



Central Savannah River Section

Central Savannah River Section, P. O. Box 749, Jackson, SC 29831

May 2012

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Mark your Calendars:

UPCOMING AACEI-CSRA SECTION MEETINGS

**5/24/2012 – May Dinner Meeting –
Anthony Robinson, Hull College of
Business, ASU**

June / July – Summer Break

IMPORTANT ANNOUNCEMENTS

Workshop Dates:

FALL 2012 – CCC/CCE Workshop

Certification Exam Dates:

**7/21/2012 – Exam Day, Augusta State
University**

**5/9/2012 – Final Registration Deadline
for Exam**

**12/8/2012 – Exam Day, Augusta State
University**

**8/8/2012 – Early Registration Deadline
for Exam**

**9/5/2012 – Final Registration Deadline
for Exam**

**7/8/2012 thru 7/11/2012 – AACEI's 56th
Annual Meeting in San Antonio, TX**

AACEI-CSRA Dinner Meeting May 24th, 2012



**Dr. Anthony (Tony) Robinson, MBA
Program Director, Hull College of
Business at Augusta State University
Building a Culture of Innovation
and Collaboration in the Augusta
Region**

Members & Friends Spotlight



President's Corner



Kathy Roberson
AACEI-CSRA
Section President

As your out-going Section President, I would like to thank everyone for their continued support in making the past year possible. **Huge KUDOs** to the Board members for maintaining the continuity of the Section over the past few months while I dealt with health issues! You all demonstrated the true meaning of Team Work!!

During the past year, several of our long term members have left the area to pursue retirement or other opportunities. We miss them greatly, and wish them well in all future endeavors.

The CSRA Section needs your support! We have several opportunities for everyone, whether teaching at the workshops, proctoring exams, supporting the monthly meetings, helping out with our student activities, lending a hand where needed. Give us call!

Election Results!

Thank you for voting! Please welcome **Brandon McBride** as our new CSRA Section President. Brandon and I will be transitioning and working closely during the month of June and through the next year to continue bringing you a variety of Section opportunities. **Steve Gross** has stepped up to the plate as our new VP, and **Sarah Mazul** is our new Director of Communications. **Tambra Craven** will continue as the Director of Programs, bringing you an interesting variety of monthly speakers. **Jim Hammond** will continue working hard to expand our workshop offerings to include the CCC/CCE preparation workshop. **Blake Waller**, as Director of Marketing, and **Gary Bunker**, as Director of Membership will continue improving the marketing and membership growth of the Section. And **Myron Berry** will continue to make sure that we all stay on budget!

Presenting the 2012-2013 AACEI-CSRA Section BOARD of DIRECTORS

<u>President</u>	<u>Vice-President</u>	<u>Past - President</u>	<u>Director - Programs</u>	<u>Director - Education</u>
Brandon McBride , CCC, PMP	Stephen M. Gross, EVP	Kathlene Roberson, EVP	Tambra Craven	James E. Hammond, EVP
				
<u>Director - Marketing</u>	<u>Director - Memberships</u>	<u>Director - Communications</u>	<u>Treasurer</u>	
Blake Waller	Gary Bunker, CCC	Sarah Mazul	Myron Berry, CCC, PMP	
				

AACEI Headquarters INFO!

For the latest news from AACEI Headquarters, please
visit the website.
<http://www.aacei.org/>

AACEI-CSRA Section INFO!

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AACEI-CSRA Monthly Dinner Meeting May 24th, 2012

Please RSVP by COB 5/21/12 to either:
Tambra Craven, 208-2257,
tambra.craven@srs.gov
Stephen Gross, 208-2028
Stephen.gross@srs.gov

5:45 p.m. Registration and Networking
6:30 p.m. Dinner and Program
Cost:
Members \$15 per person
Non-Members \$20 per person
Guests/Spouses are welcome

Location:
North Augusta Community Center
495 Brookside Ave.
North Augusta, SC

Building a Culture of Innovation and Collaboration in the Augusta Region



**Dr. Anthony (Tony) Robinson, MBA
Program Director, Hull College of
Business at Augusta State University**

Dr. Robinson is the MBA Program Director and an Assistant Professor in the Marketing Department in the Hull College of Business at Augusta State University. His areas of interest in research and teaching include entrepreneurship, strategic management, and marketing. In addition to holding a Ph.D in strategic management with an emphasis in entrepreneurship, Dr. Robinson has a Master of Science in Organizational Change and Development, a Master of Business Administration, and a Bachelor of Business Administration with an emphasis in finance. Dr. Robinson frequently conducts research and speaks on topics of relevance to small businesses, new ventures, strategic planning, and marketing planning. He compliments his strong academic background with over fifteen years of combined experience in management and consulting.

Dr. Robinson has published work and presented at numerous international conferences on the topics of entrepreneurship and innovation. Some titles of his research includes the following: Risk Perceptions, Venture Creation Decisions, Overconfidence and Perceived Environmental Munificence; Entrepreneurial Expert Scripts: Does the Way Entrepreneurs Learn Matter for Venture Performance?; Founder Overconfidence: The Paradox of Overconfident Entrepreneurs; Technological Drivers of Innovation Activity in Entrepreneurial Firms; and The Interaction Between Market Cycles, Technological Change and Resource Configurations Among Alliances to Predict Performance.



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Glory Awaits Those Who Persevere

A bit dramatic, I suppose. But I do want to present a challenge to everyone who reads this newsletter. It has to do with revisiting Shakespeare.

This would take the form of presenting another article from the book called **"The Secret of Shelter Island"** by **Alexander Green**. Mr. Green has been an investment newsletter writer in recent years but has been very interested in the study of history, philosophy, psychology, science and religion for decades. The book was written in response to the stock market collapse of 2008. "A recession can shake up the status quo and force us to examine our goals and priorities." The book is meant to aid in the process. It's partly about money but also about putting money into perspective.

In Praise of Difficult Pleasures

Elizabethan English is a challenge for modern readers. And when we're young, it's too early for much of Shakespeare to resonate with us.

If you haven't experienced great triumphs, temptations, disappointments, love affairs, false friends, a broken heart, the corrupting influence of politics, or the pleasures and tribulations of parenthood, Shakespeare may cross your head at 30,000 feet.

Why bother? One reason is that Shakespeare is the presiding genius of the English language. Another is the profound enjoyment you can receive tackling "difficult pleasures".

Shakespeare's influence is so pervasive that we walk around quoting him every day without even realizing it.



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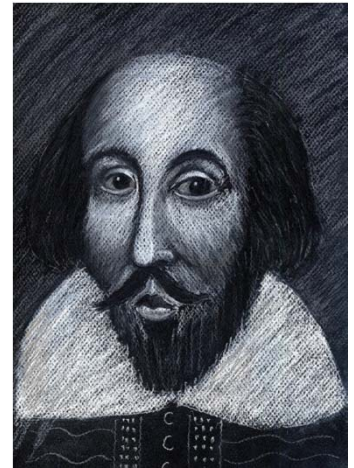
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In Praise of Difficult Pleasures - Revisiting Shakespeare



Just a small sampling of phrases originally found in Shakespeare's works include **flesh and blood, bated breath, tower of strength, foul play, foregone conclusion, good riddance, dead as a doornail, fool's paradise, heart of gold, Greek to me, fancy free, devil incarnate, one fell swoop, for goodness' sake, vanish into thin air, play fast and loose, eat me out of house and home, elbow room, go down the primrose path, in a pickle, budge an inch, cold comfort, household word, full circle, salad days, in my heart of hearts, in my mind's eye, laughing stock, love is blind, lie low, naked truth, neither rhyme nor reason, star-crossed lovers, pitched battle, pound of flesh, sea change, make short shrift, spotless reputation, set my teeth on edge, there's the rub, too much of a good thing, what the dickens, and wild goose chase.**



Despite these now-common phrases, you may have been turned off by Shakespeare in the past simply because you encountered so many unfamiliar words. If so, you're in good company. Many of them were unfamiliar to his audiences 400 years ago.

Indeed, during his productive peak he was coining new words at a rate of one every two and a half lines. (Scholars claim that Hamlet alone gave audiences nearly 600 words they had never heard before.)

In Bill Bryson's biography *Shakespeare: The World as Stage*, he points out that "among the words first found in Shakespeare are *abstemious, antipathy, critical, frugal, dwindle, extract, horrid, vast, hereditary, excellent, eventful, barefaced, assassination, lonely, leapfrog, indistinguishable, well-read, zany*, and countless others (including *countless*)."

I've heard that the Baby Boomers are reaching retirement age at the rate of 10,000 per day, if I am remembering correctly. So, the mission, if you chose to accept it, is to do a Netflix search for any Shakespeare production or check your attic for an old "hard copy" of Shakespeare's Plays or download a digital copy of a couple plays for your Ereader.

However you get there, I challenge you to make the journey. The odds are pretty good that you will not have to worry about bitter cold, long months of complete darkness or even constant danger.

And the rewards just might be downright priceless. - your editor

Highlights from the April 26th Meeting

Due to a family emergency at the last minute, the speaker Mr. Michael R. Nosbisch was unable to attend the April dinner meeting. So instead we had an open discussion concerning the activities of our Section. The next meeting will be May 24, 2012 and will feature , as you can read on page 3 of this newsletter, Dr. Anthony Robinson, from Augusta State University.

We do not normally have meetings in June or July. We will resume meetings on August 23, 2012.



Central Savannah River Section News

Editor: Stephen M. Gross, EVP

Published for the members of the AACEI – Central Savannah River Section. AACEI is a non-profit professional organization dedicated to promoting the Planning and Management of Cost and Schedules. Since 1956, AACE International, has provided its members with the resources they need to enhance their performance and ensure continued growth and success.

Membership is open to cost and management professionals and visitors are welcome at Section meetings.

For further information, please contact us at aaceicsra.org@gmail.com.