

Supercharge Your Success



PDC 2019

San Diego, CA

AUGUST 21st-25th

**2019 Professional Development Conference
(PDC)
Attendance Resource Kit**



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The mission of NSBE is to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally, and positively impact the community.



Greetings Professionals:

It's time for us to once again embark on our journey of networking, enhancing our professional skills, and showcasing our unique talents as engineers during the 2019 NSBE Professional Development Conference (PDC), which will be hosted at The Marriott Mission Valley Hotel in San Diego, CA. During your time at the PDC, we encourage you to engrave yourself in the theme "*Renewing the Engineer in You*" by connecting with other professionals, corporate representatives and executives; deepen your technical and professional acumen by attending various workshops, panel discussions focused on leadership, development and growth; and attending the annual Evening of Excellence Scholarship Gala where we will be recognizing individuals, companies and organizations for their contributions and commitment to excellence in community achievement.

Some of the essentials you will find in this kit include:

- NSBE Fact Sheet
- Sample Letter Requesting Support
- Conference Registration Costs
- Other Costs
- Guide to Requesting Funding
- How to Overcome Objections
- Top Reasons to Attend the PDC
- 2018 Workshop Descriptions (as an example)

Please adjust the contents of the kit to suit your needs. Each year, the kit will be updated to add more information that will assist you in obtaining corporate or organizational support to attend various NSBE conferences. If you have any additional information you feel may be useful to others, please submit them to the committee so that they may update this kit and pass it along to next year's PDC Committee. Good luck and we look forward to meeting you all in sunny San Diego, CA!

2019 NSBE Professional Development Conference Planning Committee
fdc@nsbe.org

For more conference details and to register, visit the site: <https://fdc.nsbe.org>

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<https://professionals.nsbe.org>



NSBE Fact Sheet

The National Society of Black Engineers (NSBE) is a 501(C)(3) non-profit organization that is owned and managed by its members. The organization is dedicated to the academic and professional success of African American engineering students and professionals. NSBE offers its members leadership training, professional development, mentoring opportunities, career placement services and more.

Membership

NSBE is the largest student-run organization in the US. NSBE is comprised of more than 19,000 pre-collegiate, collegiate and professional members across over 500 chapters across the globe. Our international presence includes chapters in Africa, Jamaica, Canada, Asia and Europe.

Mission

To increase the number of culturally responsible Black engineers who excel academically, succeed professionally and positively impact the community.

Objectives

- Function as a representative body on issues and developments that affect the careers of Black Engineers.
- Encourage members to seek advanced degrees in engineering or related fields and to obtain professional engineering registrations.
- Encourage and advise minority youth in their pursuit of an engineering career.
- Promote public awareness of engineering and the opportunities for Blacks and other minorities in that profession.
- Stimulate and develop student interest in the various engineering disciplines
- Strive to increase the number of minority students studying engineering at both the undergraduate and graduate levels.

Education

Through the Professional Development Conference (PDC), NSBE provides various workshops, seminars, educational programs, and products for groups and individuals to strengthen their leadership, management, and career development skills, including Continuing Education Units (CEUs) and Professional Development Units (PDUs). Members also gain extensive experience through volunteer leadership opportunities and training at the national, regional, and local levels.

For more information please visit <http://www.nsbe.org/>

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Employer Request Letter

Date:

Employer Name:

Title:

Address:

Dear <INSERT EMPLOYER NAME HERE>:

I am writing to request financial support for my attendance at the 2019 NSBE Professional Development Conference (PDC) which will be held in San Diego, CA on August 21-August 25, 2019. This conference brings together top Black engineering professionals and executives for development, networking, and advancement of science, technology, engineering, and math (STEM) practices in business, technical education, and community development. Below are some of the reasons I believe both I and [insert company name] will benefit from my attendance:

- **Professional Development:** This conference provides many opportunities through workshops and other programs for me to develop professionally as is needed per my annual goals. The increased technical knowledge and professional skills will make me a more productive employee.
- **Exposure to Emerging Technologies and Processes:** The technology exposition will allow for contact with new technologies to help spark imagination on new possibilities for the company. This exposure to new ways of thinking and new technologies will give a fresh view on handling our current projects as well as new ways to think about solving the problems of our company and clients.
- **Expert Expertise:** The Executive Mentoring and networking opportunities will allow me to learn from and ask questions to some of the most powerful Black executives in America. This will give me the opportunity to sit down with a corporate executive to discuss proper management of my career as well as how to be an effective, driven employee that benefits the company.

I believe the National Society of Black Engineer's Professional Development Conference is worth the investment. I appreciate your consideration in granting this request.

Sincerely,

<Your Name>

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Conference Registration Costs

Registration Type	Early Bird Rate 2/19/19 – 5/27/19	Regular Rate 5/28/19 – 8/29/19	On-site Rate 8/21/19 – 8/25/19
NSBE Professional & Lifetime Member	\$130	\$200	\$280
Non- Member	\$180	\$250	\$325

Other Costs

The conference will take place at the Marriott Mission Valley Hotel in San Diego, CA. The room rate is \$150 plus applicable taxes. Below is an example of other key costs to consider:

- Travel to and from San Diego
- Travel to and from the airport
- Parking at your initial travel terminal
- Cost of food
- Cost of rental car or Uber/Lyft rides
- Cost of parking at the hotel (\$12/day)

Guide to Requesting Funding

1. Do your homework – this is a proposal. Be sure you are familiar with the past content of the conference and how it will enhance you professionally. As information becomes available it can be found at pdc.nsbe.org.
2. Educate a variety of influencers in your organization about the benefits of the NSBE Professionals and the PDC (i.e. employer, HR manager, training department).
3. Target information from the past workshops descriptions and make a connection to your company's mission and goals for the year.
4. Keep in mind that PDC conference expenses can be budgeted under a variety of categories (i.e. management/professional development, HR, technical training).
5. Practice your pitch before discussing the conference with your employer.
 - Sit down with a fellow NSBE Professional member, a friend, or your significant other and tell them why you want to attend NSBE PDC.
 - Practicing will make you more comfortable when you do the real thing.
6. Have your employer participate in the selection of workshops and sessions you attend and give him or her a copy of the handouts from that session upon your return.
7. Volunteer to introduce what you learned at the next staff meeting after you return.
8. Highlight speakers, books, new techniques, practices, etc.
9. Include details of your involvement in NSBE PDC in your annual performance review, so your company knows it is an important aspect of your career.
10. First timers – get ideas from other NSBE Professional members and leaders who've accomplished this before.
11. Don't stop asking just because you've been turned down before.

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Overcoming Objections

This section shows possible objections and suggested responses to use when your employer is hesitant to support your attendance.

Employer: This conference will be too expensive.

- a. It is inexpensive when compared to the value of learning and networking opportunities.
 - Express a willingness to cost share or negotiate.
 - Present an actual comparative cost of other organization conferences (*see cost comparisons*)

Employer: What will the company gain from your attendance?

- a. More effective ways of increasing teamwork will mean less time spent reconciling conflicts, dealing with office politics, etc.).
- b. Ability to access programming that can be brought back to the organization.
- c. Connections with vendors, trainers, referral sources, new product/service ideas.
- d. Affirmative action credit.
- e. Practical skills development.
 - Show how this will either save time, save money, or make money (i.e. learning)

Employer: Isn't NSBE an organization just for African Americans?

- a. NSBE does not discriminate – we have members that represent the global market, including Japan, China, and Europe. Our membership represents almost every race of people.
- b. NSBE has existed since 1975 – we have continued to grow because there is a need.
- c. Despite gains the pool of American engineering talent is shrinking and there is a need to develop targeted engineering development programs engaging the African American and minority community.
- d. NSBE is a 501(C) (3) non-profit organization that focuses on issues affecting minorities working in technical fields.

Employer: The Company cannot afford to have you away from the office.

- a. The conference takes place towards the end of the workweek, so you'll only be out of the office 2-3 days.
- b. Have a plan showing who will cover for you.
- c. Consider using your vacation time and negotiate.
- d. Show how you can use comp time, in advance of the conference, to make up the time you will be away before you leave.
- e. Absence is easier to manage now with e-mail and voicemail capabilities.

Employer: It will set a precedent (If I do this for you, I'll have to do it for everyone).

- a. This is an investment that will benefit the organization through me.
- b. There are lots of different ways to compensate employees – the conference is important to me, a benefit from the company I value.
- c. Supporting me at the conference shows the company's commitment to my professional development.
 - Compare the conference to other (more expensive) opportunities you may not be requesting support for.
 - If necessary, consider working out a rotation scheme such that the company supports 1 (or x number) of employees for the PDC each year.

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Top Reasons to Attend the NSBE Professional Development Conference

Reason #1: Valuable!

NSBE's Professional Development Conference (PDC) is the best value!

The PDC registration fee includes all receptions, the keynote address, all open sessions, and special events like the deep dive technical and professional development workshops occurring on Thursday August 21st through Saturday August 23rd. Discover what the corporate representatives at our career networking suites have to offer.

Reason #2: Networking Opportunities!

Wide variety of Black technical professionals with whom you can build a network of professional contacts, industry peers, vendors, and potential employers. Each PDC event is a chance to reconnect friends and colleagues or expand your network which is vital to success as a black technical professional. There are also opportunities outside of the technical realm of NSBE to network with other San Diego professionals as well as more relaxed settings to network.

Reason #3: Technology Expo!

See emerging technologies to inspire and awe engineering minds. Get ideas flowing from the new possibilities these technologies offer.

Reason #4: Professional Development!

Use the conference workshops as a way to learn or deepen skills both technologically and professionally.

Reason #5: Mentoring Opportunities!

Participating in the executive mentoring program allows for asking the difficult questions necessary to shape your career by those that are already functioning as executives in their businesses.

Reason #6: Inside the Executive Suite!

Hear from executive business leaders on industry best practices as well as innovative insights that are cross several engineering domains. Use the opportunities to ask difficult questions from those that are shaping the direction of technology in our world today.

Reason #9: Live the Mission!

NSBE's Professional Development Conference is a valuable conference geared towards the black technical professional. The PDC will increase knowledge and networks while giving opportunities to serve the community in an effort to produce highly effective professionals dedicated to the NSBE mission.

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2018 Conference Workshop Descriptions

Developing Leaders to Support NSBE and Future Engineering Opportunities: As we look to “*Change the Culture, Change the Narrative*”, what leadership skills and experiences are necessary to be successful in the future? What types of opportunities will be accessible in the engineering industry in 3, 5 and 10 years down the road? How can individuals build their leadership skills and contributions through leading others in groups such as NSBE?

Join Tyler Jones, Senior Vice President and Water Business Line Leader, and DeAnna Walker, Water Resources Engineer and Vice Chair, NSBE Atlanta Professional Chapter as they discuss the changing landscape of engineering, including future projects in the areas of resiliency, water and the environment. The speakers will also address the ongoing importance of ethics, building relationships, listening, continuous learning and confident leadership. Whether you’re continuing your leadership journey or just starting, this topic is a must attend at the conference. Don’t be left out of this timely conversation.

Foundation for Success: Important Skills Young Professionals Need to Succeed: This workshop is an interactive session that will cover multiple topics to help early career professionals navigate real-world scenarios and gain valuable resources to excel in your career. Take the opportunity to invest in yourself and learn the critical skills to help set yourself apart from the rest. We will explore how to make an impact with effective communication skills, building your network, influencing others, and time management skills. You will leave this session with a customized professional development plan. **Get ready to excel your career!**

Sustainability- Be the Change You Want to See: By the 2030, the population is expected to grow to almost 9 Billion people and we will need more food, water and energy. Where will the solutions come from? We don’t have additional planets to grow more food or access more water and energy. To get there from here requires innovation and collaboration like never before. This workshop will help you understand **HOW YOU CAN BE A CHANGE AGENT** to a more sustainable future.

Rethinking Leadership: Key Attributes and Characteristics:

- What is leadership?
- How does one grow to be an effective, yet caring leader?
- Is it possible to lead and still be authentic?

Stepping into leadership roles shows ambition and courage. In this workshop, we will discuss these and similar questions that are readily applicable to both corporate and academic environments. The discussion will include leadership attributes, what organizations look for and real-life examples that will help you build and navigate your career. This fun and interactive session will equip you to grow as a potential leader in your organization.

Role Models Matter: Role models are the best ambassadors for communicating information about the wide range of careers available and to help girls envision themselves in a STEM career. In this workshop, participants will receive an overview of the Techbridge Girls Role Models Matter Toolkit, a set of companion resources available to trainees, which introduces key strategies to making a meaningful connection with girls around STEM careers. Participants will take part in a growth mindset role play and enact different scenarios that challenge facilitators to not only connect with students in meaningful ways but also encourage them to challenge themselves in ways that are authentic to STEM career paths.

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Goals:

1. To equip adults to help youth build a strong STEM identity.
2. To introduce key strategies to making a meaningful connection with girls around STEM careers.
3. To provide participants with an overview of Techbridge Girls' Role Models Matter Toolkit

Industrial Internet of Things: This workshop will focus on how the fourth industrial revolution will impact manufacturing.

- What is the industrial internet of things?
- Why it matters to you as an engineer?
- Digital transformation in the workplace
- Smart interconnected devices
- Remote monitoring and AR troubleshooting
- Proactive maintenance
- Connectivity Standards
- Test beds and plug fests
- Big Data analytics
- Cyber security challenges
- Making the business case

I'm leaving on that Midnight Train to Georgia...Houston?: This 240-mile Project would implement a high-speed passenger rail system based on Central Japan Railway Company N700 Tokaido Shinkansen bullet train system to achieve an approximate 90-minute travel time between Dallas and Houston, with achievable speeds exceeding 200 miles per hour and in a fully sealed rail corridor. Connecting Dallas and Houston with a Japanese-style high-speed train capable of doing the trip at 200 mph, relying solely on investors rather than taxpayers. This plan seemed poised to avoid a lot of the fiscal disputes that have plagued federally-funded counterparts in California, Florida, Ohio, and Wisconsin.

Learning Objective(s): Bring together industry professionals from various businesses to discuss the HSR project and answer the *"tough"* questions, what surrounding the environment, property values, and economic effect.

- Impacts on the environment
- Impacts to communities and land use
- Impacts due to HSR noise and vibration
- Landowner rights related to eminent domain and acquisitions and displacements
- Public involvement process
- Safety and security of the HSR system and the areas surrounding the system

Career Accelerator "Fast Track to Six Figures: The Time Is Now to Prepare The Future Leaders to not only excel in their career but also with their Salaries.

Career Acceleration will equip young professionals with the necessary information that will build their confidence as they lead organizations into the future. Many of our young professionals are not ready for the

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next level due to many factors. Career Acceleration will ensure young professionals are well informed, equipped, and inspired to go from the classroom to the boardroom while taking the *"Fast Track to Six Figures"*. Their family matters, their relationships matter, their friends matter, their successes matter, but I'm extremely passionate about equipping our next generation of leaders with the necessary skills to make their **#CareerMatter**.

I'm Just a Bill: Mock Congressional Session: Attendees to this workshop will have the opportunity to experience what it takes to debate a bill and vote it into law as if they were members of the federal House of Representatives. The session will start with a general overview of the bill process and will provide specific references people can go to for additional information should they want to become more engaged in the civics process after the workshop. Then the attendees will split into 4-6 groups and debate whether a proposed bill (a copy of the same bill will be provided to the groups) is worthy of moving to the next stage of the bill-to-law process. If at least one group votes to move the bill forward, everyone will come back together as the full House floor to debate and ultimately vote whether they want the bill to become law.

The Authentic Leader: Leadership models such as transformational leadership and transactional leadership were prominent in the 20th century. However, a new leadership model is needed to meet the organizational challenges of the 21st century. Because of the leadership failures of the late 20th century, the transformational and transactional leadership models seem ineffective for the challenges that managers face today; hence, the need for a more values-based leadership—authentic leadership.

Authentic leadership is considered as the root construct for all positive leadership. The four basic components include a moral perspective (following one's own value system), balanced processing (a consideration of all points of view before making a decision), relational transparency (a leader's ability to develop trust among followers through openness), and self-awareness (a leader's understanding of his or her strengths and weaknesses).

This engaging 1-1/2 hour workshop consists of four parts. Part I of the workshop begins with participants taking the Authentic Leadership Assessment which provides a measure of authentic leadership and its four components. Participants will spend time reflecting on the results of the assessment and are allowed an opportunity to ask questions to further understand the results.

Part II of the workshop consists of an explanation of the four components with lots of practical examples relating specifically to corporate, higher education, and non-profit settings. The discussion will include other factors that may enable authentic leadership in the workplace.

Part III of the workshop consists of a hands-on activity. Participants will receive an opportunity to develop a plan of action for improving the four areas that will enable them to be a more authentic leader. Leaders should seek to establish and maintain balance in these four areas.

Part IV consists of a brief discussion and examples of how authentic leadership is demonstrated in various settings (corporate, higher education, and non-profit).

3 Year Itch: What I learned from quitting for entrepreneurship: We will talk about the reasons why I wanted to quit, the things that I had to weigh, and the preparation I wish I would have done. We will then dive

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into a deeper discussion of media's perception of entrepreneurship and how the opportunity cost is much higher for engineers. The goal will be to talk a few people "off the cliff" and suggest alternatives to going full entrepreneurship.

Elevating Your Career to the Next Level: Many professionals miss out on obtaining invaluable relationships, opportunities and promotions because they are not sure how to strategically navigate their career or it takes years to learn what they should have been doing throughout their career.

This workshop is geared towards helping professionals learn how to not only navigate the professional workplace but will also arm you with tools and information that you can begin implementing in your life NOW that will contribute to professional success.

We will also discuss strategies that will help individuals elevate their career and obtain promotional opportunities.

Keys to a Winning Pitch: This course will cover the four key elements that you need deliver winning pitches to anyone, anywhere, at any time to obtain the money and support needed to bring their ideas to fruition. These keys will help entrepreneurs overcome their fear of pitching to influential stakeholders, narrow-in on what truly matters, and **#OwnTheMoment** while securing support from the people they are pitching to.

Leading Your Professionals Chapter: This workshop is targeted towards Chapter Presidents and Vice Presidents with the intent of helping them have the tools necessary to effectively run their chapters. The topics covered for this workshop will be developed in conjunction with chapter leaders to ensure that content is relevant to them and what they are experiencing as leaders. There is very little training that occurs to assist Presidents and Vice Presidents with successfully matriculating throughout the year. This workshop will serve as an opportunity to provide ideas on how to manage through topics of concern and to also create an atmosphere for sharing best practices among chapter leaders. Leaders will also learn how their role fits into what occurs at the National and Regional Levels.

When Your Fall Comes: For many of us we've learned how to succeed. We've heard multiple stories about how to go from *"rags to riches"*. What happens when you do all the right things, follow the *"script"*, land that dream role, and fail? In this workshop, we'll talk about the emotions, painful experiences and personal trauma that one goes thru when you're told, *"you're not so good after all"*. As well, we'll talk about the road back to confidence and stability.

Strategize Like a CFO: The *"Strategize like a CFO"* workshop will teach attendees the methods of creating and implementing a Forecast and Budget. Additionally, the workshop will teach how to employ analytics to identify financial trends in revenue, expenses, profitability, and their impact on quantitative decision making. These concepts will be exemplified, through a "real world" case study, in a spreadsheet format, to which the students can replicate and utilize to enhance and streamline their financial analysis and strategic decision-making process.

The *"Strategize Like A CFO"* Workshop will give the attendees financial tools that will enhance their ability to understand the principles employed in the Corporate Finance realm. After participating in this workshop

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attendees, should understand the Basics of Forecasting, Budgeting, Financial Planning and Analysis, Financial Statements, and how they impact strategic decision making.

Pumps, Pearls, and Purpose: Empowering Today's Women into Leadership / The Power of Sisterhood in Leadership: The power of a person lies within the village they create. Each of us has the ability to prosper in our endeavors with knowledge, a supportive network/village, and faith in the power we each possess. Through this program participants will gain the necessary skills to build the strong villages in their pursuit of leadership. These villages will enable them to obtain the necessary support as they pursue their leadership endeavors; thereby affording the opportunity to change lives and communities. Women of all ages from diverse backgrounds will be empowered to be look beyond the stereotypes, embrace their inner voice with confidence not anger, and acknowledge their true worth. Upon completion, participants will gain valuable knowledge, skills, resources and a post session support system necessary to commit to their desire to lead, establish and understand their vision, inspire their communities, and build their living legacy. They will have a clear understanding of their natural vs their nurtured leadership preference, as well as how this information can be used to build the best support network/village to achieve their goals. Participants will be able to engage with a diverse group of leaders who will share their experiences and the tools they used to reach their leadership aspirations. Through interactive participant role play, communication assessments, and one on mentoring with empowered corporate and community leader, each participant will leave the session with a completed vision map to use to achieve their individual goals.

(The Power of Sisterhood in Leadership) Ignite and Energize participants to unleash and realize the Power of Sisterhood, and its effect, in their development as leaders.

- Initiate self-reflection designed to give participants a view of their relationships today and strategies for how to improve for the future.
- Assist participants in understanding how to effectively use influencing & emotional intelligence skills to drive positive results. Discuss the art of understanding cultural dynamics to avoid “*landmines*” and drive positive outcomes with manager/peer/subordinate/customer interactions.
- Engage in dialogue that will provide stimulating, deep insights, which can be used to develop successful relationships at home, work, school, or in social settings.
- These insights are important in addressing the “*whole person*” in leadership development.
- Understanding how relationships both inside and outside of work are connected is important; ways to improve both (understanding root cause of behaviors that “*get in the way*”) are a key outcome of the exercises and dialogue.
- Demonstrate how “*Compassionate Leaders*” who are intentional in developing great relationships with other women (or people) in the workplace is a competitive advantage for the company.

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