

MARCH 1995

1995 ANNUAL STUDENT-PROFESSIONAL CRAB FEED DINNER

Featuring Keynote Speaker

Angelo Guastaferro
Vice President, NASA and Federal Systems Division
Lockheed Missiles & Space Company, Inc.

"The Russians and the International Space Station"

Mr. Angelo Guastaferro began his career with NASA over thirty years ago and served with a number of prominent space projects. He directed the Viking, Voyager, as well as the Pioneer programs during his tenure as Director of the Planetary Division in NASA's Office of Space Sciences. Later, he served as the NASA Ames Research Center's Deputy Director. During his career, Mr. Guastaferro has received several major recognitions, including the NASA Outstanding Leadership and Exceptional Service Medals and the Presidential Meritorious Service Award, as well as the AIAA Space Systems Award.

After his distinguished service with NASA, Mr. Guastaferro joined Lockheed in January of 1985. Mr. Guastaferro is currently the Vice President of the NASA and Federal Systems Division. In this capacity, Mr. Guastaferro oversees Lockheed's broad-based involvement in NASA programs, Civil Space Systems and Advanced Information Systems for the Federal Government. He is also responsible for many of the space technology programs. Among his current projects is the development of the Space Station *Alpha*, a project that will enlist the cooperation of several nations. He has recently been very active in negotiations between the American and Russian space agencies. Mr. Guastaferro will give his presentation on this project and provide an inside look into the logistics and politics of crafting an international space effort.

Date: Thursday March 23, 1995	Time: 6:00 PM 7:00 PM 8:00 PM	No host Social Hour Dinner Program	Location: 120 Bechtel Engineering Center University of California, Berkeley	Cost: \$20 ASME Members \$22 Non-Members \$12 Student Non-members
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Dinner: Dungeness Crab, all you can eat, Pasta Salad, Ice Cream

See back cover for directions/parking

RSVP: Call S.F. ASME at (415) 721-4478 by Monday, March 20, 1995.

MESSAGE FROM THE CHAIR:

"A Recipe for Sanity in an Ever Changing Work Place"

I've been on a very schedule driven job the last few months and the work climate has been intense. When I look around me, I see many engineers working very hard and working long hours to meet an aggressive schedule. People are under great pressure and it shows in the way many of them act and react, myself included. Common courtesy and basic respect is essential to maintaining a team oriented project and friendly working environment.

I have had, on more than one occasion, the opportunity to discuss the "environment" at other large organizations, many of which are undergoing dramatic reorganizations. The decisions that are made regarding who to keep, who to let go, who to send to the field, etc. are not easy, but are also no different than those made in seemingly healthy companies. They're often times subjective and highly personal.

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- **Editorial**
- **U.C. Berkeley Student Section Industry Forum & Crab Feed**
- **Employment Services**
- **Lecture Series on Ethics**

MONTHLY FOCUS:

"Job Search Magic SOME DO'S AND DON'TS"

I could ramble on and on about the various job-help programs I have seen available. Resume referral services are abundant. The Internet has almost a dozen "job-type" USENET news groups (Worthless in my opinion for mechanical engineers). Thousands of books on how to and where to and what to. Hooooooooooooooooooooooid it!.....Just read below.....Not once.....Not twice.....But, fifty times and until you thoroughly believe it.

1. You have considerable worth as a person and as an engineer.
2. You have valuable skills and experience that are going to make some employer very, very happy.
3. Don't waste your time responding to newspaper ads.
They're an utter waste of time with an extremely low success rate (The last response rate I heard was 400 resumes per advertised engineering job. Not real great odds, unless you dream of being our next lotto millionaire!).
4. Be wary of the time you spend with headhunting agencies.
"True" Executive search firms will cater to and invest their energy only in select, key individuals. Other "headhunting" firms aren't working for you anyway. They work for the employer. Of course their reputation is on the line when they place you, but don't let them make you believe you're number one with them, because you're not. Their client, the one who pays their salary, is your potential employer.
5. Do know the specific industry (or industries) you want to work in and the specific companies within that industry you'd like to work for.
6. Do thoroughly investigate, with a passion, the industry and companies you deem you are most qualified for.
7. Do thoroughly understand how your skills and experience can benefit such companies. Practice, over and over again, responding to mock interview questions so you can very clearly communicate your worth during an interview (A well prepared and well written resume and cover letter, or phone interview will land you the face-to-face interview).
8. Do conduct your job campaign by conducting informational interviews with mechanical engineers in the companies you're interested in.

How do you do this? You make cold calls. What? You can't do this! Well you'd better. This is the number one technique, short of personally knowing someone who can recommend you for a job, for landing an interview and obtaining a job. One way to make these all important contacts is through your local section of ASME through our Employment Development committee (No, I'm not doing this to hype ASME. What I'm telling you is cold, hard, proven fact!) We do our best to put you in touch with fellow ASME members in key companies. You can also attend local meetings put on by various engineering organizations (Not just ASME! Try ASHRAE, AAEE, ISA, etc.).

Often times, the answer to that all important question is sitting right under our nose. In my opinion, this is one of those occasions. Best of luck in your job search and please call on us if you're in need of a little assistance.

CONTINUED FROM PREVIOUS PAGE

I've been intimately involved with a company reorganization and many a project deftly myself, so I think I have a little experience when I speak to this subject. So what do you do to cope with these crazy times? I have a recipe I've been working on that I'd like to share with you. I hope you can make use of it:

Recipe for Sanity

1. Work is only work. Family comes first!
2. Work is for work; Not for home; and not for public transportation.
3. Work to please yourself, not others (Make sure you're proud of the assignments you complete.) Careful on this one. I'm not advocating that you disregard your boss' instructions. I am advocating that you attain your sense of self satisfaction and accomplishment from how you see yourself, not how others see you.
4. Relaaaaaax...Thinking on your feet and productivity will be better when you're calm, cool, and collected.
5. Communicate, communicate, communicate with your boss and with your internal and external customers.

Well....that's my recipe. Heck no, I don't follow it to the letter, but I'm trying. Like most advice, it's, "do as I say, not as I do!" In all fairness to myself, I'm working towards it every day and I have seen great improvement over the last few years. Constant reminders and kicks onto the "Straight and narrow" from some of my mentors has also helped a great deal. Hang in there and always remember, "You're not alone."

Just my 2 cents,
Sincerely,

Don Moseman, Chair

Letter to the Editor

Dear Editor:

I take very strong exception to the politically biased innuendo of Chairman Don Moseman's "Message from the Chair" column in the January newsletter. Since when has ASME sanctioned any society officer to exploit his or her office to foist their own brand of partisan politics upon the membership? Mr. Moseman should appreciate that ASME is an organization composed of many individuals of diverse political interests. The society could not function effectively if those few individuals granted the honor and privilege of holding offices in the society exploited that privilege to grandstand their own partisan politics rather than advance the interests of the society at large. This is not to say that individual members should not express such views. Merely, that officers should not do so in the course of their official duties. Personal views of ASME officers must not be misconstrued as representing the views of ASME itself or given unfair advantage over the personal views of other members who do not have the benefit of an ASME platform from which to broadcast. Such conduct is clearly divisive.

Regarding Mr. Moseman's specific comments, I believe that there are many responsible members of ASME who do not view federal departments and programs as entitlements for engineers' employment, as Mr. Moseman seems to. They do not consider politicians, such as Newt Gingrich, who have acted to reduce the size of congressional staffs and to force Congress to live by the same rules of law as the rest of us to be "...flaunt[ing] their arrogance...." Mr. Gingrich's conduct is not arrogant; it is responsible and appropriate. The suggestion by an officer of ASME in an ASME publication that Messieurs Gingrich and Dole are arrogant is offensive to me and, no doubt, to many other ASME members. In addition, I find some of Mr. Moseman's language to be childish (the states: "[t]he way they flaunt their arrogance makes me want to puke.")

Mr. Moseman inquiries in his column as to whether the Republican majority might consider the Department of Energy to be a "Big Science Project," a la the Superconducting Supercollider and, by inference, ripe for the budget axe. I am sure that there are many ASME members who feel the DOE is both small science and big waste. We did not need it before the so-called "energy crisis" and I doubt we need it now. The people of the United States did not elect their representatives to provide engineers with charity. Obviously, the taxpayers have a right to expect a return on their "investment" (the liberal "newspeak" for "taxes" and the boondoggles such taxes pay for) and, as such, they have both a right and a duty to eliminate any such "investment" that they determine to not be worthwhile.

Sincerely,
Ross C. Wilkinson, P.E.
Member, ASME

Response from Don Moseman, Chair:

Mr. Wilkinson and I had the chance to chat the other evening. In our discussion it became apparent to me that we had many similarities. But that we have exactly polar opinions when it comes to ASME's role in politics. My opinion is that ASME needs to maintain a much more aggressive posture when it comes to our involvement in politics in our state and national capitals. ASME must jealously fight for improving the stability and environment of our profession and that will take a more aggressive posture in the political arena. I feel it is my responsibility to discuss politics, as politics and technology policy are inseparable. One cannot blindly focus on one without considering the other. I call things the way I see them. Differences of opinion will naturally rise due to the controversial nature of the topics I tend to discuss. We have strongly encouraged in all of our newsletters, letters to the editor, and Mr. Wilkinson has accepted this opportunity to state his opinion. My experience, however, shows that his position regarding ASME's political involvement is in the extreme minority.

Sincerely,
Don Moseman

Flight Instruction by Arian Sorkhabi

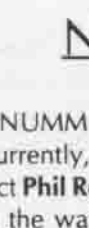
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The Bay Connection welcomes letters to the editor and editorials from our membership! Please contact Johnny Wu, newsletter editor, (see fax, phone numbers on the sidebar on page 5) for submissions.

NUMMI TOUR FULL

A NUMMI tour is set for Monday, April 24, 1995 at 7:00pm. Currently, this tour is full (max of 24 people). To contact Phil Rockwell at (510) 489-3900 if you wish to be added to the waiting list. Look for a map and directions in the April newsletter.

The Distinguished Lecturer Series in the Social Implications of Technology Presents:

"Effects on Humans of ELF (Electromagnetic Fields)"
Ross Adey
Distinguished Professor of Medicine [Neurology], Loma Linda School of Medicine, and Pettis Memorial Veteran's Center, San Diego

Thursday, April 6, 1995

4:00pm in Sibley Auditorium, U.C. Berkeley

Sponsored by Interdisciplinary Studies of the College of Engineering
University of California at Berkeley
- Admission free of charge -
The public is invited

Please contact our Ethics Chair, Joe Wujek (510-642-8485) if you have any questions.

ASME San Francisco Section
Employment Services Committee Presents

Executive Search Firms "Their Role in Your Job Search"

Guest Speaker: Mr. Bennet Yang, Consultant, BridgeGate Group

Mr. Yang, a graduate of U.C. Berkeley, is a consultant for BridgeGate Group. Having also worked as a Product Design Engineer at Ford Motor Company in their Truck Operations Division, he is intimately familiar with the challenges mechanical engineers face during their job search.

Mr. Yang will provide a brief overview of the role an Executive Search Firm can play in "Your Job Search." He will also bring to your attention the qualities an Executive Search Firm Looks for in a successful candidate. Please come prepared with plenty of questions as your opportunity for Q&A is the primary focus of this event.

Date: Thursday, March 30, 1995

Time: 6:15 P.M. - 7:30 P.M.

Location: San Francisco - TransAmerica Pyramid
600 Montgomery, 37th floor

Please arrive prior to 6:15 P.M. Use doors at Montgomery and 37th. Take the Express Elevator to the 27th Floor. Get off and take an elevator to the 37th floor. Please note that after 6:30 P.M., we will not be able to escort you into the building!

Refreshments: Drinks will be provided.

RSVP: RSVP on or before Monday, March 27, by leaving a message with the ASME Hotline at 415-721-4478. "Limit of 15 attendees"

HONORS AND AWARDS

**"Leonard E. Schwer, Ph.D.
New ASME Fellow"**

Please join the San Francisco Section in congratulating Dr. Leonard E. Schwer on his attainment of the honorable rank of ASME Fellow. We are very proud of his accomplishment and wish him the best. Dr. Schwer is director of OEM vehicle crash-worthiness at U.S. Electricar in Santa Rosa.

The Fellow grade is conferred upon a member with at least 10 years active engineering practice who has made significant contributions to the field. If you know of someone you believe is worthy of this honor, please bring it to our attention and we will be glad to guide you through the application process.

EMPLOYMENT OPPORTUNITIES

Company: U.S. Electricar - Leading producer of zero-emission and hybrid on-road vehicles.

Job Title: Mechanical Design Engineer

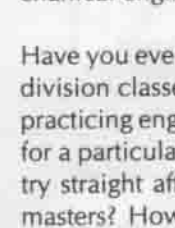
Experience: 4+ years with mechanical and/or composite parts design and knowledge of manufacturing processes; experience with multiple CAD Systems including 3D rendering; experience in concurrent engineering and with GD&T using ANSI, ISO automotive standards

Location: Santa Rosa, CA

Education: BSME, MSME preferred.

Description: Help develop electrical vehicle (EV) concept by designing and upgrading of EV components and parts using DFA and DFM techniques. Manage design activities to improve delivery times for manufacturing.

College



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OUR FIRST ANNUAL INDUSTRY FORUM

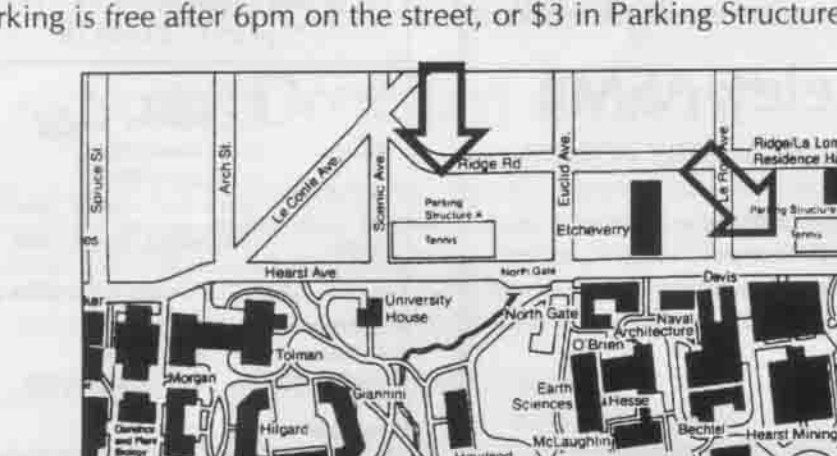
Mark your calendars! On March 23rd, before the Crab Feed, the U.C. Berkeley student section will host our "mega-event" of the year, the **Industry Forum**. We are inviting industry representatives to give short talks about their experiences working as a mechanical engineer out "in the real world."

Have you ever wondered how well those mechanical engineering upper division classes and "labs" reflect the conditions and projects given to a practicing engineer? Which classes should I take to better prepare myself for a particular career? What is the difference between going into industry straight after a bachelors degree, or waiting a year or two to get a masters? How does having a higher degree affect the responsibilities and projects given to you as a mechanical engineer? These questions and many more will be answered by our speakers, some of which will be Berkeley grads and have experienced the classes at Cal; and of course, there will be ample time for Q&A. Afterwards, come mingle and dine with the ASME professional section on all you can eat crab at our annual Crab Feed right downstairs! The proposed format for the evening is as follows:

5:00 - 6:30 Industry Forum, Sibley Auditorium, 2nd floor Bechtel
6:00 - 7:00 Crab Feed Social Hour, room 120 Bechtel
7:00 - 9:00 Crab Feed and Speaker, room 120 Bechtel

If your company would like to send a representative to speak or for more information on this event, please don't hesitate to call James Hsu, our industry forum coordinator, at 510-849-5458 or Johnny Wu, student section chair, at 510-664-0102. Everyone is invited including professionals and students from other universities. We look forward to seeing you there!

For Directions to UC Berkeley and for parking information, see map on back cover.



ADVERTISERS: Do you want to reach out to over 1700 engineers in the Bay Area? Advertising in this newsletter is an excellent way to do this! Display ads cost \$50 per quarter page. A business card size costs \$25. Please call 510-664-0102 for more information.

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