

26th ASEI National Convention

September 24, 2011

*California State University
Fullerton, CA*

NEW FRONTIERS IN INFORMATION TECHNOLOGY

ANYTIME ANYWHERE COMPUTING



A S E I

American Society of Engineers of Indian Origin

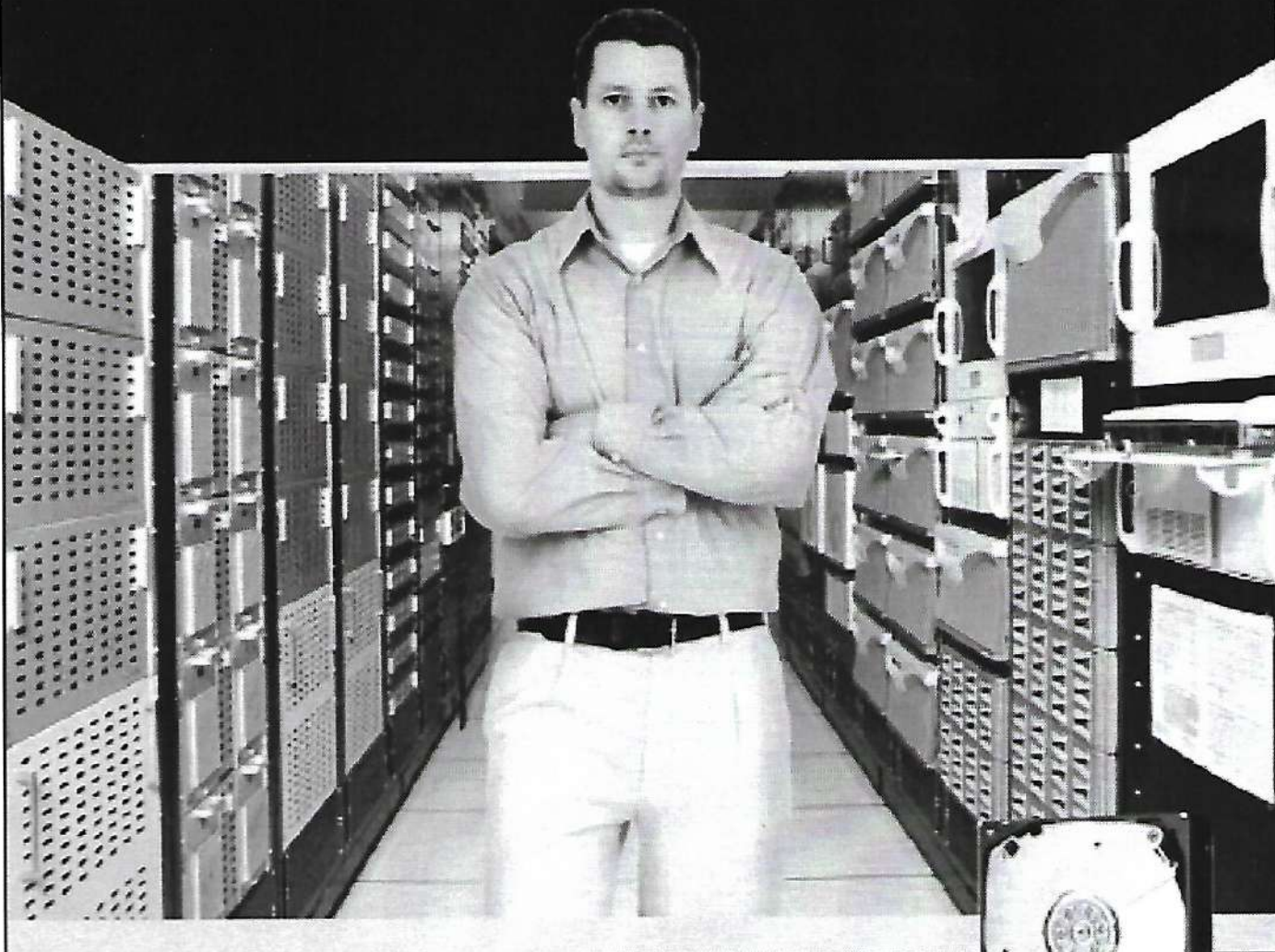


With Best Compliments to ASEI
at the 26th Annual Convention

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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. A sanitation symposium was organized in 2008. ASEI SoCal Chapter also hosted the 25th National Convention in 2010, and is now hosting the 26th National Convention.

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

Past Chairmen/Presidents of the National Board

Year	Chairman	President
1984	Cortstancio Miranda	Jayprakash Shah
1985	Hansraj Bajaria	Yogendra Anand
1986	Navin Pandya	Nuruddin Kapadia
1987	Nuruddin 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	ShivK. Jindal

Year	Chairman	President
1998	Manohar Singh	Gajanan Deshmukh
1999	Gajanan Deshmukh	Ravi Singh
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	



About ASEI

NATIONAL CONVENTIONS, DATES, PLACES AND THEMES			
No.	Date	Convention Location	Theme
0	10-Sep-83	Dearborn MI	Founding of ASEI Kickoff Banquet
1st	4-Aug-84	Troy MI	Succeeding in Corporate America
2nd	17-Aug-85	Troy MI	US-INDIA Business Opportunities
3rd	23-Aug-86	Novi, MI	Achieving Your Potential
4th	3-Oct-87	Southfield MI	Career Planning & Enhancement
5th	6-Sep-88	Dearborn MI	Career Planning & Enhancement
6th	16-Sep-89	Troy MI	Path to (Personal) Progress
7th	15-Sep-90	Dearborn MI	Quality: A Key to Success in the Nineties
8th	14-Sep-91	Dearborn MI	Customer Focused Management
9th	6-Sep-92	Reston VA	Technology & Indian Economic Reform
10th	5-Sep-93	Huntsville AL	10th Anniversary, Technology Transfer
11th	4-Sep-94	Dearborn MI	Emerging Business Opportunities in India
12th	3-Sep-95	Bethesda MD	US India Business Collaboration
13th	1-Sep-96	Troy MI	21st Century- Opportunities Ahead
14th	31-Aug-97	Atlanta GA	Engineering Shaping the Future
15th	6-Sep-98	Herndon VA	Visionary Engineers in Communication Age
16th	5-Sep-99	Niagara Falls NY	Technology Challenges in 21st Century
17th	3-Sep-00	Orlando FL	Vision 2000- ASEI Salutes America
18th	2-Sep-01	Troy MI	Entrepreneurship & Intrapreneurship Strategies
19th	16-Nov-02	Livonia MI	Showcasing Technology Expertise Amidst Diversity
20th	31-Aug-03	Cleveland OH	Entrepreneurship for Waking Giant Indian
21st	14-Aug-04	Dearborn MI	Engineering Excellence and Innovation
22nd	24-Sep-05	Cleveland OH	Opportunities, Challenges of Globalization
23rd	9-Sep-06	Cerritos CA	Improving Quality of Life through Technology
24th	31-Aug-07	McLean VA	Engineering for Global Market
25th	18-Sep-10	Anaheim CA	Innovation Technologies for a Greener Tomorrow
26th	24-Sep-11	Fullerton CA	New Frontiers in Information Technology

ASEI Mission

Utilize the expertise and resources of the Indo-American community for promoting the following major activities:

- Networking
- Community Service
- Technology Exchange
- Indo-American business relationship

ASEI Vision statement

"An organization of technical professionals of Indian origin providing a platform for networking, community service, and technology exchange"



Message from ASEI Chairman



I am honored to welcome our guests, distinguished speakers, and fellow engineers and scientists to the 26th ASEI Annual National Convention in Southern California.

This year's convention theme is "New Frontiers in Information Technology". The theme reflects ASEI vision and commitment to support technology advancements in a field where Indo-Americans are recognized in the world to have made a tremendous impact. The technical papers being presented in this convention illustrates innovations in Cloud Computing, Mobile Computing, Social Networking, and Life Sciences and Healthcare IT. 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 28 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 that \$100K over the years to engineering undergraduate and graduate students across the US. Additionally, we have awarded scholarships to students in India via our association with SAE.*
- Technical Symposia and Networking: Talks on the latest advancements in various technologies are conducted periodically. In 2008, ASEI conducted an International Symposium on Sanitation, focused on technologies for improving the sanitation conditions in the developing countries. Such events provide a forum for professional networking.*
- Cultural events: Annual events to celebrate 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 are fired up on growing ASEI through increased collaboration with other engineering organizations, such as PAN-IIT, IEEE, and AIAA. Additionally, we are challenging ourselves to work with top-notch universities and open ASEI student chapters there in order to bring young engineers to help achieve the ASEI vision.

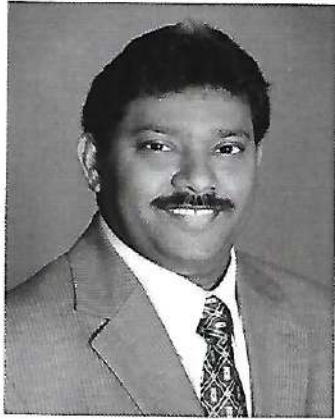
I am very thankful to the ASEI SoCal chapter for hosting the annual convention again in 2011. Under the leadership of Subba Gopavarapu, the convention committee has put together an exciting program for you. I am sure you will enjoy the convention. Thank you for your attendance and support.

Shreekant Agrawal

Chairman, ASEI National Board



Message from Convention Chair



It is my distinct pleasure and honor to welcome our guests, distinguished speakers, and fellow ASEI members to the 26th ASEI National Convention, being held on September 24th 2011 in the city of Fullerton, California. This year's convention is being hosted by the Southern California (SoCal) Chapter of ASEI. The SoCal chapter was founded in 2004 and we are honored to be given the opportunity to host the 26th National convention. It has taken a lot of hard work and dedication by the various convention committees and volunteers to make this convention a success.

The theme for the 26th National Convention is "NEW FRONTIERS IN INFORMATION TECHNOLOGY - ANYTIME ANYWHERE

COMPUTING". ASEI decided on this theme to showcase the surge in new IT Technology trends like Social Media and Social Network, Cloud Computing, Mobile Application and Life Science and Health Care IT. How IT is helping and reducing the cost of doing business and reducing the health care cost for each house hold. Social and political impacts of these new technologies and challenges to implement these new technologies IT solutions have applications in many industries as such the technical papers, plenary sessions, and speeches of this convention will address those above issues and new Business Opportunities above technologies and trends. Over 40 speakers from industry, academia, and government agencies, the convention will bring together leaders from across the IT sector to discuss innovations in Information Technology

We are proud to recognize members of the first Student chapter from CSU Fullerton (in our area), and thank professors Unni Krishnan and Praveen Nair for providing leadership & guidance.

ASEI is proud of its Corporate Excellence Award and Scholarship programs. This year's nominees and winners have truly demonstrated excellence in their fields. We are honored to have the participation and support from various corporate sponsors including Boeing, NASA, Chakra Indian Cuisine, Western Digital, FutureNet Group, Siemens, And Home Union and individual contributors. We are very thankful to our sponsors and local businesses for their financial support.

We want to thank Swami Ishwarananda for providing us a spiritual perspective of cloud computing also.

Finally, thank you for your attendance. I hope you enjoy the Convention.

A handwritten signature in black ink, appearing to read 'Subba Gopavarapu'.

*Subba Gopavarapu
President, ASEI SoCal Chapter
2011 ASEI Convention Chair*



Message from Congresswoman

LORETTA SANCHEZ
47th District, California

WASHINGTON OFFICE
1114 LONGWORTH BUILDING
WASHINGTON, DC 20515-0946
(202) 225-2885
(202) 225-5659 FAX

DISTRICT OFFICE
12387 LEWIS STREET, SUITE 101
GARDEN GROVE, CA 92840-4695
(714) 621-0102
(714) 621-0401 FAX

E-mail:
Lorettas@mail.house.gov

Website:
www.house.gov/sanchez



Congress of the United States
House of Representatives
Washington, DC 20515

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MILITARY PERSONNEL
STRATEGIC FORCES

JOINT ECONOMIC COMMITTEE

September 24, 2011

American Society of Engineers of Indian Origin
Southern California Chapter

Dear Friends,

Greetings! I join with you in celebrating the American Society of Engineers of Indian Origin's 26th Annual National Convention, "New Frontiers in Information Technology". As the U.S. Congresswoman representing California's 47th District, it is my honor to recognize and celebrate your efforts to promote community service, technology exchange and student achievement in engineering.

ASEI's Annual Convention aspires to generate Indo-American goodwill and promises to be one of the largest gatherings of Indo-American engineering professionals in the country. I encourage all attendees to visit exhibitors' booths and to take advantage of the workshops and technical sessions being offered that will provide valuable information on job opportunities and career growth in new technologies.

I extend best wishes to all of the participants at ASEI's 26th Annual National Convention, "New Frontiers in Information Technology". Again, congratulations on your continued success and keep up the great work!

Sincerely,

Loretta Sanchez
Member of Congress



Message from Indian Ambassador



भारत का राजदूत
वाशिंगटन, डी.सी.

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

No. Was/POL/103/4/11

September 16, 2011.

Dear Mr. Agrawal,

I write to thank you for your letter of 26 July 2011 inviting me to address the 26th National Convention of the American Society of Engineers of Indian Origin (ASEI) on September 24, 2011 in Fullerton, CA.

The theme of the convention, "*New Frontiers in Information Technology*" is extremely relevant to the expanding India-US trade and economic partnership. India is on a sustained path of rapid and inclusive economic growth and our goal is to become a knowledge-driven society. The Information and Communication Technology sector is a dynamic area for cooperation between the business communities from our two countries. I invite business leaders and entrepreneurs from both our countries to do much more to harness mutual complementarities so as to achieve the full potential of this dynamic partnership.

Unfortunately, my prior commitments will not permit me to attend the event on 24 September 2011. However, I take this opportunity to wish the Convention all success.

With good wishes,

Yours sincerely,

Nirupama Rao

(Nirupama Rao)

Mr. Shreekant Agrawal

Chairperson,

American Society of Engineers of Indian Origin (ASEI),

ASEI Southern California Chapter,

P.O. Box 466, Cypress, CA 90630



Inaugural Speaker



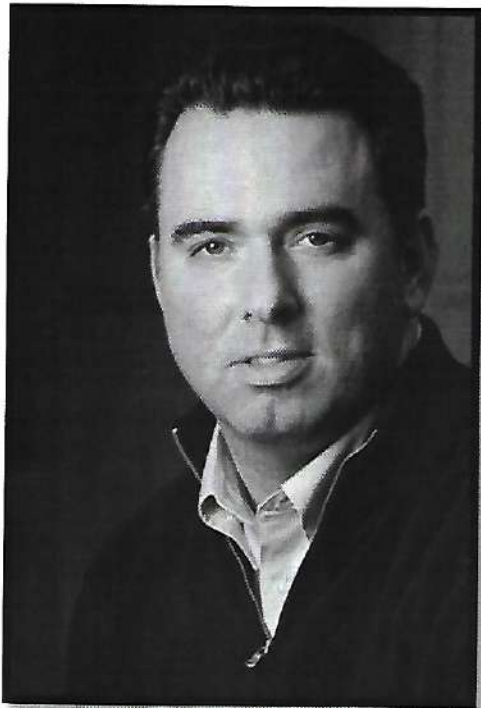
James Rinaldi has direct responsibility over JPL's Institutional Computing and Information Services Office and works closely with information technology management, supporting end users of the engineering, interplanetary network and finance/business operations. Jim has more than 25 years of experience with information systems in government and industry.

He was the Chief Information Officer at the US Food and Drug Administration where he had overall responsibility for the planning, development, and delivery of information systems across the FDA. Prior to that, he was CIO at the IRS and Chief of Business Systems Integration. While at the IRS, Jim helped develop the Free Tax Alliance e-Gov initiative as well as provide guidance and expertise on the IRS Modernization efforts.

Jim spent 16 years at the Marriott Corporation in Bethesda, MD, where his last position was senior vice president for information resources, operations and services. He was responsible for designing, building and operating Marriott International's technology infrastructure, consisting of computer hardware, software and global networking for over 2,000 locations, including the corporate computing center. He was directly involved in Marriott's E-commerce business, business processes and initiatives, as well as Web architecture hosting. Jim has a bachelor of arts in computer science from the University of North Florida in Jacksonville. He has successfully completed executive and leadership development programs at the University of Maryland in College Park. Jim is an award recipient of the Federal 100 – the top executives from government, industry and academia who had the greatest impact on the government information systems community in 2010.



Guest Speaker



Nicholas de Wolff has built numerous businesses and brands around the globe, both individually and on behalf of some of the world's most recognized organizations large and small. He has spent the past 16 years deeply immersed in digital communities, exploring new technologies for enhancing cross-platform and intercultural communication.

Until recently, he served as Chief Marketing Officer at Technicolor (formerly Thomson), where his responsibilities included branding, business strategy, events, Internet, promotions, and public relations. Previously, he was Group Creative Director of Dream Theatre, a leading digital marketing and production studio. There, he oversaw some of the earliest promotional campaigns on the Web for clients such as Disney, the Jim Henson Company and Sony, and his work received Promax awards for creative direction and interactive production.

His global activities, both creative and operational, have led him to work with a variety of organizations on a wide array of issues, including technology innovation, urban planning, education, social justice, and environmental activism, and he continues this work today, serving on various governmental and national non-profit medical and environmental advisory committees.

A founding Governor of the Producers Guild of America's New Media Council, he is also a member of the Academy of Television Arts & Sciences. Nicholas is ranked as one of the world's leading speakers on Social Issues, UI, Online Communities, and the Digital Divide. He currently lives in Burbank, California, with his wife and daughter.



Guest Speaker



Ted Colbert is responsible for developing and maintaining the computing application systems that support Boeing Finance, Human Resources, Corporate, Commercial Capital Business Units as well as the company's internal systems. He was named to this position in September 2010 and reports to Boeing Chief Information Officer, Kim Hammonds.

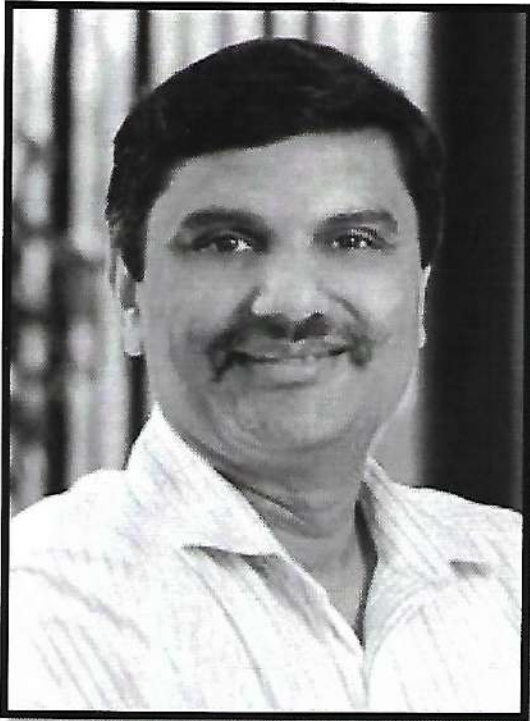
Previously, Colbert was responsible for the Enterprise Network Services (ENS) organization which provides the connectivity infrastructure that enables all internal Boeing applications and Line of Service delivery systems to integrate, communicate, and pass data from point to point throughout the company and beyond. Colbert spent 2.5 years at Citigroup as Senior Vice President, Enterprise Architecture based in the New York metro area. At Citigroup, he held positions focused on Enterprise Architecture and Strategy & Planning in the Global Architecture & Engineering organization. His major

contributions at Citi were focused on driving IT programs to improve technology strategy, management & prioritization, and delivery lifecycle processes across IT engineering and operations.

He led major Enterprise efforts to drive common architecture across the Global Consumer organization. Prior to joining Citigroup, Colbert spent 11 years with Ford Motor Company's Information Technology organization. During his tenure with Ford, he held several positions including Manager, Global Deskside Services responsible for global engineering and operations for client (UNIX and Windows) infrastructure hardware/software, mobile, global end-user support (helpdesk), site management, and executive liaison to several major technology suppliers. Prior to this role, Colbert held leadership positions in the areas of Program Management, Infrastructure Engineering & Operations, Application Development / Portfolio Management, and Process Reengineering.



Guest Speaker



B.V. Jagadeesh is a highly regarded business executive with a proven track record of managing and building market leaders. He is a Chief executive Officer at Vitrela. Previously, Jagadeesh served as Group Vice President and General Manager of Citrix Systems' Application Networking Group after the company's acquisition of NetScaler, where he served as President and CEO. During his tenure at NetScaler, Jagadeesh grew the company to become the market leader in Application Delivery Systems, leading to its acquisition by Citrix for \$325 million.

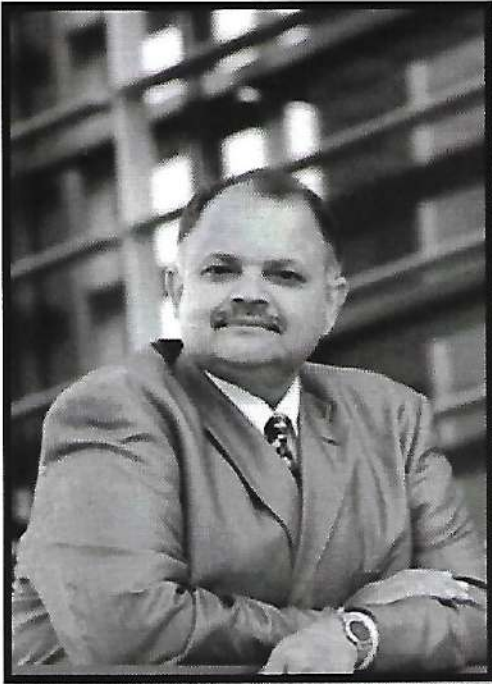
Prior to NetScaler, he co-founded Exodus Communications. While with Exodus, he successfully helped the company grow from start-up to a leader in the Web co-location market and was instrumental in leading its highly successful initial public offering (IPO). Jagadeesh was also president and CEO of 3Leaf Systems, which was sold in a private transaction, and has held various management and engineering positions at

Novell and 3Com.

Jagadeesh serves as chairman of the board of NetMagic Solutions, a leading IT services company in India, and was a director of Ankeena (acquired by Juniper Networks) and Ocarina Networks (acquired by Dell). Jagadeesh holds a bachelor's degree in electrical engineering from Bangalore University and a master's degree in electrical engineering from University of Bombay, India.



Guest Speaker



Ashwin Rangan currently serves as the Chief Information Officer (CIO) for Edwards Lifesciences, the leader in the science of heart valves and hemodynamic monitoring, which is headquartered in Irvine, CA. Edwards is an S&P 400 and NYSE-listed company, trading under the ticker symbol EW.

Prior to this, he served as the Chief Products Officer for MarketShare. Before MarketShare, Ashwin served as a Consulting CIO with Bank of America. Prior to that, he was the General Manager and Chief Information Officer (CIO) of Wal-Mart global.com. From '95-'04, Ashwin served as senior vice president and CIO of Conexant Systems Inc.. Ashwin serves as a Board member with a handful of promising start-ups.

He is a published author, having recently released a book entitled "Tomorrow's CIO: Strategic Conversations that align IT with the Board Room." Ashwin has a Masters in Industrial Engineering and Management with an emphasis on IT and Operations Management from NITIE , Bombay, and a BS in Mechanical Engineering from the Bangalore University, India . He is accredited with both CPIM and CIRM by the American Production and Inventory Control Society . He is accredited with a CSP by the Institute for Certification of Computing Professionals. He is a Certified Information Systems Auditor (CISA). Ashwin is a Certified Corporate Director from the Directors Institute at both UCLA and USC (Marshall). He is a long-standing member of the International MENSA.



Guest Speaker



Kris Krishna holds a BE (Electrical) from Calcutta University and immigrated to the United States in the early 70's after completing his MBA from IIM, Ahmedabad.

Kris worked for Xerox Corporation for over 31 years and retired in 2003. At Xerox, Kris held several positions in sales, marketing, finance and management.

Since his retirement Kris has been actively involved in volunteering. He has worked with AMERICORPS, where he was instrumental in setting up the volunteer program at the Tiger Woods Learning Center in Anaheim. He is also active with Toastmaster International, an educational volunteer nonprofit organization dedicated to improving public speaking

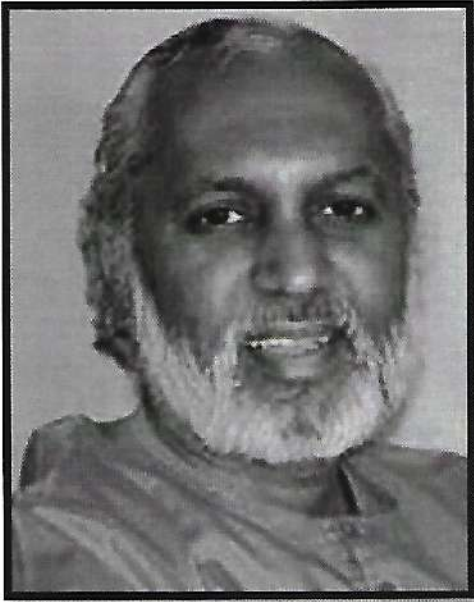
and leadership skills.

Kris also enjoys traveling and has been to over 50 countries. He is married with two children and two grandchildren. His son is a US State Department diplomat stationed in India and daughter is an executive with an entertainment company.

Kris enjoys communicating with different groups and helping them rediscover their inner strengths and today he will be sharing some thoughts about being a "CHANGE AGENT"



Keynote Speaker



Swami Ishwarananda was part of Chinmaya Mission Bangalore where he served as the secretary. Having been inspired by Param Pujya Swami Chinmayananda, and with the guidance of Swami Brahmananda, he left his field of software engineering and joined Sandeepany Sadhanalaya in Mumbai in 1991.

Upon completing his brahmachari training in 1993, as Brahmachari Someshwar Chaitanya, he served Chinmaya Mission Centers in Bangalore and Calcutta and eventually as resident Acharya of Chinmaya Mission Los Angeles. In March of 2000, he was given sanyas deeksha by Pujya Swami Tejomayananda, and was named Swami Ishwarananda Saraswati. Swami Ishwarananda served the Mission in Los Angeles until 2001. Swamiji was then made the Acharya in charge of Sandeepany Sadhanalaya in Mumbai for the 12th brahmachari batch from 2002 through 2004.

Presently he is serving as Acharya of Chinmaya Mission centers in Southern California and Bakersfield. He also travels throughout North America to conduct week-long seminars and camps on Spirituality. This August he gave a presentation at Academy of Management in San Antonio on the subject 'Wisdom of Ancient Hindu scriptures for Contemporary Management.' Swamiji is a dynamic speaker and has given talks on Vedanta, stress management, management techniques and other such related fields.

The impact of mobility on people's spiritual lives and on families

Humans are the most progressive among all living creatures, for the simple reason that we are thinking animals! Mind travels faster anything else on earth. Science is trying to compete with human mind at all levels. Conversely, spirituality is not a competition to science in this respect. It essentially attempts to make our minds efficient at a different level, which can enhance our performance in our professional world and also in our personal growth. The focus of Swamiji's presentation would be on practice of spirituality in parallel with progressive growth of technology!



Technical Session Speakers

Social Networking Track



Ms. Debbie Miller Debbie's blog, Social Hospitality, outlines the ways businesses in the hospitality industry are using social media. She works for HyperDisk Marketing managing social media accounts, writing website copy and executing SEO strategies for clients. Prior, she was with a visitor bureau where she maintained the organization's website plus launched and managed their social media presence. She is very active in the social networking community in southern California, has enjoyed watching social media emerge over the past several years and is fascinated by its continuing evolution. **Paper Title:**

Innovative Social Marketing - Practical Applications



Mr. Joseph Aldrich As Principal Consultant of The Cypress Group, Joseph Aldrich works with companies throughout Southern California to identify and develop target markets as well design and execute development strategies that drive business forward. Prior to founding The Cypress Group, Joseph spent over twenty years working with manufacturers, suppliers and professional service firms to grow their business on a local, National and International level. A graduate of the University of Southern California, Joseph has become a resource for

associations and organizations on subjects such as marketing, internet branding, social media integration and targeted business growth. **Paper Title: 10 Things You Should Know About Your Business & Social Media**



Mr. Ranjun Chauhan As an inside and outside sales representative, Ranjun has experience in identifying a customer's pain point and finding a solution that makes sense for their business. He has consistently performed in greenfield territories and have been a driver for opportunities that range from \$100,000 to \$1,000,000. After selling at IBM, he moved into marketing as the worldwide Social Media Strategist for the Information Management Brand. He managed all of the segments, and led the social media efforts for our major cross brand competitive initiative. Currently, Ranjun is part of the IBM corporate

communications team and is working on developing the social intelligence strategy. He earned his MBA from the University of California, Irvine in June 2009. **Paper Title: Social Intelligence & Business Transformation**



Technical Session Speakers



Mr. Thomas Vellingattu Founder & CEO of Social Pulse and WorldViewer.com, is building a network of 100,000 geographical and 2,500 category portals on a global basis. His system organizes data on the internet by geography and category, and interleaves data both ways. Thomas Vellingattu started his career in software design and systems analysis in Saudi Arabia in 1984 after which he relocated to New York and settled down. Since 1985, Tom has successfully launched two companies, a Computer Software Training Company in India and an Internet Company in U.S.A. Over the years, Tom has garnered valuable expertise and experience in data processing and business development. **Paper Title: *Using Social Networks for Social Capital & Reputation***



Mr. Todd Herschberg: Todd Herschberg is the President of Quantimark.com. Mr. Herschberg is a seasoned entrepreneur who has served as founder, marketer, advisor and technologist for a number of start-up tech firms. Mr. Herschberg is one of the world's 50 most connected individuals on LinkedIn and a frequent guest lecturer on digital marketing and social media topics. In 2010, FastCompany Magazine ranked him as the 33rd "Most Influential Person Online". He is also an accomplished online community builder, founding 3 of the 10 largest communities on Groupsite.com - OCEAN (Orange County Executives And Networkers) with more than 10,000 members in Orange County, Foodies (uniting gourmets, gourmands and food industry professionals) with more than 12,000 members world-wide and FashionRetailers (an international organization of fashion and retail professionals) with nearly 20,000 members globally. **Paper Title: *Profit from Social Connections & Social Communities***



Mr. Daniel Egan: Originally from Chicago, Daniel moved to California in the early '90s – right when the Bulls were stampeding the NBA. He dabbled in several industries (from hospitality to law) and soon found his niche in engineering and information technology. Before joining Microsoft, Daniel served as the Chief Architect and CEO for Odyssey Consulting Group, which provided custom application development for mid-range companies. In the Microsoft fold, Daniel has been a Regional Director, an MVP (ASP / ASP.NET), a Microsoft Certified Trainer (MCT), a Microsoft Certified Solution Developer, and a .NET insider for the Southern California region. He's also the founder of the SoCalDotNet Developers Group, teaches a .NET certification course at California State University Fullerton, and previously served as president of INETA – the international .NET association. Away from the screen, you'll find Daniel racing to bring down his marathon times (don't ask for numbers) or putting his Canon camera through the paces in search of the perfect shot **Paper Title: *Social Media Everywhere for Everyone***



Technical Session Speakers

Mobile Applications and Mobile Devices Track



Mr. Prasad Upasani An IT Professional with a strong background in project management, software design and architecture, Prasad Upasani also has a deep vertical knowledge of the financial and entertainment industries. An accomplished Indian classical musician, Prasad is also an expert in Apple's mobile development platform where he has successfully combined his various talents to design a series of best-selling multimedia apps used by today's top professional Indian musicians as well as by students of Indian classical music. Prasad is currently Chief Technology Officer at uGovernIT, Inc. leading their development team in creating the next generation of affordable IT Governance solutions for SMBs **Paper Title: *Using Technology & Economy Changes to make a Constructive Career Change***



Mr. Naresh Soni Naresh Soni is a Council Chair of InterDigital Inc. He is responsible for InterDigital's technology strategy and roadmap, university and industry relationships, and providing guidance on merger and acquisition opportunities as well as new research and development initiatives. Prior to InterDigital, Naresh founded Exemplar Technologies, a firm that provides innovative services and product development strategies to clients. Previously, he served as CTO for Streamezzo, a provider of interactive rich media solutions for some of the world's leading handset manufacturers and wireless operators. His previous experience includes research and innovation-focused positions at STMicroelectronics, AT&T Bell Labs, and IBM, as well as the VP of Computing Architecture Research Lab at Nokia. **Paper Title: *Challenges & Innovations in Delivering Mobile Apps & Content***



Mr. Jeetu Maker Jeetu Maker is a Solutions Architect based in Los Angeles with over 15 years of hands-on experience in building large scalable enterprise applications for several Fortune 500 global companies in US, Europe & India. He is primarily focused on Microsoft technologies and currently involved in building mobile apps mainly on iPhone & Windows Phone 7. He founded the South Bay .NET User Group (<http://southbaynet.org>) in Torrance and is actively involved with local developer communities in Southern California. **Paper Title: *Build Multi-Platform Native Mobile Apps Rapidly in a Cost Effective Way***



Technical Session Speakers

Cloud Computing Track



Pat Sankar Pat Sankar holds a Ph. D in Computer Science from the Indian Institute of Science Bangalore, India. He is currently the Chief Scientific Officer of Uniken which is a global technology security solution provider and also CTO of Stream Power Inc. a startup focused on renewable energy, bandwidth efficiency and high resolution detection and ranging. He has held senior positions in industry including being the Chief Scientist of Motorola Biometrics Advanced Technology Division and also as Vice President of Anderson Unicom Group as a Distinguished Fellow and then as a research professor at the Naval Postgraduate

School. **Paper Title: Secure Cloud Computing**



Mr. Venkat Nalla: Venkat(eswara) Nalla is very hands on CTO & Director of Engineering at Vigilistics and has over 25 years of industry experience in various fields. He is a hard core firmware/hardware engineer and architected different systems involving Software, Firmware, hardware (digital and analog), Receivers, Transmitters, and Antennas etc. In addition, he has vast experience in Servos and RF systems and developed various servo control and antenna systems ranging from VHF to Microwave for satellite and missile tracking applications. Prior to joining Vigilistics, he provided consultancy services at different

companies in USA, in the areas of product coordination and software/firmware development internationally where he contributed significantly to the development of a world class laser with femto-meter accuracy. As a matter of fact the UHF TV transmitting antennas in India are from his design/development contribution.

Paper Title: Bringing Manufacturing Plant Floor Intelligence in real time to Cloud Computing



Tom Calhoon: Tom has 35 years of experience in software development and large system administration experience with Rockwell International, Bechtel Power, and over a decade of consulting. Cal State University instructor for the last 18 year teaching Extension courses for the Computer Science department and the School of Business.

Paper Title: Next Generation Cloud Computing Model



David Chou: David Chou is a technical architect at Microsoft. His focus is on collaborating with enterprises and organizations in such areas as cloud computing, SOA, Web, distributed systems, and security. His involvement supports decision makers in helping them to define the appropriate evolutionary strategies in their architecture development. Drawing from his experience at previously held positions with Sun Microsystems and Accenture, David enjoys helping his clients and customers create value by using objective and pragmatic approaches to create definitive IT strategies, roadmaps, and solution

architectures. **Paper Title: Blending Private & Public Clouds into useful Hybrids**

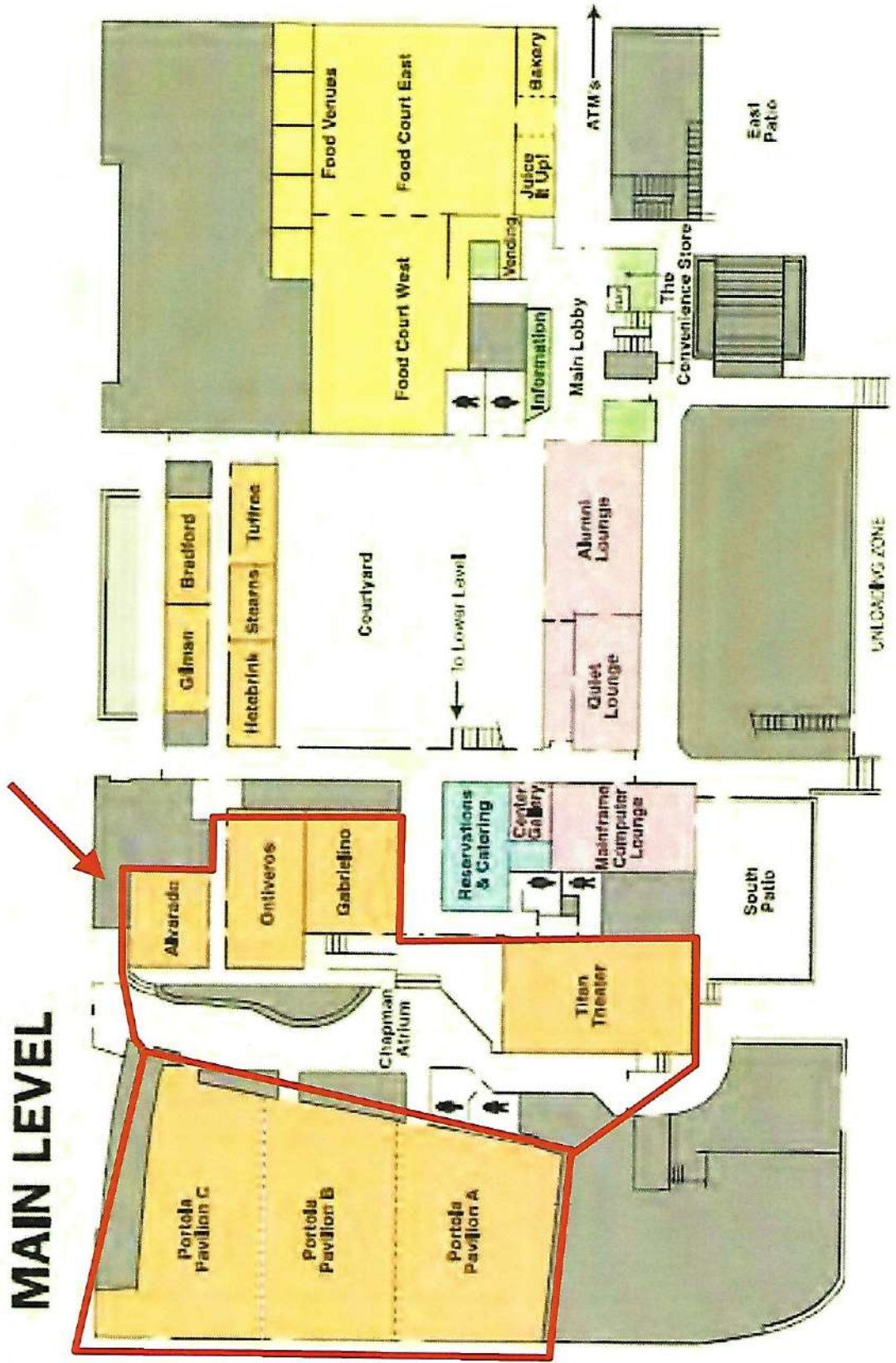


Convention Venue Layout

Titan Student Union

California State University, Fullerton

MAIN LEVEL





Convention Schedule

ROOM LEGEND		ALVARADO ROOM	TITAN THEATER
		GABRIELINO ROOM	ATRIUM
		ONTIVEROS ROOM	PORTOLA PAVILION
TIME		Saturday, September 24, 2011	
7:00 AM	8:00 AM	Registration and Breakfast	
8:00 AM	8:10 AM	Welcome Address - Convention Chair and ASEI National Chairman	
8:10 AM	8:35 AM	Inaugural Speaker - Mr. James Rinaldi	
8:35 AM	9:00 AM	Guest Speaker - Mr. Nicholas de Wolff	
9:00 AM	9:25 AM	Guest Speaker - Mr. Ashwin Rangan	
9:25 AM	9:30 AM	Break	
9:30 AM	10:00 AM	Social Media Technical Presentations	Cloud & Mobile Appl. Technical Presentations
10:00 AM	10:30 AM		
10:30 AM	11:00 AM		
11:00 AM	11:30 AM		
11:30 AM	12:00 PM	Lunch/Student Scholarship Awards	
12:00 PM	12:15 PM	Guest Speaker - Mr. Ted Colbert III	
12:15 PM	12:40 PM	Guest Speaker - Mr. B.V. Jagadeesh	
12:40 PM	1:05 AM	Lunch Sponsor Speaker - Mr. Don Ganguly	
1:05 AM	1:20 PM	Break	
1:20 PM	1:30 PM		
1:30 PM	2:00 PM	Social Media Technical Presentations continued	Cloud & Mobile Appl. Technical Presentations Continued
2:00 PM	2:30 PM		
2:30 PM	3:00 PM		
3:00 PM	3:15 PM	Break	
3:15 PM	3:45 PM	IUSSTF and S&T International Cooperation (Indian Embassy) - Business Opportunities	
3:45 PM	5:00 PM	CIO / CTO Panel Discussion	
5:15 PM	6:00 PM	Break	
6:00 PM	7:00 PM	Social Hour and Snacks, No-Host Bar	
7:00 PM	7:20 PM	State of ASEI / SoCal Chapter	
7:20 PM	7:40 PM	Awards	
7:40 PM	7:50 PM	American Service to India (ASTI) - Talk by Barabara Piner	
7:50 PM	8:30 PM	Dinner Banquet	
8:30 PM	8:45 PM	Guest Speaker - Kris Krishna	
8:45 PM	9:15 PM	Keynote Speaker - Swami Ishwarananda	
9:15 PM	9:30 PM	Vote of Thanks	
9:30 PM	11:00 PM	Entertainment	

Registration & Exhibit Tables



Technical Sessions

Saturday, September 24, 2011			
Social Media Technical Presentations			
Chair: Sanjay Dalal			
Start Time	End Time	Speaker	Paper Title
9:30 AM	10:00 AM	Sanjay Dalal	Social Media Advances for Small Business/Entrepreneurs
10:00 AM	10:30 AM	Daniel Egan	Social Media Everywhere for Everyone
10:30 AM	11:00 AM	Thomas Vellingattu	Using Social Networks for Social Capital & Reputation
11:00 AM	11:30 AM	Ranjun Chauhan	Social Intelligence & Business Transformation
11:30 AM	1:30 PM	Lunch/Guest Speakers/Awards	
1:30 PM	2:00 PM	Joseph Aldrich	Things You Should Know About Your Business & Social Media
2:00 PM	2:30 PM	Debbie Miller	Innovative Social Marketing - Practical Applications
2:30 PM	3:00 PM	Todd Herschberg	Profit from Social Connections & Social Communities
Cloud Computing & Mobile Applications Technical Presentations			
Chair: Vijay Trehan, Co-Chairs: Naresh Dodda/VRS Praveen			
Start Time	End Time	Speaker	Paper Title
9:30 AM	10:00 AM	Mr. Prasad UpasaniAn	Using Technology & Economy Changes to make a Constructive Career Change
10:00 AM	10:30 AM	Mr. Naresh Soni	Challenges & Innovations in Delivering Mobile Apps & Content
10:30 AM	11:00 AM	Mr. Jeetu Maker	Build Multi-Platform Native Mobile Apps Rapidly in a Cost Effective Way
11:00 AM	11:30 AM	Mr. Pat Sankar	Secure Cloud Computing
11:30 AM	1:30 PM	Lunch/Guest Speakers/Awards	
1:30 PM	2:00 PM	Mr. Venkat Nalla	Bringing Manufacturing Plant Floor Intelligence in real time to Cloud Computing
2:00 PM	2:30 PM	Tom Calhoon	Next Generation Cloud Computing Model
2:30 PM	3:00 PM	David Chou	Blending Private & Public Clouds into useful Hybrids
Life Sciences & Health Services Technical Presentations			
Chair and Moderator: Subbu Murthy			
Start Time	End Time	Speaker	Paper Title
9:30 AM	11:30 AM	Ashwin Rangan	Invited special guest
		B.V.Jagadeesh	Invited Guest guest
		Asha D'Souza	Impact of technology innovations in the pharmaceutical arena.
		Vijay Kotrappa	Bbenefits of improving patient-provider communications
		Smita Bagla	Impact of technology on healthcare from a global spend perspective
11:30 AM	1:30 PM	Lunch/Guest Speakers/Awards	
1:30 PM	3:00 PM	B.V.Jagadeesh	Invited Guest guest
		Ashwin Rangan	Invited special guest
		Ananta Mukherjee	Role of IT in building granular data repositories by merging multiple data sources
		Gunjan Bagla	His view on healthcare IT
		Vik Torpunuri	How cloud computing is making a difference in care delivery
Panel Sessions			
Start Time	End Time	Topic / Speakers	
3:15 PM	3:45 PM	Topic: USA/India Business Opportunities via IUSSTF and S&T International Cooperation (Indian Embassy)	
3:45 PM	5:00 PM	Topic: Current challenges faced by CIOs/CTOs in delivering cost-effective solutions for supporting the mission of the organization	



Panel Discussion

3:45 PM to 5:00 PM

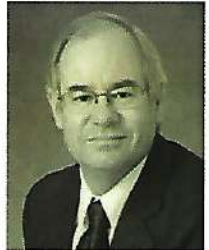
Location: Titan Theater

Current Challenges facing the CIO/CTO in delivering cost-effective solutions and supporting the mission of the organization



Dr. Sasi Kumar Pillay, CTO, NASA - Moderator

Dr. Sasi Pillay serves as the Chief Technology Officer for Information Technology (IT) at National Aeronautical and Space Administration (NASA). In this capacity, he oversees how promising technologies are developed, evaluated and integrated into mainstream IT services at the Agency. He also has the responsibility for Enterprise Architecture and Open Government activities for the Agency.



Mr. Tom Soderstrom, Chief Technology Officer at NASA Jet Propulsion Labs

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



Mr. Ed Trainor, CIO of Amtrack

Ed Trainor has been a Chief Information Officer (CIO) for over 25 years, leading Information Technology departments in large companies through numerous mergers, acquisitions and business transformation efforts in diverse industries. Mr. Trainor holds an MBA from the Kogod School of Business at American University, is a past national President of the Society for Information Management (SIM), and is also the co-author of two books on information strategy.



Mr. Kevin S. Parikh, CEO & Sr. Partner, Avasant

Kevin Parikh is the CEO and Sr. Partner of Avasant. Prior to joining Avasant, Mr. Parikh led the Global Sourcing practice for Gartner Consulting. Mr. Parikh specializes in IT and business process (BP) outsourcing contract and service-level negotiations, joint ventures, strategic management, business risk evaluation and software licensing. As an attorney by training, he specializes in negotiating large and complex transactions.



Charles(Chuck) Dodd, Deputy Director of Information Technology Services (ITS) for the City of Detroit.

In this role, he provides efficient strategic planning, system design and management, security and business continuity of the City's technology resources. Chuck oversees the safeguarding of key data and communications for the City in the areas of Applications Support, Network Infrastructure and Security, Data Center Operation, Technology Procurement, Business needs analyst and GIS (Geographical Information Systems).



Technical Session Speakers

LIFE SCIENCES & HEALTHCARE IT



Ashwin Rangan currently serves as the Chief Information Officer (CIO) for Edwards Lifesciences, the leader in the science of heart valves and hemodynamic monitoring, which is headquartered in Irvine, CA. Edwards is an S&P 400 and NYSE-listed company, trading under the ticker symbol EW. He is a published author, having recently released a book entitled "Tomorrow's CIO: Strategic Conversations that align IT with the Board Room." **Discussion: *How Information Technology is positively impacting Healthcare***



Asha D'Souza is working with Amgen, the world largest biotechnology company from past 13 plus years. During this time she has served clients from Sales and Marketing, Commercial, Law, Compliance, Research and Development. She has led the teams of large programs that redefined information architecture, ERP, eDiscovery. Asha has over 22 years of experience in IS/IT industry providing services to multiple verticals such as defense, banking, government, aerospace and life science in various roles. **Discussion: *Impact of technology innovations in the pharmaceutical arena.***



Smita G. Bagla is a VP at Amritt, Inc, a California based global management consultancy. She also consults in the field of business intelligence with major corporations in entertainment, media and healthcare. Previously, Smita held senior positions at United Health Group, PacifiCare, Amgen, UCLA Medical Center and Retix. Smita G. Bagla is a seasoned executive in managing multimillion dollar initiatives global offshore development through cross cultural barriers across multiple cultures including India, China, Ireland, and Germany. **Discussion: *Impact of technology on healthcare from a global spend perspective***



Subbu Murthy is the President of UGovernIT, Inc. providing fractional CIO/CTO services and a I.T. Governance Toolkit (uGovernIT) to SMBs. His approach AAMD (Assess, Advice, Manage and Deliver) to SMBs has met with great success. He is considered to be an expert who creates the "WoW" factor in innovating new technologies: developed the first reuse library in 1984, first global delivery model for IT services in 1985, first SaaS based ERP and CRM systems for claims processing in 2003, web-based B2B outsourcing portal, and the first SaaS fuzzy logic system in 2006. **Moderator for the technical session**

Vijay Kotrappa: Discussion - *Benefits of improving patient-provider communications*

Gunjan Bagla: Discussion - *Views on healthcare IT*

Ananta Mukherjee: Discussion - *Role of IT in building granular data repositories by merging multiple data sources*

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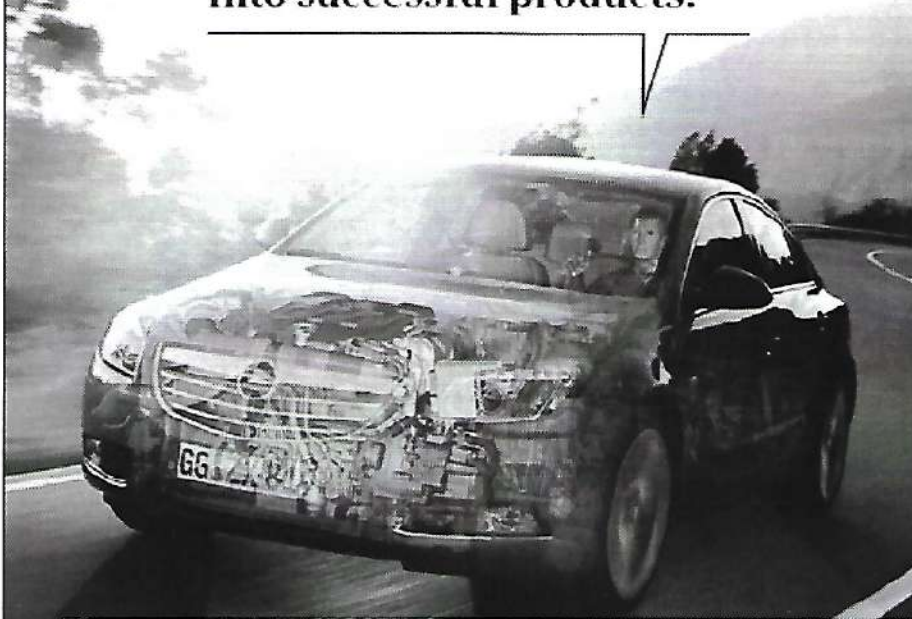


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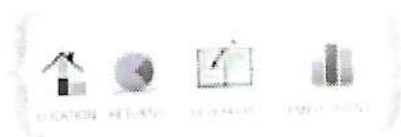
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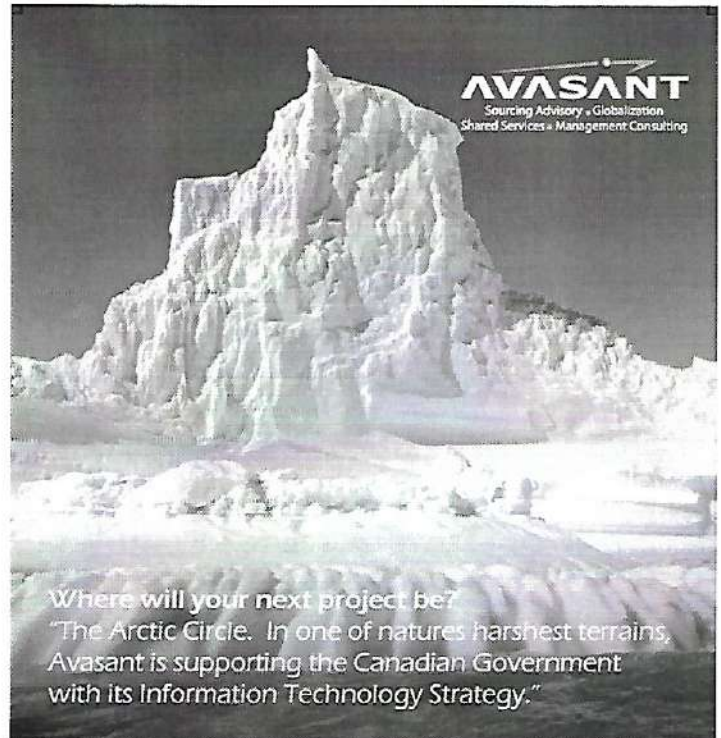
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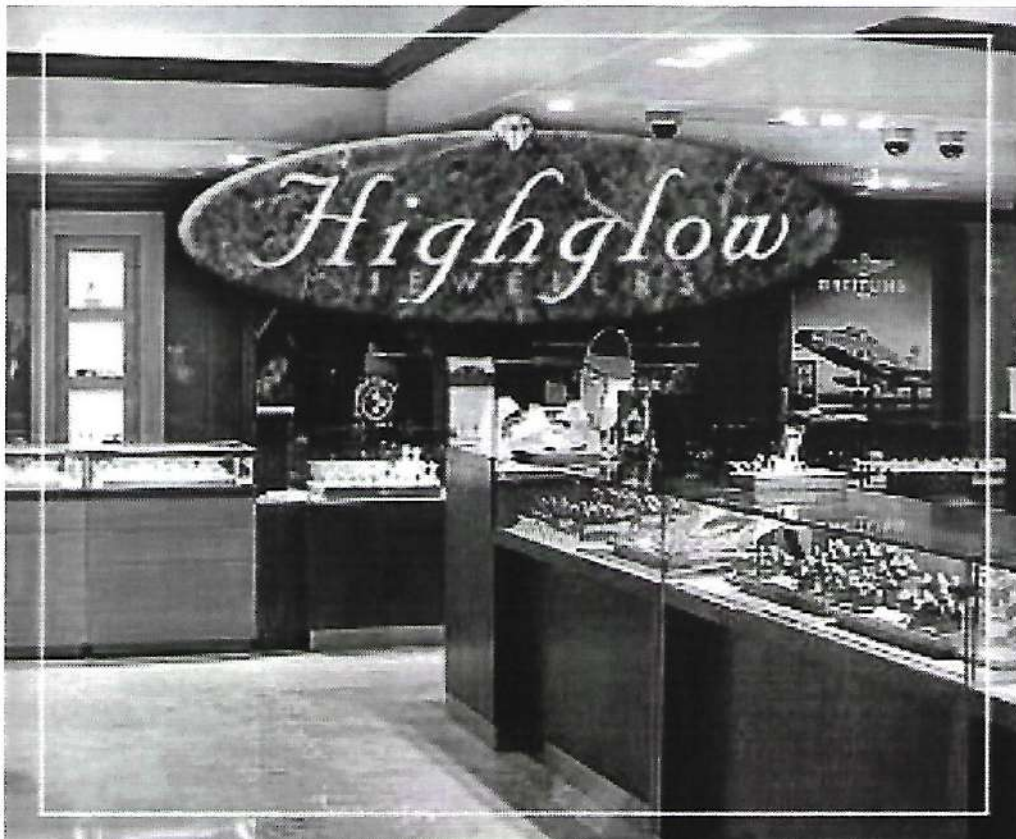
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ASEI Scholarship Awards

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 \$1500.

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

ASEI Kalpana Chawla Scholarship

*San Jose CA
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Mr. Christo Sebastian Thottathil

ASEI Undergraduate Scholarship

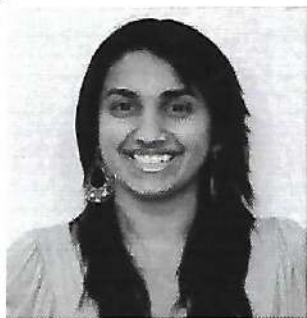


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Ms. Parul Kaul

ASEI Graduate Scholarship

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Taraka Mullapudi



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

1. ASEI Excellence Award

This type of award is presented to an engineering professional or a student of Indian origin with exceptional contribution to the cause of Engineering science and businesses. The applicant will be judged against four criteria - professional achievement, service to the profession, service to ASEI organization and service to the community

- a. ASEI Engineer of the Year
- b. ASEI Entrepreneur of the Year
- c. ASEI Student of the Year
- d. ASEI Service Excellence of the Year
- e. ASEI Life Time Achievement (require over 15 years continuous service to ASEI, not given this year)

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.

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



ASEI Awards



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ASEI Service Excellence



Dr. Ajay Kothari
ASEI Engineer of the Year



Mr. Gaurav Ramesh Telang
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CERP Award Winners



Aaron S. Ghumman
Service Excellence
Boeing



Kavya K. Manyapu
Woman Engineer of the Year
Boeing



Krishnan K. Sankaran
Engineering Excellence
Boeing



Ananth B. Vasishta
Young Engineer of the Year
Boeing



Henry Shah
Outstanding Achievement
FutureNet Group



Jay Mehta
Engineering Excellence
FutureNet Group



Manna A. Vyas
Young Engineer of the Year
NASA



Khairul Zaman
Engineering Excellence
NASA



Ajay Misra
Service Excellence
NASA



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ASEI THANKS ALL THE VOLUNTEERS

ASEI would like to graciously thank all the volunteers, listed below, for their time and tireless efforts in organizing and making the 2011 convention a successful event. These volunteers exhibited the true spirit of ASEI membership.

Aaron Ghumman	Nigam Chokshi
Al Rajput	Niranjan Chavan
Anita Sengupta	Pankil Patel
Anuja Sarnobat	Paul Sikand
Beena Ajmera	Perry Mehta
Bharat Doshi	Peter Iyer
Chirag Bhatt	Prasad Kapa
Darsh Aggarwal	Ramgopal Rao
Deepti Agarwal	Ravi Kahandal
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Gani Shaikh	Sanjay Dalal
Gaurav Telang	Sasi Pillai
Gautham Mallela	Shivani Palia
GS Sridhar	Shreekant Agrawal
Hari Bindal	Sowmya Murthy
Hemanth !	Srihari Gangaraj
Hira Fotedar	Subba Gopavarapu
Jay Patel	Subbu Murthy
Keyur Ajmera	Tanvi Kapoor
Krish Krishnamurthy	Ulkal Bakhade
Kupp Sridhar	Urvi Bhavsar
Mahesh Reddy	Vijai Garg
Naresh Dodda	Vijay Trehan
Naveed Hussain	Vishal Mehta
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Best Wishes and Congratulations
on the ASEI 2011 National Convention
from
The Founder of ASEI



Mr. Hari B. Bindal

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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 Shreekant 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.

In 2010 we hosted a successful convention on "Innovative Technologies for a Greener Tomorrow" under the leadership of Aaron Ghumman. It was attended by more than 350 engineers, scientists and entrepreneurs from all over the nation.

ASEI SoCal GOALS – 2011-2012

- Improve ASE SoCal Brand
- Host Networking Events
- Host 2011 National Convention
- Participate in Community Service Activities
- Create student chapters
- Community services
- Host technical sessions
- Career guidance for student chapter members
- Show job opportunities

For more information about ASEI SoCal, please visit our website

www.aseisocal.net

ASEI Benefits

Ongoing Programs

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

Large Events

- Symposiums – Intl. Sanitation Technology Exchange
- Networking Gatherings
- Annual Conferences:
 - 2007 Washington DC
 - 2006 Anaheim, CA
 - 2005 Cleveland, OH
 - 2010 Orange, CA

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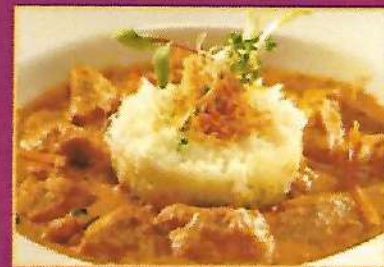
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