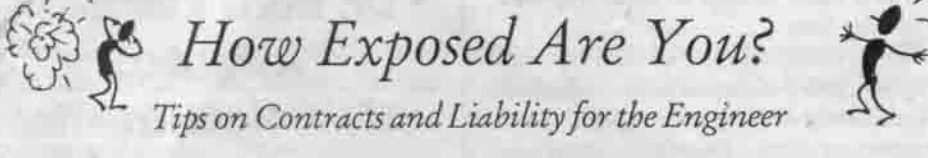


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September Dinner Meeting



How Exposed Are You?

Tips on Contracts and Liability for the Engineer

Guest Speaker: Robert B. Lueck, Attorney at Law
Wednesday, September 25, 1996

Have you heard the term "negligence per se?" That's one of the scary bits picked up at Bob Lueck's very informative presentation to the May 20 meeting of the CSPE Diablo Chapter. ("The Shark Repellent - How to Keep Lawyers Out of Your Pocket").

As engineers, we take pride in taking on some very challenging projects. In doing so we face legal risks ranging from civil liability for minor performance-of-contract issues to serious criminal liability for unintended consequences of our creations. By being alert and knowing what to look for when submitting proposals, writing contracts and performing the work, you can protect yourself from many or most of them.

With humor and in plain language, Bob Lueck will provide some do's, don'ts, and maybes to help you avoid the "gotchas" that wait in the law to bite the unwary engineer. We'll save some time for you to ask questions and share your experiences.

Bob Lueck is an insurance defense attorney who manages the Walnut Creek offices of Boornazian, Jensen and Garthe. He'll bring knowledge gained from his experiences working with engineers and architects in court and in the trenches (literally).

Location :
Spengers Fish Grotto
1919 Fourth Street, Berkeley
See map on back for directions and parking

Time: Social 6:00
Dinner 7:00
Program 8:00

Cost & Meal Selections:
Members & Guests:
\$20.00 Sirloin Tips, \$22.00 Salmon
Students \$12.00

RSVP: Call S.F. ASME at
(415) 721-4478 by Monday,
September 23, 1996.

Small Business Discussion & Committee Meeting - Before the Main Meeting

5:45-6:00	Small Business Networking
6:00-6:40	Small Business Targeted Discussion - Effectively locating and using Accountants, Attorneys, Insurance Agents and other professional service providers.
6:40-6:45	Small Business Committee Business

Greetings From the Chair

by Roy Morgan, P.E.

Greetings to all! My name is Roy Morgan, and I am your new chair for the section this year. Many of you probably don't know me, so let me begin with a short introduction to give you some idea about myself. My area of specialty is in project management. I have worked for several Bay Area firms on small to mid-sized projects struggling to balance time, people and dollars. My technical background is primarily in process design, bulk materials handling, and engines/turbines. As I am a relatively recent graduate, I have worked for only a few of the engineering firms "out there." Among them are The Ralph M. Parsons Co., Roberts Engineers, Eicheley Engineers, and currently The Criterion Catalyst Co. My employment experiences since graduating have taught me much about an engineering marketplace that is growing more complex with each passing year.

Now for the fun stuff! Let me describe for you some of the ideas brewing here at SF section headquarters (e.g. my living room). This year our section will be making a sincere effort at revitalizing itself by trying some things that are a little different from our traditional approach to gatherings. In the works are two dinner meetings that will have a different "look and feel," with longer networking sessions, shorter presentations, and a buffet approach to dinner. I encourage everyone to give it a try and feedback to me regarding its effectiveness as a format.

Get excited! Because this year our section will be hosting the "Bay Area Technical Conference." This year our theme will be the management skills needed for career improvement. This event is an annual focal point for issues that impact the Bay Area specifically. We have taken suggestions from local industry leaders to provide a conference that addresses areas where these local firms seek improvement in the engineering workforce.

Continued on page 3

Small Business Report

by Eric E. Worrell, P.E., Small Business Committee Chair

You've already checked out the front of the newsletter so you know that this San Francisco Section program year is starting with another meeting topic targeted for the small business engineer. We'll also have a Small Business Networking Session, Targeted Discussion and Committee Meeting starting slightly before the general social hour.

If all goes according to plan, an ASME San Francisco Section Small Business web page will be posted by the time you get this newsletter. Check the Section web page for the link or e-mail a request to eeew@eeew.com. Plans for the page include current and previous copies of this column, notes from meetings, reviews of books; software, seminars; and business practices, links to web sites of interest to small business ME's, and a Small Business & Consultants Directory for San Francisco Bay Area ASME Members.

At the national level, the ASME Board of Governors Small Business Task Force presented its final report at the Summer Annual Meeting. A new Small Business Committee in the Management Division has 6 volunteers leading efforts in Small Business Governmental Affairs, an On-Line Small Business Clearing House, Small Business Publications, Small Business Forums, Small Business Trends, and Professional Development. It is expected that there will also be a 4 member Small Business Subcommittee within the new Council on Member Affairs Industrial Relations Committee.

In April, May and June we experimented with stand alone Small Business Committee/Networking Group Meetings. For those who attended, it was a great opportunity to get to know other small business members, to trade ideas and to benefit (not once, but twice) from the wisdom of Small Business Consultant Cindy Turner. After newsletter delays left us with only three members attending in April, Cindy graciously made a repeat appearance in May, unfortunately to an identical small number.

If you missed Cindy's presentations, here are a few of the key points she made:

of time, money, energy and focus. For a business with past history, market research starts internally by reviewing past customers to see what types are most profitable.

For developing customers: Through cold calling, "the squeaky wheel gets the grease" applies. Use a contact manager and alternate calls with post cards (with a clever message or useful tips) on a monthly basis.

Possibly the most effective tool is to identify, join and become active in the trade association(s) where members of your target market are active. You meet potential buyers and build your reputation with people who may be asked for a referral.

Don't forget to maintain a marketing budget (time & money) whether you have too much work or too little.

For more information on small business planning and marketing, you can reach Cindy Turner at Turner & Associates, 1485-G Enea Court, Suite 1330, Concord, CA 94520. (510) 687-7376, Fax (510) 798-3077, TurnerBiz@aol.com. Ask about Cindy's "Ultimate Marketing Seminar" and keep an eye out for her column in the Contra Costa Times.

After June's Small Biz meeting again had four in attendance (with help from phone calls), we decided to try a different approach. For the coming year, Small Business Discussion and Committee meetings will be held parallel to, and start a bit before, the general social hour at Section meetings.

If you are interested in Small Business topics and haven't yet filled out the questionnaire (from the January Meeting or the April-May-June newsletter) please contact Eric Worrell or get a copy at the next meeting. Help us learn how ASME can best help you as a Small Business member.

Want to see your name in print? This column and the web page need your input, too. Have you read a great book; found some software, attended a great seminar; or made an insightful observation on being an engineer running a small business? Write a review and send it in!

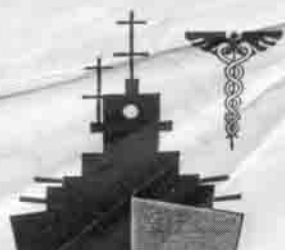
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U.C. Berkeley's Dr. Boris Rubinsky Awarded ASME Heat Transfer Memorial Award

The San Francisco Section is proud to recognize the accomplishments of ASME Fellow Dr. Boris Rubinsky. Dr. Rubinsky was recently awarded ASME's Heat Transfer Memorial Award for his extensive contributions to the application of the art of heat transfer. Specifically, Dr. Rubinsky has made impressive contributions to the solution of a broad range of problems in low-temperature biology theory in the application of heat transfer by experimental and analytical methods, and application in cryosurgery and cryopreservation of living tissues. Dr. Rubinsky has led the way for 15 years internationally in the numerical modeling of the phase change process during the solidification of living tissues. In fact, his first publications, while still a graduate student, were the first substantive contributions in the application of sophisticated modeling techniques to these complex nonlinear heat transfer processes. Furthermore, he analyzed the thermal stresses that develop during the freezing of an organ. Again, Dr. Rubinsky performed the first ever analysis of this problem, which happens to be a limiting parameter in some cryoprocessing protocols. This work remains the primary source of insight into the problem more than 15 years later! We are especially proud of his accomplishments, would like to extend our sincere congratulations to him and wish Dr. Rubinsky the best in his future endeavors.

September 1996



TOUR OF THE U.S.N.S. MERCY HOSPITAL SHIP

We are fortunate, through the cooperation of the U.S. Navy and the hard work of local San Francisco Section member Robert Rosenbaum, to have the opportunity to tour the U.S.N.S. Mercy Hospital ship.

The Mercy contains a total of 1,000 hospital beds and a full complement of related hospital equipment (i.e., CAT scan, hospital lab, oxygen generating plant, etc.). The Mercy is powered by a 35,000 HP marine propulsion plant utilizing two steam generator boilers which drive a General Electric "cross-compounded" (HP/LP) steam turbine. Auxiliary power is provided by diesel generator sets which are used to drive a set of bow-thrusters (impellers) which enable lateral movement of the Mercy. Additionally, the engine room contains two 2,500 kW steam turbine generator sets which are used to power the hospital plant.

The Mercy and her sister ship, the U.S.N.S. Comfort were both stationed in the Persian Gulf during Operation Desert Storm. We look forward to seeing each and every one of you.

Date: Saturday, October 5, 1996
Time: 9:00 A.M.
Location: Fleet Industrial Supply Center (See map on back cover)
RSVP: Please RSVP by Monday, September 30 by calling the ASME hotline @415-721-4478 and leaving your name and phone number.

Your names will be added to a roster to be prepared by the U.S. Navy and to be used at check in at the time of the tour. If your name does not appear on the roster, the Navy has informed us that you will not be allowed on the tour. Please RSVP on time.

Chair's Message: continued from front page

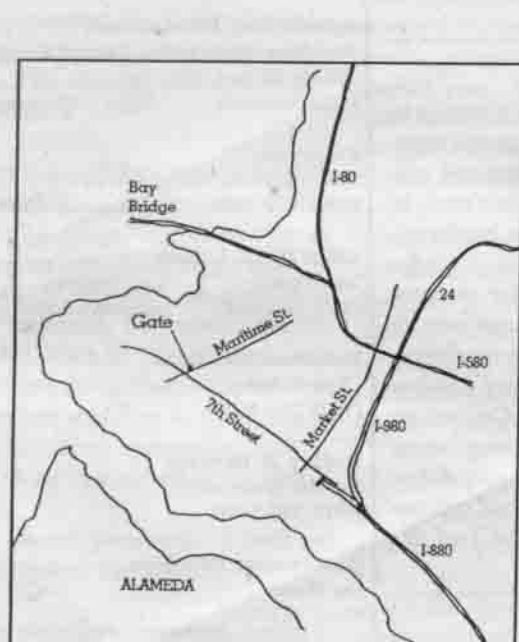
One event we are planning this year that has me particularly excited, is our "First Annual Farber Scholarship Golf Tournament." We plan on creating an open tournament for all Bay Area Sections and industry supporters to participate in. The event will help maintain the long tradition of the Farber Award. All proceeds from the Tournament will go to bolstering the Farber Award. I hope that all the "duffers" out there take interest in coming out for a day of golfing, food, and fun! So stay tuned for more information.

Lastly, let me comment on my hopes for the upcoming year. One of the challenges set be-

fore our executive committee this year is to provide an excellent "connection" to our membership through meaningful services and educational programs. Along with our goals to honor our long standing members (we have a great lineup this year!) we are making a pledge to improve our recognition of our younger members with attempts to create new awards within ASME that will encourage excellence, promotion of our profession, society involvement, and community awareness. Our section has the potential to set some real long lasting trends here and my hope is to be a part of that evolution. Your input, comments, and critique are always welcome. See you at the Top!

College Corner

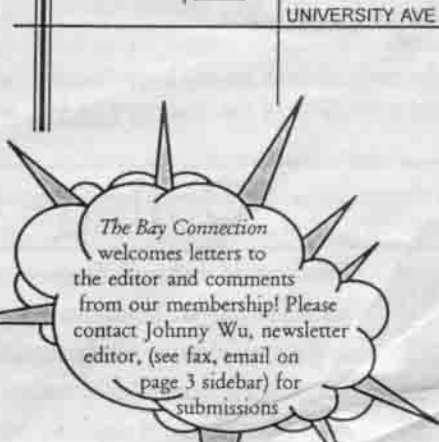
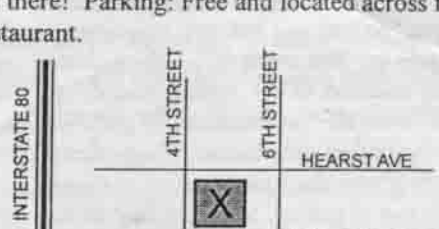
Student Members! Be sure to check out this section in subsequent newsletters for information pertaining to your university section activities. Please contact the newsletter editor for any submissions regarding section activities or meeting information.



Directions to U.S.N.S. Mercy Tour: The Fleet Industrial Supply Center is located on the Oakland Army Base, which is near the entrance to the Bay Bridge (east bay side). From 7th St., turn onto Maritime St. and proceed to the gate which is the entrance to the Army Base. Inform personnel at the gate that you are attending the U.S.N.S. Mercy ASME tour.

Directions to Spengers

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



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