

January Meeting

This meeting is the Kickoff event for the newly formed San Francisco Section Small Business Committee. See the separate "Small Business Report" for the preliminary goals of the committee.

THE MECHANICAL ENGINEER AS CONSULTANT

A PANEL DISCUSSION

Three mechanical engineering consultants will discuss their experiences in consulting: what are the mechanics, challenges, benefits, and pitfalls of ME consulting. A fourth panelist will provide the perspective of a consumer of ME consulting services. The panel presentations will be followed by audience questions and discussion. Points of view to be represented will be (tentatively):

- ✓ The Sole Practitioner
- ✓ The Small-to-Medium-Sized Consulting Company
- ✓ The Large Company Internal Consultant
- ✓ The Consulting Services Consumer

Date: Wednesday January 24, 1995
Time: 6:00 PM Social Hour
 7:00 PM Dinner
 8:00 PM General Mtg & Topic
 9:00 to 9:15 PM Small Business Committee Organizational Discussion

Location: Spengers Fish Grotto
 1919 Fourth Street
 Berkeley

Dinner: Salmon
 Roast Beef
 (vegetarian also available)
Cost: \$20 ASME Members
 \$10 Student Members
 \$22 Non-members
 \$12 Student Non-members

— FOR DIRECTIONS/PARKING SEE BACK COVER —

RSVP: Call S.F. ASME at (415) 721-4478 by noon, Monday, January 22.

New Year, Not Much Looks Different

by Rich Myhre, Chair

Although we should not overlook all that we have to be thankful for this holiday season, candidly speaking things continue to look tough for engineers. Many of our members find themselves in need of work. As we and the nation await the effects of lower interest rates and possible capital gains tax cuts, one trend that seems likely to continue is the disintegration and shrinkage of large, vertically integrated companies. Small business and consulting appear to be the locus of growth opportunities for mechanical engineers. Accordingly, ASME has taken a hard look at what it can do to support members launching or joining small businesses. The Society's recent Congress last month featured a Small Business Forum. You'll probably start to see additional information on ASME small business programs in Mechanical Engineering magazine. Similarly, the San Francisco section is launching its own small business committee (see p.2). We need any help you can provide in getting this fledgling committee out of the nest. Please call Eric Worrell or me with any ideas, especially opportunities to connect with ongoing small engineering business activities. Thanks.

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- ◆ College Corner

SMALL BUSINESS REPORT

by Eric E. Worrell, P.E., San Francisco Section Small Business Chair

At the afternoon presentation of the Small Business Forum, held Tuesday, November 14, at the IMECE in San Francisco, the wrap-up discussion focused on the question, "What can ASME do for small business?" Two main themes in reply were "local" and "affordable". And so was born ASME San Francisco Section's Small Business Committee. Here are my ideas on what we can do to help each other as engineers in small businesses.

- 1) Get together one evening a month for pizza, burritos, Chinese take-out, or such to exchange experiences and advice and help each other brainstorm problems.
 - a) Meeting room convenient to transportation from San Francisco, East Bay, and North Bay (near 12th Street, 19th Street, MacArthur, Lake Merritt, El Cerrito Plaza, or other BART?)
 - b) Different topic focus for each month's discussion—solo consultant, multi-engineer consulting firm, small manufacturer, solo engineer in small, non-engineer run company, legal issues, insurance issues, choosing accountants, lawyers and other service providers....
 - c) Work with Santa Clara Valley and Mt. Diablo Sections and other local engineering and non-engineering organizations to combine efforts. Possibly each section with a small business group meet a different day of the week and different weeks of the month to accommodate more of our crazy schedules.
- 2) Provide speakers from within the small business committee to one or two Section Meetings a year.
- 3) Determine common professional development requirements and organize local, low hassle, inexpensive, conveniently scheduled professional development seminars and short courses.
- 4) Place small business member of the month listings in the newsletter.
- 5) Provide feedback to the regional and national organizations within ASME to help them help small business.
- 6) (Place your ideas here)

If you are interested, have suggestions, or can provide or suggest a location, please contact Eric Worrell by telephone or fax at (510) 689-4579. Our Small Business Committee kickoff will be the January Section Meeting. The topic will be "The Mechanical Engineer as Consultant — A Panel Discussion" A brief organizational meeting will be held following the general meeting.

As with any volunteer commitment the question arises, "What's in it for me?" As I'm just starting my own business, The Ergonomic Energy Works, specializing in engineering and organizational creativity consulting, product development, and freelance writing, I'll be looking for advice from some of you on what mistakes to avoid, how to get good help, clients, etc. Hopefully, I can help you with fresh ideas and client and resource leads. We each have different strengths. We can be stronger working together while enjoying our independence!

Company/Plant Reps Needed

The San Francisco Section relies on volunteers to plan and publicize our various meetings and other activities. Like many small organizations, we aren't getting our meeting announcements to all potential attendees. Although The Bay Connection reaches you, it probably doesn't reach all the engineers in your company, plant, or campus. We need someone like you to post our meeting announcements on the appropriate company E-mail system, bulletin board, or newsletter. It shouldn't require much effort, and we'd thank you for your help by giving you an S.F. ASME coffee cup. If you can fill this role, please call Rich Myhre at (510) 444-8707. Thanks.

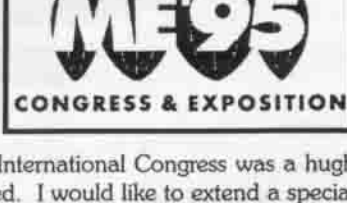
Hello Sonoma, Napa, Solano, Mendocino, Lake, Humboldt, Trinity, and Del Norte counties!

Although we're officially called the San Francisco section, we ought to be called the San Francisco, Wine Country, and North Coast section because we include ASME members in these counties as well as the City, Marin, and near-in East Bay. We welcome the participation of our more northerly brethren in section activities, but recognize the difficulties of travel logistics. Therefore, for at least one meeting this year we would like to come to you. I invite your suggestions for a tour/meeting/social event in Sonoma, Napa, or Solano counties. A Saturday event would probably work best. Please call or E-Mail me or Program Chair Don Moseman (see inside sidebar for numbers/addresses) with your ideas. I'm looking forward to an ASME road trip.

THE ASME CONGRESS REPORT

A Summary of the IMECE

by Bill Nott



Thanks to all of the help from San Francisco, Santa Clara Valley, San Mateo, and Mt. Diablo sections, the ASME International Congress was a huge success! All of the programs were more popular than expected. I would like to extend a special thanks to Joe Cassisi of JAC Engineering for his donation of \$2,000 to help support the events. Joe has shown that small firms can come through.

Middle School Enrichment Program

106 students from Martin Luther King and Benjamin Franklin Middle Schools attended the all day program. They were treated to talks, demonstrations, and films about Mechanical Engineering. After that, they participated in an egg drop contest. The eggs were dropped from 12 ft. Three out twelve didn't break. Not bad for inexperienced designers given only 1/2 hour and VERY limited materials!

Pre-College Math and Science Teachers Workshop

On Saturday, 11/11, approximately 45 teachers for the grade school level through high school and 15 local engineers participated in a one day, in-depth discussion of school/industry partnerships for the enhancement of math and science education. In the afternoon, we broke into small groups and helped develop lesson plans that demonstrated engineering concepts. The results of each team were distributed to all of the participants. The teachers were very excited to have this resource.

Young Engineer's Forum

About 225 attended this forum for engineer's under the age of 35 (including students) to help them deal with issues particular to their group. The first session concentrated on engineering opportunities and how to take advantage of them. The second session was aimed at specific topics that aid in career development including continuing education. The third session was a "View from the Top" - talks and a panel discussion by top engineering executives.

Student Reception

The student reception was held on Sunday evening. It was an opportunity for students to engage in social interaction with students from other schools. We provided a reception with hors d'oeuvres and beverages at no charge to the students. It was more popular than our budget expected!

JAC Engineering Student Breakfast

The Student Breakfast was another opportunity for ME students to engage in social interaction with students from other schools and to welcome them to the conference. About 120 students attended. The breakfast was sponsored by JAC Engineering.

Technical Tours (Throughout the week)

All tours were well received. We were disappointed with the cancellation of the Genetec tour, but all of the others (Sun Microsystems, Dolby Sound, SLAC, Rehab R&D Center, and BART) were very successful.

SESSION AIDES

We were able to provide sessions aides to 203 of the 477 sessions at this year's Congress. That is higher than normal. Thanks to the many volunteers who did more than their share.

Thanks again to all who helped.

ASME International San Francisco Section

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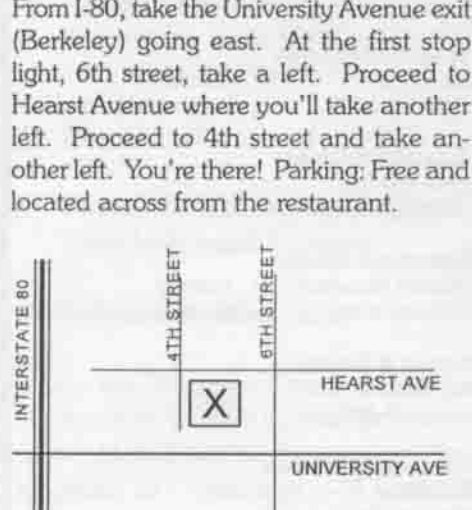
Honors & Awards
 Eric Worrell, P.E.
 (510) 689-4579

DOE/Natl Labs Liason
 Charles Sinkins Dept. of Energy
 (510) 637-1636

College

UC Berkeley ASME:
 Coming this Spring Semester, the Berkeley student ASME section will host many activities. We plan to hold a Student Professional Awareness Conference (SPAC) in conjunction with the student section of IEEE in February. In March, we will host the annual student-professional Crab feed with the San Francisco section. Look for more details in later newsletters.
 For more information on our events, please check out our WWW page at <http://www.me.berkeley.edu/~asme> or e-mail asme@me.berkeley.edu

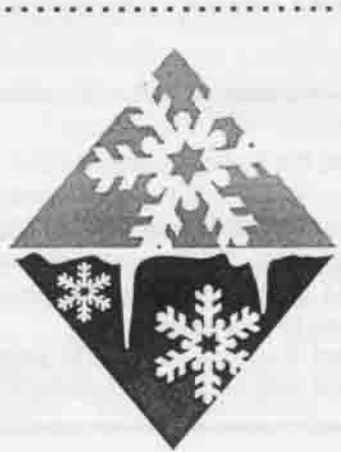
Directions to Spengers
 From I-80, take the University Avenue exit (Berkeley) going east. At the first stop light, 6th street, take a left. Proceed to Hearst Avenue where you'll take another left. Proceed to 4th street and take another left. You're there! Parking: Free and located across from the restaurant.



The Bay Connection welcomes letters to the editor and editorials from our membership! Please contact Johnny Wu, newsletter editor, (see fax, phone numbers on page 3 sidebar) for submissions.

Calling all SF ASME files

To preserve the institutional memory of our section and facilitate training of new volunteers, the San Francisco Section is consolidating its files into a single cabinet located at the Western Regional Office in San Rafael. All past and current officers, committee chairs, and volunteers with files that would be of use to your successors are asked to mail them to: SF ASME Files, c/o Jean Camby, ASME Western Regional Office, 119-C Paul Drive, San Rafael, California 94903-2022. Thank you.



Season's Greetings
 from all of us
 at San Francisco

ASME