–2010, Mark has been involved with the premiere group since 1998, originally as a performer. Mark has worked with today’s most renowned performers, including KODO and Kaoru Watanabe. As a performer, his music spans various genres and locations, performing everywhere from Japan to Europe and the U.S. As a composer, Mark is most notably known for his pieces “Kashmir,” “Senryu,” and “Shin-en.”
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SACHI KOTO  Friday, First Breakout | Public Speaking
Following more than 16 years with CNN, Sachi Koto launched a PR and video production company – SKC, Inc. in Atlanta, Georgia in July, 2005. As a veteran of CNN for more than 16-years, Sachi served as a news anchor for CNN Headline News and other CNN Networks. Sachi also worked as an anchor for Tokyo’s JCTV (Japan Cable Television) and for NHK Radio in Tokyo. She was a reporter for WQXI radio in Atlanta and for CNN affiliate WAGA-TV in Atlanta. Sachi was the first Japanese on-air talent in the Southeast and the first Asian culture talent in Atlanta.

LINDA AKUGAWA  Friday, First and Third Breakouts | Brand Identity; Risk Taking
Linda Akutagawa, President and CEO for Leadership Education for Asian Pacifics Inc., is responsible for LEAP’s fundraising, business development, and oversight of program design and execution. Linda bridges her various roles through consulting with LEAP’s clientele, which range from over 500 nonprofits, student organizations, and Fortune 1000 companies locally and globally, to determine the best programs that can support their Asian talent development needs. Originally a volunteer, Linda is one of many beneficiaries from LEAP’s leadership training. Twenty years later, she now presents globally on topics such as leadership and Asian culture influence.

ALANA HAMLETT  Friday, First and Second Breakouts | Leadership Styles
Alana Hamlett works as the Assistant Director for Student Activities and Events at the Massachusetts Institute for Technology (MIT). She plans major events on campus and works on leadership development programs at MIT. She completed her Masters Degree at Indiana University in Higher Education and Student Affairs and her Bachelors Degree in Politics from Brandeis University. Her interests in student affairs lie in leadership development, diverse student programming, multiculturalism and social justice.

DR. LEI ZHANG SCHLITZ  Friday, First Breakout | The Power of Influence
Lei Schlitz, Group President of ITW Food Equipment Group, deals with worldwide refrigeration and the weigh wrap businesses. Alongside her team, Li works on growth strategies and drives innovative growth on the global commercial refrigeration platform and the food equipment portfolio in Greater China. Lei has vast experience within various companies and industries, starting with Eaton Innovation Center, then GE Global Research and GE Industrial Systems, and later various positions within Siemens Energy. Lei is also a member of the Society of Women Engineers.

DENNIS HIROTSU  Friday, Second Breakout | Storytelling
Dennis Hirotsu’s 30-year career in R&D at Procter & Gamble has spanned multiple businesses, locations, and R&D functions. 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 6+ year assignments in Asia expanding P&G’s Baby and Feminine Care businesses throughout Asia and the launch of shaped, Ultra-thin diapers in Europe. Currently, Dennis is responsible for leading innovation capability development for the R&D function reporting to Bruce Brown, P&G’s Chief Technology Officer. Dennis leads the work on identifying and scaling innovation structures, methods, and training across the company.
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SEAN NGUYEN  Friday, Second Breakout | Networking
Presently a Technical Advisor for Shell Lubricants, Sean Nguyen, services Installers and Distributors in North America. He originally joined Shell as a Grease Technologist in 1990 and later transferred to Shell Asphalt as an Asphalt Chemist. In 1999 he left Shell to be a Territory Sales Manager for Thermo Instruments and opened his own business. In 2007 Sean returned as a Technical Advisor for Pennzoil/Quaker State. A true entrepreneur, Sean has a B.S in Biomedical Science, B.S. in Chemistry, MBA in Financing, and is a licensed Financial Broker, Insurance Agent, and Defensive Driving Instructor. In his spare time, Sean enjoys Martial Arts and volunteering.

ALANA SWORDS  Friday, Second Breakout | Networking
Human Resources Generalist for Shell Oil Company’s Americas Recruitment Group, Alana Swords, sources hourly talent in various operations for over 50 locations in the U.S. Her responsibilities include working with hiring managers to identify business needs, creating and posting jobs, using a tracking system to find quality candidates, and travelling to various locations to test applicants. Originally an intern for Shell for 2008, Alana has climbed the ropes, going from intern to employee—working in Graduate Recruitment and the Projects and Technology business. Alana has a Bachelor’s from the University of Maryland and Master’s in Human Resources from the University of South Carolina.

EMIL CHUCK  Friday, Second Breakout | One Minute Biosketch
Director of Admissions at Case Western Reserve University School of Dental Medicine—Emil Chuck, Ph.D.—was born in Shreveport, Louisiana, where his family settled after moving from Hong Kong. He earned a B.S. in biomedical engineering from Duke University and his Ph.D. in cell biology from Case Western Reserve before receiving prestigious postdoctoral fellowships from Novartis Foundation and the National Institute of Health. Prior to Case, Emil was chief premed advisor and assistant professor at George Mason University. Active in the community within the AAAS Science Centers and presenter at SACNAS, NAAHP, and other diversity-related conferences for STEM, he emphasizes communication skills and career competence assessment.

COLEEN O’LAUGHLIN  Friday, Third Breakout | Getting The Most From a Career Fair
Colleen O’Laughlin is the Global Learning Leader for GE Power and Water, Water & Process Technologies. Colleen leads a team that partners with business leaders, human resource professionals and external consultants to drive learning and development solutions. Colleen is based out of Water & Process Technologies headquarters in Trevose, Pennsylvania. A graduate of Clarkson University, Colleen holds dual Bachelors of Science degrees in mechanical engineering as well as interdisciplinary engineering and management. She earned a Masters of Science in engineering management from Tufts University’s Gordon Institute. She is an involved Clarkson alumna, serving as GE’s lead recruiter and student mentor.

DERRICK HAMILTON  Saturday | Collegiate Leadership Workshop
As Vice President of U-Verse Field Operations—Midwest for AT&T Local Network Services, Derrick F. Hamilton oversees the organization responsible for installation and repair of AT&T’s U-Verse product in the Midwest states and Connecticut. Hamilton joined AT&T in 1991 and has held a variety of positions in network operations, network services staff, process reengineering and systems implementation. Prior to joining AT&T, Derrick was an engineer in the Radar Systems Group at Hughes Aircraft Company. Hamilton holds a Bachelor of Science in Engineering from California State University, Los Angeles, and a Master of Business Administration from the Anderson Graduate School of Management at the University of California, Los Angeles.
**KENT HALL**

Friday, Third Breakout | 7 Habits of Highly Effective People

Originally a performing bassist in 1977 for the Fred Waring Show—Kent has over 30 years of experience in training and performance. With the Waring Organization, he spent seven summers as a staff clinician at Penn State University training people on stage performance essentials. Before joining P&G in 1998, he held Training & Development positions in a plethora of industries varying from air freight to healthcare. Kent is currently the Master Trainer for North American Learning & Development group, Global Course Owner for “The 7 Habits of Highly Effective People,” as well as regional owner to a variety of other development programs.

**BOB KUMAKI**

Friday, Fourth Breakout | Asian American Image

Bob Kumaki is Managing Principal of the Ronin Group. Bob has almost three decades of broad marketing experience for clients like Procter & Gamble, Sears, Allstate Insurance, E.J. Brach, Adidas AG, Amoco Oil Co., Tribune Entertainment, Comcast Networks and the Canadian Government. Bob has held management positions at Young & Rubicam, Ogilvy & Mather, the Publicis Groupe’s Burrell unit; taught at the University of Illinois; and has served on over a dozen non-profit and community boards. Bob is the author of *Many Cultures, One Market*, the nation’s first book on Asian American marketing.
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