



# **ASEM 2003**

St Louis, Missouri

24<sup>th</sup> Annual  
National Conference

## **“Managing Technology in a Dynamic World”**

**October 15-18, 2003**  
**Sheraton Westport**  
**St. Louis Missouri**

**Hosted By:**



*This is an early draft of the conference brochure solely for information purposes. Once papers have been accepted, a final brochure will be developed listing all guest speakers, final agenda, etc.*

## ASEM 2003 Tentative Schedule

### Wednesday 10/15

ASEM Board Meeting	12 - 5:30
Registration	12 - 5
Reception at	5:30 - 7

### Thursday 10/16

Breakfast	7 - 8
Keynote speaker	8 - 9:30
<b>Technical sessions</b> - 42xx	10 - 11:30
Lunch	12 - 1:30
<b>Technical sessions</b> - 44xx	2 - 3:30
Tours and social evening	4:30 - 9
Monsanto, Boeing Aircraft (U.S. Citizens Only), Anheuser-Busch Brewery	

### Friday 10/17

Breakfast	7 - 8
<b>Technical sessions</b> - 51xx	8 - 9:30
<b>Technical sessions</b> - 52xx	10 - 11:30
Lunch	12 - 1:30
<b>Technical sessions</b> - 54xx	2 - 3:30
<b>Technical sessions</b> - 55xx	4 - 5:30
Business meeting	5:45 - 6:45
Awards dinner	7:15 - 9

### Saturday 10/18

Breakfast	7 - 8
<b>Technical sessions</b> - 61xx	8 - 9:30
<b>Technical sessions</b> - 62xx	10 - 11:30
Lunch & concluding remarks.	12 - 1:30

Session number: "day" "time" "track"

Day:

- 4 = Thursday
- 5 = Friday,
- 6 = Saturday

Time:

- 1 = 9 - 9:30 a.m.
- 2 = 10 - 11:30 a.m.
- 3 = 12 - 1:30 p.m.

Track (xx)

- 01 = Engineering Mgmt Issues
- 02 = Business Issues (IT, Manuf.)
- 03 = Methods (Proj Mgmt, ERP)
- 04 = People issues
- 05 = Quantitative Methods

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4 = 2 – 3:30 p.m.

5 = 4 – 5:30 p.m.

Track	Title	# of abs	Session Chair	Org
B	Benchmarking	3	Paul Componation	UAH
B	E-business, privacy, telecommuting	5	Greg Sedrick	NewEcon
B	Enterprise Resource Planning (org. session)	4	Can Saygin	UMR
B	Information technology	4	Greg Sedrick	NewEcon
B	Manufacturing	5	Phil Farrington	UAH
B	New product introductions	4	Jim Kois	gov
B	Project management session A	5	Bill Truran	Columbia
B	Project management session B	4	Bill Truran	Columbia
E	Economics (costs) & distance educ	5	Derya Jacobs	RMU
E	EMgt Body of Knowledge (panel)	0	Larry Richards	Bridgew
E	EMgt education	5	Susan Murray	UMR
E	EMgt organizations curricula certification	5	Nesli Alp	UTC
E	International: cases, comparisons opportunities	5	Nesli Alp	UTC
E	Research Methods	4	Dave Spurlock	UMR
E	Strategy	5	Duke Dow	UMR
E	System of systems	5	Luis Rabelo	UCF
P	Executive workshop (panel)	0	Phil Farrington	UAH
P	Human resource issues & historical perspectives	4	Taggart Smith	Purdue
P	Organizational behavior	5	Gene Dixon	Gov
P	Organizational culture	4	Andres Sousa-Poza	ODU
P	Teams (UAH) session A	4	Dawn Utley	UAH
P	Teams (UAH) session B	3	Dawn Utley	UAH
P	Teams other session A	5	Stephanie Adams (tent)	UNL
P	Teams other session B	5	Dave Spurlock	UMR
Q	Artificial intelligence, neural nets, fuzzy, imagery	4	Luis Rabelo	UCF
Q	Computational techniques	3	Dave Enke	UMR
Q	Knowledge Management	4	Rick Keyser	UTC
Q	Modeling: quantitative tools and approaches	4	Scott Grasman	UMR
Q	Problem solving methods, decision support sys	5	Paul Componation	UAH
Q	Real options	3	Dave Enke	UMR
Q	Statistical applications	3	Steve Raper	UMR
Q	Supply Chain Management (org. session)	4	Sreeram Ramakrishnan	UMR
32	Total number of sessions	125		
	back-up for later stages:		John Mihalasky	Stevens
B	Business issues			
E	Engineering Management & misc issues			
P	People issues			
Q	Quantitative methods			

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# Engineering Manager of the Year

## **MICHAEL (MIKE) M. SEARS**

Executive Vice President  
Office of the Chairman, and  
Chief Financial Officer  
The Boeing Company



Mike Sears is executive vice president and chief financial officer of The Boeing Company. In March 2002 he became a member of the Office of the Chairman. He is also a member of the Boeing Strategy and Executive Councils

Sears was named CFO on May 8, 2000, less than three years after the merger with McDonnell Douglas brought his 27 years of aerospace experience to Boeing. He has held senior leadership positions in each of the company's major business areas - defense systems and commercial aircraft.

From 1997 to 2000, Sears was in charge of development and production of military aircraft and missile systems at Boeing following the merger with McDonnell Douglas. He served first as president of McDonnell Aircraft and Missile Systems. He subsequently became a corporate senior vice president and president of Military Aircraft and Missile Systems, one of three operating groups formed as part of the restructuring of the company. Under Sears' direction, this \$13 billion unit consistently posted double-digit operating margins. During this time, he also oversaw the Phantom Works, Boeing's center for exploring new technologies and products, until it became an independent operating unit within the company in 1999.

Before the merger of Boeing and McDonnell Douglas, Sears was president of McDonnell Douglas Aerospace from February to August 1997, responsible for the company's space and defense businesses. Prior to that he was president of Douglas Aircraft Co., the commercial aircraft division of McDonnell Douglas. He led a sweeping re-assessment of the unit's viability as a major commercial aircraft manufacturer and was at the helm during negotiations with Boeing to collaborate on widebody aircraft.

Sears began his career in aerospace in 1969 when he joined McDonnell Douglas as a senior engineer for avionics technology. He worked on the F-15 Eagle and

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Advanced Tactical Fighter programs before being named chief program engineer for advanced F/A-18 strike fighter studies in 1987. A year later he was appointed program manager for F/A-18 new business development. In 1990 Sears was promoted to vice president and general manager of the F/A-18 program, in charge of development and production of all Hornet and Super Hornet variants. He is widely credited with the successful launch of the F/A-18E/F Super Hornet program, now the U.S. Navy's front-line strike fighter.

Sears holds bachelor's and master's degrees in electrical engineering from Purdue University and a master's degree in engineering management from the University of Missouri-Rolla. He was awarded an honorary Doctor of Science from the University of Missouri-St. Louis in 2001 and an honorary Doctor of Engineering from Purdue University in 2002.

Throughout his career Sears has received numerous awards, including the 1998 Hap Arnold Award for Excellence in Aeronautical Program Management from the American Institute of Aeronautics and Astronautics (AIAA). He was recognized as an AIAA Fellow in 2000. He received Aviation Week's Laurel Award in 1995 for his success in moving the F/A-18E/F Super Hornet from concept development to flight test. And in 1999 he accepted the prestigious Robert J. Collier Award from the National Aeronautic Association on behalf of the F/A-18E/F Super Hornet program. In April 2000 Sears was honored with the Navy League's Chester A. Nimitz Award for outstanding contributions to naval aviation and defense. In addition, he was honored as an Eagle by the Air University's Air Command and Staff College Class of 2000 for his numerous contributions to aerospace.

Sears serves on the board of Sprint, the global communications company. He also serves on the boards of the Private Sector Council, an organization that works with federal government managers by sharing business practices and techniques; World Business Chicago, a non-profit economic development organization; National Merit Scholarship Corp.; and Children's Memorial Hospital in Chicago. In addition, Sears also is a member of the board of trustees for Washington University in St. Louis, Mo. and Chicago's Field Museum. Sears serves as a national director of the March of Dimes which awarded him and his wife, Debbie, the Citizens of the Year Award in 2001.

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**AMERICAN SOCIETY FOR ENGINEERING MANAGEMENT**  
 24<sup>th</sup> NATIONAL CONFERENCE HOSTED BY THE UNIVERSITY OF MISSOURI-ROLLA  
**MANAGING TECHNOLOGY IN A DYNAMIC WORLD**  
 OCTOBER 15-19, 2003  
 SHERATON WESTPORT LAKESIDE CHALET HOTEL - ST. LOUIS, MISSOURI

**REGISTRATION FORM**

*Please complete this form and mail or fax as directed below*

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Position/Title \_\_\_\_\_ Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip or Postalcode \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Spouse/Guest Name \_\_\_\_\_

**REGISTRATION FEES (US\$)**

*Full payment of registration fee is required  
 Early registration must be received by 8-31-03*

	<i>early</i>	<i>regular</i>
<input type="checkbox"/> Authors	\$600	\$700
<input type="checkbox"/> Members* (see right)	\$650	\$750
<input type="checkbox"/> Non-Members	\$750	\$850
<input type="checkbox"/> Per Day	\$400	\$500
<input type="checkbox"/> Thurs. Oct. 16; <input type="checkbox"/> Fri. Oct. 17; <input type="checkbox"/> Sat. Oct. 18		
<input type="checkbox"/> Full-Time Undergraduate Students **		\$250
<input type="checkbox"/> Spouses/Guests		\$250

*Fees include Wednesday Reception, Lunch on Thurs, Fri, & Sat., Friday Awards Banquet, & Copy of Proceedings, and Industry Tours*

**OPTIONAL TICKETS**

*(Note: these are already included in base fees)*

Welcome Reception (Wed. Oct.15)	\$35.00
Lunch (Thurs. Oct. 16)	\$35.00
Industry Tour (Thurs. Oct 16)	\$25.00
Lunch (Fri. Oct. 17)	\$35.00
Awards Banquet (Fri. Oct 17)	\$50.00
Lunch (Sat. Oct. 18)	\$30.00

**MISCELLANEOUS INFORMATION**

Special requirements:

- Vegetarian
- Other (Please check this box if you have any special needs or requirement, and a staff member will contact you to discuss your situation)

**HOTEL RESERVATIONS**

**TOURS - Thursday Oct. 16**

Select one tour

- Monsanto
- Boeing Aircraft (U.S. Citizens Only)
- Anheuser-Busch Brewery

**\*MEMBER DISCOUNT RATES**

Please Provide your ASEM Membership #  
 ASEM # \_\_\_\_\_

**METHOD OF PAYMENT**

Send the completed registration form, along with full payment of the registration fee, to the address below.

Conference Registration Fee: \_\_\_\_\_

Prepayment 2004 Dues (\$90.00): \_\_\_\_\_

Total Payment: \_\_\_\_\_

- Check, made payable ASEM
- Purchase Order # \_\_\_\_\_
- Credit Card
  - Visa       Master Card
  - Amex       Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Mail your registration form and payment in full to:

ASEM Membership Support Department  
 P.O. Box 820, Rolla, Missouri 65402-0820  
 Fax: (573) 364-3500

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Sheraton Westport Lakeside Chalet Hotel, 191 Westport Plaza Drive, St. Louis, MO 63146

Phone: 314-878-1500 FAX: 314-878-2837 Conference Rate: \$99.00 plus tax

Identify yourself as a participant in the ASEM 2003 Conference. **Reserve Room Prior to 9-14-03**

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