



# SASE

SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

FALL 2013

## National Conference and Career Fair 2013



*'PEOPLE, PURPOSE AND PASSION'*  
CONFERENCE SECTION PAGE 43



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## SASE Magazine Welcome Letter

**With our fifth year anniversary behind us,** I am amazed at how much SASE has accomplished in such a short time. Besides being the largest technical Asian American organization, some of our other milestones include hosting the largest career fair for Asian Americans in the nation, and having more chapters than any other professional Asian-focused organization in the U.S.

Jake Chen, our collegiate manager, once asked me if he can expect this type of dedication from his future colleagues in the workplace. I am proud of our legion of passionate, dedicated, and bright volunteers who will be future leaders in their chosen professions. What a pleasure it has been to work with them. Without our volunteers, sponsors, supporters and the members, the achievements of the past five years would not have been possible.

Leadership opportunities are abundant in SASE. The passion of our members drive many spontaneous networking and leadership events. Our collegiate members independently organized networking events during their summer internship with other SASE and non-SASE interns in their city. Young chapters have stepped up to mentor newer chapters. SASE has provided the opportunity for people to create, organize, and take advantage of these opportunities

We expect to see a rise in our professional membership as we ramp up our services and benefits. In turn, these professionals can provide invaluable mentorship, and possibly career opportunities to our younger members.

I want to thank the board in helping guide SASE on this tremendous growth trajectory. Without their strategic vision and guiding hand, SASE could not have

reached these milestones. I am excited to work with them next year on developing SASE's 2020 vision and goals.

Even though our staff is small, they provide tremendous direction and coordination to our committees and the volunteers. Jake, Jonathon, Jessica, Rolland and Thomas have provided the support and the “friction reducing substance” to get things done. I hope you have the chance to meet the amazing SASE staff.

I look forward to the next five years as we explode on the “S” growth curve. In a few years, I hope that we will be reminiscing about how small SASE was back at our five year anniversary. It is within our reach to have hundreds of chapters and tens of thousands of members.

If this is your first time, I welcome you and I hope you learn more about what we have to offer. Please ask our volunteers and active members what they do for SASE and what SASE has done for them. As our SASE family grows, your networking and leadership opportunities in SASE will grow as well.

If you take an active role in your development as a professional, community leader and life-long learner, you will get more out of SASE than you put in.

Personally, I am so proud to be part of SASE and am excited for the future. I hope you enjoy our conference, career fair, and magazine.

Thank you for being part of SASE.

*Sincerely,*  
Khánh Vũ  
Executive Director  
SASE

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**“ Toyota has given me many opportunities to encourage young women to go into engineering.”**

**Jennifer  
Plastics Engineer**

# 2013 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 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 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.



## **TABREZ MALIK** Treasurer

He 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 BS in Mechanical Engineering, and a holds a MA degree in Mechanical Engineering from the State University of New York, Buffalo.



## **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 head-quarter locations throughout North America. She is also the leader for IT organizational development. 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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# 2013 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 Bruce Brown, 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 Principal with Booz | Allen | Hamilton, has 20 years of professional experience. Young graduated from the United States 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, Mr. Bang 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 an 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 NA. 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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# Why Join SASE?

Understanding the corporate point of view reveals some of the benefits

**Two years ago, I wrote an article, “Why join SASE?” for our first SASE National Conference in 2011.** When I revisit the article, I am excited to say the benefits of joining SASE are turning out to be even bigger than we imagined!

## SASE can help you in many ways:

*It will help you get noticed.* Since 2011, SASE has grown from 29 college chapters to 50. That is 72 percent growth! This growing national presence solidifies SASE’s relevance to university officials and students as an organization that helps Asian heritage scientists and engineers achieve their full potential.

*It will help you get trained.* The job market remains very tough. I still find that many students, especially those of Asian heritage, have the false belief that hard work will be enough to get a good job and be promoted. We knew SASE would provide additional resources to help train members, but what we underestimated was the demand for the training and the positive response to the training. Since 2011, we have added annual regional conferences to complement the national conference. This year over 800 students attended six regional conferences throughout the U.S. and the feedback was exceptional.

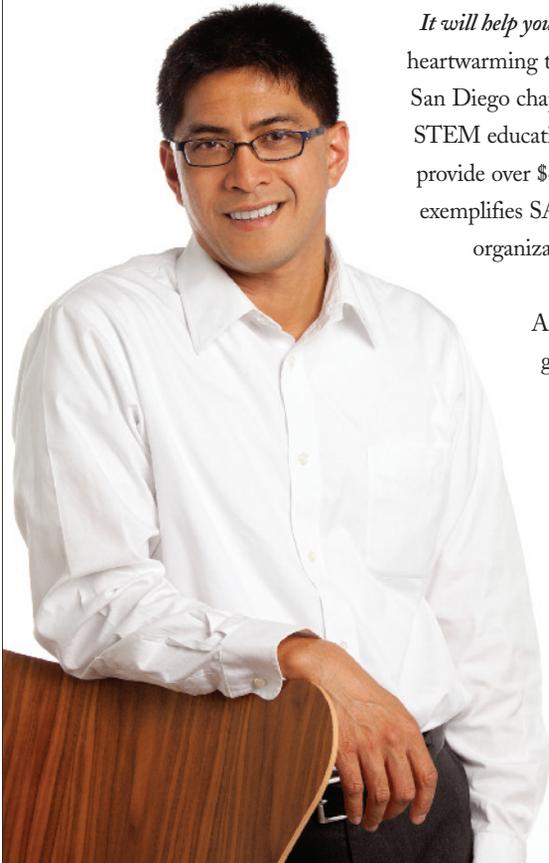
*It will help you give back.* SASE’s Mission includes giving back to the community. It is heartwarming to see countless examples including the SASE University of California San Diego chapter’s donation of 240 hours over three months to share the benefits of STEM education and volunteering with the Boys and Girls Club of San Diego and to provide over \$400 of school supplies to students in need. SASE University of Minnesota exemplifies SASE’s Mission by supporting the local Feed My Starving Children organization.

*It will help you get a job.* We knew that good employers recognize that Asian styles of leadership have a meaningful place in the workforce. It is great to see companies that partnered with SASE in 2011, such as GE and P&G, tap SASE as a regular source for top talent. What was a trial phase for SASE seems natural now, since SASE has consistently provided our sponsors with top talent. Those employees, who come into the corporations as recruits from SASE or are corporate volunteers, are getting promoted and continue to break the bamboo ceiling! This is truly amazing.

Supporting SASE enables us all to “leave a footprint.” The footprint keeps getting bigger and more relevant thanks to your efforts.

### TOM FERNANDEZ

Co-Founder and Secretary  
SASE





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*Presented by Frank Lio*

**3:15 – 4:30 p.m. • Our Cultural Advantage – Building Bridges from Asian Culture to Corporate Culture**

*Presented by Dr. Lei Schlitz*





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# Dear Friends of SASE,

## **SASE is in an exciting phase of its development.**

SASE is a fairly young organization and has the opportunity to create the foundations and culture for the future.

When thinking about how we grow, we take into account our vision of what SASE ultimately will become.

Decisions that we make now will impact our culture, structure and brand for decades to come. We are focusing on some initiatives to properly grow: organizational support structure, creating opportunities, and developing our brand.

To maintain our growth, we will have to add support systems and structure. As our chapter count expands, we will need to provide a dedicated, specialized team to interact with our chapters. A regional system is being developed which will serve as both an opportunity for our chapter leaders to expand their leadership experience and for those leaders to give back to the chapters additionally. We will also be growing the staff number in the keys areas of IT & Web support and professional services. We have added Jessica Moy to our staff as the national conference coordinator. Smart growth relies on both staff and structure expansion.

In looking at opportunities for our members and volunteers, we want to enhance their development both professionally and personally. We created a collegiate leadership workshop, which is currently part of the national conference, but will eventually grow into its own event. We are providing basic performance evaluations for our volunteers so they have the opportunity to know how they are contributing to SASE and what personal skills are being developed as a SASE volunteer. Spring regional conferences continue to engage and train our members in areas of career development and networking.

According to the National Science Foundation, almost one in three working persons of Asian descent has a science or engineering degree, which is over 2 million people. This year, SASE has 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 develop these professionals. As we work hard to engage and support these professionals in their career and personal development, we realize that this is a huge potential population for our organization. While we will continue to expand our collegiate chapter count, we envision that the mix of professionals will eventually comprise a majority of our membership.

SASE recognizes that establishing our culture and brand will be important as we engage new members, sponsoring companies, supporters and other organizations. SASE is now the largest technical organization for people of Asian heritage (AAPI-Asian American Pacific Islander). SASE also hosts the largest career fair for AAPIs. SASE will be known as the premier AAPI talent organization for scientists and engineers, both on the collegiate and professional level.

To support this brand goal, SASE has created a Marketing committee to not only focus on developing brand awareness, but to give our volunteers and members an opportunity to learn, develop their own personal brand, and hone their communication and marketing skills. We are working with other organizations such as LEAP (Leadership Education for Asian Pacifics), NAAAP (National Association of Asian American Professionals), ECAASU (East Coast Asian American Student Union), MAASU (Midwest Asian American Student Union) to help raise awareness and bring professional training to the community.

We welcome any feedback or support from you in our continual quest to develop our membership and grow SASE into a premier organization.

*Sincerely,*  
**Khánh Vũ**  
 Executive Director  
**SASE**



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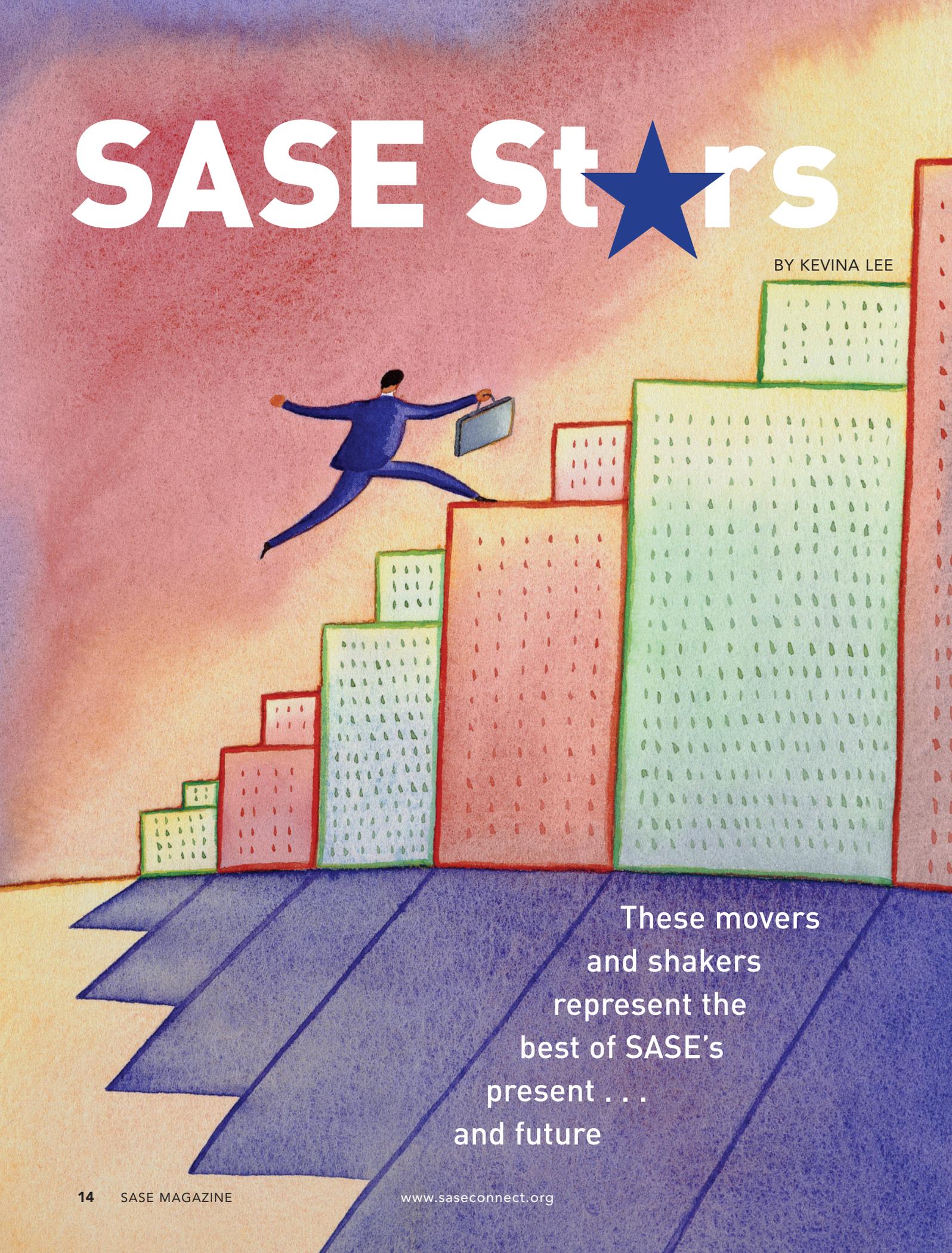
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# SASE Stars



BY KEVINA LEE

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

## ★ Robert Niimi

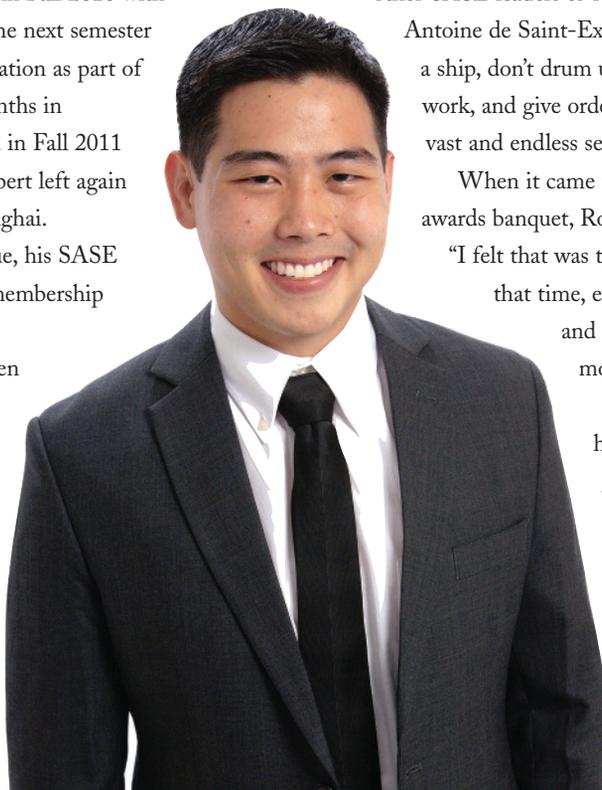
In his last year at Purdue University, Robert Niimi stood in front of the stage at the Memorial Union, ready to present the end-of-the-year awards as president of his Society of Asian Scientists and Engineers chapter.

He was at the SASE awards banquet, where there were about 100 people and 15 companies in attendance. The chapter had raised about \$3,000 in scholarship money. But just the year before, the Purdue chapter had fallen down to only six members.

Robert founded SASE at Purdue in Fall 2010 with five other students but had to leave the next semester to pursue an internship with GE Aviation as part of a co-op program. He spent eight months in California, and, although he returned in Fall 2011 as the SASE professional liaison, Robert left again in the spring to study abroad in Shanghai.

During his time away from Purdue, his SASE chapter became less organized, and membership began to decline.

Robert returned in Fall 2012, when he was finally able to take over as president. Seeing that changes needed to be made, Robert made it his priority to turn SASE around. He recognized that the Asian American student population in Purdue was actually declining and that one of the keys to member retention was taking the time to find the right people to devel-



op and cater to, including international Asian students. The greatest frustration, however, came from disorganized planning of events.

“In those situations, especially if you’re president, you’re supposed to be leading the organization—you have to be very self-reflective about what you can implement to stop that from happening in the future,” he says.

Robert always set a time on his calendar for SASE. Even while juggling school and his other involvements (ASME, Delta Chi, the Asian American Association—and even winning Purdue’s Mr. Asia pageant), he reserved at least one hour a day to focus on SASE. When trying to inspire SASE members, he encourages other SASE leaders to refer to the French writer and aviator

Antoine de Saint-Exupéry, who stated, “If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.”

When it came time to face his members at the 2013 awards banquet, Robert felt accomplished.

“I felt that was the event in the spring where, if I left at that time, everything would be OK in the future, and it didn’t need me to be successful anymore,” he says.

Robert found a passion for managing his own engineering projects, and he graduated in May 2013 with a mechanical engineering major and minors in management and economics. He now works for P&G in Boston as a process engineer and is the Boston Professional Chapter VP and Midwest Regional Coordinator of SASE.

## ★ Bonnie Tran

Bonnie Tran became interested in engineering after completing the ACE (Architecture-Construction-Engineering) Mentor Program in high school. Setting foot in Binghamton University, she found inspiration in one of her engineering professors, Dr. Charles Westgate.

“He’s in his 70s or 80s, he still cycles and has the heart of a 20-year-old,” Bonnie says. “He said, ‘You will all be successful. Some more than others, but you’ll all be successful.’”

She found a way to explore that success after one conversation in the dining hall, where a friend introduced her to the Society of Asian Scientists and Engineers. She remembers attending her first

meeting and getting to know the executive board that chartered the Binghamton chapter.

“I got really excited because I realized it was something new and it was something for Asians,” Bonnie says. “I was in SWE [Society of Women Engineers]; I liked it, but at my school, SWE had a lot of sorority girls and I never fit in.”

Enthusiastic about SASE, Bonnie attended the very first national conference in Baltimore, where she established connections to further her involvement after being elected treasurer of her chapter.

“If I didn’t meet Annie [Huang], I wouldn’t have gotten involved in the regional conference,” Bonnie says.

When her chapter president stepped down in the middle of the year, Bonnie took over and looked to other SASE members at MIT, including Annie, for new friendships and support.



Bonnie Tran

But, while preparing for the regional conference, Bonnie was faced with a bigger issue tugging at the core of her chapter.

“It became difficult to keep everybody motivated... There was a lot I had to do on my own,” Bonnie says. “I had an executive board but it was falling apart.”

Seeking guidance, Bonnie sat down with the president of her school’s Women in Business, who introduced her to a different organization structure.

Eager to make a change, Bonnie began to hold interviews to reform her executive board, which resulted in a more motivated team—one

that worked together to put on the regional conference at Binghamton.

Things became harder the final week, but having a faculty connection at the school helped Bonnie’s executive board solidify the event.

“I think having [Denise Lorenzetti]—showing how much effort I was putting into it—made that difference. She was willing to get the dean’s office to make sure everything happened,” Bonnie said.

After a successful conference, Bonnie is taking on another year as chapter president before graduation. In addition to her involvement with SASE, she has studied abroad in Germany and interned at STV Inc., and attributes many of her actions and successes to the people she’s met.

“There are people who will influence you... influence your decisions... and then you end up doing something amazing,” she says. “I know some people struggle with being shy, but I don’t think anyone is out there to get you. Being genuine is really how you get to know the other person and by doing so you’ll get the same thing back.”

## ★ John Cheng

**While his colleagues were promoted to first-level management within four to nine years, John Cheng lingered as an engineer at Procter & Gamble for 16 years.**

But he was the valedictorian and student council president in high school, graduated Summa Cum Laude from Princeton University with five different job offers, managed a student business, and was even a football star—success in the business world should have been in his nature.

John classifies himself as a late bloomer when it comes to his career. It wasn’t until many conversations and a conference later that he began to realize what was holding him back from advancing. And, looking at his Asian American peers, he noticed he wasn’t the only one.

He began to learn at a 1990 P&G leadership conference for Asians that three behaviors were holding him back:

(1) focusing too much on being technical rather than looking at the bigger picture for the business, (2) misunderstanding the difference between leadership and authority, and (3) sticking to career beliefs that aren’t necessarily reality.

“That was the ‘aha!’ moment: recognizing that whatever

worked in school wasn’t going to be necessarily the same set of skills that would help me be successful in the business world,” John says.

“It was probably a fifteen-year journey crystallizing those three points for me,” John says.

He took the proper steps to develop himself, and in 1996, he was promoted to first-level management. In 2000, he was finally promoted to an associate director position—which, within R&D, was in the upper 5 percent of management level at P&G.

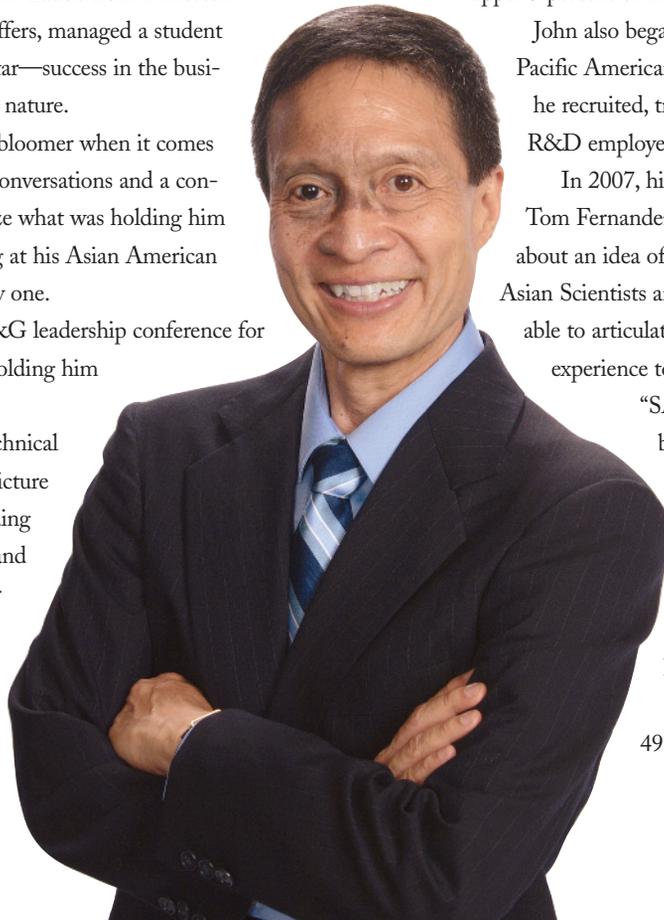
John also began to work with the P&G Asian Pacific American (APA) Leadership Team, for which he recruited, trained and developed new APA R&D employees.

In 2007, his co-worker (and also his neighbor) Tom Fernandez, a SASE co-founder, spoke to John about an idea of a new organization, the Society of Asian Scientists and Engineers, where they would be able to articulate their professional knowledge and experience to Asian American college students.

“SASE is really helping meet a very big need out in the business world,”

John says. “And I think the opportunity is that this will help other folks who may not have gotten the same support and exposure to things that I did when I was in P&G.”

Though he retired that year at age 49, John continued to help Tom



through the process of establishing SASE. In 2011, John was hired as SASE's executive director to deliver the first national conference. With his experience as former president of organizations like the Chinese American Association of Cincinnati, John was driven to take SASE to the next level.

John aimed to establish national recognition, increase collegiate

chapter capabilities, and form a more sustainable organizational structure for SASE. With 600 attendees, seeing the conference come to fruition was one of John's proudest moments.

"It really made clear that SASE was going to be an important organization for Asian scientists and engineers," John says. "SASE is going to get much bigger."

## ★ Kristin Kagetsu

**"One of the things I've learned is to really follow what you're passionate about. And from that, you'll be able to learn a lot," says Kristin Kagetsu, the Northeast Regional Manager and Professional Program Manager of the Society of Asian Scientists and Engineers nationwide.**

A graduate of the Massachusetts Institute of Technology, Kristin is now a hardware engineer at Oracle in Boston. She set her path to becoming an engineer when she co-founded her high school's all-girls robotics team. After watching a TED Talk featuring MIT's engineering senior lecturer Amy Smith, Kristin felt even more empowered to pursue a career as a female engineer.

Her continued drive, however, comes from a passion to help others in a tangible way.

In college, Kristin took a class where she had the opportunity to travel to India to apply her engineering background toward improving quality of living through sustain-

ability. During her time there, she worked with the local community to develop a recipe for a set of all-natural crayons.

"It was collaborative engineering and design—not just designing something for the community and showing it to them, but really working with them and co-creating that product," she says.

After graduating, Kristin wanted to continue working with the community in India and returned as a Technology Dissemination Fellow. By the end of her trip, she had a set of crayons ready for packaging and marketing to sell in India.

"This program at MIT really demonstrated that not only can I be an engineer but I can also impact other people's lives and help them. We can teach them about engineering, and they can teach us about local resources and solutions as well," she says.

"One of my favorite things about this path is that there are so many inspirational people out there. They have very few resources, but they're still able to come up with innovative technology or things that will benefit their community."

A half-Chinese, half-Japanese engineering student at MIT, Kristin joined MIT SASE after she received an email inviting her to the organization. She soon became involved as a member of the chapter's first executive board, and, after graduation, she was contacted to become the new Northeast Regional Coordinator. Since then, she has genuinely enjoyed her time volunteering for SASE and has been promoted to Northeast Regional Manager.

"One of the best things about working in a non-profit is that the people you're working with are volunteers. If they don't believe in your mission, if they don't have a passion for your organization... they have no incentive to continue to work here," she says. "It's learning what makes people passionate about the organization that helps to improve the organization as a whole."

As Northeast Regional Coordinator and Manager, Kristin has experienced working in a start-up environment, wearing many hats and spending many hours discussing SASE's future. She has helped establish four chapters in the region and now leads new initiatives for SASE, hoping that one day the network will become a close-knit community.

"We continually think about how much potential a chapter can have. But based on what different chapters have done thus far and the strong leadership they have... some of the chapters are pretty well on their way to be amazing," Kristin says.



Photo by Joseph Lee

## ★ Alvin Lim

**For Alvin Lim, success as the Society of Asian Scientists and Engineers marketing co-chair comes naturally.**

In less than a year, he has recruited an incredible number of volunteers now committed to SASE.

Alvin works hard to reach out to people and effectively communicate SASE's vision to them. His passion is evident, as he spends his free time working on SASE projects and traveling to conferences and events to promote the organization. And, because talking and socializing are some of Alvin's fortes, he sees his position with SASE as a hobby that he enjoys.

"If you look at my Facebook or Twitter, I'm always on it and spamming people," he says. "For me, SASE has been a great avenue to be involved with social media and communications."

Alvin graduated with a bachelor's degree in mechanical engineering from The Ohio State University. He is currently working toward a master's degree in mechanical engineering from the University of Cincinnati and is a Sound and Vibration Engineer at Regal-Beloit. However, he secretly hopes to own an Asian American marketing firm in the future, and, for now, he has SASE to thank for getting him a head start with a position that perfectly complements his personality.

"I just see myself as a super extrovert," he says.



"I think that's what keeps me going. For me to sustain myself, I have to be involved with different activities or organizations."

He started off managing the contest for the David Choi and Clara Chung tour that SASE sponsored, and he slowly but surely stepped up to the plate.

But before SASE came into his life, Alvin kept himself busy with various extracurricular activities in college. Among them included working as a Multicultural Center student representative, participating in a gospel choir, and playing sports all year long.

One of his greatest passions is Asian American advocacy. In college, he was president of the only two Pan-Asian student organizations on campus, the Asian American Association and the Asian American InterVarsity Christian Fellowship, and was founder of the latter.

"I don't have any regrets, though, because a lot of my learning experiences on leadership, on networking, on conflict resolution—all the skills you don't learn in school—I gained through being involved, leading and being a member," he says.

Even in high school, Alvin made the Tri-State Band. He also had a saxophone quartet, for which he produced music and performed at local malls and coffee shops.

Alvin won his high school talent show as a beatboxer and was the runner-up at Kollaboration, an Asian American talent show in Missouri.

"It was difficult. And, yes, my grades did suffer, but it was definitely worthwhile," he says. "I think it was valuable for me, and it created who I am now."

## ★ Greta Hull

**Being a quarter Japanese, Greta Hull feels a sense of fulfillment in her involvement with the Society of Asian Scientists and Engineers.**

With the coordination of APIA outreach, she sees SASE as an opportunity for Asian students to embrace their heritage.

"In my mind, it's a way of honoring history that our relatives have gone through," she says. "It's a way of not forgetting it... but in a way that also works well in our academic life."

Greta wasn't particularly interested in other organizations during her freshman year at the University of California at Santa Cruz, but when SASE was established on her campus two years later, she felt a

connection with the members.

"At the meeting, I realized I really liked the group of people that had been attracted to the organization," she says. "I liked the environment, I liked the ideals, and I thought, 'OK, this is the group I can get involved with.'"

She was elected treasurer of her chapter and began to attend a series of conferences, including the first Western regional conference at Berkeley, the national conference in Baltimore, and the second regional conference in San Diego.

"Conferences have definitely been eye-opening, and I wasn't really expecting them to be," Greta says. "They show an option of what to do with a degree besides pursuing a PhD and just going an academic route of getting straight A's."

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With SASE, Greta has learned to reach out to regional leaders for support and further involvement. As an officer, she helped set up external bank accounts and coordinate graduation stoles for SASE.

Greta hopes that her chapter will be able to have more consistent events in the future and even host a Western regional conference in Santa Cruz.

"Everything we've done has been accomplished as a group, but I think I'm very consistent and I'm proud of that," she says. "I think I'm one of those people that can be like, 'this needs to be



Greta Hull

done,' and it will actually get done."

Greta looks forward to more conferences becoming a support network to give students perspective for their futures. She hopes to stay involved with SASE as she moves on to a full-time job after graduation and plans to look into graduate school options a few more years down the road.

Outside of SASE, Greta is also a peer adviser for the school of engineering undergraduate advising office. She is an extremely outdoorsy person who helps lead a Sea Scout group and is also scuba diving certified.

## ★Floredes Menodiado

**Floredes Menodiado, a Filipino student at the University of Houston, lives by Benjamin Franklin's quote: "Tell me and I forget, teach me and I may remember, involve me and I learn."**

Born in the Philippines, Floredes moved to the Houston area at 12 years old with his family, most of whom were already in the medical field. But, as a biomedical engineering and pre-medicine student, Floredes was able to choose a path of study that combined his interests in both science and math.

His interest for the Society of Asian Scientists and Engineers peaked when he saw fliers promoting an upcoming meeting.

"I just decided, 'Why not try for it?' It was a different kind of organization with a combined social and professional goal," he says.

Floredes took his first step toward SASE leadership as historian. The next year, he became a representative for the biomedical engineering department, in which he increased exposure and marketing for SASE.

As an officer, Floredes was given the chance to step out of his comfort zone as a student who was once very shy.

"Whenever we are at events we meet some of our members, which helped with my social skills. As an officer, I had to stand in front of a group of people to lead the meetings and facilitate events. It does really help to be an officer. Especially with public speaking," he says.

Floredes was also involved with putting together the UH regional conference and became president in his junior year. He organized events that aimed to be interactive among students and professionals as a networking opportunity and to acquaint SASE members with professional programs at an early stage.

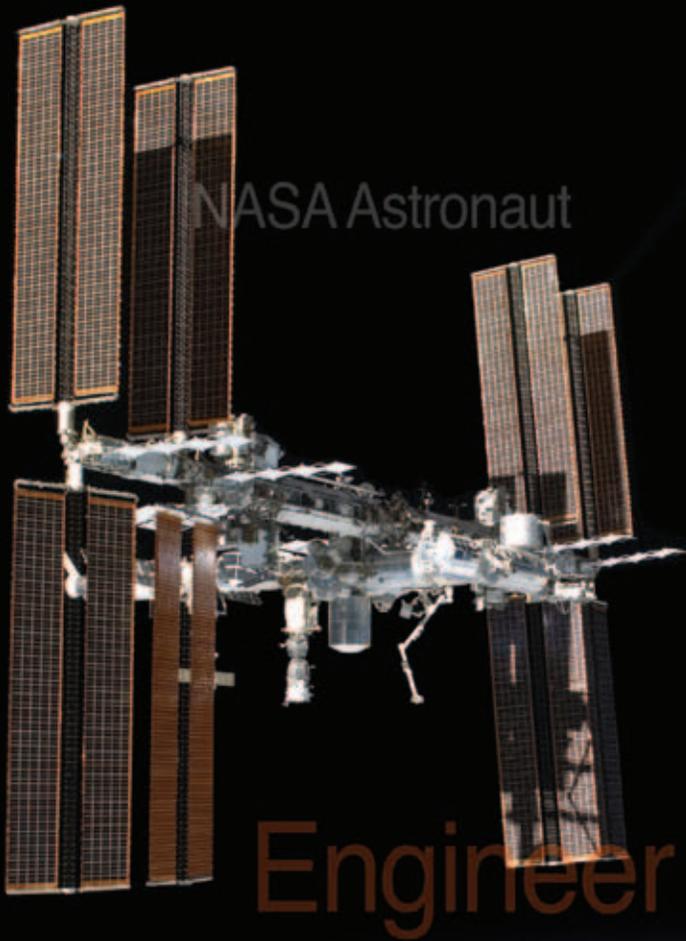
"I've met a lot of people, really good people," he says. "Being in college, it's a lot of learning about what it's like to be in the real world."

With this leadership experience under his belt, Floredes joined the programming committee for the 2013 SASE national conference, volunteering for a larger event on a different level.

Wanting to give someone else a chance to lead the organization, Floredes stepped down as president to become the secretary in his last year. But his passion for SASE still continues and he hopes the organization will become bigger and reach out to many more students.

"I'd love to be able to give back to the school, especially with SASE, because it helped me with my confidence and leadership skills. I'd love to be able to help other people," Floredes says.





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# 2013 SASE INSPIRE AWARDS

Through the **SASE INSPIRE AWARDS**, SASE National recognizes a number of collegiate chapters each year for their dedication, growth, and achievement. This year, the collegiate committee reworked the Awards to recognize a wider criterion for Inspire Awards and thus a wider breadth of chapters. Instead of just the best of the best, the 2013 Awards also distinguish new chapters, growth, and creativity. Specifically, the 2013 SASE Inspire Awards are now 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

Because of the new Inspire Awards categories, the number of applications this year increased by over 50 percent compared to last year. Fortunately, the number of reviewers also increased to help with the decision. The team this year drew almost 10 student and professional volunteers from the collegiate committee, including a regional manager from each of the four regions. What didn't change though, was again how strong the applications were and subsequently how difficult the decisions were. Without further ado, the 2013 Inspire Awards recipients and Honorable Mentions!

## OVERALL STRONGEST University of Florida

Out of all of our applicants, the SASE chapter at University of Florida most represented SASE's mission statements, going above and beyond in all three of the professional, cultural, and community aspects. Professional development was one of their main focuses this past year and included events such as a lecture prep series, lunch and dinner with professionals, a "Leadership in the Workforce" Conference, and more. Culturally, they actively partnered with other organizations to achieve events with over 300 attendees. Finally, the chapter participated in multiple community service events throughout the year. From their successes throughout the

semester, they definitely grew their "welcoming community" to become this year's Overall Strongest Chapter.

## Honorable Mention: Georgia Tech

Our Overall Strongest runner up, Georgia Tech, experienced great growth in campus awareness this past year. Their numerous professional development events through the year culminated in their hosting of one of the two South Regional Conferences. In addition, they also successfully collaborated with other student organization to host multiple cultural and community service events. As a result, the chapter has increased their membership base by 70 people, gained four new corporate sponsors, and received the AASA Award for "Most Enterprising Event" for the Regional Conference.

Below: University of Florida at the 2012 National Conference. Sumrah Iqbal holds the 2012 Silver Chapter of the Year Inspire Award.





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# 2013 SASE INSPIRE AWARDS

## OUTSTANDING NEW University of California – San Diego

Given the performance of the SASE chapter at UCSD, it's easy to forget that they were founded just two years ago in the fall of 2011. It will, however, be difficult to forget what they accomplished in this last year, including their hallmark "Dining with Professionals" event with 20 professionals from seven companies, Goldberg Machine team building events, workshops, guest speakers, and of course one of the two highly successful 2013 West Regional Conferences. In addition the chapter also celebrated diversity with a number of cultural events throughout the year. Finally, UCSD also encouraged their membership to participate in community service, and succeeded in raising over \$400 worth of school supplies for the Boys and Girls Club of San Diego.

## Honorable Mention: Binghamton University

Also in their second year, Binghamton has been overhauled since its founding days by constantly striving to change for the better. The chapter's veteran and fresh officers combined their experiences to host a large number of professional events throughout the year, including the 2013 Northeast Regional Conference. The chapter also collaborated with other campus organizations for cultural and community events. In the upcoming year they will be continuing to develop substantial relationships with alumni, local companies, and the university faculty in their aim to build a strong network for their past, current, and potential members.



Above: SASE University of California – San Diego members attended a tour at GE Aviation Systems in Santa Ana in February 2013.

## MOST INSPIRATIONAL University of Minnesota

University of Minnesota is being recognized as this year's Most Inspirational Chapter for a number of reasons. First, the chapter has expanded very quickly, growing from 32 to 95 members through 20 (up from six) events involving 17 (up from four) industry leaders from five (up from one) corporate sponsors. In addition, the chapter also collaborates heavily with NSBE, SWE, SHPE, IEEE, as well as numerous volunteering organizations to plan cultural and community service events. What sets the chapter apart though, is the chapter's regular attendance of high-achieving high school students at their events, including bringing a high-school senior to the Regional Conference at OSU.

## Honorable Mention: The Ohio State University

Continuing their growth from last year, The Ohio State University again excelled in both quality and quantity of events, relationships, and experiences. Strengthening connections with their Engineering Career Services, the College of Engineering, and sponsors like P&G, the chapter has been able to hold events to host visiting Japanese students and Korean professionals. In addition, the chapter was also the site of the 2013 Midwest Regional Conference. Overall, SASE OSU now has nearly 175 members, built on a strong network, relationships, and team.



Left: University of Minnesota SASE's Board of Directors and Advisors.



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## MOST IMPROVED Purdue University

Out of all of the applicants, Purdue was the only chapter to be unanimously agreed upon for a category recipient. Nearly dying out a year ago, Purdue has returned to be one of the top chapters in the Midwest in the past 12 months through “new executive board, strong leadership, goal-oriented planning, and effective marketing strategies” beginning in the summer. Since then, they have held six

professional events with five companies, a plant tour, collaborative social and cultural events, and a mentoring pilot program with Shell, amongst others. In just one year, they recovered from 0 leaders and grew to 90 paid members, ultimately leading to their selection as the 2014 Midwest Regional Conference host.

## Honorable Mention: Clarkson University

Founded one and a half years ago, Clarkson originally struggled for the first half year due to lack of both awareness and membership. However, under new leadership, the chapter has been able to attract attention from students, faculty, and other campus organizations to host a wide range of professional, social, and cultural events. These included corporate meet and greets, workshops, a plant tour, and a new event Taste of Asia with 500 attendees. Over the past 12 months, Clarkson University has grown from six members to 31 paid members, setting an example and inspiring the next generation of students at Clarkson to join the SASE family there.



## SASE Strives for a Global Reach Through Community Service

In accordance with its mission to provide opportunities to members to contribute to their community, SASE will be hosting a community service project at the 2013 National Conference and Career Fair. In this year’s service project, SASE will team up with PROJECT C.U.R.E. and their “Kits for Kids” Program in order to provide basic personal hygiene and first aid necessities to families. PROJECT C.U.R.E. is a nonprofit organization that delivers donated medical supplies and equipment to various developing countries. Since its founding, PROJECT C.U.R.E. has had a positive impact in more than 130 countries.

Through the “Kits for Kids” Program, SASE will be contributing

bags comprised of essential items used to improve health conditions and help ease minor injuries for those without easy access to basic supplies and medical care. With the generous donations of conference sponsors,

SASE will be able to provide items such as soap, toothpaste, toothbrushes, and bandages for the kits. During the weekend, conference attendees will have the opportunity to assemble the “Kits for Kids” bags with these donations.



At Friday’s gala dinner, a completed kit will be presented to a PROJECT C.U.R.E representative showing SASE’s involvement in positive global initiatives. Look forward to supporting the third pillar of SASE’S mission calling for community involvement as we help PROJECT C.U.R.E. improve the lives of those who need it most!



**Brian Fukuhara**  
Vice President,  
Americas Sales and  
Service Finance  
CFO Americas

**“We are encouraged to build on the foundation of skills and experience we bring to Cisco.”**

# CISCO Systems, Inc.

## When giving motivational talks

to engineers, Brian Fukuhara often asks his audience, “Do you want to ride the bus or drive the bus?” Throughout his career, he decided to be the driver and his almost 18 years at Cisco Systems, Inc., reflects how this attitude propelled him to his current position as Vice President, Americas Sales and Service Finance, CFO Americas.

It also reflects how Cisco Systems rewards that kind of attitude. Cisco’s focus is on “Innovation.” This is not just a challenge for technology innovation but the innovation to drive policies, practices, and execution to enhance the customer experience. “We are a technology company, so innovation is important,” he says. “But Cisco strives to be the #1 IT company. This means that employees at Cisco are encouraged to take risks and gain the rewards.” This risk/reward outlook combined with innovation allows everyone to see how they can drive operational efficiency, simplicity, and a better experience.

Noting that Cisco has 70,000 employees, Fukuhara says, “We are encouraged to build on the foundation of skills and experience we bring to Cisco.” He points out that Cisco’s engineers are amongst the brightest, therefore career progression means going outside their comfort zone. As they (and all employees at Cisco) progress in their careers, they can build business acumen and gain expertise as well as soft skills around communication, influencing, and collaborating. This allows them to go after opportunities to lead, plan, drive strategy, and move from individual contributor to a managerial and hopefully leadership role. In addition to all the emerging technology the company offers, Fukuhara again asks, “Do you want to be head engineer, or find a faster way to transition products, or help make a difference in how things work?”

Fukuhara has seen his positions evolve and change because he sought to gain new experiences

in the numerous finance leadership roles he has held. From his move up Cisco’s management chain, Fukuhara experienced how the company allowed him to develop his communication and collaboration skills into strategic planning and operation management. “From my progression, I’ve seen how people who have the drive and desire to think outside the box and take risks will grow in their careers,” Fukuhara explains. “We are encouraged to take responsibility for ourselves to get in the right place and right time and have an open mind about what we want to do.”

For instance, Fukuhara took on the job to create new entities around the world. “This wasn’t just setting up a sales office,” he explains, “but was enabling Cisco to do business in a totally different way in local manufacturing, innovation centers, to finance and legal.” He helped Cisco move into the emerging markets of Latin America, which he describes as “one of the more growing and challenging.” Cisco gave him the opportunity to gain experience in leading diverse teams of financial professionals across multiple theaters that include Canada, Latin America, U.S. Service Provider, U.S. Enterprise, U.S. Commercial, and the U.S. Public Sector. Says Fukuhara, “I’ve taken opportunities the company has given me to work outside the U.S. and experience cultural differences and international activities that have enhanced my ‘global’ view of Cisco (vs. U.S. centric) which has allowed me to be part of a ‘global company.’”

With his Japanese background, Fukuhara is also a leader with the Cisco Asian Affinity Network (CAAN). To make Cisco an exceptional place for Asian employees, CAAN sponsors events for professional development and cultural understanding that consistently brings together hundreds of participants.

# Philly AT NIGHT



Known as the Birthplace of America, the City of Brotherly Love, and the only city that calls subs “hoagies,” Philly is a culturally and historically exciting city. From the steps of the Philadelphia Museum of Art to Pat’s and Geno’s world-famous cheesesteaks, Philadelphia is home to one of the nation’s most vibrant and spirited nightlife scenes. This article highlights some of the top things to do in Philly at night. We personally selected them for you so, enjoy!

Starting off at a must-go-to place, Philadelphia Chinatown is located on 11th and Race and surrounds you with a unique cultural spin. Though it only covers a few blocks, you will be sure to find some of the most delectable and authentic dishes around! Be sure to make a late-night stop at Tai Lake (134 N. 10th St) or David’s Mai Lai Wah (1001 Race St). Both restaurants boast delicious walnut shrimp, Sai Si tofu, black peppers ribs, salt and pepper chicken wings, and, most importantly, a vast selection of affordable and delicious “over-rice” dishes. For those with an aching sweet tooth, don’t forget to savor the spectacular bubble tea at Tea-Do (132 N. 10th St), which specializes in serving delectable bubble tea in a popping lounge atmosphere. With such a wide selection of contemporary bubble tea flavors and smoothie choices, you

may never want to leave! Still searching for something to do? If you are 21+, check out the newly-opened Tango restaurant and karaoke bar (1021 Arch St). Tango features a multimedia entertainment lounge for you and your friends to have the night of your lives!

A bit east of Chinatown, you will find the famous historical streets of Philadelphia known as Old City District. Spanning from Front to Sixth and bounded by Vine and Walnut, the tourist-frequented district is home to Independence Hall, the Liberty Bell, Mint Factory, and more. In fact, Old City District is listed in the top National Registry of Historic Places and is one of the city’s most popular nightlife attractions! As soon as the sun sets, you can expect the area to be buzzing with activity from the lounges (Mint, Tantra Luxe), dive bars (National Mechanics, Eulogy Belgian Tavern, The Irish Pol) and quality artisan restaurants and eateries (Franklin Fountain, Happily Ever After). The district also features the fine arts and performance side of Philadelphia with multiple local galleries and boutiques alongside a few Ritz movie theaters specializing in art films.

Given the culinary specialties of Chinatown and all the splendor of Old City, however, Center City is the hub of nightlife in Philly. Located only two blocks away lies majestic City Hall (Broad St. and Market St.), home to the government of the city of Philadelphia. Though you cannot enter at night, it is certainly worth taking a stroll and





Tea-Do



Franklin Fountain



Pat's Cheesesteak

admiring the beauty of this iconic building. Walking south of City Hall and down Broad Street, you will find the Avenue of the Arts from Market St. to Spruce St. The brightly-lit area is home to Philly's famous theatres and music halls and makes for a picturesque scene with City Hall in the background.

For all of you looking to dance the night away, Center City also has some of Philly's best clubs and bars. Some popular venues featuring multi-room DJ and music setups include G Lounge at 111 S. 17th St., Whisper at 1712 Walnut St., and Rumor at 1500 Sansom St. For a more collegiate and affordable bar environment, try Drinker's at 1903 Chestnut St! (Please note all listed club/bar venues are 21+ and some venues have dress codes)

Other popular local places include South Street, known as Headhouse District, which lies south of Center City and runs west-to-east from 10th to Front St. With a diverse combination of historical and eclectic shops open late into the night, South Street becomes one of the liveliest streets in nightlife Philadelphia. It is the home to some of the most unique places to eat and drink and is surrounded by an assortment of small, specialty boutiques. A unique bonus of South Street is that if you make your way to the end, by Front St., you'll be taken right to the entrance of Penn's Landing and rewarded with an unparalleled view of the stunning Delaware River!

(Notable Restaurant/Bars: Tattooed Mom- 5th and South, Brauhaus Schmitz-7th and South, Jon's Bar & Grille-3rd and South)

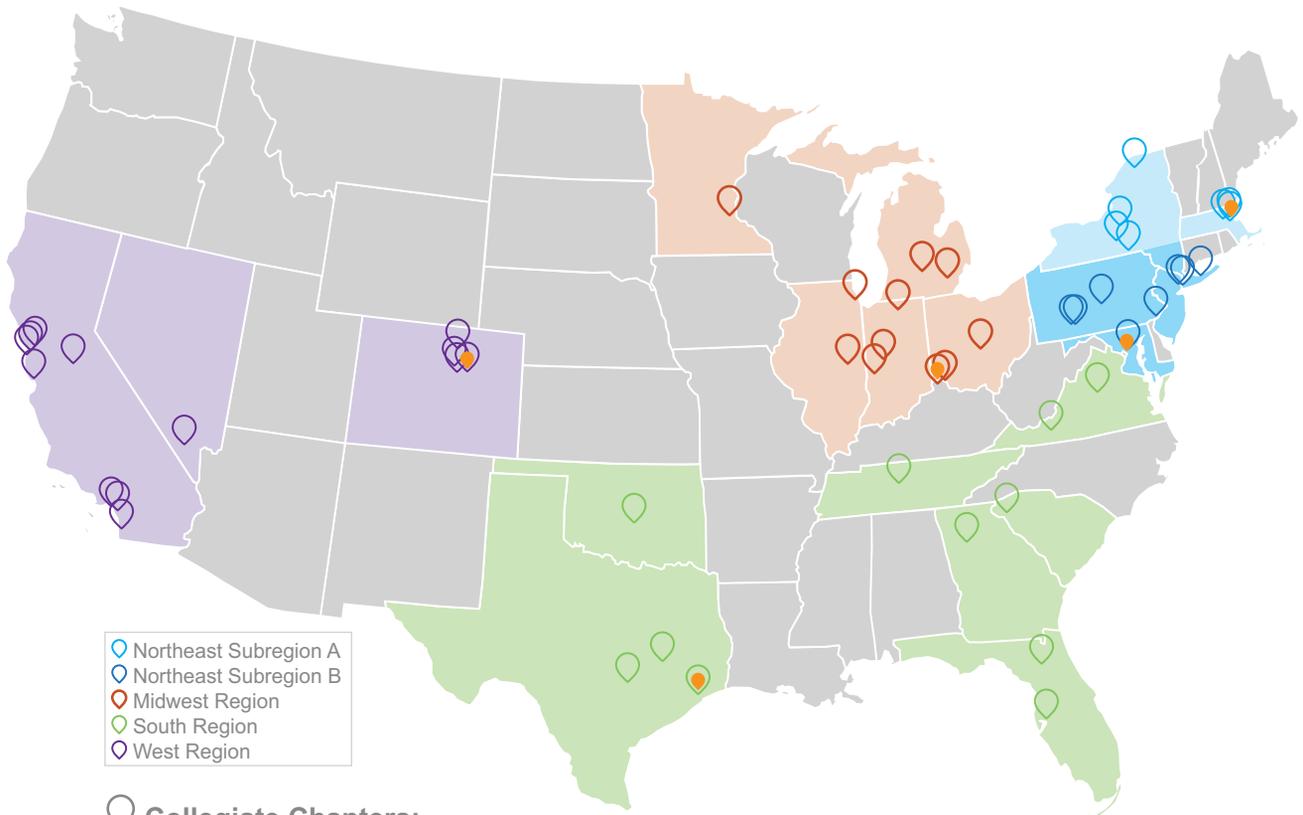
You didn't think we'd leave out cheesesteaks, did you? You definitely can't leave without trying Philadelphia's signature food. Open 24/7, the famous Pat's vs. Geno's cheesesteak battle can be found raging on 9th and Passyunk Avenue. Pat's famous cheese whiz or Geno's thin-sliced meat? Whose is better? You decide! Just be sure to know the

lingo when ordering: pick between whiz/provolone/American and "wit or wit-out" (onions).

For a ride to anywhere in Philadelphia, call the All City Taxi Company (215-467-6666) or the PHL Taxi Company (215-232-2000). Stay safe and have fun in the City of Brotherly Love!



Chinatown Arch



**Collegiate Chapters:**

- Binghamton University
- Boston University
- Carnegie Mellon University
- Clarkson University
- Colorado School of Mines
- Colorado State University
- Clemson University
- Cornell University
- Drexel University
- Georgia Institute of Technology
- Massachusetts Institute of Technology
- Michigan State University
- Northeastern University
- Northwestern University
- Notre Dame University
- Ohio State University
- Pennsylvania State University
- Polytechnic Institute of New York University
- Purdue University
- Rose-Hulman Institute of Technology
- San Francisco State University
- Stanford University
- Stevens Institute of Technology
- Stony Brook University
- Syracuse University
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- 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 Florida
- University of Houston
- University of Illinois - Urbana-Champaign
- University of Maryland - College Park
- University of Michigan
- University of Minnesota - Twin Cities
- University of Nevada - Las Vegas
- University of Oklahoma
- University of Pittsburgh
- University of South Florida
- University of Southern California
- University of Texas - Austin
- University of Virginia - Charlottesville
- Vanderbilt University
- Virginia Polytechnic Institute and State University

**Professional Chapters (Pilots):**

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- Cincinnati, Ohio
- Denver, Colorado
- Houston, Texas
- Washington, D.C.



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# 2013 SASE Regional Conferences

This year, a number of SASE Collegiate Chapters again brought the Regional Conferences to students across the nation. However, 2013 saw the number of Regional Conferences increase from five to six. In addition, several new chapters hosted a regional conference while a few veteran chapters built upon their experiences from last year.

## » Georgia Tech (Southeast): “Innovate the Future”

“Wonderful experience overall. Met successful people from top companies and talked to students with academic excellence.”

— ATTENDEE

# 2013 SASE Regional Conferences

One of the two South Regional Conferences was held on February 16th at Georgia Tech's Scheller College of Business. With strong support from six companies and 17 professionals, the conference was attended by 80 students from four universities through a day filled with 12 workshops and panels, a networking session, and sponsored meals.

## » UC San Diego (West): "Exceeding Limits"

"I can't overstate how much it added to my experience to be able to connect with my peers from all the different universities with a similar want."

— RON C.

FROM THE PLANNING TEAM: The first 2013 West Regional Conference was hosted by the UCSD SASE Chapter on Saturday February 23 on the UCSD campus. A total of 114 students from SASE chapters in the west region and 20 industry professionals attended seven different workshops, a product design challenge, and a company suite/networking session.

## » Binghamton University (Northeast): "21st Century Skills"

"Through this exercise, I understood what makes a good team work and what weaker teams lacked."

— ATTENDEE ABOUT A  
WORKSHOP AT BINGHAMTON

FROM THE PLANNING TEAM: The Northeast Regional Conference was held on March 2, 2013 at the Binghamton University's Engineering and Science Building. It involved 100 student participants from 11 schools and 26 professionals participating in three keynote speeches, four workshops, two panels, and Innoservice presentations. With the help of the conference, new chapters were soon established soon at Northeastern University and Polytechnic Institute of New York University.

## » Colorado School of Mines (Mountain): "Inspiring Initiative"

"I was surprised at how much fun it was! I did not expect that from such a professional organization."

— ATTENDEE

FROM THE PLANNING TEAM: The second West Regional Conference was held on March 2nd at the Colorado School of Mines. The conference schedule included a networking session, team competition, social event and workshops for professionals, college students, and high school students. In total, we had 130 attendees with 19 professionals and 14 high school students.

## » University of Houston (South): "The Global Network"

"It is good...real good."

— ATTENDEE

The other South Regional Conference was held at the University of Houston. It incorporated workshops, panels, mixers, and other events which allowed attendees to improve their soft skills, primarily their networking skills. The theme, "The Global Network" kept the interest of the attendees, with topics that developed their non-technical skills and prepared the students for their job hunt and future careers.

## » The Ohio State University (Midwest): "Seeking Opportunities and Leveraging Potential"

"5 schools traveling, 4 brilliant companies, 3 eye-opening breakout sessions, 2 days, 1 conference."

— ATTENDEE

The Midwest Regional Conference was again hosted by The Ohio State University, this time attended by 90 students from five chapters as well as 20 professionals. With sponsorship from five companies, the conference featured workshops from corporate speakers, four hospitality suites, and a surprise visit from former OSU President Gordon Gee.



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# Notes From the Field

BY DAVID PAN

## 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 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. If your school is already celebrating these events, ask to join in and possibly co-promote/sponsor the holiday. Collaboration with organizations will help you grow and get your name out there on campus.

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.

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!

### 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. The clearer your chapter is when interacting with recruiters/professors/speakers about their presentations, the better the outcome. For example, if you are working with recruiters on a leadership seminar, don't just say you want a presentation on leader-

ship, but tell them what you'd specifically like them to focus on (e.g., situational leadership, strategic thinking or specific subtopics). Most members also want specific strategy and walk-away items that they can implement immediately. Make sure your presenters are aware of your member's needs.

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/Interview Skills
- ➔ Presentation Skills a 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



SASE stress balls!

community. This academic support system could include peer tutoring within the SASE community, connecting with professors affiliated with SASE, sharing previous class notes/folder (if allowable) 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 as sub-team committees. This also provides your board members an opportunity to "lead" a team.

## Recruit a Board

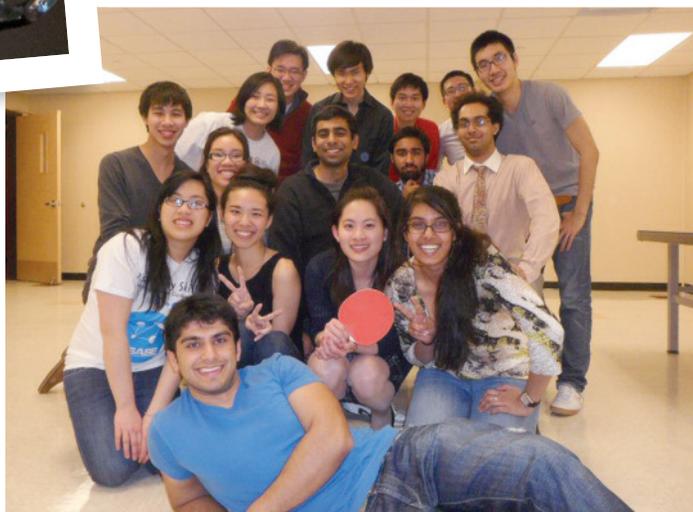
You'll need to have a clear definition of the roles and responsibilities for each board member. A board member may also be an officer.

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.

## 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.



Students Networking during breakfast at GT Regional Conference

## Engage Your Advisors

Connect with your advisors, both academic and administrative. 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



Left, Kimberly Clark at GT Regional Conference

fundraising. Take some of the money and throw a party or buy them T-shirts to support a cause!

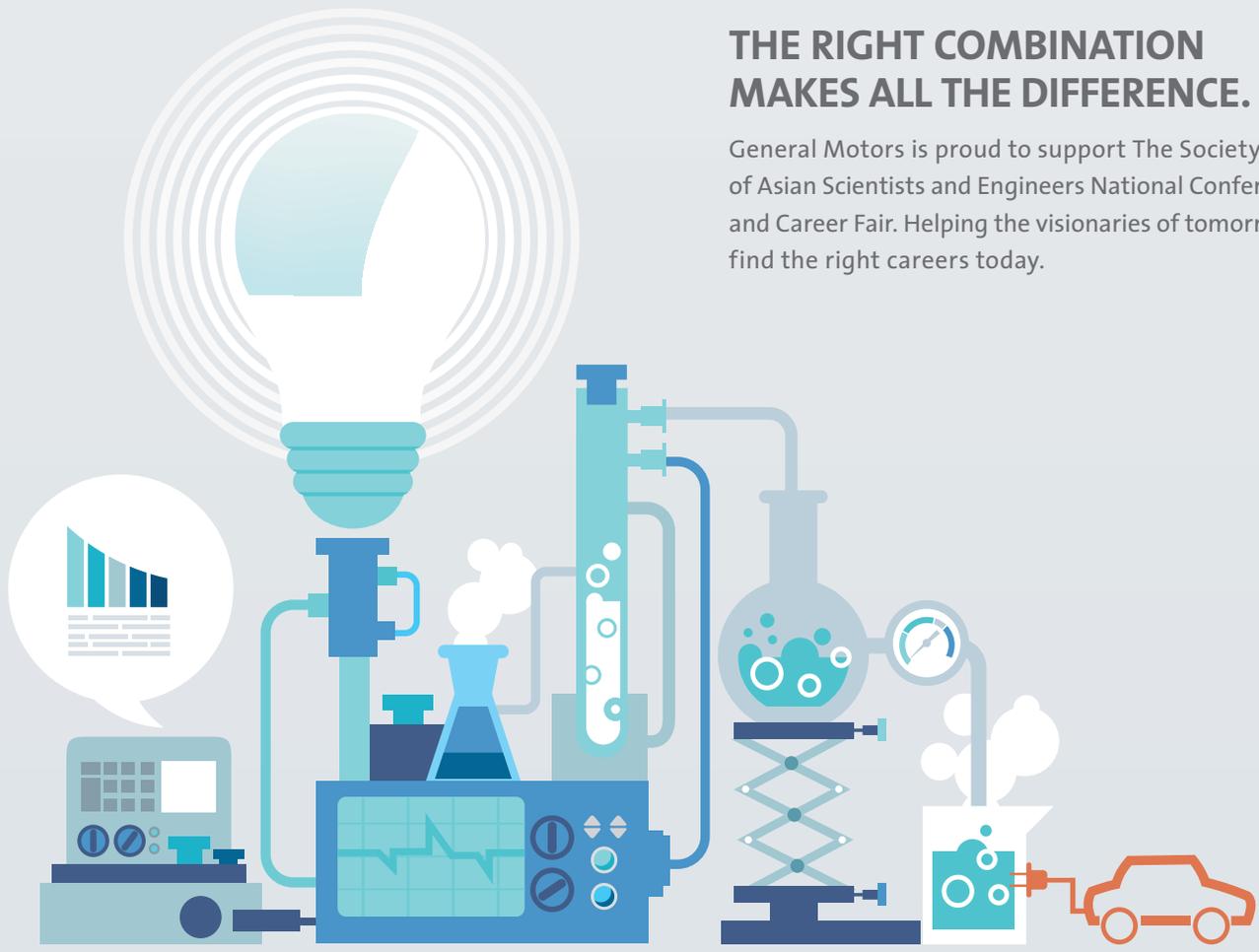
Don't forget to go to your student government, science and engineering department heads and deans to see what funding options may be available. Do this early since most of these offices are on a funding cycle. Be sure to contact local companies that may be interested in supporting your chapter. The career center should have a list of these companies. Your career fair is another great opportunity to connect with companies that are interested in your school. Local companies that recruit on your campus will be your best prospects for chapter sponsorship.

## Leverage SASE Resources

In addition, know that SASE National has toolkits for you to use and is continuously building more. For example, the Collegiate Committee Programming volunteers have already created toolkits around getting sponsorship, event planning, and leadership transitions, amongst others. For more information, check out the wiki for a repository of all available documents!

Last but definitely not least, SASE National has built up an incredible regional support team that you may have heard of: the Regional Managers and Coordinators. Their position was created solely for the purpose of helping you and your chapter out, and is made up of top leadership from successful chapters. As a result, feel free to ask them for any advice about running a chapter, information regarding other chapters, or regarding SASE National.

ORIGINALLY WRITTEN BY DAVID PAN  
UPDATED BY JAKE CHEN AND KHANH VU



## THE RIGHT COMBINATION MAKES ALL THE DIFFERENCE.

General Motors is proud to support The Society of Asian Scientists and Engineers National Conference and Career Fair. Helping the visionaries of tomorrow find the right careers today.

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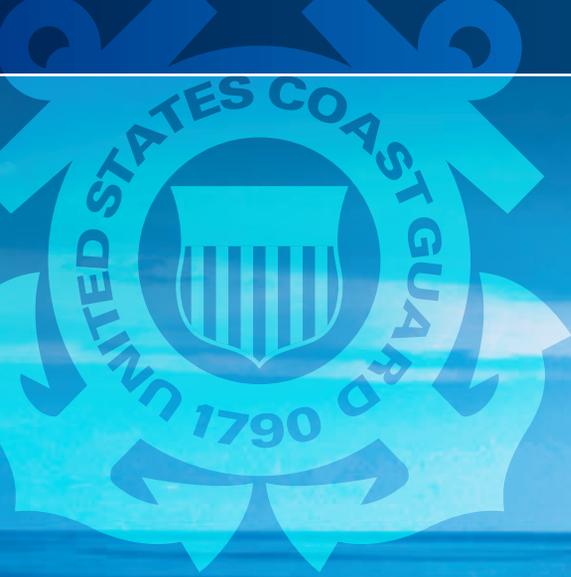
[careers.gm.com](http://careers.gm.com)

# Memories of 2012

Engage to Empower

SASE's 2nd National Conference  
October 11-13, 2012





# CHALLENGES. OPPORTUNITIES.

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Valuable training and experience.

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The U.S. Coast Guard is also looking for professionals in science, technology, engineering, and math disciplines.

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[GoCoastGuard.com/DCE](http://GoCoastGuard.com/DCE)

CSPI Eligibility: You must be a U.S. citizen, be a sophomore or junior enrolled in a 4 year undergraduate program, maintain a 2.5 GPA, and be accepted to an HBCU, HSI, TCU or approved college or university.

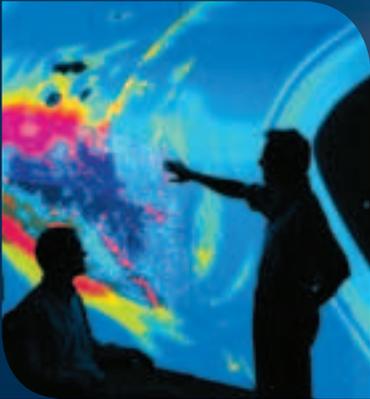
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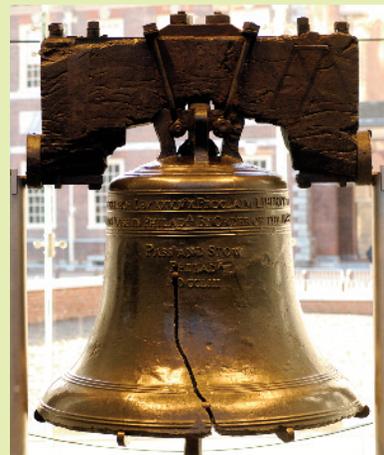
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# 2013 National Conference and Career Fair



“People,  
Purpose  
and  
Passion”



Pennsylvania Convention Center  
October 10–12, 2013



## Welcome to the 2013 SASE National Conference and Career Fair!

We are gathered this week in Philadelphia, Pennsylvania to learn about three particular qualities that pave the pathway to success:

### People, Purpose, and Passion

**People first.** SASE offers a unique opportunity to improve your most important asset—you as a person. Learn to polish your people skills so you can score your first job or win the next big promotion. The workshops and panels over the next few days will help you develop and present your best qualities to potential employers.

**Purpose.** The Career Fair on Saturday puts you in touch with umpteen employers looking to hire qualified candidates in both the private and public sectors. Among the private sector companies are our corporate gold sponsors—Shell, P&G, Toyota, Booz Allen, ITW and GE. Each one represents leaders in energy, consumer products, personal transportation, and power. Many other prominent companies are also participating in the Career Fair. Among the public sector representatives are the military services and security agencies. So put on your best suit and perfect your resume. If you have what we are looking for, we're hiring!

**Finally Passion.** It should take more than the need to pay the bills to get you up in the morning. Think about what made you pick your field of study and how to parlay that choice into a long and satisfying career. Don't be passive. Be bold in your ambitions. Please meet as many as you can the professionals who are passionate about bringing up the next generation of Asian heritage scientists and engineers.

*Sincerely,*

JANET BLANCETT (Shell)

*National Conference Committee Chair, SASE*

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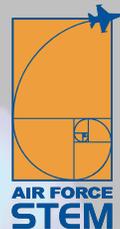
**Watch more about David and his fellow team members  
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David, Supply Chain Engineer



**SASE Conference 2013  
Booth #201**



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We require highly developed STEM talent to meet the 21st century challenges of overwhelming technological leadership and the ability to respond quickly to the demands of our rapidly changing world. Our STEM workforce includes physicists, biologists, chemists, engineers from all disciplines, computer scientists, mathematicians, architects, medical specialists, and social scientists.

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# Welcome from the Governor



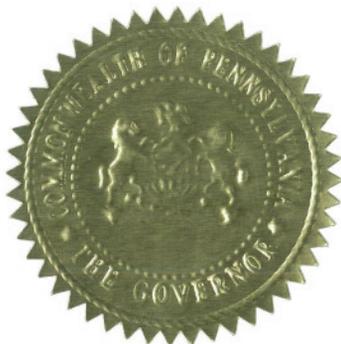
## GREETINGS:

It is my pleasure to join with The Society of Asian Scientists & Engineers (SASE) to welcome all those gathered for its 3rd 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, Pennsylvania – 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 and memorable convention and for continued success in the future.



A handwritten signature in black ink that reads "Tom Corbett". The signature is written in a cursive, flowing style.

**TOM CORBETT**  
Governor  
October 10-12, 2013



# National Conference & Career Fair 2014

Philadelphia, PA

Pennsylvania Convention Center  
Hosting Hotel: Sheraton Downtown

**Save the Date:**

Thursday October 16 to Saturday October 18, 2014

[www.SASEconnect.org/conference](http://www.SASEconnect.org/conference)  
**#SASENC2014**





Welcome  
from the  
Mayor



CITY OF PHILADELPHIA

MICHAEL A. NUTTER  
Mayor

October 10, 2013

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 10 – 12, 2013.

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 2,300 student and professional members within more than 50 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 1,000 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

Michael A. Nutter  
Mayor



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## THURSDAY, OCTOBER 10, 2013

**11:00 am - 3:00 pm**

**NATIONAL CONFERENCE COMMITTEE MEETING**

*Marriott: 14th Fl. Marquis Suite*

**1:00 pm - 4:00 pm**

**WALKING TOUR**

*Marriott: Main Lobby*

SASE is offering a walking tour of downtown Philadelphia. The tour will visit Chinatown, the Liberty Bell, Independence Hall, Avenue of the Arts/Kimmel Center, City Hall and other famous sites. The tour will meet at the main lobby of the Marriott and end back there. The tour starts at 1:00pm on Thurs, Oct. 10 and will depart every 15 minutes. The last departure is at 3:00 pm. The total tour time is 90 minutes. Please wear comfortable shoes and register for a spot from the link on [www.facebook.com/SASENC2013](http://www.facebook.com/SASENC2013). *Welcome to Philadelphia!*

**4:30 pm - 8:00 pm**

**REGISTRATION**

*Marriott: Liberty Hallway*

**6:30 pm - 7:45 pm**

**ENTERTAINMENT: Kyle Villarin and Janet Cai**

*Marriott: Liberty ABC*

**6:30 pm - 8:00 pm**

**RECEPTION & MIXER**

*Marriott: Liberty ABC*

**8:10 pm - 9:15 pm**

**GAME NIGHT**

*Marriott: Liberty ABC*

## FRIDAY, OCTOBER 11, 2013

**7:00 am - 4:30 pm**

**REGISTRATION**

*PCC: Entrance to Rm 101-107*

**7:00 am - 8:00 am**

**BREAKFAST**

*PCC: Terrace III & IV*

**8:00 am - 8:15 am**

**ENTERTAINMENT: Drexel University Bhangra**

*PCC: Terrace III & IV*

**8:00 am - 9:00 am**

**WELCOME**

*PCC: Terrace III & IV*

### BREAKOUT SESSIONS 1



**9:15 am - 10:30 am**

**EFFECTIVE LEADERSHIP IN TEAM SCENARIOS – *Sponsored by U.S. Navy***

*PCC: Rm 102AB*

**Presented by LT Shannon Wright, U.S. Navy**

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 is 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 day, attendees will learn what true leadership is.

**9:15 am - 10:30 am**

**PERSONAL DEVELOPMENT TRACK 1: LIFE AFTER COLLEGE**

*PCC: Rm 103A*

**Presented by David Lum, Motorola**

You're almost there! Almost done with college and ready to start entering into the professional workforce. But do you know what it takes to succeed in the workforce? This seminar will contain information targeted towards Asian immigrants and Asian Americans, what the most common workplace issues are for Asians and how you can overcome them, what our cultural background and mindset brings to our work behaviors and how that affects our success. Many practical tips, hints, and suggestions will be given to help you whether you are a student or young professional.

# Full Conference Schedule



## Friday, Oct. 11 Schedule (Continued)

9:15 am – 10:30 am

### PROFESSIONAL DEVELOPMENT: BRAIN SCIENCE - BUSINESS SUCCESS

PCC: Rm 103B

**Presented by Dr. Vu Pham, Spectrum Knowledge**

How can you learn from brain and behavioral studies to increase your effectiveness at work? With the rise of research in these areas, this session provides you with a “boost” that you can take back to work and apply immediately. The session discusses the science of motivation, multitasking, mood and misfortune (the science of luck)—and how it relates to your professional performance. Join thousands of professionals who have attended Dr. Pham’s presentations and continue to advance their careers.

9:15 am – 10:30 am

### HIGH PERFORMING ORGANIZATIONS – *Sponsored by P&G*

PCC: Rm 103C

**Presented by Farid Khan, P&G**

This workshop will help attendees understand the concepts behind High Performance Organizations (HPO) and why we need them in our work systems. Through various real-world examples, success stories and interactive discussions, attendees will learn about the two behavioral science theories that have been the foundation for the HPO journey. This workshop is intended to enable teams/organizations to deliver better results and build capability for sustained success.

9:15 am – 10:30 am

### COLLEGIATE: THE INTERNATIONAL STUDENT'S GUIDE TO FINDING A JOB IN THE U.S. PCC: Rm 104A

**Presented by Dan Beaudry, Author**

Interested in hearing how H-1B sponsorship happens from the inside? Dan Beaudry, former head of campus recruiting at Monster.com, shares the potent job search system used by many international students to find U.S. employment. H-1Bs are won in ways you likely don't expect. What you'll discover in this presentation may surprise you:

- Learn how to secure H-1B sponsorship at companies that have a policy against sponsoring H-1B visas.
- Learn why 80 percent of open jobs are never advertised - and how to find them before anyone else.
- Learn why human resources is often an obstacle instead of a conduit to finding a U.S. job-and how to bypass it.
- Learn why submitting résumés online is not an effective use of your time-and how you can better invest that time.

9:15 am – 10:30 am

### PERSONAL DEVELOPMENT TRACK 2: GETTING THINGS DONE

PCC: Rm 105B

**Presented by Frank Lio, ITW**

- Do you wake up in the middle of the night, remembering something you meant to do that day?
- Do you touch the same item multiple times a day without getting it finished?
- Do you think you can multitask effectively?
- Is your mailbox out of control?
- Are you feeling overwhelmed?

If so, come learn about GTD (“Getting Things Done®), a popular work-life management system designed to help you win at the game of work and business of life. Designed by David Allen, GTD provides a step-by-step method of organizing your life (work and home) to transform your overwhelm and uncertainty into focus, clarity, and stress-free productivity. You will learn to: manage your workflow seamlessly with less stress; set up a system so that none of your “to-dos” fall through the cracks; organize and make clear decisions about your projects and next actions, and overcome procrastination

9:15 am – 10:30 am

### PANEL: EFFECTIVELY CHANGING CAREERS/JOBS

PCC: Rm 106AB

People used to stay at one company for most of their life, but now many people realize it is important to be flexible.

Whether you're looking to change your career path or looking for a new job, come find out more about what it takes to make the switch!

**Panelists: Dupont – Henry Ma; NSA – Tuan Nguyen; Shell – Janet Blancett**



# NAVY CIVILIAN CAREERS

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## Friday, Oct. 11 Schedule (Continued)

9:15 am – 10:30 am

**COMMUNICATION: SPEAKING POWERFULLY WITH MINIMAL STRESS**

*PCC: Rm 107B*

*Presented by Sachi Koto, SKC Inc.*

Public speaking is ranked as the number one most feared thing ahead of death and sickness. The Speaking Powerfully with Minimal Stress workshop is designed to eliminate the unknowns and “what ifs”—those things that are at the root of fear and stress. Attendees will learn techniques, tips and how to ensure guaranteed results of reducing the negative things about public speaking. The ability to communicate clearly, confidently and convincingly can be critical to your business success. In this workshop, you will learn how to develop a successful presentation in a step-by-step process; manage your “stage fright” and get it working for you; establish credibility and project confidence; organize your talk to convince and persuade vs. simply inform; and much more!

9:15 am – 12:00 pm

**RESUME REVIEW – Sponsored by Chrysler**

*PCC: Rm 104B*

9:15 am – 5:00 pm

**BUSINESS CENTER – Sponsored by Shell**

*PCC: Hallway of Rm 101-107*

9:15 am – 5:00 pm

**COMMUNITY SERVICE - PROJECT C.U.R.E.**

*PCC: Rm 107A*

10:15 am – 11:00 am

**SNACK BREAK – Sponsored by GM**

*PCC: Hallway of Rm 101-107*

### BREAKOUT SESSIONS 2



10:45 am – 12:00 pm

**TOYOTA PRODUCTION SYSTEM OVERVIEW – Sponsored by Toyota**

*PCC: Rm 102AB*

*Presented by Scott Porter, Toyota*

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. Scott will review real life examples of how TPS has improved the quality and productivity of organizations who have implemented the TPS methodology.

10:45 am – 12:00 pm

**PERSONAL DEVELOPMENT TRACK 1: CHINESE BY BIRTH, AMERICAN BY CIRCUMSTANCE, ASIAN-AMERICAN BY CHOICE – Presented by David Lum, Motorola**

*PCC: Rm 103A*

Our values, beliefs, and attitudes drive our behaviors, and our behaviors determine our success in the American society. One of the most difficult questions that all Asian immigrants and American-born Asians must face is the bridging of our Asian values with that of American values. This has become a raging debate and a personal struggle of how much to give up of one’s identity to realize success in America. David will share much of his thoughts, reflections, and experiences (including living life abroad in Asia) in moving up the Corporate ladder as an Asian-American. This seminar is targeted for all professional Asians/Asian-Americans who desire answers to those nagging questions of “how do I fit in?” and “what does it mean to be Asian and/or American?” This seminar is also good for college-age Asian-Americans who desire direction and understanding of where they fit into the American society before they enter into the business world.

10:45 am – 12:00 pm

**PROFESSIONAL DEVELOPMENT: NON-VERBAL NUANCES**

*PCC: Rm 103B*

**– INFLUENCE WITHOUT WORDS – Presented by Dr. Vu H. Pham, Spectrum Knowledge**

Even more than words, non-verbal communication can influence your audience tremendously. These non-verbal nuances can entail physical objects, clothing, body language and external surroundings. Learn how to leverage these non-verbal elements to



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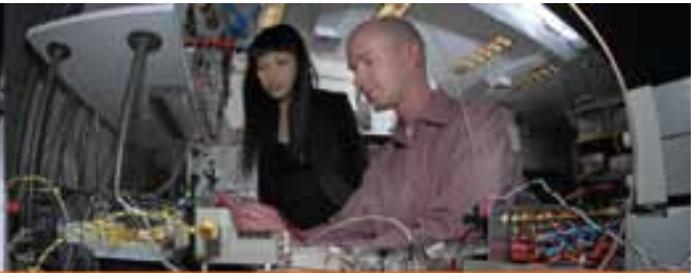
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## Friday, Oct. 11 Schedule (Continued)

boost your persuasion skills. Join thousands of professionals who have attended Dr. Pham's presentations and continue to advance their careers. This fun and interactive session opens doors that will increase your influence and improve your non-verbal communication skills.

**10:45 am – 12:00 pm**

**BUILDING A STRATEGIC PROFESSIONAL NETWORK—  
CONNECTING AND INFLUENCING MORE EFFECTIVELY – *Sponsored by GE***

*PCC: Rm 103C*

*Presented by Jessica Moore, GE*

Personal and professional networks are the relational webs that link us to the people, places and systems to which we want or need to be connected. One's ability to lead effectively in highly matrixed, virtual, and global business environments relies heavily on the ability to build, maintain, and grow robust and dynamic networks and connections with others. The number, types, and variety of networks as well as the value placed on each vary from person to person and rely, in part, on understanding one's ability to influence others. 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 be provided with opportunities to 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**

**COLLEGIATE: THE INTERNATIONAL STUDENT'S GUIDE TO FINDING A JOB IN THE U.S.**

*PCC: Rm 104A*

*Presented by Dan Beaudry, Author*

See description Breakout Session 1

**10:45 am – 12:00 pm**

**PERSONAL DEVELOPMENT TRACK 2: GETTING THINGS DONE**

*PCC: Rm 105B*

*Presented by Frank Lio, ITW*

See description Breakout Session 1

**10:45 am – 12:00 pm**

**PANEL: SUCCESSFUL CAREER FACTORS**

*PCC: Rm 106AB*

Are you looking to advance in the professional world? Come hear about how our panelists define success and how they have paved their way to a successful career. From organizational challenges to work/life balance, find out how these individuals become accomplished in a STEM field.

*Panelists: Draper – Chris Yu; Toyota – Jennifer Jao; Clorox – Hubert Ma; Booz Allen – Chris Soong*

**10:45 am – 12:00 pm**

**COMMUNICATION: SPEAKING POWERFULLY WITH MINIMAL STRESS**

*PCC: Rm 107B*

*Presented by Sachi Koto, SKC Inc.*

See description Breakout Session 1

**12:15 pm – 1:30 pm**

**KEYNOTE LUNCH AND KEYNOTE SPEAKER: Chris Pan**

*PCC: Terrace III & IV*

**1:45 pm – 4:00 pm**

**RESUME REVIEW – *Sponsored by Chrysler***

*PCC: Rm 104B*

### BREAKOUT SESSIONS 3



**1:45 pm – 3:00 pm**

**DO YOU HAVE WHAT IT TAKES TO LEAD FROM THE FRONT? – *Sponsored by U.S. Marines*** *PCC: Rm 102AB*

Do you have what it takes to lead from the front? During this interactive and insightful workshop participants will explore concepts

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## Friday, Oct. 11 Schedule (Continued)

of leadership in a time constrained environment. Participants will be exposed to the traits and principles that govern the leadership styles of successful Marine Corps leaders. Participants will leave the workshop with an understanding of how they can become strong leaders in their schools, companies and communities; to build a culture of leadership and lead from the front.

**1:45 pm – 3:00 pm**

### **BE THE STAR OF YOUR LIFE: HOW TO GET FROM HERE TO THERE IN YOUR LIFE AND CAREER**

*PCC: Rm 103A*

**Presented by Panney Wei, C.Ht.**

Having trouble visualizing ways to achieve your personal or professional goals? Thinking about your future career but unsure if it's the right path for you? Feeling stuck in a rut or wondering if you are making the most of your unique abilities and cultural identity? Not sure what's blocking you or how to get from here to there in your life and career? Get the answers to these questions and more as award-winning writer, TV-radio host, motivational speaker, and life coach, Panney Wei, brings her positive message and uplifting perspective to SASE. Panney is a recipient of the NAAMBA "Global Emerging Leaders Under 40" award, and will discuss her 8P's to Success, methods for re-channeling your energy, producing individual change, and implementing a workable plan for creating opportunities and help you get from here to there in your life and career! It's all about having a purpose, passion, and then a plan for success!

**1:45 pm – 3:00 pm**

### **PROFESSIONAL DEVELOPMENT: MYTHS OF THE PROMOTION — 10 STEPS TO A SUCCESSFUL CAREER – Presented by Dr. Elizabeth Xu, Acxiom**

*PCC: Rm 103B*

Your career development has become your own responsibility in this ever-changing talent market. Global corporations are no longer providing in-depth career development programs. Instead, they are recruiting talent from each other. In this workshop, you will learn how to build a successful career across multiple companies and industries, achieving your goals and advancing your position in this super-competitive global talent war. This workshop will provide you with ten systematic steps extracted from great leaders in the industry. These actionable steps will assist in refining your career vision—building realistic goals, developing feasible plans and executing them flawlessly. We will also discuss how to create an effective professional brand and network, how to collaborate and influence, as well as how to build and lead a successful team.

**1:45 pm – 3:00 pm**

### **ASIAN CULTURAL DIFFERENCES – Sponsored by Chrysler**

*PCC: Rm 103C*

**Presented by Jane Hyun**

For leaders seeking to compete in today's multicultural marketplace, it is vital to understand the unique needs of employees with different cultural backgrounds. Due to the subtle nature of culture, fellow employees can feel ill-equipped to handle the challenges of working with and understanding Asian professionals in their diverse teams. Join us for this session to learn the latest cross-cultural tools for working effectively with Asians. Participants will walk away with practical strategies for understanding other cultural perspectives.

**1:45 pm – 3:00 pm**

### **COLLEGIATE: PREPARING FOR GRADUATE SCHOOL**

*PCC: Rm 104A*

**Presented by Dr. Alberto Roca, Dr. Emil Chuck, and Dr. Meda Higa**

Do you have questions about how graduate school can support your career? Learn how to tailor a masters or doctoral degree to your professional goals. Topics to be discussed include choosing a graduate program, composing the application, preparing for the interview, selecting a graduate advisor/project, and finding fellowship funds.

**1:45 pm – 3:00 pm**

### **PERSONAL DEVELOPMENT TRACK 2: HOW WEB TECHNOLOGY CREATES UNLIMITED OPPORTUNITIES FOR SUCCESS – Presented by John Saddington**

*PCC: Rm 105B*

John has worked for some of the largest companies in the world as well as helped cultivate the smallest of ideas into mature



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## Friday, Oct. 11 Schedule (Continued)

and thriving businesses, all with the help of web technology and the internet. It has helped him find the “right” people to partner and work with, allowed him the freedom to discover his long-lasting purpose, and leveraged his passions for fun and profit. In this workshop he will share with you how he has found incredible opportunity and how you can as well, regardless of education or industry. All you need is a new perspective, a little gumption, and the drive to execute when no one else will. There is an entrepreneur within each of us and he will draw it out of you and challenge you to change the world.

**1:45 pm – 3:00 pm**

**PANEL: 5 THINGS YOU SHOULD KNOW AS YOUNG ENGINEERS/SCIENTISTS**

*PCC: Rm 106AB*

**Sponsored by Shell**

What are the 5 key things you should know as a young engineer/scientist in order to advance your career? Should you work on building a strong technical foundation or developing the soft skills required for success? Come hear from experienced professionals what lessons they learned throughout their career and what advice they wish someone had told them when they started.

**Panelists: Shell – Shirley Yap; U.S. Navy – Ronald Tam; MIT – Ngaire Underhill; UTC – Jan Lin**

**1:45 pm – 3:00 pm**

**COMMUNICATION: GREAT ACADEMICS DOES NOT MAKE A SUCCESSFUL PROFESSIONAL—THE CRITICAL FACTOR OF STORYTELLING**

*PCC: Rm 107B*

**Presented by Judy Shen Fillerman, Dreambridge Partners, LLC**

Asians account for the highest educated racial group in the United States. It's truly admirable. The knowledge, the tenacity, the goal orientation that is part of this esteemed achievement. But the myth that strong grades equate to an upward mobile, fast track professional life needs to be debunked for Asians. The skill Asians must master, to achieve our true earning potential, is Storytelling. Storytelling is about persuading others to a point of view, it is about you taking center stage in a situation, it is about you having opinions, not just facts. These are skills that are discouraged and looked down upon in Asian cultures. Yet these skills are critical success factors, whether you are a professional or a PhD candidate. At some point, you must be able to advocate your point of view so others will line up behind you. This session will explore differences in perceptions of “leadership and power” between Asian-Americans and European-Americans (which is the dominant culture in the U.S. power structure) and provide practical strategies to develop critical storytelling skills that will make a positive difference in your career trajectory.

**2:45 pm – 5:30 pm**

**SNACK BREAK – Sponsored by GM**

*PCC: Hallway of Rm 101-107*

### **BREAKOUT SESSIONS 4**



**3:15 pm – 4:30 pm**

**BIG DATA ANALYTICS: AN INTEGRATED BUSINESS SOLUTION**

*PCC: Rm 102AB*

**IN WALMART – Sponsored by Walmart, Presented by Dr. Ili Lu, Walmart**

We will give an overview of Business Analytics in Walmart that bridges the gap between businesses and data. We will review how analytics may be used to facilitate the information flow from multiple data sources to businesses within Walmart. We will illustrate that analytics could be applied to provide Preventative, Predictive, Proactive, Productive, and Personalized solutions for interconnected businesses in retail industry. Finally, we will show how multidisciplinary teams and diverse resources could be pulled together to enable functionalities and capabilities in analytics to pave the way for businesses to explore opportunities with manageable level of uncertainty. We will then open up the floor to any questions.

**3:15 pm – 4:30 pm**

**BE THE STAR OF YOUR LIFE: HOW TO GET FROM HERE TO THERE IN YOUR LIFE AND CAREER**

*PCC: Rm 103A*

**Presented by Panney Wei, C.Ht.**

See description Breakout Session 3



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## Friday, Oct. 11 Schedule (Continued)

**3:15 pm – 4:30 pm**

**PROFESSIONAL DEVELOPMENT: MYTHS OF THE PROMOTION**

*PCC: Rm 103B*

**10 STEPS TO A SUCCESSFUL CAREER – Presented by Dr. Elizabeth Xu, Acxiom**

See description Breakout Session 3

**3:15 pm – 4:30 pm**

**OUR CULTURAL ADVANTAGE – BUILDING BRIDGES FROM**

*PCC: Rm 103C*

**ASIAN CULTURE TO CORPORATE CULTURE – Sponsored by ITW, Presented by Lei Zhang Schlitz, ITW**

What is proper etiquette for doing business in Asian countries? What are the values on which people stand? What role does trust and respect play in doing business in Asia? Understanding Asian cultures is an asset in a global economy that is growing faster in Asia than any place else. In this workshop, Lei Schlitz will share her experience in leveraging her culture to achieve greater impact as a professional with ITW as the benefactor. She will share how her knowledge of both eastern and western cultures, which gives her the tools and know-how to achieve business success in ways that challenge western business leaders. Come learn how to maximize your cultural differences to advance your career.

**3:15 pm – 4:30 pm**

**COLLEGIATE: PREPARING FOR GRADUATE SCHOOL**

*PCC: Rm 104A*

**Presented by Alberto Roca, Dr. Emil Chuck, and Dr. Meda Higa**

See description Breakout Session 3

**3:15 pm – 4:30 pm**

**PERSONAL DEVELOPMENT TRACK 2: BUILDING THE RIGHT BRAIN**

*PCC: Rm 105B*

**Presented by Chris Pan**

Scientists are trained to be left-brained: analytical, critical, and seeing right vs. wrong and black vs. white; whereas personal and professional successes require emotional intelligence, intuition, creativity, and seeing shades of grey. In this highly interactive workshop, we will be applying improv comedy exercises to build our right brain. Chris will also be sharing personal lessons learned from working at Facebook, PepsiCo, and McKinsey.

**3:15 pm – 4:30 pm**

**PANEL: THE NEW ENTREPRENEURSHIP**

*PCC: Rm 106AB*

Entrepreneurship is an exciting challenge that is becoming more appealing to young graduates and professionals alike because they are able to affect change. A social entrepreneur looks for practical solutions to social problems while relying on a combination of innovation, resourcefulness, and opportunity. Join our panelists to learn how scientists and engineers can make an impact locally and globally through social enterprise.

**Panelists: Entrepreneur – John Saddington; Ekal Vidyalaya Foundation of USA – Ranjani Saigal; University of Pennsylvania – Ian MacMillan**

**3:15 pm – 4:30 pm**

**COMMUNICATION: A GREAT ACADEMIC DOES NOT MAKE A SUCCESSFUL PROFESSIONAL—THE CRITICAL FACTOR OF STORYTELLING**

*PCC: Rm 107B*

**Presented by Judy Shen Fillerman, Dreambridge Partners, LLC**

See description Breakout Session 3

**4:45 pm – 5:30 pm**

**NETWORKING SESSION**

*PCC: Hallway of Rm 101–107*

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## Friday, Oct. 11 (Continued) and Saturday, Oct. 12 Schedule

<b>4:45 pm – 5:30 pm</b> SASE INNOSERVICE TEAM COMPETITION	<i>PCC: Rm 105B</i>
<b>4:45 pm – 5:30 pm</b> SASE NATIONAL VOLUNTEER INFO SESSION	<i>PCC: Rm 107B</i>
<b>5:35 pm - 5:45 pm</b> DINING ETIQUETTE LESSON – <i>Presented by the Marriott Service Staff</i>	<i>Marriott: Grand Ballroom G-L</i>
<b>6:00 pm – 6:45 pm</b> DINNER GALA	<i>Marriott: Grand Ballroom G-L</i>
<b>6:45 pm – 7:30 pm</b> SASE AWARDS	<i>Marriott: Grand Ballroom G-L</i>
<b>7:30 pm – 8:20 pm</b> KEYNOTE SPEAKER: <i>Dr. Paul Chu</i>	<i>Marriott: Grand Ballroom G-L</i>
<b>8:30 pm – 9:00 pm</b> SASE VOLUNTEERS/BOARD MEETING	<i>Marriott: Grand Ballroom G-L</i>
<b>8:30 pm – 10:30 pm</b> HOSPITALITY SUITES	<i>Marriott: Grand Ballroom A,B &amp; F</i>

## SATURDAY, OCTOBER 12, 2013

<b>7:30 am – 9:00 am</b> NEW SPONSOR BREAKFAST AND DISCUSSION	<i>PCC: Rm 125A</i>
<b>8:00 am – 10:00 am</b> BREAKFAST	<i>PCC: Terrace IV</i>
<b>8:00 am – 3:00 pm</b> REGISTRATION	<i>PCC: Terrace Hallway</i>
<b>9:30 am – 11:00 am</b> SASE BOARD MEETING	<i>PCC: Rm 125B</i>
<b>10:00 am – 4:00 pm</b> CAREER FAIR	<i>PCC: Terrace I &amp; II</i>
<b>10:00 am – 4:00 pm</b> INTERVIEWS	<i>PCC: Terrace III</i>
<b>10:30 am – 11:45 am</b> PROFESSIONAL NETWORKING & MEETING	<i>PCC: Rm 125A</i>
<b>2:00 pm – 5:00 pm</b> REGIONAL MARKETING REPRESENTATIVE MEETING	<i>PCC: Terrace IV</i>
<b>2:00 pm – 8:00 pm</b> COLLEGIATE LEADERSHIP WORKSHOP	<i>PCC: Rm 125A</i>
<b>4:15 pm – 5:15 pm</b> EXHIBITOR DEBRIEF	<i>PCC: Rm 125B</i>



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# Keynote Speakers and Entertainers



## **CHRIS PAN** Keynote Speaker – Friday, October 11 | SASE Lunch and Fourth Breakout | Building the Right Brain

Chris Pan is a life hacker and growth advisor. He is working on a project to bring creative activities such as singing, improv, and art, and “inner technologies” such as meditation and tai chi to more people to help them feel better—emotionally, spiritually, and physically. He is also advising startups (pave.com, mybasis.com, popexpert.com), a hedge fund (Matrix Capital Management), a musician (Peter Chung), and a non-profit (kollaboration.org). Previously, Chris spent four years at Facebook growing users, advertisers, Page admins (organizations and celebrities), and mobile users. When Facebook experienced a growth slowdown, he taught himself SQL over his holiday break and figured out the key insight for retaining users. Before that, Chris was a Marketing Director at PepsiCo and a senior consultant at McKinsey. He has played guitar in a cover band with fellow Facebook execs called feedbomb, produced many unique events, and guest lectured at high school and college classes. Chris holds an MBA from Harvard focused on marketing, a BS in Psychobiology from The Ohio State University, and completed the Hoffman Process—an intense personal leadership retreat in Napa.



## **PAUL C. W. CHU** Keynote Speaker – Friday, October 11 | SASE Gala Dinner

Paul C. W. Chu is Professor of Physics, T. L. L. Temple Chair of Science, and Founding Director and Chief Scientist, Texas Center for Superconductivity at the University of Houston. He is President Emeritus and University Professor Emeritus, Hong Kong University of Science and Technology, and Honorary Chancellor, Taiwan Comprehensive University System. He was born in Hunan, China, and received his BS, MS, and PhD degrees from Cheng-Kung University, Taiwan; Fordham University, Bronx, NY; and University of California at San Diego, respectively. After doing industrial research with Bell Laboratories at Murray Hill, NJ, Dr. Chu became a professor of physics at Cleveland State University before joining University of Houston (UH) in 1979. He has established several UH research centers, consulted at various industrial labs, and served on professional and governmental committees in the U.S. and abroad. He has been an undisputed world-leader in high temperature superconductivity research since his breakthrough in achieving superconductivity above the liquid nitrogen boiling point and remains the record holder of TC. He has received numerous awards, including the National Medal of Science from President Reagan, and has been elected to prestigious national academies of the United States and other countries.



## **JANET CAI AND KYLE VILLARIN** Entertainment – Thursday, October 10 | Reception

Kyle Villarin is a pre-junior, a third-year student, at Drexel University. He is majoring in chemical engineering and is planning to take up a minor in music. Having played the violin for 13 years, Kyle has taken private lessons at the Westminster Conservatory of Music and was a member of the Cremona Ensemble at the Conservatory and the Symphony Orchestra at the Youth Orchestra of Bucks County, PA. Janet Cai is a third-year biological sciences major at Drexel University. She has played the piano for 13 years, the viola for nine years, and has performed in various symphonic and chamber orchestras including NJ Region/All-State Orchestras, string quartets, and marching band. Both Kyle and Janet are currently members of the Drexel String Orchestra.



## **DREXEL UNIVERSITY BHANGRA**

### Entertainment – Friday, October 11 | Breakfast

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## **DAN BEAUDRY** Friday, First and Second Breakouts | The International Student's Guide to Finding a Job in the U.S.

Dan Beaudry is the author of *Power Ties: The International Student's Guide to Finding a Job in the United States*. Dan has been a guest speaker at events for the National Association of Colleges and Employers, the MBA Career Services Council, the HR Planning Society, the International Careers Consortium, the National Association of Asian MBAs and many universities and business schools across the country. He holds a BA from Vanderbilt University, and an MA in International Relations from Boston University.



## **DR. EMIL CHUCK** Friday, Third and Fourth Breakouts | Preparing for Graduate School

Dr. Emil Chuck is the Director of Admissions at Case Western Reserve University School of Dental Medicine. Dr. Chuck's preparation for this academic administrative post came from completing a PhD in cell biology from Case, followed by postdoctoral fellowships at MetroHealth Medical Center (Cleveland), Mt. Sinai (New York), and Duke University Medical Center, then as the chief health professions advisor/term assistant professor of biology/bioengineering at George Mason University (2006–2011).



## **DR. MEDA HIGA** Friday, Third and Fourth Breakouts | Preparing for Graduate School

Dr. Meda Higa is the Assistant Professor of Biology at New York College of Pennsylvania (YCP). Dr. Higa earned a BA from the University of California, Santa Cruz, a PhD in Oncological Sciences from the University of Utah, and spent several years as a postdoctoral associate at the University of Pennsylvania before joining the faculty at YCP. She loves teaching and doing research with undergraduates, studying how viruses gain entry into host cells.



## **JANE HYUN** Friday, Third Breakout | Asian Cultural Differences

Jane Hyun, Founder and President of Hyun & Associates, is a leadership strategist, coach and author of the groundbreaking book, *Breaking the Bamboo Ceiling*. Her expertise in developing Asian talent has been acclaimed by global organizations, and she consults with Fortune 500 companies, MBA programs, and nonprofits in the United States and abroad. A graduate of Cornell University, she was previously a Vice President of HR at JPMorgan, and Director of Recruiting at Deloitte. Jane appears regularly on CNN, National Public Radio, and the *Wall Street Journal* to discuss leadership, culture, and diversity.



## **FARID KHAN** Friday, First Breakout | High Performing Organizations

Farid Khan is the Bounty Papermaking Operations Manager at P&G. Khan was born in Kenya on a little Island called Mombasa. He moved to Pennsylvania and went to Lafayette College for his BSME and also received his Engineering in Training State Certification. He is currently responsible for the Largest Bounty Papermaking Manufacturing Operations for Procter and Gamble Paper Products. Farid held various positions within Product Supply Manufacturing and Engineering disciplines. His expertise is in People Management, Lean Manufacturing, Project Management and Construction Management.



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# Presenters



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

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



**FRANK LIO** Friday, First and Second Breakouts | Getting Things Done

Frank Lio is a Product Manager, Strategist, Alltop blogger, and Change Agent in the Hi-Tech industry. His growing track record of successes includes creating three winning software products, leading nationwide seminars, and turning around failing businesses. A graduate of Columbia University with Executive Certificates from MIT Sloan, Frank is currently a Business Team Support Manager at Instron ITW.



**DR. ILI LU** Friday, Fourth Breakout | Big Data Analytics: An Integrated Business Solution in Walmart

Dr. Lu is an expert in analytics recognized internationally for his research in the theory and applications of statistics, econometrics, and data classification. He has over 23 years of experience conceiving, cultivating new ideas and leading organizations to the forefront of cutting edge technologies. He is a senior member of the Business Intelligence & Analytics group and the focal point of Information System Division in Analytics Core Technology in Walmart.



**DAVID LUM** Friday, First and Second Breakouts | Life After College—What to Expect and How to Maximize Your Chances of Success, and Chinese by Birth, American by Circumstance, Asian-American by Choice

David Lum is a Director at Motorola Solutions. For more than 30 years, David has worked in the two-way radio business. David has a BSEE from the University of Illinois at Urbana-Champaign, and an MS in Management from the Lake Forest Graduate School of Management. He is also a Business Professor, teaching global business & cultural diversity, and leadership. David is a frequent national guest speaker on Asian professional and leadership development topics.



**JESSICA MOORE** Friday, Second Breakout | Building a Strategic Professional Network—Connecting and Influencing More Effectively

Jessica Moore is the Organization and Talent Development Leader at GE Power & Water. Jessica joined GE Water & Process Technologies in October 2010 as the HR Partner for Sourcing, Quality and the Global Supply Chain functions. In October 2012 Jessica moved into the Organization & Talent Development Leadership role for the business. Jessica has more than 17 years of Human Resources combined specialist and generalist experience, a Bachelors degree in Psychology and Masters Degree in Human Resources Management. Jessica, her husband Todd and two children, live in Florence, New Jersey. Jessica also volunteers as the President of her

Home Owners Association, Secretary of the Florence Township Girls Softball Association, and coaches for her daughter’s softball team.



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# Presenters



## **VU H. PHAM, PH.D.** Friday, First and Second Breakouts | Brain Science–Business Success and Non-Verbal Nuances—Influence Without Words

A partner at Spectrum Knowledge, Vu H. Pham, PhD, works with dozens of organizations from the Fortune 500 to government and non-profit agencies to boost employee performance and strategic effectiveness. He currently serves as an instructor at the UC San Diego Rady School of Management and a researcher at Cal State Fullerton's Center for Research on Employment and the Workforce. Dr. Pham's work has been featured in international multimedia, such as CNN, MSNBC, The Associated Press, Voice of America, *The Los Angeles Times*, KSCI International Television, Strategic Innovators, Asian Week and Radio Free Asia. He is the author of the book *Impressive First Impressions*. He has helped generate over \$1 million for non-profit groups and donates many hours to them.



## **SCOTT PORTER** Friday, Second Breakout | Toyota Production System Overview

As a Manager in the Toyota Production System Support Center (TSSC), Scott Porter assists organizations in building and sustaining a Toyota Way culture. His customers are in manufacturing as well as non-profits including food banks, schools and hospitals. Porter started his work with Toyota at New United Motor Manufacturing in 2000 as Assembly Shop Group Leader. After being promoted to Assistant Manager he did a rotational assignment in Operations Management Development at Headquarters in Erlanger, Kentucky. There he assisted plants with team member development in the Toyota Production System. Scott started with TSSC in May of 2010. Mr. Porter holds a BS in Business Administration, Production and Operations Management from California State University, Chico. While Porter is originally from Los Altos, California, he and his wife, Tina, reside in Union, Kentucky. They have one daughter.



## **ALBERTO ROCA, PH.D.** Friday, Third and Fourth Breakouts | Preparing for Graduate School

Alberto Roca is the Executive Director of DiverseScholar. Alberto promotes the recruitment, mentoring, and success of diverse doctorates. His PhD in Molecular Biology is from the University of Wisconsin–Madison. While conducting postdoctoral research, he created the web portal [MinorityPostdoc.org](http://MinorityPostdoc.org), founded the SACNAS Postdoc Committee, and co-founded the Diversity Committee of the National Postdoctoral Association. Currently, he works with trainees as a career coach and connects institutional diversity stakeholders to job candidates.



## **JOHN SADDINGTON** Friday, Third and Fourth Breakouts | How Web Technology Creates Unlimited Opportunities for Success, and Panelist: The New Entrepreneurship

John Saddington is a video game-loving serial entrepreneur and hacker who is addicted to blogging. A graduate of Georgia Tech and two Masters from DTS, he's spent time as an engineer and executive in the Fortune 50 (JnJ, Dell, Fox, NewsCorp) as well as leading his own bootstrapped and venture-funded startups. He's contributed to and his work has been featured on CNN, TechCrunch, Mashable, The Next Web, and more. He leads his teams, coaches other startups, and spends time with his wife and two daughters.



## **LEI ZHANG SCHLITZ** Friday, Fourth Breakout | Our Cultural Advantage—Building Bridges from Asian Culture to Corporate Culture

Lei Schlitz is Group President, Worldwide Refrigeration, Weigh/Wrap Businesses & Food Equipment Group Greater China. She previously served as Vice President, R&D where she directed the worldwide operations of the ITW Technology Center. Prior to joining ITW, Dr. Schlitz spent seven years at Siemens Energy and Automation. She held positions of increasing responsibilities, including product development groups, engineering and P&L roles. She has a Masters in Mechanical Engineering and a PhD in engineering from the University of Wisconsin.



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## **JUDY SHEN-FILERMAN** Friday, Third and Fourth Breakouts | Great Academics Does Not Make a Successful Professional—The Critical Factor of Storytelling

Judy Shen-Filerman is Founding Principal of Dreambridge Partners LLC, a cross-cultural communications and leadership development firm. Judy coaches corporate executives and professionals and teaches at leading U.S. business schools. Judy writes extensively about cross-cultural leadership, having been featured in numerous professional and national publications. Judy’s expansive 25-year career includes managing the world’s top consumer brands at Procter and Gamble, Campbell Soup Asia and Polaroid. Judy is a graduate of Harvard College and Harvard Business School.



## **PANNEY WEI** Friday, Third and Fourth Breakouts | Be the Star of Your Life: How to Get from Here to There in Your Life and Career

Panney Wei is an award-winning writer, TV-Radio host, life coach, and motivational speaker on leadership, personal development, inspiring people to move through obstacles and achieve their dreams. She is recipient of the 2012 NAAMBA Global Emerging Leaders Under 40 Award, the 2010 Outstanding 50 Asian Americans in Business Award, and named “100 Passionate People of 2010” by TaiwaneseAmerica.org. Panney is a member of the National Speakers Association and CEO of Positive Changes Consulting™, serving individuals, non-profits, and top Fortune 500 companies like Boeing, Oracle, Kimberly Clark, The

Center for Non-profit Success, and McDonald’s, and has been featured on many radio and TV shows such as OWN, Discovery, Lifetime, NBC, NBA TV, and CBS. Her leadership and transformational development seminars teach about the power of their mind to achieve goals. She offers her life experience as a former competitive figure skater, business development, events, and fundraising executive, and knowledge of East-West philosophy and mind-body medicine to empower people to reach for their stars! She is host of the hit radio show *Positive Changes with Panney Wei* on NBC news radio, ranked TOP 100 Best Podcasts on iTunes broadcast to over a million listeners in over 240 countries.



## **LT SHANNON WRIGHT** Friday, First Breakout | Effective Leadership in Team Scenarios

Lieutenant (LT) Shannon Wright is a CEC Officer in the U.S. Navy. LT Shannon Wright earned a BS in Civil Engineering from Arizona State University and commissioned as a naval officer in 2006. She has been responsible for over 20 projects valued at over \$60 million in Norfolk, VA and led execution of NAVFAC services and facilities planning for 13 piers and two offshore facilities. LT Wright is a Seabee Combat Warfare Officer, a registered Professional Engineer, and a certified DAWIA Level Two contracting official.



## **DR. ELIZABETH XU** Friday, Third and Fourth Breakouts | Myths of the Promotion—10 Steps to a Successful Career

Dr. Elizabeth Xu is the Group VP Product Engineering at Acxiom. Dr. Xu is an author, columnist and lecturer at Stanford University. Her book *Myth of the Promotion: 10 Steps to a Successful Career* is available at Amazon. Dr. Xu has deep expertise in Big Data and Digital Marketing, and more than 15 years experience in leading large global teams at Rearden Commerce, Risk Management Solutions and Vitria Technology. In the last few years, Elizabeth devoted her time to elevating leadership skills in the technical community. She has spoken at

Apple, HP, Cisco, Yahoo, Google, Microsoft, 30+ other companies and 10+ conferences. She gave many seminars at Stanford, Berkeley, George Washington, Santa Clara and Peking University. Elizabeth holds an Executive MBA from Stanford University, a PhD in Atmospheric Science and an MS in CS from UNR. She earned an MS in Environmental Science and BS in Space Physics from Peking University.

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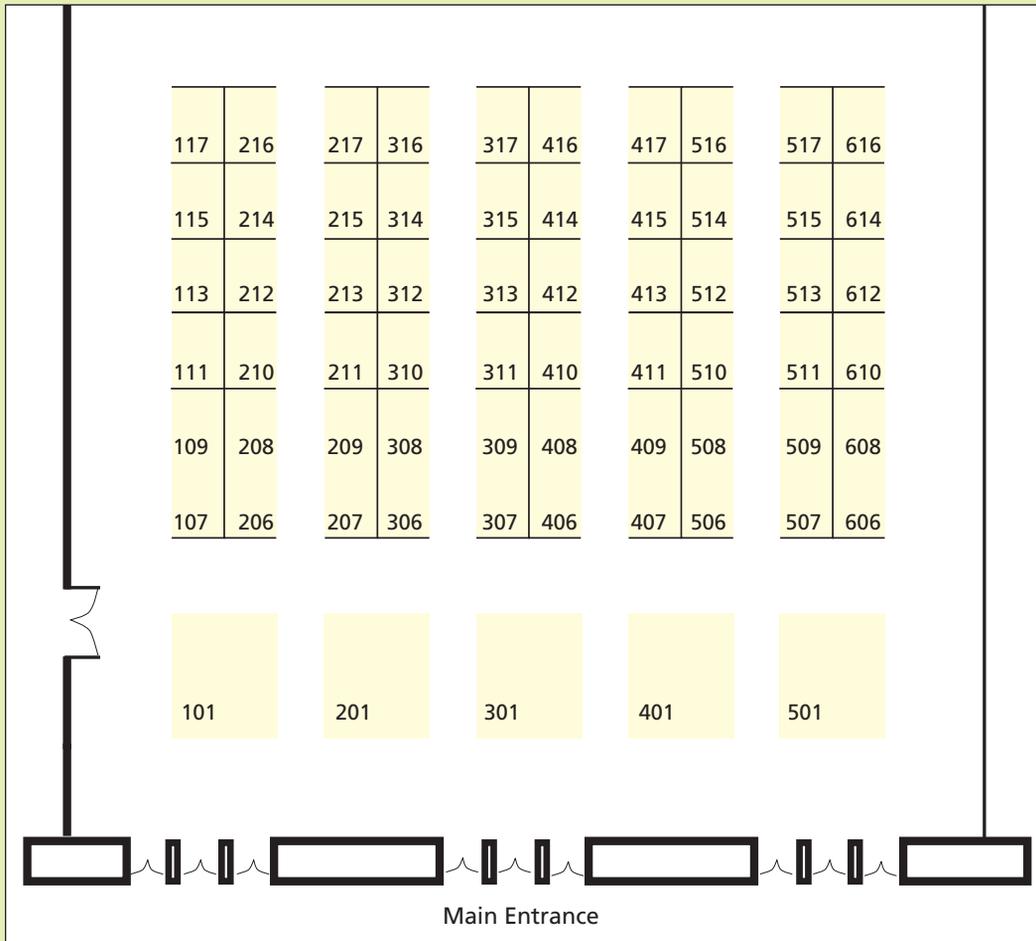
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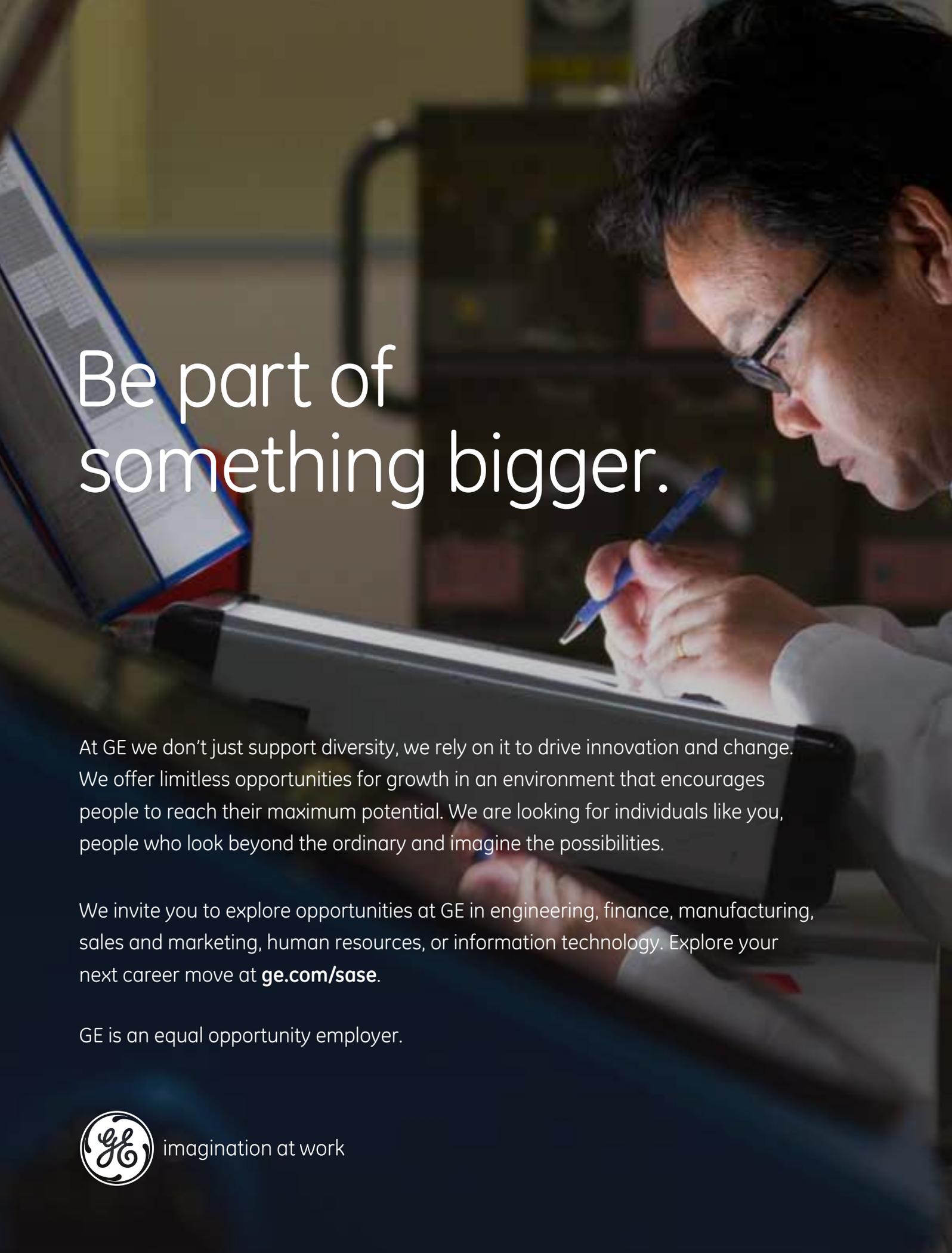
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