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American
Society of
Engineers of
Indian Origin

29th

ASEI NATIONAL
CONVENTION

27 September 2014



University of California, Irvine CA



THE ENERGY OF » COMMUNITY

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About ASEI

The American Society of Engineers of Indian Origin (ASEI) was founded in 1983 in Detroit Michigan by Mr. Hari Bindal with the objectives of facilitating networking, recognitions, and technical liaison between India and the USA.

Early in 1983, Mr. Bindal contacted over 50 fellow engineers to obtain their consent and join in his efforts for the start-up of the organization. Bindal conducted a signature campaign and received some 150 signatures. He then organized a meeting on May 5, 1983 at the Farmington Public Library, to form an organization of engineers from India. After thorough discussion, a resolution to form the organization was passed and named the "American Society of Engineers from India (ASEI)". In 1992, the name was changed to "American Society of Engineers of Indian Origin", retaining the acronym as ASEI. Some seed money was collected and an ad-hoc committee was formed to plan a kickoff banquet. The kickoff event was held on September 9, 1983, at the Dearborn Community Center and attracted over 300 people. Over 75 became members that evening. Mr. Bagla, Minister for Economics representing the Embassy of India in Washington DC, gave an arousing inaugural speech.

Mr. Navin Pandya, well known in the Detroit area, wrote the constitution and bylaws of ASEI. This constitution was signed by twenty six (26) members who were present in the May 5, 1983 meeting. These 26 members were called the "Founding Members of ASEI". Mr. Bindal, with help from Dr. Hans Bajaria, got ASEI registered with the IRS under Sec 501(C) (6), and also with the state of Michigan as a Nonprofit Educational Organization. Bindal's home address was also the ASEI address. All day-to-day business of receiving membership forms, responding to letters, and keeping the accounts were handled by Bindal. The organization also started a quarterly "ASEI Newsletter" in the same year.

The ASEI original logo, selected from a logo contest, consisted symbols representing India and the USA, a compass, a handshake, and a slogan "Gyano Sarvopari", encircled with name and year of founding. In 1992, the logo was changed to the current "link of two circles", based on ASEI-NCC Newsletter "Link".

Within two years, ASEI grew to over 400 members. Letters from all over USA, Canada, and some from India came complementing the formation of ASEI. The first convention was held in August 1984 in Michigan. ASEI awards and recognition system started from the first annual convention. In 1985, ASEI presented an honorary membership and ASEI memoranda to the visiting Indian Prime Minister Rajiv Gandhi, as he was an engineer by profession.

Periodic technical seminars were held during the beginning years. Mr. Bindal moved from Detroit to Florida in March 1986. Dedicated members, including Nirdosh and Asha Reddy, Noor Kapadia, and Yogi Anand diligently groomed ASEI over the next eight years and held the annual conventions in Michigan with Bindal's dedicated support.

Mr. Bindal moved to Washington DC in 1988, and started the ASEI National Capital Chapter (NCC) in 1990. ASEI NCC hosted the first out of Detroit, 9th National Convention, in the DC area. After that, the 10th National Convention was held in Huntsville, AL, that celebrated the 10th anniversary in 1993. The souvenir published at this convention included the history of previous ten years of ASEI.

Subsequent conventions were held in other cities such as Atlanta GA (1997), Buffalo, NY (1999), Orlando, FL (2000), and the rest back and forth between Detroit and Washington DC.

In 2004, the Michigan Chapter held one of the largest conventions with over 450 attendees under the able leadership of Mr. Perry Mehta.



About ASEI

Several new chapters, including two student chapters (Akron, OH; and College Park, MD) and one in New Delhi, India, were installed during this period to a total of 12 chapters. In 1996, three new programs were added: ASEI Student Scholarship, Science Fair Award, and Business Plan.

The Cleveland, Ohio Chapter was founded in 2003 with the initiatives of Mr. Jagannath Kottha and Mr. Paramjit Singh. This chapter hosted ASEI 20th and 22nd Annual Conventions in 2003 and 2005, respectively.

In April 2009, a delegation of ASEI met with India's past President, Dr. Abul Kalam, who is an engineer, and presented him with the ASEI memoranda and an Honorary Membership of ASEI.

The Southern California Chapter (SoCal) was founded by Boeing engineers: Sharanpal (Paul) Sikand, Darsh Aggarwal, Jayant Patel, Ravi Kahandal, and Sham Hariram in 2004. The SoCal Chapter hosted the first West coast and a very successful 23rd National Convention in 2006, which attracted over 400 attendees. Since then the SoCal chapter has hosted conventions in 2010, 2011 and now hosting the 29th annual convention in 2014 at University of California, Irvine.

Following is a list of the ASEI leadership from 1984 to date

Chairmen/Presidents of the National Board

Year	Chairman	President
1984	Contstancio Miranda	Jayprakash Shah
1985	Hansraj Bajaria	Yogendra Anand
1986	Navin Pandya	Nuruiddin Kapadia
1987	Nuruiddin Kapadia	Venkat Rao
1988	Venkat Rao	Nirdosh Reddy
1989	Nirdosh Reddy	S.M. Shahed
1990	S.M. Shahed	Asha Reddy
1991	Asha Reddy	Shailesh Vora
1992	Shailesh Vora	Sudhir Jain
1993	Ram Reddy Nomula	
1994	Chandrika Prasad	
1995	Chandrika Prasad	
1996	Jagdish Agrawal	Shiv K. Jindal
1997	Shiv K. Jindal	Manohar Singh
1998	Manohar Singh	Gajanan Deshmukh
1999	Gajanan Deshmukh	Ravi Singh

Year	Chairman	President
2000	Ravi Singh	Dhirendra Saxena
2001	Dhirendra Saxena	Vipin Mehta
2002	Vipin Mehta	Ravi Rout
2003	Vipin Mehta	Ravi Rout
2004	Ravi Rout	Jag Kottha
2005	Jag Kottha	Perry Mehta
2006	Jag Kottha	Perry Mehta
2007	Jag Kottha	
2008	Jag Kottha	
2009	Jag Kottha	
2010	Paul Sikand	
2011	Shreekant Agrawal	
2012	Shreekant Agrawal	
2013	Shreekant Agrawal	
2014	Subba Rao Gopav arapu	



About ASEI

ASEI Vision

Create a national network of technical professionals of Asian Indian Diaspora living in the US to provide a platform for networking, career advancement, community service, technology exchange and to develop the next generation of scientists and engineers.

ASEI Mission

1. Provide networking opportunities for professionals, students, and businesses
2. Provide career guidance and mentoring to members and students
3. Recognize outstanding engineers, students and entrepreneurs
4. Provide student scholarships
5. Promote careers in Science, Technology, Engineering and Math
6. Participate in humanitarian projects
7. Promote Indo-American relationship
8. Promote technology transfer between India and USA
9. Host annual national and local conventions to advance ASEI Mission

ASEI Purpose

1. The purpose of ASEI is to develop and nurture the next generation of engineers and technical professionals.
2. ASEI is committed to making our communities better places to live. Therefore every chapter supports the local community events, encourage our team members to volunteer and donate generously to charities. ASEI aim to give back to the community by spurring development and economic growth in vibrant economies as well as under-developed regions

ASEI Chapters Map





About ASEI SoCal Chapter

ASEI Southern California History

The ASEI Southern California Chapter was formed in 2004 by five visionaries from the Boeing Company: Paul Sikand, Darsh Aggarwal, Jay Patel, Ravi Kahandal, and Sham Hariram.

Subsequently, several engineering leaders from various reputable aerospace companies in the LA and Orange County areas came together with the vision to build a strong ASEI chapter in Southern California. They appointed an ad-hoc Board of Directors and in August 2005, an executive committee was elected consisting of Paul Sikand (President), Kulbhushan (Vice President), Harish Bhutani (Treasurer) and Sham Hariram (Secretary).

In 2006, the SoCal chapter hosted a successful ASEI National convention under the leadership of Shreekanth Agrawal as the convention Chair. In December 2006, formal elections were held to form a Board of Directors of 15 members. The chapter strives to be a vibrant organization providing its members with professional networking events, community service opportunities, and mentoring.

In 2008 we successfully hosted an International Sanitation Symposium. The purpose of the symposium was to synergize various non-profit efforts to improve sanitary conditions in India through the creation of a framework that combines technology, business opportunity and cultural changes.

ASEI SoCal GOALS

- Improve ASE SoCal Brand
- Host Networking Events
- Host 2010 National Convention
- Participate in Community Service Activities
- Initiate mentoring program
- Participate in alternative energy initiatives

For more information about ASEI SoCal, please visit our website

<http://socalasei.org/>

ASEI Benefits

Ongoing Programs

- Mentorship
- Community Service
- Technical Talks
- Recognition
 - Corporate Excellence
 - Academic Achievement

○ Annual Conferences:

- 2007 Washington DC
- 2006 Anaheim, CA
- 2005 Cleveland, OH

Large Events

- Symposiums – Intl. Sanitation Technology Exchange
- Networking Gatherings



Message from ASEI Chairman



I am honored to welcome our distinguished speakers, keynote speakers and fellow engineers and scientists to the 29th ASEI Annual National Convention in Southern California.

This year's convention theme is "STEM- Ideas for the 21st Century." The theme reflects the ASEI vision and commitment to support technology advancements in a field where Indo-Americans are recognized in the world who have made a tremendous impact. The technical papers being presented in this convention illustrates innovations in Science, Technology, Engineering & Mathematics by different Technical Tracks such as Bio – Medical Devices & Life Science, Disruptive Technologies, Engineering Trends, and growth in STEM Education. Our guest speakers are amongst the most recognized leaders from the various corporations, US government organizations, and Academia.

ASEI was founded in 1983. In looking back over the past 31 years, ASEI has come a long way from being a regional organization to the National level with multiple chapters. I take pride in mentioning some of its achievements in various programs, including the following:

- The Corporate Excellence Recognition Program (CERP): This program provides a forum for corporations to recognize their high achievers for their leadership and technical skills. Award categories are: Engineering Excellence, Woman Engineer, Young Engineer, Outstanding Achievement, and Service Excellence.
- Academic Excellence Scholarship Program: ASEI has awarded more than \$150K over the years to engineering undergraduate and graduate students across the US. Additionally this year we introduced scholarships to High School Students to encourage Engineering Education.
- Technical Symposium and Networking: Talks on the latest advancements in various technologies are conducted periodically at all Chapter levels and able to network with others and look for opportunities.
- Mentor Connect: ASEI has tremendous Technical Talent, Management & Leadership Development, and Successful Business Owners who is ready to share their experience to with Fellow Members.
- Cultural Events: Annual events celebrated by ASEI include, Diwali, the Indian festival of lights, and Christmas are held to provide the members, families and guests an opportunity to have fun and network.
- Community Service: ASEI members provide community service in various areas such as mentoring, teaching, planting trees, cleaning the beach, etc.
- Recognition Program: Every year at the convention, ASEI recognizes members in the area of entrepreneurship, engineering excellence, and service to ASEI.

Our board members are leaders that are fired up on growing ASEI through increased collaboration with other engineering organizations, such as PAN-IIT and IEEE. Additionally we are partnering with TiE to collaborate and grow business relations with USA and India to improve the quality of life in India through Technology. We are challenging ourselves to work with top-notch universities and open ASEI student chapters and create a platform for internships, job creation and to establish Corporation to fulfil resource needs in order to bring young engineers to help achieve the ASEI vision.

I am very thankful to the ASEI SoCal chapter for hosting the annual convention in 2014. Under the leadership of Kupp Sridhar and Krish Krishnamurthy, the convention committee has put together an exciting program for you. I am sure you will enjoy this memorable convention. Thank you for your attendance and support!

Subba Rao Gopavarapu



Message from SoCal Chapter President



On behalf of the ASEI So Cal chapter warm welcome to one and all.

The theme for the event is in synch with the industries in So Cal – with the exciting number of biotech start-ups along 405, 101, 5, 15, 73, 57, 55 and 805 and others. We are fortunate to have the company of these innovative and motivating companies.

We are working with the local universities to start student chapters at UC I, and CSU LB. The CSU Fullerton chapter is 3 Years young. Request friends families and teachers to leverage the STEM expertize of our community to reach even higher goals.

In 2013/14 we collaborated with our sister National organizations - IEEE, TiE, Pan IIT and others and we look forward to more collaborations in 2015!

The success of the organization is proportional to the level of volunteerism of the team and we are fortunate to have a strong Board of Directors (BOD) and advisors.

I sure gained a few skills thru this assignment – request you all to consider participating in the planning and executing next year's activities. Thru travels have met leaders of other prof orgs serving the Indian engineering community. The need for a national org (even in a loosely aligned structure) with resources and reach will benefit all.

Want to invite you all to our Quarterly technology sessions to review latest and greatest.

Here is our recommended action plan for Engineers of all branches (and Going_to_be_Engineers):

1. Provide feedback on the convention – what you liked and what we can improve
2. Provide suggestions to the organization – in any area – Organization, scope, any other topic
3. Potential speakers, presentation topics, the way the Orgn. Is run, anything else
4. Participate in Quarterly meetings
5. Volunteer to present a topic you are passionate about
6. Join the Organization as a member or Life member (if you are already a member)
7. Look up one of the officers of the organization and find out what they got out of their service

Hope you have a chance to extend your network at the convention.

Thanks for your support

Regards

Krish Krishnamurthy



Message from Convention Chair



**Transforming Legacy Systems
&
Connecting them to The Cloud
While Retaining Benefits of Existing Proven System**



***OpenLayer is a game-changer when
it comes to modernizing legacy
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Legacy systems such as As/400, System S3



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Message from Convention Chair



On behalf of all the ASEI SoCal Board of Directors, I want to extend you a warm welcome to the 29th ASEI National Convention at the Student Center in the beautiful campus of the University of California Irvine. As President Obama said "Leadership tomorrow depends on how we educate our students' today especially in science, technology, engineering and math". To resonate with the President's goal, the theme of this year's convention is "STEM: Ideas for the 21st Century" with multiple tracks containing presentations where the lines between science, technology, engineering and math are blurred in this highly integrated tech world.

Over the last 30 years, ASEI has established itself as a forum for exchanging knowledge amongst its members to shape the next generation of scientists, engineers, technologists and entrepreneurs. The convention plenary sessions will feature keynote address from executives of leading US companies whose speeches will inspire and educate to become successful leaders. For the technical sessions, the chairpersons leading the tracks have assembled an impressive array of speakers who are subject matter experts in their field that will show case their profound knowledge which will enrich your mind. Besides the traditional presentations, the technical sessions also include panel discussions, mentoring, science carnival and workshop sessions. To ease your mind from the tech knowledge, the convention finale evening program will contain a variety of entertainment, delicious Indian food and dancing to celebrate the Indo-American community's successes and achievements.

This convention would not have been possible but for the benevolence of our corporate sponsors. I would like to personally thank our major sponsors Prime Health Care, The Boeing Company, Microsoft Corporation, Southern California Gas Company and all the donors and patrons of ASEI. Monetary and economic resources alone will not suffice. The convention planning is a culmination of several months of tireless efforts of ASEI SoCal board members, volunteers and well wishers who have sacrificed their time to put this event together and I am grateful that I have a fantastic team. Lastly but not the least I thank all ASEI members for their support and I look forward to meet you at the convention.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kupp Sridhar'.

Kupp Sridhar

ASEi SoCal 10th Anniversary

Writeup here



Message from the White House



WHITE HOUSE INITIATIVE ON ASIAN AMERICANS AND PACIFIC ISLANDERS

September 16, 2014

Greetings,

On behalf of the White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI), I send my warmest welcome to the attendees of the American Society of Engineers of Indian Origin's (ASEI) 29th National Convention. I applaud ASEI's efforts to provide a platform for engineers, scientists, students, educators, and technologists to develop a network and contribute to economic growth.

President Obama reauthorized WHIAAPI to improve the quality of life and opportunities for the AAPI community through increased access to and participation in federal programs, in which they remain underserved. With your involvement, the Initiative seeks to highlight both the tremendous unmet needs in AAPI communities as well as the dynamic assets that can be leveraged to meet those needs.

I commend ASEI for its commitment to STEM education, recognizing the contributions of the Indian-American scientific community, and supporting a channel of communication between technical organizations within the United States and abroad.

I wish you a warm congratulations and continued success in the years to come.

Sincerely,

Kiran Ahuja
WHIAAPI Executive Director



Message from Ambassador Of India



भारत का राजदूत
वॉशिंगटन, डी.सी.

AMBASSADOR OF INDIA
2107 MASSACHUSETTS AVE, N.W.
WASHINGTON, D.C. 20008

August 13, 2014

MESSAGE

I am glad to learn that the American Society of Engineers of Indian Origin (ASEI) is hosting the 29th ASEI National Convention at the campus of University of California, Irvine on the theme "STEM: Ideas for the 21st Century" from September 26-27, 2014.

ASEI has played a commendable role in supporting technical exchanges between organizations in India and United States. The organization provides a unique platform to engineers, scientists and technologists to develop a network, facilitate charitable organizations, assist students and support economic growth and development in our two nations.

I hope that the convention is a great success and would like to convey my best wishes to ASEI.

[Dr. S. Jaishankar]

Ambassador of India to the United States



Message from US Senator

DIANNE FEINSTEIN
CALIFORNIA



SELECT COMMITTEE ON INTELLIGENCE - CHAIRMAN
COMMITTEE ON APPROPRIATIONS
COMMITTEE ON THE JUDICIARY
COMMITTEE ON RULES AND ADMINISTRATION

United States Senate
WASHINGTON, DC 20510-0504
<http://feinstein.senate.gov>

September 27, 2014

American Society of Engineers of Indian Origin
Southern California Chapter
P.O. Box 18215
Irvine, California 92623

Dear Friends:

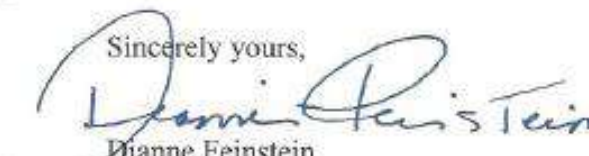
It gives me great pleasure to extend my warmest greetings to all who have gathered for the American Society of Engineers of Indian Origin's 29th *National Convention*.

Since its inception, the American Society of Engineers of Indian Origin (ASEI) has dedicated itself to providing networking opportunities and career guidance for professionals and students. ASEI also participates in community service to assist disadvantaged and underprivileged individuals around the world. There is no doubt that its efforts will continue to benefit countless individuals and families for many years to come.

As your United States Senator representing the State of California, I applaud the American Society of Engineers of Indian Origin for its remarkable achievements and contributions. Please accept my best wishes for a most memorable and enjoyable event.

With warmest personal regards,

Sincerely yours,



Dianne Feinstein
United States Senator

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Inaugural Keynote Speaker



Patrick Lee S

Senior Vice President Customer Service, Innovation and Business Strategy
Southern California Gas Company (SoCalGas).

Patrick Lee is responsible for all customer services and programs, as well as strategic planning and development of new businesses and technologies at SoCalGas. Prior to joining SoCalGas in August 2012, Lee served as vice president of Sunrise Powerlink for San Diego Gas and Electric (SDG&E). Lee had overall responsibility of the project including public affairs, environmental, land services, engineering, procurement and construction of the largest capital infrastructure project in SDG&E's history. The \$1.9 billion, 500-kilovolt transmission line was completed successfully in June 2012.

Prior to his role on Sunrise Powerlink in April 2009, Lee was vice president of energy supply for Sempra Generation, which is now part of Sempra US Gas & Power. Lee was responsible for natural gas procurement, energy sales from a fleet of combined cycle and renewable power plants, and daily trading and long term hedging of power plant output.

Prior to that, he held several director positions at SDG&E. His past responsibilities included: construction, maintenance and operations of transmission, substation and distribution systems in the San Diego region; skills and compliance training; business processes support; and performance management.

Before joining SDG&E in 1991, Lee worked for the Sacramento Municipal Utility District and the City of Roseville, California. His utility experience includes electric system planning, engineering standards, transmission & substation construction and maintenance, electric reliability, system automation, smart grid, engineering data integration, business process re-engineering and renewable energy development.

Lee is a member of the California Council on Science and Technology and serves as a trustee on the California State Parks Foundation board. He has a bachelor's degree in electrical engineering from San Diego State University and a master's degree in electrical engineering from California State University, Sacramento. He is a registered professional electrical engineer in California.



Inaugural Keynote Speaker



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Inaugural Keynote Speaker



Murthy Simhambhatla

President
Abbott Medical Optics Inc.

Murthy Simhambhatla is senior vice president at Abbott and president of Abbott Medical Optics Inc. (AMO), the global leader in advanced refractive technologies for eye care professionals and patients. Headquartered in Santa Ana, California, AMO offers market-leading technologies and services designed to address vision disorders at all stages of life.

Prior to this role, Dr. Simhambhatla led Abbott's Ibis Biosciences division, whose innovative DNA analysis technologies address a significant unmet need for the rapid and broad identification of microbes that cause infectious diseases.

He joined Ibis Biosciences from Abbott Vascular, where he was General Manager for commercial operations in Australia and New Zealand. Dr.

Simhambhatla led Abbott Vascular through significant growth during his tenure, achieving vascular market leadership in the region for Abbott. He also served on the board of the Medical Technology Association of Australia.

Dr. Simhambhatla joined Abbott in 2006 as Divisional Vice President & General Manager for Drug Eluting Stents through Abbott's acquisition of Guidant's vascular business, where he was responsible for the development of the market-leading Xience coronary drug eluting stent. He has broad healthcare industry experience in leading integrated medical device businesses through a succession of management roles with Guidant and Abbott in R&D, new ventures, manufacturing process development and commercial operations.

Prior to Guidant, Dr. Simhambhatla worked in the aerospace and optoelectronics fields at Raychem Corporation in Menlo Park, California. Dr. Simhambhatla holds a bachelor's degree in chemical engineering from India and a doctorate in polymer engineering from the University of Akron.



Luncheon Keynote Speaker



Eugene Chi

General Manager Small, Mid-size business Sales & Distribution, West Region
Microsoft

Eugene Chi brings over 20 years of experience and success as a people-oriented, collaborative sales leader in different business segments.

In his 12 years with Microsoft, Eugene has held a number of diverse roles and is known for delivering exceptional results and developing his people. In his current role, Eugene is the General Manager for the Small, Mid-sized business and Distribution for Microsoft across the West Region of the U.S. Prior to that, he held the role of the District Sales Director in SoCal District and Southwest District, focused on Account Team Unit (ATU) leadership, comprising 5 ATU's / sales teams. He was responsible for a \$600 million business focused on key

strategic commercial customers in the southwestern part of the U.S. Eugene's primary responsibilities include enabling and equipping the sales force in improved sales execution disciplines, orchestration, account planning, and customer satisfaction while managing quarterly financial commitments and key performance indicators. Prior to this role, Eugene was based in Houston, TX for 6 years managing sales teams: a \$100 million Global Oil & Gas business and a Healthcare team in the Texas, Oklahoma, Louisiana and Arkansas markets. Other roles at Microsoft include Chief of Staff role for Enterprise & Partner Group (EPG) Regional Sales Vice President and a Business Productivity Advisor (BPA) Solutions Specialist (SSP) role in SMS&P - Small, Mid-market Solutions & Partners.

Previous to Microsoft, Eugene has had a diverse set of work experiences having worked in Silicon Valley for 5 years at various software and internet companies including Oracle, where he was Director of Global e-Sales Market Development, Update.Com, a Sales Force Automation/CRM company, and Lycos.com as a Business Development Manager. Other work experiences include sales positions at GTE (now Verizon) and as a Strategic Business Planner for Walt Disney where he structured multi-million dollar entertainment deals.



Luncheon Keynote Speaker



GREG HYSLOP, D.Sc.

Vice President and General Manager
Boeing Research & Technology
Chief Engineer
Engineering, Operations & Technology

Dr. Greg Hyslop is vice president and general manager of Boeing Research & Technology, the advanced central research and development unit of The Boeing Company. Hyslop leads a team of nearly 4,000 engineers, scientists, technicians and technologists who create and collaborate with R&D partners around the world to provide innovative system solutions and technologies to solve the aerospace industry's toughest challenges. Named to this position in February 2013, Hyslop has oversight of operations at five research centers in the U.S. including Alabama, California, Missouri, South Carolina and Washington, as well as six research centers in Australia, Brazil, China, Europe, India and Russia.

In May 2014, Hyslop assumed an additional role as the chief engineer for Engineering, Operations & Technology, the parent organization for BR&T. As EO&T chief engineer, Hyslop partners with chief engineers for other Boeing business units to ensure One Boeing solutions that support programs across the enterprise. He also plays a key role in decisions that affect the technical integrity of Boeing products, services and processes.

Prior to his BR&T role, Hyslop served as vice president and general manager of Boeing Strategic Missile & Defense Systems (SM&DS) for four years. He led the SM&DS team to deliver integrated solutions for missile defense, strategic missile systems as well as several directed energy technologies and systems.

Hyslop also has held Boeing leadership posts with the Ground-based Midcourse Defense program, the Airborne Laser program and the Special Projects-Dallas team. In addition, he supported a number of cruise missile programs including Tomahawk, Harpoon, Standoff Land Attack Missile (SLAM) and Standoff Land Attack Missile – Expanded Response (SLAM-ER) since joining the McDonnell Douglas Astronautics Company, now part of Boeing, in 1982 as a guidance and control engineer.

Hyslop has a Bachelor of Science degree in electrical engineering from the University of Nebraska, a Master of Science degree in mathematics from the University of Nebraska, and a Doctor of Science degree in systems science and mathematics from Washington University in St. Louis, where he also served as an adjunct professor.



Luncheon Keynote Speaker



Congratulations to ASEI – SoCal Chapter

For Hosting

The 29th Annual ASEI Convention

Best Wishes from ASEI NCC Team

Washington D.C



Luncheon Keynote Speaker



Vivian Shimoyama

Regional Executive Director
Goldman Sachs 10KSB

Vivian Shimoyama is the Regional Executive Director of the Southern California Regional Center for Goldman Sachs 10,000 Small Businesses (10KSB) Initiative. She manages the regional 10KSB team which works in partnership with Goldman Sachs, Babson College, the Initiative for a Competitive Inner City, Long Beach Community College District, Los Angeles City College, the LA Regional SBDC Network, and local business organizations.

Ms. Shimoyama has over 25 years of experience in providing strategy and business consulting services to a range of organizations from Fortune 500 companies to educational institutions, small businesses, and non-profit organizations. As an entrepreneur, she has consulted with and been an advisor to Union Bank of California, Southern California Edison, University of Southern California, IBM, Citicorp, Coastline Community College Foundation, U.S. Small Business

Administration, Moss Adams LLP, Springboard Enterprises (a national non-profit that has raised over \$6.5 billion in venture funding for women led companies), and a range of small businesses. Dedicated to building our communities, she is a member of the board of directors for the California Small Business Education Foundation, West Angeles Community Development Corporation, and serves as the Chair of Board for the Pacific Gateway Workforce Investment Network. Ms. Shimoyama is a former Chair of Board for the National Association of Women Business Owners – Los Angeles, and Founding Board Chair of the NAWBO-LA Foundation. She is a recognized international and national leader for her advocacy work for small businesses, and women in business -- serving as a U.S. delegate to the Asia-Pacific Economic Cooperation (APEC) Women and the Economy Summit an event bringing together senior private and public sector players for a dialogue on fostering women's economic empowerment among the APEC economies; a presidential appointee to the National Women's Business Council, a bi-partisan federal government advisory panel that is a source of advice and counsel to the President of the United States and the U.S. Congress; a member of the U.S. delegation and facilitator for the landmark 10 Downing Street Economic Summit headed by former Prime Minister Gordon Brown and the U.K. government; an elected delegate to the White House Conference on Small Business.

Ms. Shimoyama has been honored by the U.S. Small Business Administration in the district, region, and recognized by the U.S. Congress with the 1999 National Women in Business Advocate Award. She is a graduate of the College of Commerce at the University of Illinois, and resides in Long Beach, California.



Luncheon Keynote Speaker



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Dinner Keynote Speaker



Dr. Prem Reddy
CEO
Prime Healthcare

Dr. Reddy is double Board-Certified in Internal Medicine and Cardiology. During his 25 years of practice in California, he performed more than 5,000 cardiac procedures, including coronary angiography and angioplasty and permanent pacemaker implantations. Dr. Reddy has been named as one of the 50 Most Influential Physician Executives in health care by Modern Healthcare in 2014, the third time in five years.

In 2001, Dr. Reddy founded Prime Healthcare Services, which owns and operates 21 hospitals. Among the many accolades, Prime Healthcare was recognized as one of the “15 Top Health Systems” in the nation in 2013. This was the third time in six years Prime Healthcare has been recognized. In addition, since 2003, 27 Prime Healthcare hospitals have been recognized among the “100 Top Hospitals” in the nation. Dr. Reddy also founded and has been the sole contributor to the Prime Healthcare Foundation, a 501(c)(3) nonprofit public charity that owns 6 non-profit hospitals. Combined, Prime Healthcare Services and Prime Healthcare Foundation have hospitals in seven states: California, Kansas, Michigan, Nevada, Pennsylvania, Rhode Island and Texas. In addition, he and his family founded the Dr. Prem Reddy Family Foundation, a nonprofit foundation that has donated millions toward charities, including college scholarships, public healthcare education and free community clinics. Both foundations combined have assets in excess of \$800 million, all donated by Dr. Reddy and his family.

Most recently, Dr. Reddy made a commitment of \$40 million to found the California University of Science and Medicine, a new non-profit MD school to be located in San Bernardino, CA. Through Prime Healthcare Services facilities and the myriad of foundation donations, Dr. Reddy, The Prime Healthcare Foundation and the Dr. Prem Reddy Family Foundation strive to meet the healthcare needs of the community.

Driven by Dr. Reddy's life-long passion for healing and education, the Foundations act as stewards of private funds to be used for public good and fulfill a commitment to give back to the communities serviced by Prime Healthcare Services.



Dinner Keynote Speaker



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Dinner Keynote Speaker



Tom Soderstrom

IT CTO
JPL-NASA

Tom Soderstrom leads a collaborative, practical, and hands-on approach with JPL and industry to investigate and infuse emerging IT technology trends that are relevant to JPL, NASA, and large enterprises.

Tom has led remote teams and large scale IT best practices and tools development and change efforts in small startups, large commercial companies, in international venues, and in the US Government arena.

Tom is a frequent speaker on the future of IT. He is currently working on defining The Next IT Decade as it applies to enterprises like JPL. He is consulting with industry and government leaders on what we can do about Social media and consumerization, Mobility, Analytics / big data, Cloud computing, and Key IT disrupter, and how to transform IT into Innovating Together.



Technical Track Speakers

Track # 1: BIOMEDICAL DEVICES AND LIFE SCIENCES

In the medical device industry, scientific disciplines and engineering merge in the creation of innovations that benefit the health care system as well as society at large



Track Chair

Dr. Asha D'Souza,

Secretary, Board Member, ASEI SoCal Chapter
President and CEO, Ashtrix



Antibody Drug Conjugates in Cancer Therapy

Dr. Kumar Gadamasetti

CEO, CertumUS

Kumar Gadamasetti is currently the CEO of Certum Biotech (San Francisco Bay Area), a cancer drug development company focusing the area of Antibody Drug Conjugates (ADCs). Prior to Certum in 2011 he has been the CEO of Delphian Pharmaceuticals (Belmont, CA). Before Delphian he was the COO of X-Mine (Brisbane, CA; a joint venture of the talents from Stanford U. and MIT -Whitehead Instt.), a data mining company (Gene expression relating to cancer) and was the Senior Director of R&D at Discovery Partners International (South San Francisco, CA). He worked at Amgen (Thousand Oaks, CA) as Group Head of Drug Development. At Amgen he was active in the development of CinacalcetTM (Hyperparathyroidism; currently marketed). Kumar's professional career began at Bristol-Myers Squibb Co (New Jersey). He was the team member of PaclitaxelTM development (Ovarian and breast cancer; currently in market). Kumar obtained his Ph.D. (1987; Organic Chemistry of Cancer Drugs and precursors - Vinblastine) from the University of Vermont and worked as a post-doctoral fellow (Synthesis of Vinca Drugs) at the University of Virginia.



Realizing the Potential of Stem Cells through Technology Development and Enhancement

Dr. Ramkumar Mandalam

President and CEO, Cellerant

Ram Mandalam, Ph.D. is the President and CEO of Cellerant Therapeutics Inc, a clinical stage biotechnology company developing novel cell-based and antibody therapies for cancer treatment and blood-related disorders. Prior to joining Cellerant in 2005, he was the Executive Director of Product Development at Geron Corporation, a biopharmaceutical company in Menlo Park, CA. His responsibility at Geron included strategic planning and implementation of development and manufacturing of cellular products for regenerative medicine, oncology and drug discovery applications. Dr. Mandalam served as the Director of Developmental Research at Aastrom Biosciences managing research and development programs involving ex vivo expansion of human primary cells for cell therapy applications. Dr. Mandalam received his Ph.D. in Chemical Engineering from the University of Michigan, Ann Arbor, Michigan..



Smartbomb engineering to say Bye2Cancer

Dr. Sanjay Khare

President and CEO, Immunegene

Prior to founding ImmunGene, Dr. Sanjay Khare was Scientific Director at Amgen Inc. He joined Amgen in 1999 and led several inflammation drug discovery programs. After completing his Ph.D. in Immunology at the All-India Institute of Medical Sciences, New Delhi, India, Sanjay joined as postdoctoral fellow in the



Technical Track Speakers

Immunology department at the Mayo Clinic and studied and created humanized mouse models of human diseases. He is recipient of ASHI scholar award in 1997. Dr. Khare coauthored more than 35 scientific papers, edited a book on TNF superfamily and presented seminars in scientific conferences. Dr. Khare's research resulted in several patents in Amgen and ImmunGene. He led research teams at Amgen and delivered several clinical candidates. He has served as consultant to start-up biotech companies for their R&D activities. Sanjay's discoveries have led to multimillion dollar returns for several companies, including Amgen, CytomX and ImmunGene. Since founding ImmunGene, he raised over \$30mm via partnerships, Govt fundings, Angels, VCs and non-profits.



Challenges and Advances in development of a HIV vaccine

Dr. Narendra Chimule

ED Amgen

Dr. Chimule is an immunologist and works as an independent consultant. Among the projects he is a reviewer of HIV grants at the NIH, and an advisor to the Filovirus consortium.

Dr. Chimule was Executive Director in Clinical Immunology at Amgen, Inc. Thousand Oaks, California. He oversaw bioanalytical assays to support clinical development of therapeutic proteins. He played a key role in the predictive toxicology, immunogenicity prediction, knowledge-management and quality-by-design initiatives. At Amgen he was closely involved in interactions with regulatory agencies in support of biological license application approvals for Prolia, Nplate, and Vectibix. Dr. Chimule was previously Director, Clinical Assay R&D, at Merck, and supported the licensure applications for several vaccines, including Rotateq, Gardasil, Zostavax, and Proquad. He has a PhD from University of Bombay, and completed his post-doctoral fellowship at Cornell University Medical College-North-Shore Hospital on immunogenicity of HIV infection in children. Prior to his tenure at Merck, he was research assistant professor at University of Pennsylvania in the department of Human Gene Therapy. Dr. Chimule has published extensively in peer-reviewed journals with ~100 articles across different disciplines.



New Global Opportunities in India's Medical Device Ecosystem

Gunjan Bagla

Managing Director - Amritt, Inc

Gunjan Bagla is a Los Angeles-based management consultant who specializes in helping American executives better engage with the world's largest democracy, India. Bagla is the author of Doing Business in 21st Century India (Hachette 2008) and his work has appeared on the Harvard Business Review blog. He is the former President of the Alumni Association of the Indian Institutes of Technology and a current board member of the American Society of Engineers of Indian Origin. Executives at Boeing, Cisco, Clorox, Covidien, Hewlett Packard, Kraft, Nordic Naturals, Paramount Farms and Roche have benefited from Gunjan's insights.



Advance Intraocular Lenses

Dr. Ramgopal Rao

CEO, Lens Gen Inc

Mr. Rao is the inventor, founder, and CEO of LensGen, Inc., a development stage medical device company that is developing a novel accommodative intraocular lens for presbyopia. He is also leading 2C Tech Corporation, a nanotechnology based device for the treatment of retinal blindness due to Age related Macular Degeneration (AMD) and Retinitis Pigmentosa (RP). Mr. Rao co-developed an innovative corneal implant device for presbyopia and cofounded Acufocus, Inc. Acufocus implants are in commercial stage in most international markets and anticipate US FDA approval in the near future.



Technical Track Speakers

Prior to that Mr. Rao founded Tomey Technology Inc., that pioneered the corneal topography imaging technology that is now a standard of care in ophthalmology. Mr. Rao was President of Ophthalmic Group at Premier Laser Systems, Inc.; a publicly held company. He also held various executive positions at Biorad Laboratories, Inc. He is cofounder of TiE (The Indus Entrepreneurs) South Coast chapter and (IOC) Innovators Orange County. TiE is active in promoting and fostering entrepreneurship and IOC is focused on social entrepreneurship.



Medical Devices for Stem Cell Therapies - Fat is Where It's At **Richa Nand**

Exec. Consultant - Cytori Therapeutics

Ms. Richa Nand served as Vice-President & Counsel, Intellectual Property & Licensing for Cytori Therapeutics (CYTX) until July 2014. She joined the company in 2004 as In-House Counsel, Intellectual Property where she developed and executed the company's global IP strategy including overseeing patent portfolio development and assessing competitors' patent rights. She was given an additional role of Director of Business Development in 2010. This role required a deep understanding of the company's business strategy, technology and goals, its financial capabilities, current and future opportunities and competitive IP landscape. As Director of Business Development, she initiated and executed a strategy for entering the healthcare market in India. She was appointed Vice-President & Counsel, Intellectual Property & Licensing in 2011. In this role, she identified key areas of innovation and differentiation to ensure the company's relevant investments were effectively protected and Cytori's competitive advantage was enhanced. Overall, she built Cytori's IP portfolio from a few applications to over 65 issued patents and over 100 pending applications worldwide.



Patient centered Obama care and How can bio-engineering help the unmet needs? **Dr. Subbarao Myla**

CMO, InstaMD

Subbarao Myla, M.D., F.A.C.C., is the Medical Director, Cardiac and Endovascular Labs and Cardiovascular Research at Hoag Heart and Vascular Institute at Hoag Hospital Newport Beach. Dr. Myla leads the clinical direction of endovascular therapy and cardiovascular research at Hoag Heart and Vascular Institute. Under his leadership, Hoag has initiated more than 25 FDA-regulated clinical trials investigating a variety of innovative medical devices and procedures, all of which focus on stroke prevention. Hoag is one of only a handful of medical facilities in the western United States to participate in these studies. Dr. Myla also showcases leading-edge techniques to the medical and scientific community through workshops, live demonstration courses and preceptorships. One of the most extensive projects to-date involves computer-generated simulation as an instructional tool for physicians. The endeavor is aimed at accelerating the educational process in endovascular therapy.

Track # 2: DISRUPTIVE TECHNOLOGIES

Disruptive technology is a term coined by Harvard Business School professor Clayton M. Christensen to describe a new technology that unexpectedly displaces an established technology.



Track Chair **Naresh Dodda**

Board Member, ASEI SoCal Chapt



Technical Track Speakers



3D Printing **Jeff Crowell**

SVP/Area Managing Partner -Fortium Partners LP

Jeff Crowell took on a technology assessment to research and evaluate the impact of 3 D printing. He researched a variety of sources from leading 3 D Printing vendors and service bureaus, white papers and published newspaper and investment advisers' articles. In addition, Jeff had the opportunity to attend a review by one of the local new 3D Printing technology companies. He was invited to tour the Source Graphics facility in Anaheim and see first-hand how various prototype products are developed with 3 D printing. Jeff has spoken directly with many of the 3 D Printing equipment vendors and various 3 D Printing Service bureaus. The results of his research, meetings and discussions was compiled into a synopsis and presented to the Orange County CIO Breakfast Forum earlier this year. This discussion is based on that research.

Jeff's skill set includes IT Professional Services Leadership, Program Management, IT Operations, Mentoring, Organizational Streamlining, IT Strategic and Operational Planning. Jeff is the Senior Vice President and Area Managing Partner for Fortium Partners LP. Jeff is focused on delivering High Impact Executive IT Services for companies with urgent and high impact IT needs.



Secret Ingredients for SOA – Proven Netflix Recipes

Jay Desai

Principal Software-Intuit

Jay Desai is a Principal Software Engineer with the Intuit. His primary job is to lead the Transaction Life Cycle for the Payments Domain as part of the QuickBooks Online Ecosystem where he is responsible for design and architecture of the Settlement, Risk and Dispute Management processes. His second job as a Unstructured Time leader is to organize hackathons and idea jam sessions where 200+ engineers across Intuit come together for a week to create new features/offers and improve existing processes/tools. His third job as part of Intuit Engagement Council is to increase the engagement for Woodland Hills site and help organize monthly socials, cultural festivities, and support Intuit events.



A Small Byte of Movie Making and Distribution

Arjun Ramamurthy

VP of Technology- Twentieth CenturyFox

Arjun Ramamurthy is currently the VP of Technology at Twentieth CenturyFox. In that capacity, he is responsible for outlining and defining the next generation workflow and technology utilized for Feature and TV post production, Digital Content Processing and downstream Distribution and Digital Archiving. Arjun has over 25 years of experience in the Post-Production industry, and was previously with Deluxe's EFILM facility, and prior to that with Warner Bros' Technical Operations and Feature Animation.

He is an active member of SMPTE, HPA, IEEE, and has contributed on a variety of technical committees, such as the DCI effort, AMPAS' ACES, and is currently the Ad-Hoc Chair of the CPL/OPL group of the 35PM-50 working group on the Interoperable Master Format and the Chair of the Mastering Display Color Volume Metadata Drafting Group within SMPTE. He holds several patents in the area of Digital Image processing and Media Post Production.



Evolution High Available Solutions

Ravi Pillala

Staff Software Engineer - Intuit

Ravi Pillala is currently working at Intuit as a Staff Software Engineer. He has 14 years of experience in various technologies like .NET, Java/J2ee, Data Quality, Hadoop Big Data solutions with strong



Technical Track Speakers

Best Wishes and Congratulations
on the ASEI 2014 National Convention
and
10th Anniversary Celebration of Founding of
ASEI SoCal Chapter from
The Founder of ASEI



Mr. Hari B. Bindal



Technical Track Speakers

financial and payments domain knowledge. His passion toward technology and versatile knowledge on various technologies, made him special across various initiatives. In last 3 years he extensively worked on Data center Migration build out, and involved in planning, designing implementing H/ADR solutions for various mission critical projects at Intuit. Mr. Pillala lives in the Southern California. Besides work, he loves hiking and biking.



Getting Definite on "Disruption"

Peter Coffee

VP for Strategic Research, [salesforce.com](https://www.salesforce.com) Inc.

The word "disruptive" is loosely used to mean anything that's novel and cheap. Disruption in a market has a well-defined behavior: it requires specific capabilities for those who want to do it, and demands specific preparations and responses for those who might need to defend against it. Peter Coffee, VP for Strategic Research at Forbes Magazine's four-time "World's Most Innovative Company" [salesforce.com](https://www.salesforce.com) inc., offers an insider's view of the disruptive strategy that has built a \$5 billion revenue stream in fifteen years. Peter Coffee has been with [salesforce.com](https://www.salesforce.com) inc. for seven years, following nineteen years as a columnist and editor with the industry publications *PC Tech Journal*, *PC Week* and *eWEEK*. He works with IT managers, application developers, systems integrators, regulators and other stakeholders to build a global community on the Salesforce1 cloud services platform: Force.com, Heroku1 and ExactTarget Fuel.

Panel Discussions

Panel 1: Focus on Big Data



Anoop Sunke
Solutions Architect
Hortonworks



James Rinaldi
CIO
JPL, NASA

Kameshwar Eranki
Founder & CEO
VajraSoft Inc.



Piyush Malik
Leader, Worldwide Big Data Analytics
COE
IBM



Dr. Sasi Pillay
Board Member
ASEI National Board



Dinesh Srirangpatna
President
Tech4SMB





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Panel 2: Internet Of Things



Dale Fox
CEO
Tribogenics



Sid Shaw
Sr. Product Line Manager
Broadcom



Nambi Seshadri
CTO
Broadcom Corporation



Gregory J. Pottie
Member
Bruin Master's Swim Club



Venkat Tadanki
Founder and CEO
Secova



Bruce Hallett
Co-Founder
Miramar Ventures

Track # 3: EMERGING TRENDS IN ENGINEERING

This track aims to bring together leading researchers, developers, practitioners and educators interested in exchanging knowledge that encompasses a broad range of disciplines in engineering that relies on incremental improvements to an already established technology.



Track Chair
Dr. Kishna Nand
Board Member, ASEI SoCal Chapter



Advances in Membrane-Based Distributed Water Treatment and Desalination Technology
Prof. Yoram Cohen
Professor - University of California

Dr. Yoram Cohen is a UCLA Professor of Chemical & Biomolecular Engineering (CBE) since 1981 and Director of the UCLA Water Technology Research (WaTeR) Center. He is also on the faculty of the UCLA Institute of the Environment and Sustainability, a UCLA Luskin Scholar and a member and Theme Leader at the UCLA Center for Environmental Implications of Nanotechnology (CEIN). He is a recognized expert in water purification and desalination, membrane separation processes and environmental impact assessment, with over 200 published research papers and book chapters in the above areas. He developed patented technologies for smart water desalination system, membrane monitoring, surface nano-structured membranes, and high recovery RO, in addition to models and software for environmental impact assessment.



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Devang is a recognized leader in the field of immigration law. He has significant experience in representing IT companies and professionals throughout the U.S. Among his recognitions includes Chair of the year from 2002-2004 from the Mont. County Bar and Outstanding Immigration Attorney of the Year by the MD India Business Roundtable. Devang also is a community leader having been appointed by Maryland Governor O'Malley to serve on the South Asian American Commission.

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Technical Track Speakers



Innovation in Agriculture Technology
Sanjay Kumar Rajpoot
Entrepreneur

Sanjay is an interdisciplinary engineer and entrepreneur with experience innovating products, technologies and distribution models in food and materials. Before founding Sustainable MicroFarms, he studied Physics, Economics, Chemical & Nanotechnology Engineering and was lucky enough to be taught by world leading scientists and engineers in Plant Biology (UC Davis, Dr. Heiner Lieth), Embedded Systems (UCSB), Microbiology (UCSB), Biology (UCI), Controls (UCLA), Applied Physics (USC), Materials & Composites (USC), and Chemistry (USC), as well as entrepreneurs and venture capitalists who are/were board/CEO/CTOs at Twitter, Nvidia, Mozilla, UltraSolarTech, Smart Charter, Edeniq, Knowledge Adventure, Altra BioFuels, KPCB, General Hydroponics, PurGro, Hip Shing Hong, Sequoia Capital, and Shuua Capital. Sanjay enjoys doing everything he can to solve hard problems, of all kinds. As a teenager, Rajpoot did not need TV to tell him about hunger. He had already seen it first hand while accompanying his parents on humanitarian missions to India.



Water UCI - Boundary Spanning Research on the Science and Policy
David L. Feldman
Professor -Dept. of Planning, Policy and Design School of Social Ecology, UCI

David L. Feldman is Professor and Chair of PPD, Adjunct Professor of Political Science, and Director of Water UCI – an effort to facilitate seamless collaboration across the university around fundamental and applied water science, technology, management, and policy issues. His current research is directed at trans-boundary conflicts over water resources, the role of civil society groups in environmental decision-making, and urban water policy. He served as lead author for a U.S. Climate Change Science Program report on climate variability and water published by the National Oceanic and Atmospheric Administration; is co-Principal Investigator on a five-year, \$4.5 million National Science Foundation grant to explore Low Energy Options for Making Water from Wastewater through the Partnerships for International Research and Education program; co-P.I. on Flood-RISE – an NSF project examining flood risk perceptions; and the author of some seven books, and over 70 articles and book chapters.



A Zero Liquid Discharge (ZLD) Desalination Technology That Works
Michael Lord
Chief Engineer -Effluent Free Desalination

Mike is the Chief Engineer at Effluent Free Desalination Corporation. He is an inveterate inventor with a strong interest in environmental protection. Two of his recent inventions in addition to the company's Effluent Free Discharge (EFD) technology are a box to provide Norway with unattended pollution monitoring of streams and ponds and a device to provide automatic and precise fuel additives to diesel engines.



Emerging Trends in Overall Water Management with Emphasis on Technologies in Wastewater Treatment and Recycling
Dr. Madan Arora
Technical Director –Parsons

Dr. Arora has a B S degree in Civil Engineering from Punjab University in India, and Master and Doctorate degrees in Sanitary Engineering from Iowa State University in Ames, Iowa with special focus on water and wastewater treatment. He has over 40 years of experience in water and wastewater treatment – planning, design, construction management and trouble shooting of poorly performing plants. Currently, he is a technical director at Parsons in Pasadena, California where he directs and assists in the designing and planning of recycled water facilities for municipalities, agencies and districts using modern and state-of-the-art technologies. Dr. Arora has evaluated several innovative technologies for the US EPA over the years and prepared reports and published results based on those evaluations. Dr. Arora has authored and/or presented over 80 articles in technical journals in wastewater treatment and water recycling. Dr.



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— Andrea, Principal, Galvin Preservation Associates, El Segundo, CA

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Technical Track Speakers

Arora is a Diplomat of the ACADEMY OF ENVIRONMENTAL ENGINEERS AND SCIENTISTS and a registered professional engineer in the state of California. At Parsons, he mentors young engineers so that they can assume greater responsibilities in project engineering and project management.



A replicable model of a small RO (Reverse Osmosis) Water plant powered by solar PV (Photovoltaics) for unserved and underserved villages of India

Arun Kumar

Sustainability and renewable energy consultant

Arun Kumar is a sustainability and renewable energy consultant working on LEED building and renewable energy projects. He holds a MS degree in Electrical Engineering and a MBA. In addition, he is also a LEED Accredited Professional focused on Solar PV (Photo Voltaic) energy generation and Bio-fuels. He has been involved with EWB San Diego chapter and the India water and power project for the past two years.



Sustainable Polygeneration for the 21st Century

Dr. Ashok Rao

Chief Scientist, Power Systems - Advanced Power & Energy Program, UCI

Dr. Ashok Rao is the Chief Scientist for Power Systems at the Advanced Power and Energy Program of the University of California, Irvine. Dr. Rao had worked in industry for about 30 years in the design & development of gasification, synthetic fuels & power cycle systems before taking the position at the university. In his prior position he held the dual position of a Senior Fellow and Director in Process Engineering at Fluor Corp. Prior to Fluor, he had worked for gasification licensors. Dr. Rao has a Ph. D. in Mechanical Engineering from the University of California, Irvine while holding a Masters degree in Chemical Engineering. He is the recipient of several patent awards in the area of energy and has authored several papers on power cycles and improved IGCC designs.



Fueling infrastructure for hydrogen-powered combustion and fuel cell vehicles

Prof Scott Samuelsen

Director-National Fuel Research Center, UCI

Professor Scott Samuelsen is the Director of the Advanced Power and Energy Program and the UCI Combustion Laboratory at the University of California, Irvine (UCI), and Director of the National Fuel Cell Research Center for the U.S. Department of Energy and the California Energy Commission. He is the founder of UCI's Mechanical and Aerospace Engineering Department, the HORIBA Distinguished Emeritus Professor of Mechanical, Aerospace, and Environmental Engineering, and a Henry Samueli Endowed Chair. Professor Samuelsen has a Ph.D. in Mechanical Engineering from UC Berkeley and co-chairs the California Stationary Fuel Cell Collaborative, a unique public-private alliance that is addressing critical technology and market hurdles to accelerate the commercialization of advanced power generation systems. He is an ASME Fellow and serves as the technical and program chair for the International Colloquium on Environmentally Preferred Advanced Power Generation (ICEPAG). His research is focused on fuel cells and fuel cell systems for stationary applications as well as the hydrogen infrastructure for the next generation of hydrogen combustion and fuel cell vehicles.



Advances in Electric Vehicle Charging Systems

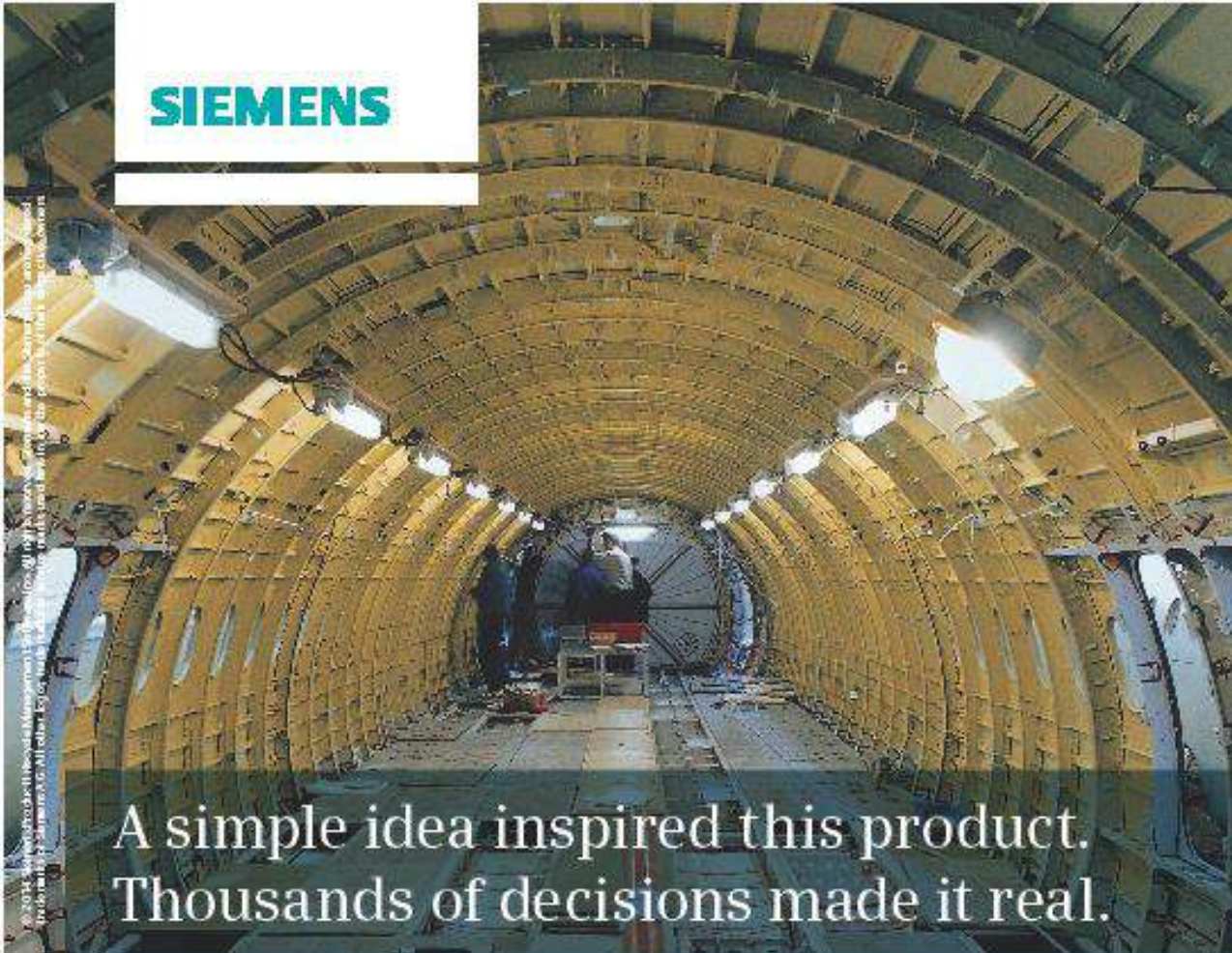
Charles W. Botsford

Business Development, Efficient Energy Systems-AeroVironment, Inc

Mr. Botsford is a professional chemical engineer (California) with 30 years experience in engineering process design, distributed generation, and environmental management. He has a wide range of experience relative to oil refining, power electronics, renewable energy systems, electric vehicles, and air quality issues. Mr. Botsford is a Qualified Environmental Professional (QEP), Emeritus and conducts business development activities in AeroVironment's Efficient Energy Systems group.



Technical Track Speakers



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Reducing Nanoparticle Exposure from Machining of Carbon Composite Materials
Prof Michael T. Kleinman
Professor-Department of Medicine, UCI

Dr. Michael T. Kleinman is a Professor of Occupational and Environmental Medicine in the Department of Medicine at the University of California, Irvine (UCI), with a joint appointment in the Program in Public Health. He has been studying the health effects of exposures to environmental contaminants for about 40 years. He holds a M.S. in Chemistry (Biochemistry) from the Polytechnic Institute of Brooklyn and a Ph.D. in Environmental Health Sciences from New York University. He is the Co-Director of the Air Pollution Health Effects Laboratory at UCI. He has published 115 articles in peer-reviewed journals dealing with environmental contaminants and their effects on cardiopulmonary and immunological systems and on global and regional distribution of environmental contaminants including heavy metals and radioactive contaminants from nuclear weapons testing. Dr. Kleinman's current research focuses on neurological and cardiopulmonary effects of inhaled particles, including nanomaterials and ultrafine, fine and coarse ambient particles in humans and laboratory animals

Track # 4: GROWTH IN STEM



Track Chair
Deeksha Seth
Doctoral Candidate - Drexel University, PA



STEM Education and Engineering Workforce- A 2014 Review
Dr. Raman Menon Unnikrishnan, Ph.D.
Dean of College of Engineering and Computer Science
California State University Fullerton

Dr. Raman ("Unni") Unnikrishnan is the Dean of the College of Engineering and Computer Science at California State University, Fullerton. He is active in teaching and research in the areas of Control Systems, Power Electronics and Signal Processing. Prior to joining CSUF in 2001 as dean, Dr. Unnikrishnan was on the faculty of the Rochester Institute of Technology in Rochester, New York where he also served as Associate Dean for Graduate Studies and Research for the College of Engineering from 1989 to 1991 and as the Head of the Electrical Engineering Department from 1991 to 2001. During 2008-2013 he was a Commissioner of the Engineering Accreditation Commission of ABET representing American Society of Engineering Education. In 2008 ABET designated him to represent the US as a mentor to National Board of Accreditation of India. Dr. Unnikrishnan is a Fellow of the Institute of Electrical and Electronic Engineers.



STEM outreach: Low cost, high impact ways to engage K-12 students in STEM
Kerry Hamilton
Doctoral Candidate, President of Drexel Graduate Women in Science and Engineering
Drexel University, PA

Kerry Hamilton graduated from Johns Hopkins University in 2008 with a BA in Public Health and in 2009 with a MHS in Environmental Health Sciences. She completed her Master's thesis work on well water quality in Dar es Salaam, Tanzania where she sampled wells for multiple contaminants and interviewed well-owners about treatment and use practices. Following her Master's work, she was an Association of Schools of Public Health (ASPH) fellow at the US Environmental Protection Agency Office of Research and Development where she developed a meta-analysis of waterborne pathogen data for use in health risk assessment. She also examined associations between gene-ontology data



Technical Track Speakers



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Technical Track Speakers

and cancer pathways, and organized a multidisciplinary seminar series to encourage communication between researchers from different areas of the agency. Kerry is currently a doctoral student at Drexel University where she is advised by Dr. Charles Haas. Her research interests are quantitative microbial risk assessment (QMRA), dose-response modelling, green infrastructure, and water quality. She is also president of the student organization Drexel Graduate Women in Science and Engineering which organizes academic, social, and community outreach events for graduate students. Recently, she was selected as a 2014-15 Fulbright Scholar to the Commonwealth Scientific Industrial Research Organization (CSIRO) in Brisbane, Australia. She plans to model the association of waterborne pathogens in rainwater tanks with meteorological factors, conduct science outreach projects in local schools, and expand the Brisbane chapter of "Women in Science".



Coupling undergraduate engineering projects with K-12 learning objectives to simultaneously enhance education for K-16 students

Deeksha Seth

Doctoral Candidate - Drexel University, PA

Deeksha Seth is currently a doctoral candidate in the Mechanical Engineering and Mechanics (MEM) department at Drexel University. Her research efforts are to understand the distributed 2D compliance of a fish fin and how it contributes to the remarkable swimming abilities of a fish. To achieve her research objectives, she conducts perturbation experiments on a living fish, studies the interaction of fluid perturbation with flexible fins and uses that to compute mechanical properties of fish and to understand response of fish to perturbations. Her work encompasses understanding dynamic fluid-structure interactions and using applied system identification to understand the compliance.



Education & Skills Development, The Boeing Company's Investment in Prek-12 Education **Tamika Lang**

Global Corporate Citizenship Manager –Boeing

As the Western Region Global Corporate Citizenship (GCC) Manager for The Boeing Company, Tamika leads the philanthropic and corporate citizenship activities in California, Arizona, Utah and Colorado. Prior to this role, Tamika was the Community Investor and Education Subject Matter Expert for GCC in California where she developed and implemented PreK-12 education and workforce pipeline strategies and supported multiple Boeing sites and businesses throughout the state. Tamika received her Master of Public Policy at the University of Southern California as a Housing and Urban Development Community Development Fellow. During this time she worked with the public and private sector in community and economic development. Tamika completed her undergraduate work at Loyola Marymount University. Tamika resides in Long Beach, California, with her husband, Dr. Yoshado Lang, and their two young children.



STEM: Federal Govt.'s Perspective and Initiatives

Vikrum Dave Aiyer

Political Appointee/Deputy chief of staff to the Under Secretary of Commerce for IP
Obama Administration/Commerce

Vikrum Aiyer is a political appointee in the Obama Administration and Deputy Chief of Staff to the Under Secretary of Commerce for IP. A former communications advisor to Senator Ed Markey (D-MA) and DC Mayor Adrian Fenty (D) he has worked on communications strategies for campaigns, federal agencies, and trade associations, including the State Department, the White House Initiative on Asian Americans & Pacific Islanders and the National Education Association. Currently, he advises the President's Secretary & Under Secretary of Commerce for Intellectual Property, where he helps frame the Administration's innovation and intellectual property agenda. Aiyer also spearheads public engagement and IP-outreach strategies aimed at boosting exports for small businesses, spurring advanced manufacturing opportunities in America, ripening the business climate for start-up growth, and strengthening STEM education. Aiyer attended the University of California, Berkeley and did his graduate work at the George Washington University's School of Political Management. He lives in Washington, DC, where he serves on the steering committees for Refugees International, Big Brothers Big Sisters, and the Susan G. Komen Foundation.



Technical Track Speakers



Journey from Engineering to Entrepreneurship

Poornima Vijayashanker

Founder - Femgineer

Poornima Vijayashanker is currently the founder at Femgineer, an education startup that helps empower engineers, founders, and product leads to transform their ideas into tangible, high-impact products. Poornima has also been a lecturer at Duke University's Pratt School of residence and is currently an entrepreneur-in-residence at 500 Startups. She was previously the founding engineer at Mint.com, where she helped build, launch, and scale the product until its acquisition in 2009. When she's not building products or companies she enjoys doing Bikram yoga, running, and climbing.

Panel Discussion - Nation's need for Innovators



Vikrum Dave Ayer

Political Appointee/Deputy chief of staff to the Under Secretary of Commerce for IP
Obama Administration/Commerce



Dr. Vijay Dhir

Dean of college of engineering, University of California
University of California, Los Angeles (UCLA)



Marissa Powers

Doctoral Candidate- Drexel University, Philadelphia, PA



Naveed Hussain

Vice President of Engineering and Technology
Boeing, CA



Kerry Hamilton Doctoral Candidate, President of Drexel
Graduate Women in Science and Engineering
Drexel University, PA



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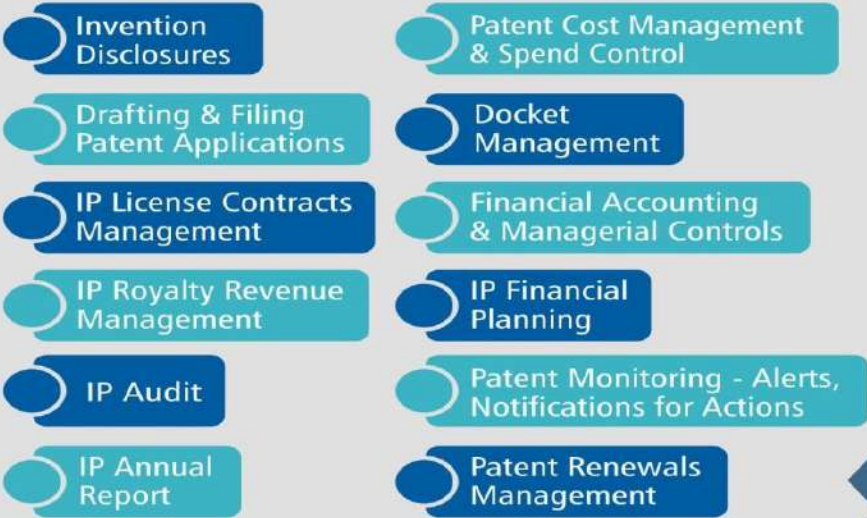
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- Patent Technology Landscape Reports
- Exposure to Industry
- IP Tech Match Platform
- IP Valuation

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- License Managers
- Provosts
- Deans
- Professors
- External Patent Attorneys
- Inventors
- IP Consultants
- IP Auditors
- Foreign Filing Agents
- IP Executives

- "Retain Patent File Histories beyond expiration based on organization policy"
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ASEI Scholarships

Each year, ASEI awards scholarships to outstanding student members that have achieved academic excellence in their field of interest. ASEI's investment into the educational pursuits of its younger members provides the necessary support they need to attain their goals. Scholarship awards are based on (a) demonstrated ability, (b) academic achievement, including GPA/honors/awards, (c) career objectives, (d) financial hardship, (e) faculty recommendations, (f) student involvement in science fair, campus activities, (g) industrial exposure including part-time work and internships, and (h) involvement in ASEI and other community activities.

ASEI KALPANA CHAWLA SCHOLARSHIP

This scholarship is instituted in memory of the highly accomplished NASA astronaut named Kalpana Chawla. She was one of the seven distinguished astronauts who lost their lives on the Columbia Shuttle Flight STS-107. This scholarship is in recognition of her contribution in the field of aerospace engineering for the benefit of mankind. The candidate will be judged for excellence in academics, leadership, and technical expertise. This annual scholarship will be awarded to one deserving graduate student in engineering at the ASEI National Convention. The scholarship amount is \$2000.

ASEI UNDERGRADUATE AND GRADUATE SCHOLARSHIPS

ASEI awards several merit scholarships every year to students attending graduate & undergraduate studies in any field of engineering, architecture, computer or allied science at an accredited college or university in the USA. The scholarship awards are presented at the ASEI National Convention. The scholarships range from \$500 to \$1000.

CRITERIA FOR SCHOLARSHIPS SELECTION

- a. The student should be an Indian by birth, ancestry, or relation
- b. The candidate should be enrolled as a full time student in engineering, architect, computer or allied science in an accredited college or university in USA
- c. Grade Point Average requirement based on a 4.0-point scale
 - a. 3.2 for Undergraduate scholarship
 - b. 3.5 for Graduate scholarship
 - c. 3.7 for Kalpana Chawla scholarship
- d. ASEI membership
- e. Must be present at the convention to receive the award

For information on how to apply for these scholarships, please inquire at scholarships@aseisocal.net



ASEI Scholarship Winners



Kalpna Chawla Scholarship
Tarandeep Kalra

Winners of Orange County Science and Engineering Fair

Kevin Lee
Alex Chang
Aileen Wang

Scholarship Sponsors

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Congratulations to ASEI – SoCal Chapter

For Hosting

The 29th Annual ASEI Convention

Best Wishes from ASEI MI Team

www.aseimi.org



ASEI Awards

ASEI recognizes its membership by offering a variety of awards. In 2010 ASEI recognized outstanding achievers in the following three categories:

1. ASEI Professional Excellence Award

Established in 1983, this award is administered by the ASEI Awards Committee that is comprised of at least five members selected by the ASEI board. The award consists of a plaque, memento, and recognition at the ASEI Annual National Convention banquet event. There are three awards in this category which are as follows:

- ASEI Entrepreneur of the Year
- ASEI Engineer of the Year Award
- ASEI Student of the Year Award

2. ASEI Lifetime Achievement Award

This award is presented to an individual who has 1) been a member of ASEI for at least 15 years, 2) served and participated in various capacities in the activities of local and national chapters, and 3) contributed significantly to promote the vision and goals of the ASEI organization. This candidate is selected by the recommendation of the Award Committee and approval by the Chairman of the ASEI board.

3. ASEI Corporate Excellence Recognition Program (CERP)

Developed in 2005, the CERP awards resulted from the collaboration of ASEI and top corporations within United States. The vision of CERP is to salute the innovative strength that comes from a diversity of human capital. This award recognizes corporate excellence of outstanding engineers of Indian origin who are employed in industry, academia or government entities. Candidates are nominated by their managers and approved by their Human Resources department. The CERP awards are presented for five categories as follows:

1. Corporate Engineering Excellence Award (Professional achievement)
2. Corporate Woman Engineer of the Year Award (Gender specific)
3. Corporate Young Engineer of the year Award (under 35 age, less than 10 years experience)
4. Corporate Outstanding Achievement Award
5. Corporate Service Excellence Award

The CERP awards criteria are based on achievements, innovation, leadership, teamwork, integrity, community service, and leadership roles in other professional societies such as SAE, AIAA and ASME, etc.

4. ASEI Founder's Award

This award was established in 2014. It is sponsored by the Founder Member Hari Bindal (Open to those who have provided dedicated services to ASEI in the immediate past year). Award includes a plaque and \$1,000 to the charity of award recipient's choice.

For information on how to apply for these awards, please inquire at awards@aseisocal.net



ASEI Awards Winners



Student of the Year
Deeksha Seth



Engineer/ Scientist of Year in Chemistry and
Chemical Engineering
Dr. G. K. Surya Prakash



Engineer/ Scientist of Year in Mechanical and
Materials Engineering
Abraham Pannikottu



Engineer/ Scientist of Year in Civil and Water &
Waste Water Management
Shailesh Naik



Lifetime Achievement
Sharanpal (Paul) Singh Sikand



Service Excellence
Dr. Raman Menon Unnikrishnan



Entrepreneur of the Year
Mr. Vishwa Prasad



Exceptional Merit Award
Dr. Gabriel D. Roy



ASEI Founder's Award
Ganapati S Sridhar



CERP Award Winners



Engineering Excellence
Gurbachan Chadha
Boeing



Young Engineer of the Year
Jamal Madni
Boeing



Outstanding Achievement
Prasad Motamarry
GSR Technologies



Woman Engineer of the Year
Priya Parandekar
Boeing



Outstanding Achievement
Gautam SenGupta
Boeing



Young Engineer of the Year
VRS Praveen Atluri
GSR Technologies



Women Engineer of the Year
Akshatha Rao
GSR Technologies



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Convention Volunteers

ASEI would like to graciously thank all the volunteers, listed below, for their time and tireless efforts in organizing and making the 2010 convention a successful event. These volunteers exhibited the true spirit of ASEI membership.

Shreekant	Agrawal	Shantaram	Pai
Smita	Bagla	Venkatacha	Parameswaran
Harish	Bhardwaj	Jay	Patel
Kiran	Chokshi	Abhishek	Pednekar
Bharat	Doshi	Al	Rajput
Hira	Fotedar	Ramgopal	Rao
Srihari	Gangaraj	Mahesh	Reddy
Vijai	Garg	Anita	Sengupta
Aaron	Ghumman	Gani	Shaikh
Subba	Gopavarapu	Dilesh	Sheth
Ashok	Iyer	Nikhilesh	Sheth
Peter	Iyer	Paul	Sikand
Sameer	Jatana	Kupp	Sridhar
Krish	Krishnamurthy	Vijay	Trehan



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Virtual Machines and Virtual Network deliver cloud infrastructure that will quickly adapt to your changing business needs. You get scalable, on-demand compute, network, and storage while paying only for what you use - by the minute. And you can easily move apps between Microsoft Azure, hosted clouds, and on-premises.

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Azure Mobile Services makes it fast and easy to build mobile apps that scale. Store data in the cloud, authenticate users, send push notifications, and add custom server-side code. It fully supports native Windows Store, Windows Phone, Android, iOS, and HTML5 development. Plus, through a flexible REST API you can build connected cross-platform apps and reach every user on every device.

disaster recovery

Automate the replication of your virtual machines based on policies that you set and control, and use familiar tools in Windows Server and Microsoft System Center to back up your data to Azure in a fast, secure, and cost-effective fashion. You can even have Azure be your disaster recovery site without the hassle and huge expense of building and managing your own.

single sign-on

Azure Active Directory is a comprehensive identity and access management cloud solution that helps to manage users and groups and enable secure yet simplified access to applications including Microsoft online services like Office 365 and a world of non-Microsoft SaaS providers, like Salesforce, Box, Intuit and more. Enable single sign-on and get personalized access service all from Azure.



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