Just In Times

Institute Of Industrial Engineers
South Jersey Delaware Valley Professional Chapter No. 132

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

VOLUME 49 | November 2011 | NUMBER 13

Theme: ***Professional Development***

Date: November 5, 2011
Saturday

Schedule:
- 9 AM Networking
- 10 AM Career Quest Workshop
- 3 PM Adjourn

Location:
New Jersey Institute of Technology
Newark, New Jersey

RSVP: Robert Siebeneicher
bobsiebeneicher2@aol.com

- ***Everyone is welcome***

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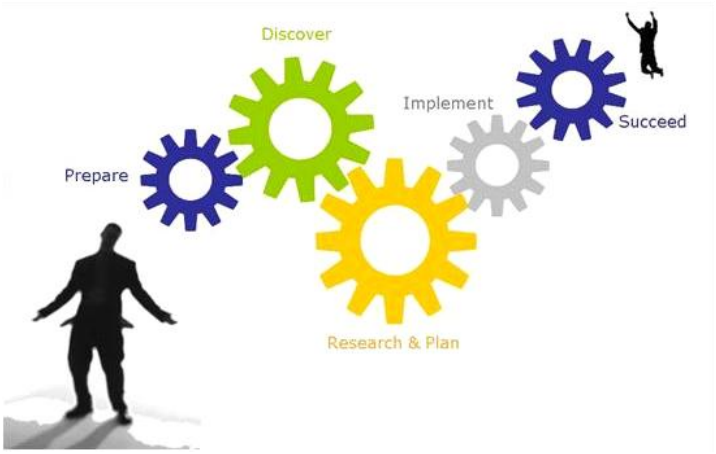
November Program
No Technical Dinner Meeting

Career Quest© Workshop



As the Thanksgiving Holiday approaching and all of us engaging in many productive activities . . . business meetings, project deadlines, and traveling; we have decided not to hold our November Technical Dinner Meeting this month. However, by request from the March Northeast IIE Regional Conference, a few universities were requesting us to host a career development workshop . . . .

Director of Career Development, Bob Siebeneicher will be hosting his Career Quest© Workshop at the New Jersey Institute of Technology on Saturday November 5, 2011. Siebeneicher created this unique career workshop with the goal to assist and support engineering students, especially those that are members of the IIE University Chapters and all levels of professionals to develop and practice their skills in continuous professional development. Director Siebeneicher and many other Directors of this Award Winning Professional Chapter have conducted numerous career workshops throughout our IIE Northeast Region. This interactive workshop facilitates resume building and honing interviewing techniques for many college students . . . and with a successful 'hit rate' to help graduating seniors land their first professional job.

We encourage you to join us for a Saturday of networking with the next generation of successful engineers and professionals.

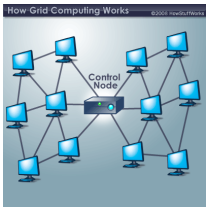
PRESIDENT'S MESSAGE

"**It's the economy, stupid**" was a phrase widely used during Bill Clinton's successful presidential campaign in 1992. Now we need to substitute that with, "***It's JOBS, stupid***" as we march forward over the next 12 month to the 2012 General Election.

Recently the *Economist* magazine had a special report on the Future of Work in their September 10, 2011 issue (http://www.economist.com/node/21528858), and the McKinsey Global Institute published a report titled: An economy that works: Job creation and America's future. URL below http://www.mckinsey.com/mgi/publications/us_jobs/pdfs/MGI_us_jobs_full_report.pdf

As the institute sees it, there are three main types of work:

1. ***Transformational*** - typically involving physical activity, such as factory work or construction.
2. ***Transactional*** - such as routine jobs in call centers or banks, often still done by people but capable of being automated, as well as informated.
3. ***Interactional*** - relying on knowledge, expertise, and collaboration with others, such as investment banking, management consulting, coaching, & mentoring, business model building.



Transformational work has been in long-term decline in most rich countries, shifting to emerging markets, particularly China, though wages in some Asian factories are now soaring. Now a wave of labor arbitrage and the substitution of technology for humans are starting to sweep through transactional work, wiping out many routine white-collar jobs in rich countries. Global labor arbitrage is an economic phenomenon where, as a result of the removal of or disintegration of barriers to international trade, jobs move to nations where labor and the cost of doing business is less expensive. The 'global labor arbitrage' phenomenon has been described by economist Stephen S. Roach, formerly a global executive with Morgan Stanley, and is now a senior lecturer & senior fellow at Yale's Jackson Institute of Global Affairs.

Transformational and transactional works tend to suffer from fierce competition, slim profit margins, and low pay. Sadly, those jobs would continue to be outsourced, off-shored, automated and/or informated by robots and boxes filled with microprocessors residing in places far far away.

However, interactional work is unlikely to go the same way, because it is inherently difficult to standardize. In this kind of work, *technology tends to enhance human capabilities*, often creating a "winner-takes-all" market in which the best performers are paid handsomely. Seth Godin described it being a 'Linchpin', in his last book bearing the same title. http://www.sethgodin.com/sg/

I encourage you to explore being a Linchpin . . . .

Tom

TREASURER'S REPORT

Mr. Richard T. Huysie reports a Treasury Balance of $6,639.44 as of October 15, 2011 for the IIE South Jersey Delaware Valley Professional Chapter No. 132.

MEMBERSHIP REPORT

As of October 1, 2001, the IIESJDV Professional Chapter has 171 Members. Don't forget to renew your membership.

'If you want to go quickly, go alone. If you want to go far, go together' . . African proverb

CALENDAR – NOVEMBER 2011

Key IIE dates:

- Nov 5 – IIE Career Quest© Workshop at NJIT

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5 NJIT CQW
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24 Thanks-giving	25	26
27	28	29	30			

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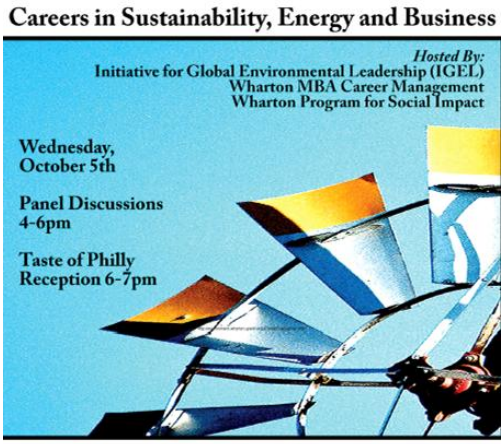
CAR
Chapter Activity Report

Tom Fung attended a career workshop focusing on sustainability businesses at the Wharton School, University of Pennsylvania last month. The panel included nine speakers from Fortune 500 companies, discussed the emerging trends in renewable energy, corporate social responsibility, green supply chain, and conservation initiatives. The session was well attended by more than 100, from local companies, and MBA students.



Panel 1: Careers in Sustainability & Social Impact

Companies represented:
Dow, Merck, SAP, Sustainable Life Media

Panel 2: Careers in Energy & Corporate Efficiency

Companies represented:
The Coca-Cola Company, Duke Energy, Exelon, Geoscape Solar, The Nature Conservancy

On October 5, 2011, our IIE South Jersey Delaware Valley Professional Chapter hosted a College Night at the Philadelphia University. Six Professional Members joined twenty-five University Members and guests for an evening of networking and information sharing. A PhilaU Alumni Panel of six graduates answered questions concerning their recent career aspirations and experiences. They all stressed the importance of staying connected with their professional associations and being a part of a social web to expand their business contacts. The Professional Chapter treated everyone to pizza, hoagies, and refreshments after the panel event.

Happy Thanksgiving

Career Development

Career Networking:
My Challenge to Our Members

Chapter One: ***Introduction***

I have a problem which you might be able to help me solve.

On Tuesday September 13th 2011 I attended the joint meeting of our IIE Chapter and the South Jersey Chapter of the International Association of Electrical Inspectors. At that meeting the IAEI was represented by scores of members, meanwhile the IIE was represented by just six people: five of the Chapter's Board members plus one of the Chapter's general members. That lone general member was a gentleman who reported that he was unemployed and there to further his job search and career. While I was pleased to see this fellow actively engaged in the event – *networking is arguably the best way to gain employment* – I was disappointed and frankly upset that not a single other general member was there to help him. Even in this terrible recession there are local companies which are hiring; mine is, having recently hired a new office manager and a new PHP programmer, and still seeking out one or more Java developers. Perhaps your company, or a company with which you interact, is hiring as well. Perhaps, if you had been at this event, you could have helped to network an unemployed peer into a new job.

I take this situation personally because I have recent first-hand experience with unemployment. Both my path into unemployment, and my path out of unemployment, will perhaps make for interesting and instructional reading material.

Chapter Two: ***Before "Jersey Shore," Jersey was Off-Shored***

In 1992 I graduated from Bucknell University with a Bachelor's degree in electrical engineering. Soon after graduation – despite a poor job market – I networked myself, through a former student of my father's, into a position with a New Jersey based manufacturer of electro-optical devices. I ended up working at that company for sixteen years, helping its annual sales to grow from roughly $15 million to roughly $250 million.

For many of my coworkers, however, such remarkable corporate success was no guarantor of continued employment. Hungry for more and more profit, the company at one point laid off nearly twenty of my coworkers despite the fact that at the time the company reportedly was well over ten million dollars in the black. Through round after round of cuts our headcount in South Jersey eventually dropped from a peak of roughly 600 employees to as few as 60… despite the fact that sales – and overall employee headcount – were climbing. Jobs being cut in New Jersey were being more than offset by jobs being added in India and China. Mindful of that trend I had, after ten years in the manufacturing side of the business, positioned myself for a move into the design engineering side of the business, however after six years in the design group it became clear that not even designers were immune to the off-shoring threat.

Chapter Three: ***Enron Meets Jason Bourne***

By the summer of 2008 I had decided that enough was enough and I was going to leave my employer on my own terms rather than allow some further round of cuts to send me packing on someone else's terms. Given the mass exodus of manufacturing jobs from our shores to foreign shores I decided that as a holder of a BSEE degree the last place in America left for me to make a stand was the power industry. Sadly, though, the power industry came across to me as being completely closed to outsiders, outsiders being anyone who had not started off in the industry as a college co-op or fresh graduate. I found a way around that roadblock, though, using networking to wrangle myself a position – a promotion, even – within a small energy startup that was open to new blood and new ideas. In September of 2008 I set off on a new adventure, eager to reinvent myself in a promising and growing field.

Alas, the experiment was short lived. Shortly after starting my new job, I learned that the two primary owners of the company were at war with each other – not just legally but rather literally – over control and direction of the business. The chaos and misfortune that befell me there could fill a spy novel: Accounts were frozen… My office was looted… The original copy of my employment offer letter was confiscated in a sleight-of-hand maneuver… I worked for up to five weeks at a time without being paid… As a new manager, I was told I would have to keep my employees working even though it was unclear if they would *ever* be paid… The federal government was investigating us for market manipulation and fraud… My boss ordered me into a car chase down Route 45 to try to reach his sister and another female coworker before two men of questionable character could get to them first at a remote warehouse… Mount Laurel police were responding to disturbance calls in our main facility, once even with guns drawn as the CFO had barricaded himself in his office against one of the two warring owners.

No, I'm not fabricating any of this… boxes of court records in Mount Holly, and multiple police reports in Mount Laurel, would corroborate that I had unknowingly walked into the corporate equivalent of hell on earth.

I had no desire to aid and abet my employers in their unethical and illegal behaviors. Eventually I was fired by – in my personal opinion, mind you – a corrupt ex-judge who, as a lawyer in private practice trying to run the company for the two owners who could not agree, had probably calculated that he could make more money once conscientious professional objectors like myself were out of the way.

I didn't become unemployed because I was lazy or unskilled or criminal; I became unemployed because I was unlucky.

Chapter Four: ***My Darkest Hour***

So there I was, in the winter of 2008-2009, unemployed in the midst of the worst American recession and job market in years. Worse still, after sixteen years in an off-shored industry I had just

failed to reinvent myself in a new industry. Now where did that leave me in the eyes of a potential employer?

I sent out resumes in response to help wanted ads but interviews were not forthcoming. I called on former coworkers in their new companies, but it was not uncommon to find them hunkered down with hiring freezes and in fear of losing their own jobs. During my unemployment, on some days I spent as many as 12 hours of 24 in bed in a fetal position, fearing that my career and my life were over. I didn't consider it melodramatic to think and feel that way; I'd seen and heard such tales in the media, and I'd seen some of my own friends drop out of the workforce.

Chapter Five: ***Networking Saves a Life… or at Least a Career***

My first break came through networking. My sister helped me to land a part-time position as an IT tech at her place of employment. The pay was a quarter of my former salary, but the work was challenging and fun, and helped to restore in me a sense of usefulness, purpose, and hope. It helped that several of the other guys in my new crew were in the exact same boat that I was, being recently displaced electricians or engineers.

My second break came from a rather unlikely source in a rather unlikely place. Enjoying live music in a small listening club, I was spotted by a former high school classmate who remembered me as having been top in our class (actually, graduating not 1st but 3rd of nearly 400). She asked me how I was, and I told her that I was an unemployed engineer. She responded that her father was an engineer also, and that he might be able to help me if I could supply her with my resume.

I had barely known this girl in high school, and I had not seen her in twenty years, yet she assured her father that I was a bright guy and that he should take a chance on me. Her father helped to land me the interview that landed me the job I have now. And it's not a bad job either; as compared with my two positions in 2008, my annual compensation is now 25% higher, and on top of that I'm now part-owner of one of the fastest growing companies headquartered in the state of Virginia.

When I was brought in to interview for this job, my boss-to-be more or less told me, *Don't feel self-conscious because a personal connection got you this far; we prefer to ONLY hire people we know*. When I was told about my competition, I was told that *the two other candidates were also people that had connections on the inside*. When it was brought out that my connection was tangential at best – in other words, they barely knew me – the follow-up statement which was relayed to me was, *We'd rather hire someone we barely know than someone we don't know at all*. When I eventually won the position, I was told that my resume had been the best of the three, *therefore I had won the position because of the combination of what I knew AND whom I knew.*

It's my opinion that the internet, perhaps counter-intuitively, has actually made personal, in-the-flesh connections *more* important. Back in the 1970's, when use of the internet was pretty much limited to a select group of defense and educational organizations, people looking for work had to painstakingly hand-type each new cover letter from scratch on a blank sheet of paper, starting over if typing errors were made. Nowadays, however, job seekers can rapidly customize cover letters using word-processing software. As a job seeker, you can cut-paste-edit-send, and then repeat… And Human Resources personnel can, with one click per resume application, *delete*, leaving themselves more time for Solitaire and online shopping. Send your resume in "blind" or "cold" and perhaps more than ever before it's discarded as junk mail or spam, but go in through a personal connection… the human touch… and your chances improve dramatically.

Chapter Six: ***"Ask not what your country can do for you, but…"***

So now I'll bring this article back around to the IIE and YOU. Prior articles in prior editions of this newsletter have pitched to you the value of our technical programs and networking events as regards YOUR career. But if you're like many of our members, you probably haven't attended many – or any – of our programs. Maybe you currently have a job and maybe you're satisfied with it. Maybe you already know everything and everyone you think you need or want to know for your own sake, and maybe our technical programs, despite the best efforts of the Board of Directors, me among them, really do have nothing to offer to YOU. In that case I'll ask you to come out to our events for a different reason: for the benefit of your peer(s) who might not be so fortunate at this moment in time.

Perhaps you've sent donations to starving children in Africa or displaced tsunami victims in Asia. Not that those people aren't in need or aren't deserving of aid, but perhaps it hasn't really occurred to you that people much closer to your home – your peers in your own profession, no less – might be in need of your help as well? America is in crisis, with 15% of Americans now living in poverty, and a home foreclosure rate as high as 25% in at least one state. While unemployment in the technical sector is only about a third of the overall unemployment rate, know that there are in fact peers of yours in need of employment assistance. YOU might be the catalyst that restarts a stalled or derailed career. YOU might be the change agent that keeps a fellow engineer from losing his or her home to foreclosure. YOU might be the Good Samaritan that keeps a peer's children from falling below the poverty line. While our elected politicians in D.C. bicker endlessly as their country falls to pieces around them, YOU might be able to do something that they can't or won't.

Our IIE SJDVP Chapter currently has over 160 registered members. If every one of our members came out to even just one Chapter program per year, the improvement would be dramatic. My challenge to you is to find time in your schedule – busy as it may be – to attend at least one IIE SJDVPC event per year. Just one. Maybe it's a technical program, or a plant tour, or a university night, or a purely social event. I really don't care which one you pick -- just pick one and come out. You might make a connection that makes a world of difference to someone in need. If you don't want to do it for yourself, that's fine; consider doing it for someone else.

Paul R. Siebeneicher, III – Contributing Editor
IIE SJDVPC Board of Directors, IAEI Associate Member

Sales Engineering Specialist at Victaulic
Greater Philadelphia Area

Responsible for the development and strengthening of our specification position at the engineer and owner level in a given territory, for all Victaulic products. This will be accomplished through a balanced multi-market approach, utilizing an account/project based goals and objectives program.

- Assesses their given area of responsibility and prioritizes the owner and accounts they will focus on in conjunction with their Regional Sales Manager
- Develops and implements a yearly game plan that achieves an improved specification position, focused on all applicable products. Particular attention will be given to proprietary products and their technical specification so we can preclude competitive products from use.
- Responsible for penetrating and increasing Victaulic's position at agreed to target accounts (owners, engineers, construction managers and limited contractors). A matrix will be maintained at each of these targeted accounts.
- Develops a complete understanding of:
    - Product features/benefits, account hierarchy, market and product applications and technical language/wording
    - Specifications as an industry document, its content and language
    - Competitive products and positioning
- Documents all activity in Seibel through the account /project screens
- Develops and maintains industry relationships including joining all applicable associations
- Understands the construction cycle and successfully influences decision-makers at all levels to maximize Victaulic sales/specification potential.
- Communicates and coordinates activities with their regional counterparts when applicable
- Drive Plan through Account/Project Development through all levels
- Use of Siebel as key communication tool
    - Minimum standards are met as per corporate requirements
    - All activities should be "geared" toward profitable sales
    - Communication and cross-functional use is critical

Qualifications (education, experience, personal attributes):

- College graduate with an Engineering degree. Mechanical Engineering preferred but will consider other engineering disciplines.
- Previous industry experience preferably related to the commercial construction industry or mechanical products.
- Strong written and verbal communication skills, professional image.
- Willing to travel overnight .
- Strong organizational and time management skills.

Compensation will be based on experience and will consist of a competitive base salary, incentive compensation, company automobile, and a comprehensive benefit package.

Founded in 1925 and based in Easton, PA, the Victaulic Company is the world's leading ISO 9001 certified manufacturer of mechanical pipe-joining products - couplings, fittings, and valves with more than 3,500 employees worldwide. Today, Victaulic piping solutions can be found at work the world over - in small to large commercial and industrial HVAC and fire protection applications, safely moving large volumes of wet and dry mediums in industrial piping, oilfield, and mining operations, and at your local municipal waste and waste water treatment plant. What began as simply a faster, easier and more efficient way of joining pipe has evolved into a whole new approach to solving piping solutions, setting the global standard for piping, efficiency, and performance reliability.

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Job ID: 1932165
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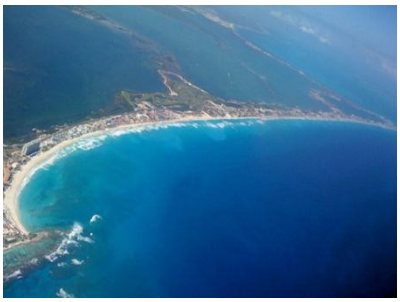
Travel Journal from the Newsletter Editor

Last summer I had the chance to visit Boston a couple of times. I attended a commencement address at Tufts University in May, and then back again in August to attend the NAAAP national convention. National Association of Asian American Professionals, a non-profit organization that cultivates, supports, and promotes *diversity* and *inclusion*. The objective is similar to our **IIE**, that it offers professional development opportunities on the local and national level, engages its membership in community service, and organizes professional networking events.

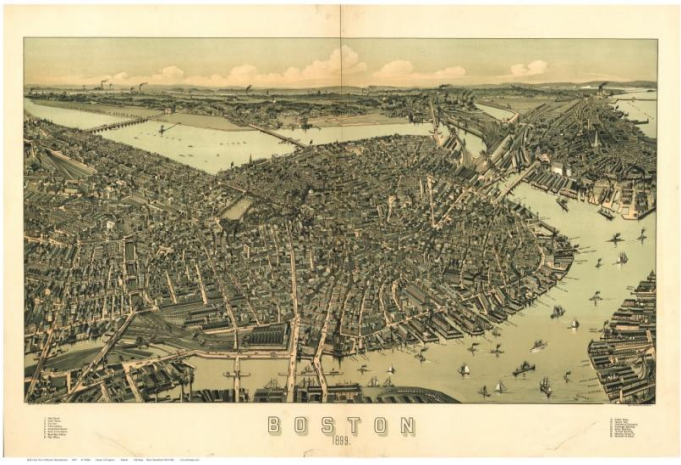


The last two national conventions held by the IIE were in Cancun, Mexico (photo top right), and Las Vegas (a place needs no introduction). Two very different cities, but equally exotic in their own ways.

Boston is one of my favorite cities. I attended the bicentennial concert on July 4, 1976, conducted by the late Arthur Fiedler of the Boston Pops Orchestra. He was the Conductor of the Pops for 50 years, and passed away in 1979. At times, he was criticized for over-popularizing music, particularly when adapting popular songs or edited portions of the classical repertoire, but Fiedler kept performances informal and sometimes self-mocking to attract more customers.

Boston plays a central role in the history of our country. In 1630, Puritan colonists from England founded the city, which quickly became the political, commercial, financial, religious, and educational center of the New England region. The American Revolution erupted in Boston, as the British retaliated harshly for the Boston Tea Party and the patriots fought back. Every student can tell the story of Paul Revere's midnight ride to warn about that, 'the British are coming' . . . .

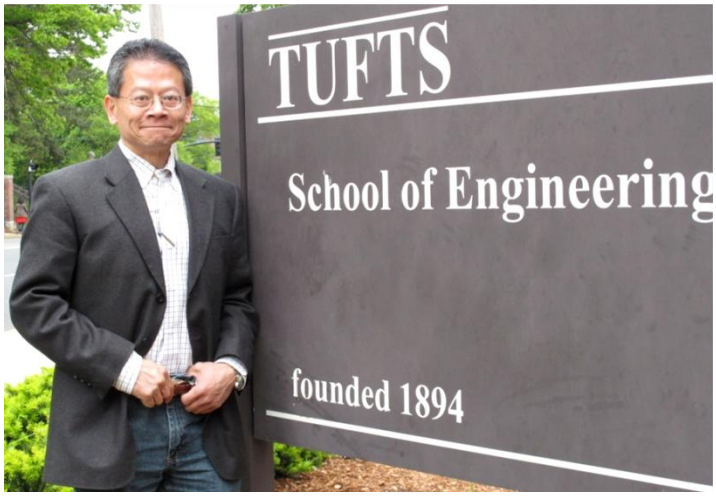
After 1800, Boston became the transportation hub for the New England region with its network of railroads, and even more important, the intellectual, educational and medical center of the nation. Along with New York, Boston was the financial center of the United States in the 19th century, and was especially important in funding railroads nationwide.



Fast forward to now . . . as I sat on the lawns of Tufts, in Medford (10 miles north of Boston) for their 155th Commencement exercises on May 22, 2011, and Pierre Omidyar (Class of 1988 in computer science) was one of the recipients of an honorary degree. Omidyar is a French-born Iranian-American entrepreneur that founded eBay, and donated millions to Tufts.

Omidyar and his wife Pam are well-known philanthropists who founded Omidyar Network in 2004 in order to expand their efforts beyond non-profits to include for-profits and public policy.

Safe travels, Tom



IIE – SJDVPC Classified Ads

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