

November 2008



Georgia Society of Professional Engineers

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GSPE

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Tips For Surviving Hard Times

Known throughout Silicon Valley as the "entrepreneurs behind the entrepreneurs", Sequoia Capital has been the first venture capital investor and business partner for some of the most successful and influential companies throughout the world.

Technology giants Google, Apple, Yahoo!, and Oracle are among the many firms whose rise to success is due in great extent to the foresight and partnership of Sequoia Capital's investors. Needless to say, when the CEO's of Sequoia's top 100 partner firms gathered on October 4th to share strategies for surviving the current economic crisis, the whole world took notes.

Here's what they had to say:

- Focus on managing what you can control. You can't control the economy, but you can control everything else.
- Cut spending. Cut fat. Preserve Capital.
- Don't trust your models and spreadsheets. All assumptions prior to today are wrong.
- Focus on quality.
- Reduce risk.
- Do everything possible to get to cash flow positive. Now.
- Nail your Sales and Marketing message.
- In a downturn, aggressive PR and Communications strategy are key.
- Pound your competitor's shortcomings. They are hurting and they will be quiet. Take the offensive.
- ***Spend every dollar as if it were your last.***

Source for the article: [Lowden & Associates](#) HR Today

*****Georgia Secretary of State***
To Speak At The
GSPE Cobb Chapter Meeting
January 22, 2009**

ALL GSPE MEMBERS ARE INVITED TO ATTEND

Mark your calendars for January 22, 2009, and plan to attend the GSPE Cobb Chapter meeting to hear Georgia Secretary of State, Karen Handel, address licensing as it pertains to the professional engineers in Georgia. The Cobb Chapter extends an invitation to all GSPE members to attend this significant meeting which will begin at 11:45 AM at Southern Polytechnic State University in Marietta, Georgia .

Forward your RSVP to attend the January 22, 2009 Cobb Chapter meeting to Earl Ferguson, Cobb Chapter Program Chair, at EA Ferguson@aol.com. Due to the location of the meeting on a college campus, parking passes will be provided when requested in advance.

For additional information please contact Earl Ferguson at 404-667-1065 or Carolyn Jones, GSPE Executive Director, at 404-521-2324.

2009 Georgia MATHCOUNTS

The Georgia MATHCOUNTS is an annual competition presented by the Georgia Society of Professional Engineers and sponsored by a host of engineering companies, organizations and businesses that utilize the engineering profession.

GSPE is a strong advocate of MATHCOUNTS because it encourages students at the middle school level to strive for excellence in math and science. Enjoying the thrill and excitement of these core academic classes at the middle school level will lay the ground work for youth to recognize the importance of math and science as they mature into young adults making career choices.

There is growing concern regarding what appears to be a lack of interest in American students in the primary and intermediate education levels in math and science. This can lead to a lower number of students entering college majoring in Engineering and/or Technology fields. The effect of this decline in interest for math and science can impact America's innovation and strength in engineering and technology in the

future.

Remind our youth about the importance of math and science while they are in school, and for our countries future. With this in mind, contact your local GSPE Chapter and volunteer to work with the MATHCOUNTS competition in your area. The following GSPE chapters host local MATHCOUNTS competitions that send their top teams and individuals to the state MATHCOUNTS competition.

GSPE Chapter Competitions

Atlanta Metro - Saturday, Feb. 14, 2009

August - TBA

Cobb - TBA

Columbus - TBA

Northeast - Friday, Feb. 20, 2009

Northwest

Middle Georgia - Friday, Feb. 13, 2009

Savannah - TBA

South Georgia - TBA

West Georgia - TBA

The **Georgia State MATHCOUNTS** competition will be held **Saturday, March 21, 2009** at Zoo Atlanta.

For additional information on Georgia MATHCOUNTS, contact Carolyn Jones via e-mail at carolyn.jones@gaengineers.org.

GSPE Chapter Meetings

Mark Your Calendars And Plan To Attend

Atlanta Metro Chapter

The Atlanta Metro Chapter meets the 2nd Monday of each month. For additional information of the Atlanta Metro Meetings send an e-mail to gspe@strongus.net

Augusta Chapter

The Augusta Chapter will hold its next chapter meeting in January 2009. Contact Judith Simmons at jsimmons@wkdickson.com or call Ms. Simmons at (706) 722-3479 for additional information.

Cobb Chapter
YOU ARE INVITED

Wednesday, November 19, 2008
Southern Polytechnic State Univ.
Apparel/Textile Building Room M-100

Speaker
Sally Bethea

Topic
Upper Chattahoochee River Keeper

Lunch will be \$10 and will include a sandwich, chips, a drink and a cookie for desert. We'll start taking lunch orders at 11:45. The meeting will begin promptly at noon and be over by 1pm.

RSVP to Earl Ferguson, Program Chairman, EA Ferguson@aol.com or 404-667-1065.

Campus Parking Passes will be provided when requested in advance.

Columbus Chapter

No information was provided

Middle Georgia Chapter

Holiday Chapter Meeting and PDH Credit
Tuesday, December 2, 2009
7:00 P.M.

Logan's Roadhouse
3933 Arkwright Road
Macon, Georgia 31210

1-Hour PDH program by
Engineers Without Borders
Atlanta Professionals Chapter

RVSP to Betty Jean Jordan
bettyjean@jordon-eng.com or (706) 468-8999

Northeast Chapter
Friday, November 21, 2008
12:00 PM - 1:30 PM

Holiday Inn
197 East Broad Street
Athens, Georgia

Speaker
Scott Chapman
Surge Suppression of Georgia

TOPIC
**Importance of Designing Surge Suppression into
Building Electrical Systems**

1PDH Educational Credit

Luncheon followed by Presentation
Engineers \$20/Students \$5

RVSP by November 19, 2008 to Kyle McKay kyle.mckay@erdc.usace.army.mil
or call 706-850-1974.

Northwest Chapter

Tuesday, December 9, 2008
Provino's Restaurant

Topic
**City of Rome/Floyd County
Government Update**

For detailed information:
Program Chairman - John Pillsbury
Contact #: 706-295-2201
PDH Credits Will Be Issued

Savannah Chapter

No information provided

South Georgia
No information provided

West Georgia
No information provided

Please take advantage of the programs, events and chapter meeting GSPE presents. As you meet Professional Engineers that are not members of NSPE/GSPE, encourage them to become members of the society that supports your profession.

Sincerely,

Carolyn Jones
Georgia Society of Professional Engineers
Executive Director

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