

Southeastern Michigan Section



ASME International

<http://sems.asme.org>



Section Newsletter, November 2003



2003-04 SEMS Officer Team

Chair – Executive Committee

Rebecca King 313-845-8938 rhk77@yahoo.com

Vice Chair – Membership / Outreach Committee

Kent Alverson 248-506-7125 kwa@comcast.net

Treasurer – Industry Committee

Tom Libertiny 248-373-2500 libertinyt@asme.org

Secretary – PR & Marketing Committee

Howard Berkof 585-259-5150 berkofh@asme.org

Programs – Education Committee

Michael Schwartz 248-879-3713 schwartzm1@asme.org

Committee Members

David Kramer	Website	david.kramer@vw.com
Mary Straffon	Technical	straffonm@asme.org
Mike Pasquarella	Marquis Event	mpasquar@ford.com
Rob Iera	Student	
	Relations	reiera@yahoo.com
J. Manjunathaiah	Golf Tourney	jmanjunathaiah@lambtech.com

Upcoming Events

“Workplace Comfort Techniques”

Date: Tuesday, 11 November 2003
Time: 7 – 8:30 pm (*Light Hors D’Ouevres*)
Location: William Beaumont Hospital - Troy
East Campus, Physical Therapy Gym
44300 Dequindre
Sterling Heights, MI 48314
248-964-0200

(This is directly across the street from the main hospital building.)
http://www.beaumont-hospitals.com/pls/portal30/cportal30.webpage?l_recent=directions_east

RSVP: Howard Berkof E-Mail: berkofh@asme.org
Phone: (585) 259-5150

As engineers we all probably spend a lot of time at a desk working away at our PC's. Or, we are in a test lab standing over a test bench. How many times has your day ended and you wondered how you have the lower back pain (or your shoulders are aching, or your feet, or your neck, etc) when all you did all day was sit at a desk? How many times did you wonder why you ache when your technician did all the work and all you did was stand and watch? On November 11, 2003, we will have the opportunity to learn why these and other "problems" occur during our workday and what we can do about it. Mr. Chris Wilson, MPT, CSCS will show us how to recognize the causes and how to address them.

http://www.beaumont-hospitals.com/pls/portal30/cportal30.webpage?l_recent=P01171



“December Recognition Banquet”

See page 2 for details . . .

Message from the Chair

Dear Colleagues,

As the weather starts to change we've also seen changes within the SEMS. Our executive board has evolved into committee leaders who are leading the efforts to grow and develop our members. In each of our committees we have members assisting with planning, advertising, and programming of SEMS events. Our executive committee leaders and members have done an exceptional job of bringing superior, quality meetings and events to ASME.

We've also seen our dedicated members attend our two regular meetings on project management and the potential of the 42V system in vehicles. In addition we've had our section's young engineers attend our first annual Young Engineers Forum. There was wonderful interaction between our young engineers attending the meeting and our outstanding speakers. Survey results revealed that our attendees found the YEF to be very beneficial and would be interested in attending again next year. All of these changes have been extremely positive for our section and we look forward to further benefits and growth to our section.

One change in our section that does concern me is the diminishing attendance of new members to our section meetings. The SEMS has one of the largest ASME sections in the nation with over 2000 members. I realize that as the calendar year draws to a close many of our members become busier with work, school and family life. However, the SEMS year is just beginning and there are many great things still to come. I hope that our large membership will take a small part of their time in this year to spend with ASME, growing into better engineers and developing a strong network with fellow engineers.

As the International Mechanical Engineers Conference and Exposition approaches, I hope that you as members will let our attendees to the meeting know your concerns to bring to the conference. How can ASME better serve their membership? What benefits would you like to see? What ideas do you have for membership development? How can ASME work with industry to promote the organization and its values? Please email me your suggestions and concerns at rhk77@yahoo.com and we will address them at the conference.

Thanks for your dedication to ASME!

Sincerely,
Rebecca

2nd Annual ASME Southeastern Michigan Section

Recognition Banquet

Wednesday, December 10, 2003

Time: 6:30-8:30pm

Location: **Steak & Ale Restaurant**
27590 Orchard Lake Rd
Farmington Hills, MI 48334

Phone: 248-476-8440

SE corner of Orchard Lake & 12 Mile Rd.

Speaker: Rich Sheridan, Menlo Innovations

The Council on Member Affairs is pleased to recognize members who have achieved 25, 50, and 75 years of membership during the 2001 - 2002 membership year. Please join the ASME Southeastern Michigan Section as we honor those who have significantly contributed to our society through many years of valuable experience in our profession. The Southeastern Michigan Section will distribute these awards at the banquet. In addition, the section will be hosting a very entertaining speaker.

The past several years have seen many people lose their jobs. Most look, with varying degrees of success, for a new job, often at a lower pay rate than the one they left. Rich Sheridan, when he lost his management position decided to take a different approach. Rich became an entrepreneur and started his own company, Menlo Innovations. Two years later he was featured on the cover of the May 2003 edition of Forbes Magazine. How did he accomplish this remarkable achievement? Hear about it as he tells his own story at our December 10, 2003 dinner meeting.

Cost: \$20 for Members and Spouses
\$10 for Students

RSVP: **Rebecca King**
rhk77@yahoo.com
(313) 845-8938

Send Payment to:
ASME Southeastern Michigan Section
691 N Squirrel Road
Auburn Hills, MI 48326



2003 ASME International Mechanical Engineering Congress and Research Development and Design Conference

Don't forget to register for the 2003 ASME International Mechanical Engineering Congress and RD&D Expo!

The 2003 Congress will be held in Washington, D.C. at the Marriott Wardman Park and the Omni Shorham Park hotels.

All technical sessions, registration, publication sales and the RD&D Conference will be held at the Marriott Wardman Park Hotel. All other meetings or events will be held at the Omni hotel. The program overview, registration hours, ticket, travel and hotel information can be found at <http://www.asme.org/Congress03>

Southeastern Michigan Section's Inaugural Young Engineers Forum a Success!

On Saturday, October 11th, the ASME Southeastern Michigan Section inaugurated our annual Young Engineers Forum (YEF). The forum was a direct result of requests from our student and recent graduate members. Its goal was to provide practical, real-world advice about engineering from engineers practicing in fields as diverse as automobile racing, executive management, and finance. With six speakers giving personal feedback during the interactive question and answer period as well as during the panel discussion, it was deemed to be a success.

Part of our success can be attributed to the quality of speakers brought in for the forum. The Michigan YEF team was able to secure Danny Kellermeyer, a champion race car driver and former engineer with General Motors as the keynote speaker. Danny's strengths include a passion for engineering and auto racing. As the founder and President of D.J Race Enterprises, he is able to literally design, manufacture, and assemble all of the components that make up a winning race car at his facility. And Danny's enthusiasm carries over to his presentation and the time that he takes to answer all questions.

By teaming up with the German Engineering Society (VDI) we were also able to bring in Eric Ridenour, Executive Vice President of DaimlerChrysler's Chrysler Group as our guest speaker. His talk focused on the fact that mechanical engineers are not a dying breed. In fact, he pointed out that the challenges facing our profession can lead to a very exciting career.

How did we line up these speakers? First, we established a flexible program team: One focused purely on planning, organizing, and executing the plan for this event. Bringing in the quality and quantity of speakers required a considerable amount of teamwork. The vast majority of this was accomplished via E-mail and our website <http://sems.asme.org>

Networking was the other key resource. We first identified the areas to be covered by our speakers based on feedback from our members. Next, we identified who we wanted to bring in as a speaker to cover a particular area. Once the target speaker was identified, by using the six-degrees of separation philosophy, we inquired within our section to find out who had a connection to the targeted speaker. In some cases, such as with Eric Ridenour, we used two independent access points to him: An employee of Eric's as well as our contact with the German Engineering Society.

Once the event was complete, the team was disbanded and the section members were able to commit to other section programs. It's a flexible system that allows for many resources to quickly be brought into play to accomplish a specific short or long-term goal.

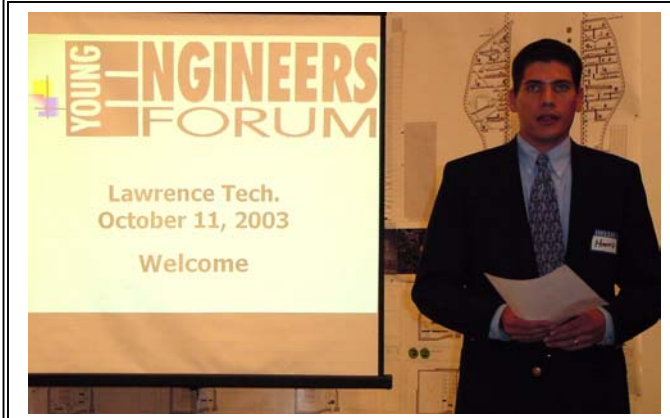
What were the benefits for our members? For a nominal fee, our members had the opportunity to spend a day with a race car driver, senior executive of DaimlerChrysler, headhunter, project manager, successful entrepreneur, and a financial planner—all from the engineering profession and all willing to answer any questions that our members had. Especially in economic downturns, the ability to network and have quality "face time" with folks that can help you with your career is of very high value. Throw in a beautiful new conference facility at Lawrence Technological University with a great breakfast and lunch and the event even beats watching digital cable.

How can other sections achieve our success? The bottom line is having an enthusiastic and flexible team is the foundation. The "we can achieve anything" attitude went a long way to helping bring a program like this together. Diversity was also a key ingredient: Our team consisted of young engineers and experienced engineers—engineers from a variety of cultural backgrounds as well as both genders.

Interested in being a part of our next major event: "Obtaining engineering business through the Department of Homeland Security." Just let us know. We'd love to have you on board.

Photographs, left to right: Rebecca King, Chair, ASME Southeastern Michigan Section; Danny Kellermeyer, Champion Race Car Driver; Eric Ridenour, Executive Vice President, Product Development, Chrysler Group; and Howard Berkof, YEF Moderator.

*Please feel free to browse and download pictures at:
<http://www.libertiny.com/events/>*



<http://sems.asme.org>

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5305 Wing Lake Rd.
Bloomfield Hills, MI 48302

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Check out the **new** SEMS website for upcoming events, newsletters, & helpful links at <http://sems.asme.org>
Coming soon: Officer Biographies, Job Postings, Section Committees, & Volunteer Opportunities

As printing and mailing costs continue to rise as a percentage of the section's operating budget, the section has decided to slowly phase out mailed copies through the remainder of 2003. With the advancement of technology, nearly every member has an e-mail account in which we encourage you to register with ASME so that you can receive e-mail newsletter notifications, as well as local section event reminders, and national opportunities within ASME. Please register your e-mail with ASME by calling 1-800-THE-ASME, or e-mail Sheryl Miller at the Regional office, millers@asme.org.

"Stump the Engineer" - Monthly Trivia Question

In an effort to encourage members to visit the website and read the newsletters, a monthly Engineering Trivia Contest has been established. Each month a question will appear in the newsletter. Participants must go to the website and log-in their answer, along with their e-mail address. A winner will be chosen each month and receive a free ASME polo shirt. At the end of the year, a grand prize winner will be drawn from all the correct answers. The grand prize will be a new state-of-the-art Palm Pilot.

November Trivia Question

Although this product was first invented in 1947, it was not sold commercially until 1983, when AT&T came up with the idea. (Name the invention . . .)

To answer this question and enter the prize drawing, go to <http://sems.asme.org/newsletter> and Click on **"Stump the Engineer" – Monthly Trivia Question**

CONGRATULATIONS to our September trivia winner . . . **Rob Parrish** was randomly selected as the winner of the trivia question . . . *The **AIR BAG** was invented by the GM research team in 1973, and offered in a Chevrolet as an option.*
THANK YOU to everyone who responded, and please continue to do so!