



THE ENGINEERING SOCIETY OF DETROIT®

FOUNDED IN 1895

Alpha Awards®

for Innovation in Engineering and Technology

Call for Entries Deadline: February 26, 2010

The ESD Alpha Awards® for Innovation in Engineering and Technology recognize and celebrate the creative and original ideas of men and women in the engineering and technology professions who develop innovative solutions to benefit the needs of the general public, business or academia.

The ESD Alpha Awards® foster cooperation among and between organizations in the scientific, technical and commercial sectors that create significant economic, cultural, environmental, academic and intellectual benefits to the communities served by ESD member companies.

Submission Criteria

Nominate any product, material, system, structure, process or methodology that is innovative in application or use, including inventions. The innovation must have become commercially available, introduced into general, active practical use, or demonstrated new, unique applications within the last 3 years (since January 2007). Please submit a 1,000-word essay maximum that clearly and concisely addresses the criteria below (1-13). Note that this is a two-phase process, and initial essay submissions are for pre-screening purposes only. All selected nominees will be contacted in March 2010 to supply full documentation of their submittal. Items noted as confidential will be maintained and respected by the judges and The Engineering Society of Detroit.

BACKGROUND AND METHODOLOGY

1. Describe how this innovation was conceived, planned, designed and produced, including different entities involved and the cooperation between these entities.
2. Describe the essential features of the innovation, providing quantitative, qualitative and graphical data as appropriate (be concise).
3. Describe and supply evidence of any peer review(s), such as publications or patents, associated with this innovation.
4. Describe how this innovation is creative and unique as compared to similar applications.
5. Describe how this innovation is superior to other applications.
6. Describe when this innovation was made commercially available or put into active, practical use.
7. Describe where this innovation is commercially or actively used.

IMPACT

8. Describe the type of persons or organizations this innovation most benefits, and how.
9. Describe the innovation's social impact.
10. Describe the innovation's savings or economic impact.
11. Describe the impact of the innovation on existing processes or programs.
12. As applicable, selecting at least one, describe the impact of the innovation on:
 - Organizational efficiency or productivity
 - Energy usage
 - Environment
 - Safety and health perspective
13. Describe the significance of the innovation; beyond just a natural evolution of good practices or common sense.

2009 Alpha

Award Winners:

Left: Wayne State University, THOR-Mx-Military Lower Leg (Cynthia Bir accepting).
Right: Dürr, FASplant® (Mark Murray accepting)



Eligibility Requirements

Any product, material, system, structure, processes or methodology that is innovative in application or use, including inventions, is eligible. The innovation must have become commercially available, introduced into general, active practical use, or demonstrated new, unique applications within the last three years (since January 2007). The submission must be endorsed by an individual or corporate member of The Engineering Society of Detroit, or you may become an ESD member when you apply by enclosing membership dues with your entry form.

Entry Procedures

- Entries must be postmarked by February 26, 2010. (Note that hand-delivered entries must be delivered to ESD's Headquarters no later than 5 p.m., February 26, 2010. No entries postmarked after that date will be accepted.)
- Include a compact disc with your essay and at least one high-resolution digital image of (or directly relating to) your project. Photos should be large format, 300 dpi or better and in JPG or TIFF format. Winning projects will be published in *Technology Century*.
- Include five printed copies of all submission documents.
- All entries must address each of the 13 criteria points listed under Submission Criteria.
- Please note that additional graphic material will be required if your entry is selected as a winner.
- All entries become the property of ESD and will not be returned.

After Submitting an Entry

JUDGING

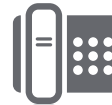
Submissions are evaluated by an impartial panel of industry judges. Projects are judged in competition with each other on their merit relative to the contest criteria. After the initial pre-screening, selected nominees will be contacted in March 2010 to submit a maximum of 12 pages of documentation for consideration. Winners will be notified by mail. Awards are based on the inherent qualities of each project as perceived by the judges.

AWARDS

Winners will be presented with their awards at a gala evening in June 2010, hosted by The Engineering Society of Detroit.

PUBLICITY

ESD provides publicity for all of the winning projects. Photographs, illustrations and text will be used for unrestricted newspaper and magazine coverage. All winning projects will be included in a feature in *Technology Century* magazine and will be featured in the following year's Call for Nominations Brochure.



For more information, visit www.esd.org or contact Leslie Smith at 248-353-0735, ext. 152, or lsmith@esd.org.

ESD Alpha Awards[®] Entry Form

Please complete this form and return it with your essay to The Engineering Society of Detroit, 20700 Civic Center Drive, Suite 450, Southfield, Michigan 48076. Essays and questions may be directed to Leslie Smith at 248-353-0735, ext. 152 or lsmith@esd.org. Entries must be postmarked by February 26, 2010. For hand-delivered entries, please note that ESD Headquarters closes at 5 P.M. If you are submitting more than one project, please use separate entry forms. Confidentiality of proprietary information will be maintained and respected.

PROJECT

Project Name	Date on the Market
Address of Property (if applicable)	

APPLICANT*

Applicant Name	ESD Member Number (if applicable)	
Title		
Company		
Address, City, State, ZIP		
Phone	Fax	E-mail

ESD ENDORSER*

ESD Member Name (List company also, if Individual)		ESD Member Number
E-mail	Phone	Signature

***To become an ESD individual member, please include a check payable to ESD for \$94, and indicate "dues enclosed" in ESD Member Number field.**