



**The Official News Letter of the Washington Metropolitan Area (WMA)
chapter of the International Council on Systems Engineering (INCOSE)**

Happy Valentine's Day

Happy Valentine's Day from the INCOSE WMA Board of Directors!

Love is in the air so we thought it would be good to celebrate why we love systems engineering and why to fall in love with a Systems Engineer!

Hope you spend the day with those that you love!

Top Three Reasons To love Systems Engineering

1. Change the world

Engineers have the ability to change the world with what they design. Engineers have helped design products that we use every day, like the latest medical diagnostic tools, clean energy, and computer equipment. These all have the opportunity to change the world.

2. Solve problems

Being an engineer usually involves solving problems—some are big and some are small. But the feeling of accomplishment when you do is awesome.

3. New challenges

As the world changes and technology improves there are always new problems to solve. Some examples: How will we feed everyone as the population continues to grow? Can we explore the space outside of the Earth's orbit and still return the astronauts to Earth? How do we get high speed internet access to everyone? And many, many more...

<http://rebeccaee.com/blog/46-top-10-reasons-to-love-engineering>

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11 Reasons to Fall in Love with an Engineer

1. You'll never have to call an electrician/plumber/handyman/mechanic again. If it's broken, they can fix it
2. When it's late at night and they haven't come home yet, there's no need for concern. Rest assured that they are not cheating on you. They're just at their workbench weighing the pros and cons of two different components and are so engrossed in whatever project they are working on that they've lost track of time. You'll likely still find them there when the sun comes up. Be cool and bring them coffee
3. Because if you can cook bacon, they will think you are a gourmet chef
4. Because if you can cook bacon and open beer bottles without spilling a drop, they will put you on a pedestal.
5. Because smart really is sexy
6. Diamonds may be forever (and crazy expensive) but a vintage Heath Kit or a flashing LED heart electronic kit (pictured in this blog and found here) is what they really want
7. Your parents likely won't see them as a threat so family gatherings and holidays will be much more pleasant.
8. Generally (although not exclusively) introverts, you won't lose time with your friends because he/she wants to spend time with their friends as a couple. In fact, they'll encourage you to go out without them. Have fun and know you'll find them at their workbench when you get home (see point 2)
9. Logical thinking will always win out over possible romantic gestures. This at times will be a negative, especially around Valentine's Day, anniversaries, and holidays. But logical means practical and stable -- and if you're in this for the long term, a new "whatchamacallit" that you needed or the electronics gizmo they think you needed is better than overpriced roses that will be in the compost pile a week later
10. Don't worry about your looks fading over time. Odds are, they won't notice. In fact, they won't even know what color eyes you have unless they picked up on that once while envying your Goggle Glass ... which they got you for Valentine's Day
11. And lastly, engineers are overall awesome. Sure, there are personality quirks, but everyone has quirks. So if you're lucky enough to find an engineer and fall in love, hold on tight, don't let go, and make sure to serve bacon at your wedding

the journey of a

VALENTINE'S ROSE

day 1

HARVESTING

After flowers are cut in the field, they are **PRE-COOLED TO 35°F** to make the flower dormant and prevent it from blooming.

FIELD HARVESTING IS DONE BY HAND, especially for roses, one of the most delicate flowers available.

day 2

TRAVEL & CUSTOMS

The flowers are taken from the farm to the airport, then flown to the United States. **THE MIAMI AIRPORT IS THE CENTRAL HUB FOR ALL FLORAL IMPORTS INTO THE U.S**

The flowers enter customs at this time. **THEY WILL CLEAR CUSTOMS IN 1-24 HOURS**, but the customs search exposes the roses to warmer temperatures (65°F TO 85°F).

day 3

WAREHOUSE

At the warehouse, **THE ROSES ARE COOLED AGAIN TO 35°F**.

BOUQUETS ARE ASSEMBLED at this time.

day 4

INITIAL DISTRIBUTION

REFRIGERATED TRUCKS ARRIVE AT THE WAREHOUSE to transport the flowers to destinations across the country.

SUPERMARKETS AND ONLINE RETAILERS CONSTITUTE 75% OF THE FLORAL MARKET; local florists make up the remaining 25%.

IN TRANSIT

days 5-7

The best transportation providers also **PROVIDE 24/7 TRACKING** so retailers can stay informed as to the location of their shipment.

With the right cold-chain management, **FLOWERS STAY DORMANT THROUGHOUT THE TRIP**, prolonging their shelf life.

DISTRIBUTION TO INDEPENDENT RETAILERS

days 8-10

Product arrives at retailer DC, and is put into circulation for distribution to the independent locations. **THE FLOWERS ARE STILL CHILLED BETWEEN 35°F AND 45°F**.

FORWARD DISTRIBUTION

The roses arrive at a forward distribution point. From here, they will be **TAKEN TO THE APPROPRIATE RETAILER DISTRIBUTION CENTER**.

days 9-11

DISTRIBUTION TO STORES

Independent retailers distribute the flowers to their stores **IN TIME TO DISPLAY**.

days 10-12

PURCHASED FOR A LUCKY VALENTINE

THE FLOWERS ARE MADE AVAILABLE FOR PURCHASE for customers across the nation.

