

Management Signals

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**ROCKWELL COLLINS
LEADERSHIP ASSOCIATION**



*UTD Dean Bob Helms
talks about educating the
technical leaders of
tomorrow*

See the article inside

Rockwell Collins Leadership Association Newsletter

Published periodically for the members of the Rockwell Collins Leadership Association, a chapter of the National Management Association. Views and opinions expressed herein are those of the staff and contributing writers, and do not necessarily reflect the policy of Rockwell Collins. Any publication may use articles in *Management Signals*. However, *Management Signals* and the Rockwell Collins Leadership Association must be acknowledged as the source.

Management Signals is available on the Rockwell Collins Leadership Association website at lonestar.rcclub.org/nma/. This site can be accessed from anywhere on the Internet. Many back issues are also available on the web.

Management Signals Staff:

**Vice President, Public Relations - Jim Brown
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Jackson Anderson Discusses Mobile Networking at the January Meeting

Our guest speaker at the January meeting was Jackson Anderson, Engineering Manager for Mobile Networks. He described the very successful demonstration performed in November on the Richardson campus of mobile networking for tactical applications. Their customer, the U.S. Army, was very impressed by the level of technology and professionalism exhibited.

The demonstration was part of a contract effort for the U.S. Army CERDEC MOSAIC (Mobile On-the-move Secure Adaptive Integrated Communications) Advanced Technology Development Program. This four-year program addresses secure adaptive mobile wireless network communications required for enhanced tactical command operations. MOSAIC

focuses on integrating an adaptive open-system network based on the JTRS Software Communications Architecture. This communications infrastructure will enable the seamless flow of multi-media services across terrestrial and space-based platforms in support of dispersed elements, split-based operations, integrated multi-tiered communications and range extension.

A combination of six vehicles and multiple fixed sites on the Richardson campus simulated a battlefield environment to show the capability of the network to establish operations and support real-time communications without the need for the in-place infrastructure required for conventional cellular networks. The technology and capability that enabled this demonstration was developed by Rockwell Collins here in Richardson.

Jackson's presentation was highlighted with video recorded at the demonstration and edited into a multi-hour DVD documentary of the event. The DVD is available to those interested in further demonstration details.





A Message from Your Next President

As Linda Bunch is transitioning her RCLA president's responsibilities to me, I want to thank her for her diligence and support. RCLA is losing a dedicated member, and Linda will be missed not only in our leadership association but also as a Rockwell Collins employee when she leaves at the end of April. On behalf of the RCLA membership I wish her the best for all her future endeavors.

The results of the election for year 2004/2005 have been tabulated. Over 40% of the membership voted, for a total of 65 ballots cast. That is a great outcome. I am looking forward to working with Lori Siegelman as the next president-elect, Robert Verastiqui as secretary, John Parker as treasurer, and the new board members Tom Clingan and Vic Maryoung. Congratulations to every one of you. A special thank you to the nominating committee: Bobby Allen, Linda Bunch, John Estill, C. W. Lewis, Vic Maryoung, Kit Miller and Glen Shaffer, and to all the nominated candidates who expressed an interest in supporting the RCLA.

Now it is a matter of filling the committee positions. Don't be shy – contact Lori or myself when you want to volunteer. It is YOUR organization. The leadership team is anxious to have YOU as part of the team and to hear YOUR ideas. Many kudos to all of you who are already involved: Edna Aigoro, Layne Brooks, Jim Brown, Linda Bunch, Aida Cantu, Tom Clingan, John Estill, Leanne Killmeyer, Vic Maryoung, Glen Shaffer, Lori Siegelman, Mario Vasquez, retirees Dave Jaksa and Art Middlebrook, and the support of Rockwell Collins' Executive Advisors Greg Churchill and Bruce King. RCLA wouldn't be able to function without you! Thanks also to our loyal group of boosters for their continued support. If I omitted anyone I beg forgiveness; it was unintentional.

The Southwest/Central Conference will be taking place in Grapevine from Thursday, May 13th through Saturday, May 15th. Workshops will be available for the elected positions and the various committees. The highlight of the conference weekend will be the speech contest on Saturday on the topic of American Free Enterprise. The students who win here will represent the Southwest/Central area at the National Conference in New Orleans in September. Please contact me no later than April 28 if you would like to attend this upcoming conference in Grapevine.

Marion Sowka
RCLA President-Elect



Certified Manager Study Group Now Forming

What is the Certified Manager Program? The CM designation is a credential for managers based on an examination program. Similar in concept to the CPA designation in accounting and PE in engineering, the CM designation sets minimum professional standards based on education, experience and competency. The certification confirms an individual's knowledge and experience in management, as evaluated by a third party.

What is required for certification? Exams are given in a user-friendly, computer-based format and can be taken almost anywhere and any time. There are actually three exams, each lasting two hours. These exams cover administrative skills, interpersonal skills, and personal skills. Books published by the Institute of Certified Managers on each of these subjects are available, and there is also a comprehensive study guide on all three subjects.

To apply for the test, you must complete a comprehensive application with supporting documentation as to your education and management/supervisory experience. For those who lack the years of experience, an Associate Certified Manager (ACM) designation has been established which, once the applicant gains the necessary years of experience, can be changed to a CM.

Study group forming in May. For many years the RCLA, as a chapter of the National Management Association, has participated in the Certified Manager program. Many chapter members have successfully completed the exam and achieved certification. As we have in the past, we are currently forming a study group for those interested in preparing for the next round of exams this fall. If you want to join this study group or just learn more about the Certified Manager program, contact Leanne Killmeyer, RCLA Vice President for Professional development, at x1312.

25 Years Ago in the Chapter...

Douglas Edwards, anchorman for the CBS Mid-Day News, was the guest speaker at the April 19, 1979, meeting of the Rockwell-Dallas NMA Chapter at the Northpark Inn.

The Northpark Inn, at the northeast corner of Central Expressway and Park Lane in Dallas, was the site for Rockwell-Dallas NMA Chapter meetings for a number of years before it was closed and demolished in the 1980s.



UTD's Bob Helms Speaks at the March Meeting

Bob Helms, Dean of the Erik Jonsson School of Engineering and Computer Science at the University of Texas at Dallas, was our guest speaker for the March meeting at Café Max. He described the rapid growth of UTD as an engineering school and then presented his perspective on the current environment faced by industry and new engineering graduates.



The Jonsson School at UTD accepted its first students in 1987, and is now “the fastest-growing high-tech school in the country.” About 30% of UTD’s 13,000 students are enrolled in one of the Jonsson School’s two departments: Computer Science Engineering (CSE) and Electrical Engineering (EE). The school is growing at about 15% per year, and is already second in the country (behind MIT) in the number of CSE and EE degrees awarded per year. UTD currently awards about 700 BS, MS and PhD degrees per year in CSE and EE fields. The rapid growth in enrollment is attributed to the large local technical labor base, and most classes are scheduled in the evening to accommodate those employed in industry. Dr. Helms sees continued growth in these areas, with possible expansion into fields such as nanotechnology and materials processes.

With experience in industry to supplement his broad academic background, Dr. Helms has a clear view of the problems currently facing high-tech industries and is seeking ways for the academic community to contribute to solutions. A few key points from Dr. Helms’ talk:

- A U.S. company can hire about five engineers overseas for the price of one here. Therefore, the U.S. engineer must find a way to be five times more productive to compete in the future. Innovation and creativity can make this possible, but both are hard to teach.
- Most new industries and technologies begin in the U.S. and find their initial markets here, giving U.S. engineers an advantage over their foreign counterparts, but this advantage dissipates over time as the industries mature.
- At Texas Instruments, a key goal for new employees is “minimum time to contribution.” Schools must find ways to enable engineering graduates to contribute effectively soon after graduation. Short development cycles and product lifetimes

(e.g., six months for a cell phone) leave little time for an engineer to come up on the learning curve.

- Successful systems engineers require skills and thought processes that are difficult to teach in an academic environment. We need to find ways to teach systems engineering that will shorten the “time to contribution.”
- Students as a group are risk-averse. We need to develop a culture that overcomes a student’s fear of failure and promotes intelligent risk-taking to encourage creativity and innovation.

Dr.Helms concluded by encouraging discussions on ways for UTD and local industries to work together for the benefit of all.



NMA Code of Ethics

I will recognize that all individuals inherently desire to practice their occupations to the best of their ability. I will assume that all individuals want to do their best.

I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.

I will be guided in all my activities by truth, accuracy, fair dealings, and good taste.

I will keep informed on the latest developments in techniques, equipment, and processes. I will recommend or initiate methods to increase productivity and education.

I will support efforts to strengthen the management profession through training and education.

I will help my associates reach personal and professional fulfillment.

I will earn and carefully guard my reputation for good moral character and good citizenship.

I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.

I will recognize that leadership is a call to service.