



the enterprise program

ENG2962: 2nd Annual Enterprise Communication Conference
Sunday February 20th 2005

“Making Enterprise Work Visible”

The theme of this year's Enterprise Communication Conference is based on Lucy Suchman's article in *Communications of the ACM*, “Making Work Visible,” where she argues that, “The way in which people work is not always apparent. Too often, assumptions are made as to how tasks are performed rather than unearthing the underlying work practices. By making the work visible, designers create a more intimate view of the workplace landscape.”

“How people work is one of the best kept secrets in America.”

Lucy Suchman

This is a challenge *and* an opportunity for Enterprise Team members – both new members and veterans – to explore and to discuss those “underlying work practices.” Conference coordinators, session coordinators, and team members have designed and shaped this conference in order to combine underlying practices with *practical* Enterprise communication strategies. Some possible outcomes from your participation today, as presenters and as audience members:

- **Exploring** opportunities for inter-Team collaborations (you should feel free to use session time to discuss those possibilities)
- **Developing** new or refined communication, organizational, and administrative strategies for your Enterprise Team
- **Learning** how different Enterprise Teams -- which are based in a wide range of departments and disciplines -- approach, view, and depend on different kinds of research, knowledge, and application to do their work
- **Creating** professional-development materials and ideas both for individual team members and for your Enterprise Team
- **Integrating** your Enterprise experience with your other academic and professional experiences
- **Documenting** possibilities that you can use both in your Enterprise responsibilities and elsewhere: many of today's well designed sessions will serve you well as you move into co-op, internship, and other career & professional environments

We have 86 Enterprise Team members representing 16 Enterprise Teams at today's conference. This is probably a success in itself, and certainly provides a good opportunity for learning and building. **Have fun!**

Today's Conference Schedule

9:30-10:00 **Breakfast & Poster-Session Setup**
641 Dow

10:00-10:15 **Conference Introduction:**
Michael Moore
Conference & Sessions Overview:
Megan Ross & Lauren Bendes
641 Dow

10:20-11:00 **Session 1**

1A. "How Can YOU Make a Difference?: Effective Internal and External Communication"

Rob Green, Jennifer Kilpela, Stefanie Block, Justin Westbrook
Pavement Design, Construction, Materials (PDCM) Enterprise
Dillman 204

1B. "Project/Team Management: How to Run Your Enterprise Team More Efficiently!"

Michael G. Momont, Adam Tilly, Scott Saigeon, Andrea Andres
Pavement, Design, Construction, Materials (PDCM) Enterprise
Dillman 214

1C. "Visual Communication: The Challenger Disaster"

Joe Kaufman, John Pomeroy, Matt Wirth, Wade Provoast
Innovative Castings Enterprise (ICE)
Dillman 320

1D. "Presentation Technologies: Effective use of PowerPoint & Alternatives to PowerPoint"

Matthew Alt, Jessica Ruth
Consumer Product Manufacturing (CPM)
Dow 641

11:10-11:50 **Session 2**

2A. "Holding Enterprise Elections: Hands on Mock Election of Enterprise Officers"

Josh Mickelson, Dustin Lindstrom, Matt Peterson
Clean Snowmobile Challenge Enterprise
Dillman 320

2B. "Poster Production: Effective Communication"

Victor Stevens, Aaron Cook, Benjamin Weaver, Chris McDonald
Pavement, Design, Construction, Materials (PDCM) Enterprise
Dow 641

2C. "Hottest Job, Hottest Company": How to Market Yourself"

Brandon S. Knight, Tom Arttus, Kari Springer, Luis M. Tomioka
Wireless Communication Enterprise

Dillman 214

2D. "Maximizing New Members: Discussion on Ways to Increase Recruitment"

Adam Kosinski, Joe Lambie, Andrew Smith
Robotics System Enterprise (RSE)

Dillman 204

**12:00-
12:55**

Lunch & Poster Session

**1:00-
2:15**

**General Sessions
641 Dow**

1:00-
1:35

"Enterprise Resumes: How to Effectively Communicate Professional Qualities Learned in the Enterprise"

Guest Speaker: Jim Turnquist, MTU Career Center
Brian Szwejkowski, Joe Licavoli, Josh Bero
Innovative Castings Enterprise (ICE)

1:40-
2:15

"Advising an Enterprise: A Rewarding Experience" (Advisors' Roundtable)

Dr. Bernie Bettig: Clean Snowmobile Team
Dr. John Gierke: Aqua Terra Tech
Dr. Chris Williams: PDCM
Coordinated by Lisa Davis, Kristin Stephens, Jillian Waterstraut

**2:20-
2:55**

Session 3

3A. "Enterprise and Communication: The Benefits of Now and Later"

Greg LeFevre, Andrea Krevinghaus, Shannon Culberson, Michael McEachin,
Laura Schlaupitz
Aqua Terra Tech Enterprise

Dillman 214

3B. "A Picture is Worth 1,000 Words: A Guide to Award Winning Video Production"

TJ Bates, Matt Miller, Brian Geiger, Colin Meisel
Pavement Design, Construction, Materials (PDCM) Enterprise

Dow 641

3C. "Project Proposals: Effective Guidelines for Making an Efficient Proposal"

Adam Salmon, Jake Horn
Automotive Systems Enterprise (ASE)

Dillman 204

**3:10
3:50**

Session 4

4A. "Policies: A Guide to Structuring Efficiency"

Joe Lukaszewski, Allen Campbell

Integrated Microsystems Enterprise
Dillman 320

4B. "Making Your Enterprise Visible: A Presentation of Multimedia Advertising Techniques"

Leann Palmer, Brian Carl, Jon Gifford, Greg Paine, Ronald Knoebel
Formula SAE (FSAE)

Dow 641

4C. "Meeting Mechanics: Elements of Effective Communication"

Matt Wilkins, Haijo Kiel, Andy LaFountain, Zach Punzel
PrISM

Dillman 204

4D. "WebPages: Making Your Enterprise Viewable to the World Electronically"

Dustin Neubauer, Nick Vos
Blue Marble Security

Dillman 214

4:10-
4:50

Session 5

5A. "Resource Manuals: A Guide to Communication within the Enterprise"

Elizabeth Orwin, Amanda Fecher
Planning & Development Enterprise (P&D)

Dillman 214

5B. "Career Search Strategies: Preparing for an Interview"

Grant A. Stanczuk, Mike Billmeier, Dustin Schultz
Mini Baja

Dillman 320

5C. "Professional Solicitation of Funds: Effectively Requesting Corporate Support"

Drew Downer, Brandon Rouse, Peter Grant
Alternative Fuels Group and Challenge X

Dow 641

5:00-
5:20

Conference Concluding Remarks & Discussion

THANK YOU, Conference Coordinators:

Matthew Saylor: Overall Conference Coordinator

Lauren Bendes & Megan Ross: Sessions Coordinators

Alexander Williams: Poster Session Coordinator

Bryant Gerbers: Photos/Video/Badges Coordinator

Eric Elberling: Room Scheduling, Poster Session Tables, and Computer Guest Accounts

Diana Dean: Food & Treats Coordinator

Thanks to **Mary Raber & The Enterprise Program** for breakfast & pizza!