FIRST NATIONAL CONVENTION
AMERICAN SOCIETY of ENGINEERS from INDIA

SATURDAY AUGUST 4, 1984
NORTHFIELD HILTON, 5500 CROOKS ROAD, TROY

THEME: Succeeding in Corporate America

American Society of Engineers from India
22452 Kendall Avenue • Detroit, Michigan 48223
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American Society of Engineers from India
“SUCCEEDING IN CORPORATE AMERICA”
Saturday, August 4, 1984

MODULE I 9:00 - 11:15 A.M.
“Style”

TOPIC
Dress for Success
Mannerisms and Diction for Success
Perceptions of the W.A.S.P. World

SPEAKER
G. R. Blair
Joseph A. Bank, Clothier –
Baltimore, Maryland
Kay Suri
Writer Specializing in
Indo American Culture
J.R. Lipscomb
Business Planning &
Development Center

OBJECTIVES
- Effective Impression
- Management & Image Packaging
- Use of manners & diction
- Manners & diction, lack of which
  creates a negative image
- How to enhance mannerism and diction
- What are they?
- Myths and Realities
- How to use them to your advantage

MODULE II 11:15 - 12:30 P.M.
“Oral Communication”

TOPIC
Reporting and briefing
Assertiveness:
Authority & Conflict
Resume & Job Interview

SPEAKER
Film Presentation
A. Aldridge
Associate Professor E.M.U. -
Interdisciplinary Programs
P. Higgins
President, P.H. Associates

OBJECTIVES
- How to report and brief effectively
- Dealing effectively with
  organizational conflicts
- Managing stress
- How to write an effective resume
- How to obtain an interview
- How to have a successful job interview
- Ethnic background:
  Is that a hindrance?

MODULE III 1:30 - 3:30 P.M.
“Attaining Financial Goals
(Professional Alternatives)”

TOPIC
Advancing in Corporate World –
Capstone
Entrepreneurship
Consulting
Unbalanced Bidding

SPEAKER
E. Gulda
General Manager, Automotive
Electronics Div. Rockwell International
V. Mahida
President, Mahida ACES GROUP
H. Bajaria
President, Multiface Inc.
C. Miranda
President, ACES, INC.

OBJECTIVES
- What does it take?
- Do’s and don’ts
- Opportunities?
- How to succeed at entrepreneurship?
- Pros and cons
- Opportunities as a consultant
- How to succeed as one
- How to improve your cashflow,
  Increase Profit and Minimize Risk
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6:30 P.M. - POOLSIDE RECEPTION
7:30 P.M. - DINNER
8:30 P.M. - STATE OF A.S.E.I. ADDRESS - President JAY SHAH
8:40 P.M. - AWARDS CEREMONY
9:00 P.M. - • KEYNOTE ADDRESS - PAUL GILL, Ford Motor Co.
• GUEST SPEAKERS - U.S. Senator CARL LEVIN
  - Asst. Wayne Co. Executive JAMIL AKHTAR
  - Indian Consul General RAJNIKANT VERMA
9:45 P.M. - ENTERTAINMENT
11:45 P.M. - ADJOURN

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