



Just In Times

Institute Of Industrial Engineers

South Jersey Delaware Valley Professional Chapter No. 132

<http://iienet2.org/Chapter/chap132/>



VOLUME 49

April 2011

NUMBER 8

Theme: *Workplace Compliance*

Date: April 20, 2011

Schedule:

- 6:00 PM Social Networking
- 6:30 PM Dinner (\$27)
- 7:30 PM Presentation

Location:

Scotland Run Golf Course
 2626 Fries Mill Road
 Williamstown, NJ 08094
 (856) 863-3737
 (856) 863-3737

RSVP: Tom Masapollo at
Tmasapollo@comcast.net

By: Friday, April 15, 2011

- *Everyone attending, including Board of Directors, needs to RSVP*
- *Thank You*

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April Technical Meeting

Focus on Workplace Compliance South Jersey Mechanical Contractors Association



April Technical Meeting will be sponsored by the South Jersey Mechanical Contractors Association.

The formal history of the South Jersey Mechanical Contractors Association (SJMCA) started in 1971, but its roots can be traced back much further. Camden and Atlantic City were the population centers in the South Jersey region before the turn of the 20th century. Atlantic City was a premier vacation resort, bustling with summer tourists. Hotels and restaurants soon were being built and needed a trained workforce and contractors. Camden was a bustling city with an industrial and manufacturing core that needed skilled craftsmen and employers to meet the demand. Local 121 was formed in Atlantic City and chartered in 1905. Local 322 was formed in Camden and chartered in 1915.

The two unions bargained with the local contractors for over 70 years. However in the late 1960's economic times brought changes to the region and a new identity was being created. The two locals merged and the two separate contractor groups joined together to form the current SJMCA.

Today, the SJMCA provides a wide range of services on behalf of contractors in the pipe trades industry. SJMCA has promoted the advantages of union construction throughout South Jersey, represented its contractors in Washington and Trenton, and assisted in settlement of jurisdictional disputes and labor contract agreements.

The Association is also an educator, industry spokesman, safety advisor, a partner with other construction trades, an information center and enthusiastic promoter of business and industrial growth for the counties of South Jersey.

Our speaker will be Kevin Ryan, Chief Investigator and Operations Director - L&W Investigations

PRESIDENT'S MESSAGE

April is the cruelest month, thus opens T. S. Eliot's seminal poem, *The Wasteland*. I took a course in modern poetry as a humanities elective while in engineering school. Ever since then, I often thought about engineers need to be able to think in terms of contextual, and contemporaneous concepts; as well as being precise to triangulate a set of metrics. We could not have managed to get Apollo 13 back to earth without precise calculations, and out of the box thinking. Real world business problem solving requires both heuristics as well as algorithms.

Roger Martin, the Dean of the Rotman Business School at the University Toronto, recently published a book, called *The Design of Business*. In that, he defines Design Thinking as the convergence of business intuition and analytics. One of the examples that he used was the Golden Arches

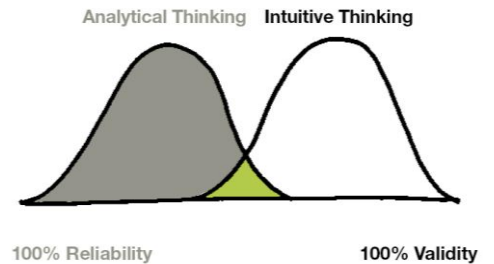
The McDonald brothers had opened their first restaurant in the 1940's, and it was an instant success. Within the decade, the brothers realized they had to revamp their restaurant, as some customers complained that the food got cold on the journey from kitchen to car. Therefore, they cut the menu to only 25 items, and standardized the burgers. Productivity enhancers like five-at-a-time milk shake mixers enabled them to turn around food orders quickly.

The person that sold the multiple milk shake machines to the brother was Ray Kroc. He imagined the scene repeated from coast to coast—and around the world. He relentlessly stripped away uncertainty, ambiguity, and judgment from the processes that emerged from the McDonald brothers' original insight. And by fine-tuning the formula, Kroc powered McDonald's from a modestly prosperous chain of burger restaurants to a global icon.

According to Martin, the model for value creation that Kroc followed requires a balance between two prevailing points of view on business today. One school holds that the path to value creation lies in driving out the old-fashioned practice of gut feelings and instincts, replacing it with strategy based on rigorous, quantitative analysis. Here, the basis of thought is analytical thinking, which harnesses logic, to declare truths and certainties about the world. The goal is mastery through rigorous, continuously repeated analytical processes. The opposing school is centered on the

primacy of creativity and innovation. Analysis has driven out creativity and doomed organizations to boring stultification. To proponents of this philosophy, the creative instinct—the unanalyzed flash of insight—is venerated as the source of true innovation. At the heart of this school is intuitive thinking—the art of knowing without reasoning - the world of originality and invention.

Martin argues that neither analysis nor intuition alone is enough. Rather than forcing a binary choice, the burden is to reconcile the two modes of thought. Aspects of both are necessary but not sufficient for optimal business performance. The most successful businesses in the years to come will balance analytical mastery and intuitive originality in a dynamic interplay that defines design thinking.



I welcome you all to explore Martin's book.

Best, Tom

TREASURER'S REPORT

Mr. Richard T. Huysie reports a Treasury Balance of \$5,063.80 as of March, 2011 for the IIE South Jersey Delaware Valley Professional Chapter No. 132.

MEMBERSHIP REPORT

As of March 2011 the SJDV Professional Chapter has 157 Members. Don't forget to renew your membership . . .

CALENDAR – MARCH 2011

Key IIE dates:

- Apr 5 – IIE Board of Directors (BOD) Meeting
- Apr 20 – IIE Technical Dinner Meeting

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5 BOD	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20 Tech Din Mtg	21	22	23
24/30	25/31	26	26	27	28	29

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Professional Chapter No. 132**

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April Technical Meeting



Our April speaker is Kevin Ryan. Chief Investigator and Operations Director - L&W Investigations



L&W Investigations is a premium private investigation agency that specializes in providing investigative services to the insurance industry. They specialize in doing surveillance as part of workers compensation fraud investigations. Kevin Ryan has been in the investigation field for 16 years both in law enforcement and privately.

The title of his presentation is **“Construct Integrity” “Demolish Fraud”**

DISCUSSION:

- Insurance Fraud (workers comp, disability, recorded statements).
- Investigation on shrink/product theft from large businesses and construction sites.



Career Development

THE SKY'S FALLING! THE SKY'S FALLING!

Now that I have your attention, you must not let the bottom line become our U.S. Manufacturing epitaph, ***“Here lays U.S. Manufacturing, once for the many, but demised by the few.”***

Editor-in-Chief Steve Minter’s article ***Purpose-Driven Capitalism*** in this April’s Industry Week Magazine quickly gets to the heart of the matter. Minter cites Duke Energy’s CEO presentation before the North Carolina Chamber of Commerce. CEO Jim Rogers says that ***“Business lost its sense of purpose in the U.S.”*** Sure, there were other contributing issues as excessive leverage, flawed regulations, and real estate speculation, but Rogers stated that business has to refocus on purpose now and practice ***“purpose-driven capitalism.”*** Rogers believes that businesses exist to do more than make profits. “Business serves a wide array of stakeholders, from customers and employees to business partners, the government and our communities. And I believe the true value of a business can only be measured in relation to its impact on its wide array of stakeholders, not just earning per share.” Yes, ***“The bottom line is that the bottom line isn’t everything.”***

Is it too late to recognize and change what has been responsible for expanding Rich versus Poor? In 2010 we witnessed an increase in the number of millionaires and billionaires in America, while only 1% to 2% of the population. Unfortunately, during the same time the percent of Americans in poverty increased to over 30%. Since the 1980’s, America lost millions of manufacturing jobs and tens of thousands of manufacturing businesses. This loss was greater than anyone imagined. A life altering vacuum was created that sucked the life out of communities across our county.

“It’s unrealistic to believe that everyone can be in a high-valued position.” But, this is exactly what has been happening and continues to happen. CEO’s are getting multi-million dollar salaries and more millions in bonuses while the American worker is saddled with the Minimum Wage. The Middle Class is taxed more every year to pay for the cost of government, because the American worker doesn’t make enough income to pay significant tax. How do we change the “one-track-mind focus on high paying jobs?”

“There is no one answer to fixing manufacturing,” but we know where much of the focus should be. We need smarter and fairer tax policies with no loop holes. I believe a 5% Flat Tax on every American, including our representatives in government would fill our treasury coffers and eliminate 75% or more of the employees that work for the IRS. We need investments in our infrastructure that employs the latest energy efficiency practices and technology that puts millions of Americans to work. R & D needs to be encouraged and supported to advance new products and services, and education focused on teaching our leaders to be entrepreneurial, creative, agile and dedicated to continuous improvement, not building self-serving wealth.

“We need to get our government to view manufacturing as a vital element for a prosperous American future.” ***Failure to do this is not an option.*** There is so much to do, so where do we begin? New Jersey Institute of Technology’s Senior Vice President for Research & Development, Dr. Donald Sebastian states, “We need to change public perception. Having been to China, I can tell you there’s this artificial impression that their success is based entirely on low-cost labor. This is no longer true; they have modern production facilities that are all highly automated and efficiently run, making the cost of labor a small contributor to the total cost of goods. Where they now excel is in the cooperative effort of business, government and universities to accelerate time to market. We need to do the same and grow this sector.”

“Duke Energy’s Rogers said American businesses need to “get our mojo back” through “innovation, drive and creativity, and that’s what purpose-driven capitalism can do.” The United States is still the leading manufacturing nation in the world. But, if industry, government, labor and academia don’t act with a common purpose to fuel our innovation, rebuild our industrial communities and ensure our international competitiveness, we’ll one day find the slogan ***“Made in the USA”*** not a rallying cry, but simply a call to nostalgia.”

This is the Age of Rich versus Poor. The Rich are few and the Poor are many. When the many hear ‘Rich’ they think of the ‘Haves’. When the few hear ‘Poor’ they think of the ‘Have-nots’. Where will capital be generated when the poverty level in America reaches 80%? Who will purchase the goods and services to keep CEO’s well paid?

Human Capital has become scarce. This trend has to be reversed. The employee stakeholders have few or no incentives to educate or motivate themselves in this capital poor environment. “You need a range of jobs and pay to give people options and drive motivation for growth”. In today’s environment, what would happen if there was no Minimum Wage? The CEO’s focused on the bottom-line will most likely want to pay workers less than the Minimum Wage forces them. You need to stand up for U.S. Manufacturing now and start working to reverse its decline. You need to get your CEO to recognize all the stakeholders, especially the employee stakeholders, including you.

When the CEO shares the company’s profits with all the stakeholders, especially the employee stakeholder, there will be motivation and growth and yes, more profits produced.

The IE is the “Change Agent” of the future! Make Your Career Happen! Educate, Proliferate . . . or Vanish! ©

Paul Robert Siebeneicher, II, CMfgE, CSI, CFOM, F.IIE

Director of Career Development – IIESJDVPC

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Lead Project Engineer

King of Prussia, PA



A global chemical player, Arkema consists of three coherent and related business segments: Vinyl Products, Industrial Chemicals, and Performance Products. Present in over 40 countries with 14,000 employees, Arkema achieves sales of \$6 billion. With its seven research centers in France, the United States and Japan, and internationally recognized brands, Arkema holds leadership positions in its principal markets.

Provide project management skills, services and leadership on small to midsize capital and expense projects. Responsible for management of large, complicated projects, with costs up to \$50 million. Identify, assess, and implement project improvement alternatives and projects. There is strong involvement and interfacing with government agencies and neighboring communities, especially in terms of environmental and safety issues.

Specific Activities Include:

- Manage projects up to \$100 million
- Handles multiple project concurrently
- Strong involvement and influence in project development and project organization
- Heavy strategic planning
- Predicts and avoids problems before they impact project performance
- Sets project goals and objectives
- Establishes appropriate action/implementation plans
- Selects, directs, coordinates and manages vendors and subcontractors
- Reviews and approves designs, estimates and plans
- Manages project resources: capital, time, manpower
- Functionally supervises Arkema team members and junior engineers
 - B.S. in Engineering from an accredited College University
- 16 plus years of project engineering/management experience
- Understanding of chemical process industry including environmental and safety issues
- Knowledge of project related design and construction field, including vessel



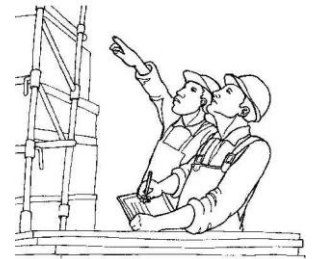
design, piping, instrument/electrical, civil/structural, process and environmental

- Experience with cost and schedule software; and CAD system
- Ability to prioritize and delegate project activities
- Ability to work with and influence resources external to Arkema
- Strong negotiating skills
 - Demonstrated leadership skills/abilities
 - Have successfully managed at least one EPCM/EPC project greater than \$15 million in North and South America.

<http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?IPath=JRGCM0C&ff=21&APath=2.21.0.0.0&jobdid=J317RH6LWCQ6SYVZZPZ>

Director of Health and Safety Job

Wilmington, DE



A large company located in the Northeast is looking for a EHS Director with 7 years experience in the Manufacturing industry. Direct hire. Relocation is available for right candidate. Salary is Commensurate with experience.

Responsibilities

- Policy Deployment. To communicate the company HS&E goals and aspirations, to monitor progress against policy implementation, to act as a communication link between all corporate offices
- To ensure that the standardised approach is HS&E auditing is applied, to ensure that processes are in place to ensure legal compliance, to establish and develop the audit team, to monitor outstanding audit actions through to closure.
- Environment. To oversee the energy efficiency programmes and other corporate environmental goals as determined by HQ.

Requirements

- BA or BS require
- 7 Years related experience at the directors level in a Manufacturing environment
- Experience in multi-site safety/health program administration, including a history of successful implementation of performance improvement initiatives
- DOD experience required
- Must be able to obtain a Secret Clearance

<http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?IPath=JRGCM0D&ff=21&APath=2.21.0.0.0&jobdid=J3H0BF6XRN1S1K6955H>

CAR Article



2011 IIE-NE Regional Conference – Northeastern University, Boston, MA

The IIESJDVP Chapter Officers & Directors are most proud of IIE Rutgers University Chapter No. 841 and its IIE University Members **Kevin Tang, Michel Holenstein** and **Avinash Darashekar** for placing First Place in the 2011 IIE-NE Regional Conference Technical Paper Competition Friday evening, March 25, 2011.

Two of our Board Members attended this years IIE-NE Regional Conference, **Bob Siebeneicher** was a professional presenter on Saturday, March 26, 2011 for Sessions I & II, "Career Management" and "Your Career Quest©" respectively. **Kevin Drevik**, IIE-NE Regional Vice President was a professional presenter for Session III, "Your First Job". There were over 125 in attendance for the conference, making this regional conference a qualified success.

We wish to extend our congratulations to these young engineering professionals and tell them we know that they will represent all of us well and do the best that they can do.



Our 132 Professional Chapter held a **Career Quest© Workshop** at Philadelphia Univesity on Febraruy 26, and well attended by a core group of engineering students. Our Board Members conducted

this workshop included **Bob Siebeneicher, Paul Siebeneicher, Kevin Drevik, Mike Reyman, and Tom Fung.**

We are also working with Worcester Polytechnic Institute, Worcester, MA for a 2012 workshop next spring.



Kevin Drevik has been promoted to be Senior Manager, East Coast Distribution at LG Electronics. Congratulations to Kevin.

Business Professor Teaching Summit 2011

LEARN. LEAD. ACHIEVE.

May 20, 2011



COLLEGE OF BUSINESS LeBow

LeBow College Of Business' Center for Teaching Excellence is pleased to announce their inaugural Business Professor Teaching Summit (BPTS) to be held at Drexel University on Friday, May 20, 2011. BPTS is a business school faculty conference dedicated to sharing innovated and effective strategies to enhance student learning across all business disciplines. Outstanding peers from regional institutions will present on topics covering:

- Experiential Learning
- Technology and Distance Learning
- Assessment of Student Learning
- Leadership and Ethics
- Collaborative Teaching and Learning
- Communication and Writing
- Student Engagement in the Learning Process
- Student Academic Integrity
- Best Practices in Business Education
- Pedagogical Research and Intellectual Contributions to Teaching and Learning



Rutgers University Engineering— students/representative who attended were Michel Holenstein, Dr. Elsayed, Avinash Danashekar, and Don Cronin of MHSNJ.

Tom Fung's joint proposal of experiential learning has been accepted by Drexel University's LeBow College of Business. He and his fellow professor, Nioka Wyatt (Lead) of Philadelphia University, will speak on their Short Study Abroad Program trips leading students to tour textile factories in China over the past 2 years.



Travel Journal from the Newsletter Editor

Last year I was part of a team to work on project with clients from Costa Rica. The Foreign Trade Corporation of Costa Rica, PROCOMER (**P**romotora Del **C**omercio **E**xterior de Costa **R**ica)

Costa Rica, means ‘rich coast’, has a population of 4.2 million and GDP of \$49 billion. It declared independence from Spain in 1821. Like other Central American nations, Costa Rica considered annexation to the short-lived First Mexican Empire, after its collapse in 1823, Costa Rica became instead a province of the new Federal Republic of Central America, in 1824, and the Costa Rican capital was moved to San José.



Recently Costa Rica has become a new center of international competitiveness in Latin America and the Caribbean. Its share in the imports of the member countries of the Organization for Economic Cooperation and Development (OECD) has gone up. The striking success of the garment industry, however, is threatened by 2 factors. First, clothing manufacturers in the Caribbean Basin cannot hope to match the

advantages Mexico enjoys as a signatory of the North American Free Trade Agreement (NAFTA). With regard to tariffs, Mexico has a 6-point advantage in the US; many garments it produces are no longer subject to import quotas. Second, other countries in the Caribbean Basin - such as El Salvador, Guatemala, and Honduras- have begun to compete with Costa Rica, on the strength of their lower wages.

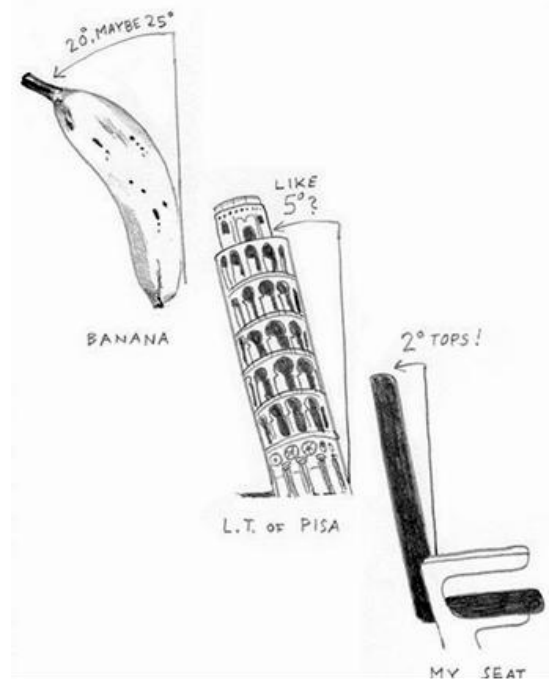
You could fly down to San Jose (capital) from Philadelphia, serviced by USAir for about \$350 to 550, depending on how far in advance you book. However, that was last year’s fare. With the recent activities in the Middle East driving energy prices up . . . airlines are all bumping up fares to cover their costs.

Meanwhile, a friend of mine posted this on his blog . . . he was comparing to how far his seat on plane would recline to . . .

Coffee was first planted in Costa Rica in the early 19th century and was first shipped to Europe in 1843, soon becoming Costa Rica's first major export. Coffee production would remain Costa Rica's principal source of wealth well into the 20th century. Since the main market for the coffee was in Europe, it soon became a high priority to develop a transportation route from the Central Plateau to the Atlantic Ocean. For this purpose, in the 1870s the Costa Rican government contracted with U.S. businessman Minor C. Keith to build a railroad to the Caribbean port of Limón. In exchange for completing the railroad, the Costa Rican government granted Keith large tracts of land and a lease on the train route, which he used to produce bananas and export them to the United States.

In recent times pharmaceuticals, financial outsourcing, software development, and ecotourism have become the prime industries in Costa Rica's economy. High levels of education among its residents make the country an attractive investing location. Since 1999, tourism earns more foreign exchange than the combined exports of the country's three main cash crops: bananas, pineapples, and coffee.

Looks like the Banana Republic won this contest . . .



Bon voyage, my friends, and may you be sitting comfortably while on the road . .
Tom Fung

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1-800-SCRAP IT

Camden Iron & Metal was incorporated in 1929, but was already the area's largest recycler before 1900. We became a European Metal Recycling company in January 2008. EMR is one of the world's largest recyclers with over 75 companies. Did you know that recycling 1 aluminum can will save enough electricity to run a laptop computer for 10 hours? Or, that recycling 1 pound of iron (ferrous) saves 5,450 BTUs of energy, enough to light a 60-watt bulb for over 26 hours? **Recycling saves Resources, Energy, the Environment and Jobs!** CIM pays the highest price for all metals. Our CIM Buyers are available to help you recycle any post consumed metals, ferrous and nonferrous, from your home, business or township. Please call our 800 Number today, or one of our CIM Buyers directly:

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Steve Cirillo – 215-952-1505



Non-Ferrous Metals

Stephen Deacon – 856-969-7050

Joe Cirillo – 856-969-7033



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In support of our **SOUTH JERSEY DELAWARE VALLEY PROFESSIONAL CHAPTER OF THE INSTITUTE OF INDUSTRIAL ENGINEERS**, 5% of my commission on a purchase or sale of a home (where a member of IIE made the first contact with me) will be donated back to the chapter at closing.

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