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"The society dedicated to advancing mobility engineering worldwide"

# 2007 SAE Strategic Plan

*Moving Towards our 2020 Vision*



"In the year 2020, SAE will be #1 in the mobility industry at..."

- Connecting a global network of students, engineers, practitioners and companies;
- Attracting, managing and distributing mobility related information through education, standards, and technical publications;
- Leading in global standardization."

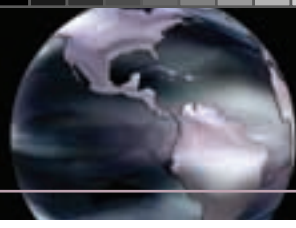
## SAE International Officers

Richard O. Schaum – 2007 President  
Greg Henderson – 2006 President  
Terence J. Rhoades – Treasurer  
Carol A. Story – Assistant Treasurer  
Raymond A. Morris – Executive Vice President and COO



- ...students
- ...engineers
- ...practitioners
- ...companies

This plan is intended for internal use only by SAE's Boards and Committees



## A 2020 Vision for SAEs future



In early 2006, SAE President Greg Henderson challenged the Board of Directors to begin looking long term at SAE's future. He asked the Board along with the Strategic Planning committee to develop a vision that would serve SAE towards the year 2020. The SPC took ownership of the process and used a scenario planning tool as the backbone for developing a 2020 future state scenario.

In July of 2006, the Board took the 2020 megatrends, scenarios and outcomes of the SPC process and developed a 2020 Vision for SAE International:

**"In the year 2020, SAE will be #1 in the mobility industry at..."**

- Connecting a global network of students, engineers, practitioners and companies;
- Attracting, managing and distributing mobility related information through education, standards, and technical publications;
- Leading in global standardization."

The Board further developed a series of Strategic Drivers that describe "how" the vision will be reached:

- Accelerate growth through building alliances;
- Accelerate growth through the acquisition, management and control of SAE's intellectual property.
- Structure the organization to anticipate and aggressively respond to future global customer needs.

The Strategic Planning committee held a 2 day meeting with the Operating Boards and Committees to gain their buy in and support for moving forward. In 2007, the Board will address the issue of defining what it means to be #1 in the world.

These profound statements will guide SAE's boards, committees and members as they begin planning their activities for 2007 and move towards 2020.

Ray Morris  
Executive Vice President and COO  
SAE International

## 2007 Presidential Focus Areas



During discussions in 2006, the SAE International Board of Directors reached consensus on the following five megatrends influencing the future direction of our professional society:

- Globalization,
- Demographic Shifts,
- Communication,
- Technology,
- Energy/Environmental Trends.

The following summarizes my recommendations for primary focus areas for SAE to follow in 2007:

### Globalization

- Continue to develop opportunities for growth in China and India.
- Strengthen affiliate relationships (Brazil, India, UK and others).
- Explore collaborative opportunities with other organizations.
- Accelerate growth through building alliances including potential mergers and acquisitions.

### Demographic Shifts

- Increase participation of New American Manufacturers (Toyota, Honda, Nissan, Hyundai, BMW, Komatsu, AirBus, etc.).
- Continue to attract and engage younger members (average age of members today is currently 49 years).
- Retain older members (they have served us well; we cannot afford to disenfranchise them).

### Energy/Environmental Trends

- Emphasize SAE's role in providing the neutral forum for the exchange of knowledge (conferences, publications, and standards).
- Encourage development of alternative fuels which are beneficial on a fully accounted "well to wheels" basis.
- Encourage the development of improved fuel efficiency technologies.

Richard O. Schaum  
2007 SAE President

## Building Alliances

### Affiliates

Grow the relationships and offer new services with SAE Affiliate organizations in the UK, India, and Brasil for the betterment of both organizations.

### Joint Ventures

Identify candidates and develop business plans to extend SAE's global reach through joint venture opportunities, by using the SAE Institute structures.

## Content Development and Management

### Content Management

Continue to develop internal systems that facilitate the acquisition, management and control of all technical content and intellectual property.

### Meetings

Expand the offering of SAE meetings and conferences outside North America. Successfully execute the 14th APAC conference.

### Standards

For the aerospace sector, continue to serve the global aerospace industry through groups like the IAQG, and increase participation and engagement of companies based outside the US. For the automotive sector, strengthen the involvement and support of suppliers and OEMs globally. Continue to support ISO for the Off-Highway industry.

### Publications

Continue to expand the offerings in the various technologies dealing with powertrains, electronics and materials. Utilize an updated technology infrastructure to facilitate the development and delivery of new products to the marketplace worldwide.

### Membership

Enhance the value of membership in order to maintain high levels of retained professional members and attract new members especially from the ranks of the young professional.

## Serving the Global Customer

### Asia Pacific

The focus on China will continue to build business and momentum by working with suppliers and OEMs especially in the Shanghai and Beijing regions. Successfully conduct or cosponsor 3 technical conferences. Work with the SAE Affiliate, PRI, to leverage the services of both SAE and PRI in this region.

### India

Expand support for our SAE India Affiliate through building corporate support and membership growth for their organization.

### Europe

Work with the SAE UK Affiliate and other customers in the European region to expand SAE's reach. Successfully conduct 3 technical conferences and 2 symposia in this region.

### North America

Continue to attract global companies to participate, author papers, exhibit and sponsor activities at SAE meetings held in North America.

### Education/Training

Accelerate the breadth of offerings in the webinar and e-learning product lines to better reach the global customers.

### Collegiate Design Series

Continue to stage the highly successful Baja SAE and Formula SAE events. Support several international events with advice and counsel regarding the operation of those events.

