

## Announcing the Annual Crab Feed Dinner Meeting!

### The 1996 Annual Student-Professional CRAB FEED DINNER

Featuring Keynote Speaker

**Dr. Robert Thomas Crow**

Chief Economist, Bechtel Group, Inc.

*"Future Trends*

*in the Construction Industry"*



Please join us in welcoming our distinguished keynote speaker, Dr. Robert Crow, Chief Economist for the Bechtel Group, Inc. Opportunities to hear from such a high-caliber, distinguished and accomplished speaker come few and far between, and we urge our membership to take advantage of this opportunity.

Dr. Crow's duties at Bechtel include conducting studies on outlook, public policy, and strategic issues, especially those regarding energy and U.S. and international macro-economic growth. Additionally, Dr. Crow provides consulting services for Bechtel clients in the areas of energy, environment and transportation. Dr. Crow will discuss the future trends he sees for the engineering construction industry.

Before joining Bechtel, Dr. Crow was the president of a consulting firm that specialized in the application of econometric techniques to forecast upcoming trends for the energy industries. He also served as Program Manager for the Electric Power Research Institute where he was responsible for energy demand and conservation analysis. Further, Dr. Crow was on the faculty of the State University of New York at Buffalo, where he taught graduate courses in economics and transportation. Before this, he spent eight years in consulting and governmental positions doing research, analysis, and planning of transportation systems and studies of regional economic growth.

Please join us for a stimulating and informative discussion, a hearty meal, and good company.

**Date:** Wednesday  
March 20, 1996

**Time:** 6:00 P.M. Social Hour  
7:00 P.M. Dinner  
8:00 P.M. Program

**Location:** 120 Bechtel Engineering Center  
University of California, Berkeley

**Cost:** \$20 ASME Members  
\$22 Non-members  
\$10 Student Non-members  
\$12 Student Non-members

**Dinner:** Dungeness Crab, all you can eat, Pasta Salad, Ice Cream, and Sodas.

**RSVP:** Call S.F. ASME at (415) 721-4478 by Monday, March 18, 1996.

— FOR DIRECTIONS/PARKING SEE BACK COVER —

### We Need Volunteers for '96-'97 Section Committees



by Rich Myhre, Chair

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Cliché as it may seem, without the volunteer efforts of individual members, there would be no ASME. Helping with local section activities offers the opportunity to make valuable contributions to the Society without taking extended time away from home or work. It also provides the added benefit of introducing you to fellow MEs in our community. The San Francisco section is currently accepting nominations for next year's officers (terms run from July 1996 through June 1997), and is seeking volunteers for a variety of local activities. In particular, we need help with section meeting planning (dinner meetings, tours, and the Bay Area Technical Conference), newsletter editing and production, working with student sections and the Farbar memorial scholarship program, improving ties with local industry, identifying members for Society honors and awards, historical landmarking, publicity, K-12 educational outreach, improving information exchange with legislators and regulators, membership development, and coordination of ASME conferences and professional development courses. Most positions offer flexibility in the timing of activities and level of effort. For more information, call me or one of the committee chairs listed on page 3. I know you're all busy and overcommitted, but please consider giving it a try. ☺

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- ❖ ASME National Nominations
- ❖ College Corner

## SMALL BUSINESS REPORT

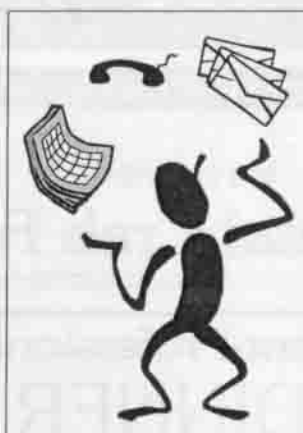
A big thank-you to our panelists, Carl H. Jordan, PE, Manuehr Shimohamadi, PhD, PE, Lewis Gibbs, and Carl Paquin, PE, for making our January 24 section meeting and Small Business Committee kick-off meeting a great success. The excellent quality of their presentations left us wiser about the joys and challenges and ingredients for success in consulting. Thank-you also to the attendees who added their questions and comments to the discussion. With the addition of the Northern California Section of the Society of Automotive Engineers (after our newsletter deadline), we had 60 turn out for dinner on a rainy night. This large turnout for a January meeting shows strong interest in the topic.

In presenting the perspective a Sole Practitioner, Carl Jordan pointed to the freedom to choose the type of service and the type of clients he works with. While marketing, paperwork, self education, and such limit billable hours to 1000 per year, by establishing and maintaining an area of expertise, he is able to bill those hours at top dollar. To avoid obsolescence and maintain job load, he scans 6 inches of technical magazines a month, attends as many relevant technical conferences as possible, and follows the rule of never passing up an opportunity to let himself be known to prospective clients.

For Manuehr Shirohamadi, the desire for an office outside the home led to hiring additional employees to help pay for it. With a total of seven in his Small Consulting Company, Manuehr points to the myth versus reality of the small business owner. You're not your own boss — everybody from the janitor to the delivery man to the IRS is. Your own hours number 60 to 80 per week. While the "tons of money" aren't there yet, the personal satisfaction is, as are the dreams of a future when there are enough employees to justify hiring other people to do most of the paperwork and marketing.

As a Chevron Research and Technology Company Fellow in the Fuels and Processing Technology Group, Lew Gibbs pointed to advantages of being a Large Company Internal Consultant. Other people deal with the paperwork and business aspects while he gets to spend more time with the technology and get his way paid to serve on national committees in a number of organizations. He gets to talk with a large variety of people from industry, government, and elsewhere who have interest in his expertise with automotive fuels. He also logged 60,000 air miles last year, which can be a plus or a minus depending on your point of view.

With 22 years at Pacific Gas and Electric Co., primarily in research and testing for nuclear, fossil, hydro, geothermal, and gas turbine power plants, Carl Paquin has plenty of experience both as internal consultant and as a Consumer of Consulting Services. He looks in trade journals and talks to others in the industry to find consultants with good reputations who can address specific needs. A consultant hoping to work for him needs to have relevant qualifications and be able to present them in a high quality proposal — one that is well planned with a sound basis and timely deliverables. Innovation helps and competitive pricing and performance are necessary. Enthusiasm, good listening skills, and maintenance of pleasant working relationships also help ensure new and repeat business. The large company bureaucracy with many approval levels can make things slow to develop, but, by exercising patience and flexibility, the consultant can receive good payback.



#### Other Small Business News

In gratitude for their great contribution to our January Meeting, and in recognition of their considerable qualifications, the following are our Small Business Members of the Month:

Carl H. Jordan, PE, has been in sole practice as a Consulting Mechanical Engineer for 7 years following 15 years with Skidmore, Owings, and Merrill Architects and Engineers where he was Director of Mechanical and Electrical Engineering. His design experience in building systems (HVAC, Plumbing, Fire Protection) includes the U.S. Embassy in Moscow, Davies Symphony Hall and the Federal Reserve Bank. His consulting work has included forensic engineering, expert testimony, arbitration, mediation, and trials. You can reach him at 646 Colusa Avenue, Berkeley, CA 94707-1518 (510) 524-9271; (510) 524-9620 Fax

Manuehr Shimohamadi, PhD, PE, is the founder and president of Material Integrity Solutions, Inc., an engineering mechanics company specializing in condition assessment and failure prevention of plant components. He has 15 years industry experience and a PhD in Mechanical Engineering from UC Berkeley. He holds BS and MS degrees in Civil Engineering. 64 Shattuck Sq. Suite 220, Berkeley, CA 94704, (510) 486-1144, (510) 486-2791 Fax; matis@ix.netcom.com

From Juliann Talkington comes a request for input from members with 3+ years experience in small business to help tell our Washington, DC office what type of legislative reform would help Small Business mechanical engineers. If you are interested in providing feedback, please contact Eric Worrell (see below).

If you were not able to make the January meeting and to fill out the Small Business Committee Questionnaire, or you are interested in participating in small business specific activities, please contact Eric Worrell, PE. The Ergonomic Energy Works, P.O. Box 271923, Concord, CA 94527-1923; Telephone/Fax: (510) 689-4579 ☺



## Employment Opportunity

#### APPLICATION ENGINEER

Rapidly growing manufacturer of computer based industrial machine control products offers an exceptional opportunity for a self motivated degreed engineer. Located in historic Point Richmond, Berkeley Process Control is a mid-sized company that provides revolutionary solutions to builders of state-of-the-art manufacturing machinery world wide.

We are currently seeking a BSME/BSEE or similarly degreed engineer to join our team designing and supporting complex electro-mechanical automation projects in a large variety of industries. Excellent written and verbal communication skills are required. Experience in industrial controls and software concepts are highly desirable. Resumes to:

Berkeley Process Control, Inc.  
1001 West Cutting Blvd.  
Richmond, CA 94804  
EEO

### A REQUEST FOR NOMINATIONS FOR ASME NATIONAL OFFICE POSITIONS

The future success of the Society depends on the effective utilization of the knowledge and abilities of its individual members. If the Society is to improve or refine its present programs, it is essential that the members continue to select new officers who are capable, dedicated individuals with exceptional leadership qualities.

The 1996 Nominating Committee, consisting of 37 voting members, urges that you submit your proposals now. As part of its selection process, the Committee will study each of the written proposals submitted on behalf of all proposed nominees for office and will interview the proposed nominees and their supporters.

The Nominating Committee will select 12 nominees for Vice President positions for the 1997-2000 term. There will be three Regional Vice President positions (one of which is for our very own Region IX—California/Nevada/Hawaii); three Engineering positions (Environment & Transportation, General Engineering, International Gas Turbine Institute); two Codes and Standards Vice President positions (Accreditation, Registration & Certification and Safety Codes & Standards); and three other Vice President positions (Engineering Education, Government Relations, and Member Interests & Development). Furthermore, the nominating Committee will select three nominees for the member-at-large positions on the Board of Governors for the 1997-2000 term, and a nominee for President for the 1997-98 term.

If, as a member of ASME, you are interested in submitting a proposal for any one of the above national elective offices, please contact Chris Heiberg, Secretary, Nominating Committee, at 602-561-3707. Instructions and proposal forms may be obtained from Gilda A. Melhaoui at ASME Headquarters at 212-705-7736. The deadline for submitting proposal forms is April 15, 1996. The Nominating Committee will be meeting during the Summer Annual Meeting in Pittsburgh, Pennsylvania, June 9-13, to nominate these proposed nominees for ASME national office. The names of the nominees will be on the officer election proxy which will be circulated to the membership in September 1996. ☺

## COLLEGE CORNER



#### San Francisco State ASME:

Special thanks to the ASME and SAE members who attended the January dinner meeting and made contributions to our HPV project. The donations were much needed and immensely appreciated. Emile Lemoine, the HPV project manager, and Robert Ballard, SFSU ASME chair, would like thank everyone who was kind enough to help as the hat was passed around. In addition, preparations are underway for the Seven-Hills dinner meeting in April, so look for details the next newsletter.



#### UC Berkeley ASME:

The Annual Crabfeed is set for March 20, 1996. This is typically the largest event sponsored by the UC Berkeley student section. This dinner meeting is set up so that both students and professionals can enjoy a terrific meal and listen to an exciting presentation. This year we are pleased to have Robert Thomas Crow the Chief Economist for the Bechtel Group as our guest speaker.

The Crabfeed is a great tradition which brings together student and professional members. This year, we are adding a new event in conjunction with the Crabfeed. We are inviting companies who help to sponsor this event to set up information booths and demonstrations during the 6:00 Social Hour.

In addition, the student section has compiled a book of resumes of Cal students seeking summer and permanent employment. If your company is interested in purchasing a student resume book or sponsoring the Crabfeed please call (510) 642-5549 or email asme@euler.Berkeley.edu.

### ASME International San Francisco Section

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#### S.F. Executive Committee for 1995-96

**Chair**  
Rich Myhre, P.E. Bevilacqua-Knight, Inc.  
(510) 444-8707 rmyhre@bki.com

**Vice-Chair**  
Roy Morgan Criterion Catalysts  
(510) 458-7292 rmorgan@asme.org

**Treasurer**  
Bill Nott, P.E. Lockheed Martin Mis&Space  
(408) 742-3632 nott@lmsc.lockheed.com

**Secretary**  
Frank Diaz Western Digital  
(408) 764-8328 diaz\_fr@a1.wdc.com

**Membership Development,**  
Bay Area Engineering Council Representative  
Charlie Howard 76330.1302@compuserve.com  
(415) 924-9548

**Programs**  
Don Moseman Jacobs-Sirrine  
(408) 970-3685 dmosema@crl.com

**Ethics (IEEE Liason)**  
Joe Wujec U.C. Berkeley  
(510) 642-8485 wuj@eecs.berkeley.edu

**Industrial Relations**  
Chris Wehling (707) 553-8470

**Education Outreach**  
Brandon Muramatsu U.C. Berkeley  
(510) 654-5894 mura@euler.berkeley.edu

**History & Heritage**  
Joe Van Overveen (510) 283-3650

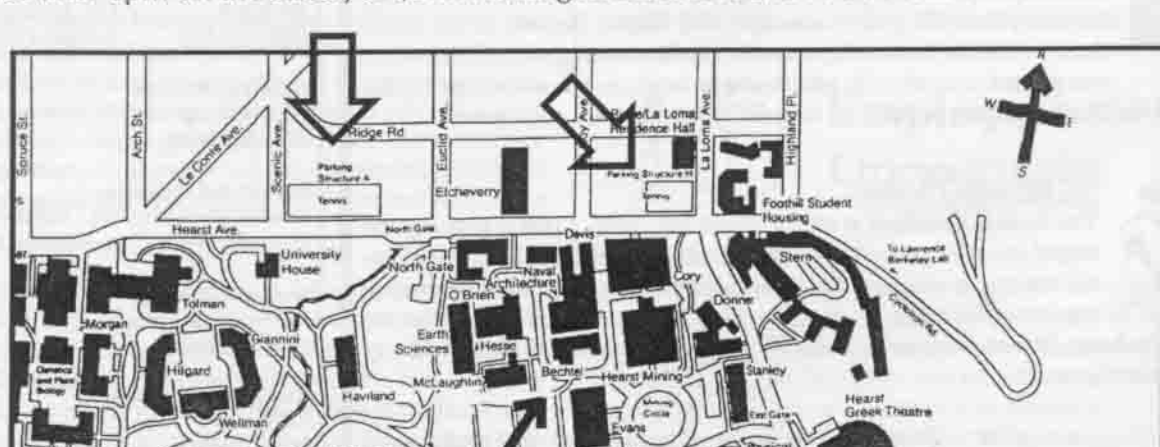
**Government Relations**  
Fay Brown (916) 432-9215

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

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

## UC BERKELEY Directions and Parking

Bechtel Engineering Center is located on the North-East side of campus. Parking is free after 6pm on the street, or \$3 in Parking Structures A and H on Hearst Avenue.



### Enjoy Fresh Brew with ASME

No, it's not a brewery tour—it's the S.F. ASME coffee mugs. Featuring a generous, sturdy design, these cobalt blue mugs emblazoned with the ASME clover leaf in microwavable gold provide a ready reference to the San Francisco Section's and Western Regional Office's phone numbers. You can use your steam tables for a coaster. \$7, including postage (\$5 if you buy one at a dinner meeting).

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.