



ASME International Southeastern Michigan Section



March 2000 Vol. 18, No. 4

NEWSLETTER



Engineering Ethics By *Dave Kramer*

In February we celebrate National Engineers Week. It's a time for our nation to reflect on the achievements engineers have contributed to our society. In March, as a result of the hard work of Harry Indig, SEMS History & Heritage chair, we will again celebrate the legacy of refrigeration technology. It is important, throughout all the celebration, for us to remember our grave responsibility for ensuring public safety.

Technology often has a way of increasing slothfulness. I recall the first time I realized my dependence on my Hewlett Packard scientific calculator. I was a college student and was out somewhere without my machine. I needed to add a few numbers together mentally. I struggled. Once I could recite multiplication tables with ease and would amaze my instructor by solving equations in my head using the quadratic formula. I let those abilities slip by as a result of my laziness. No longer was technology the servant, but I became servant to technology.

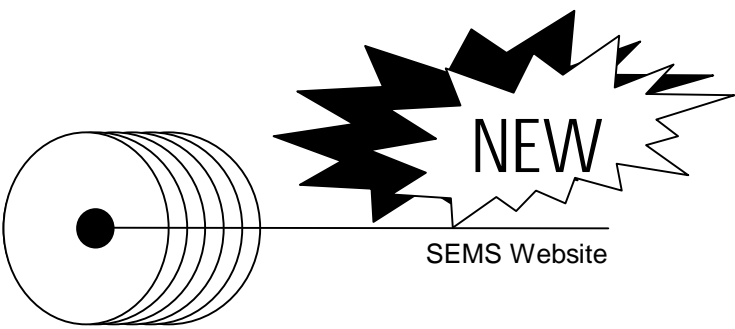
My senior project in college was the Formula SAE vehicle. The chassis team had completed the frame and asked our team to provide them with a physical mock-up of the engine we intended on using. After taking all the critical measurements, I constructed a mock-up engine made from foam core board. I handed it over to the chassis team, who then came back to inform me that the mock-up engine I built was not correct, or the bulk head of the engine compartment was an inch too small. They assured me it that it must be my model, since they used sophisticated CAD programs to design the frame. At this point, we had received delivery of the actual engine and could see for certain where the problem lay by attempting to install it. After realizing the mock-up engine was correctly dimensioned, the chassis team poured over their CAD drawings. The answer came to them - the lines representing the frame members were just that, lines infinitely thin. Since they did not take into account the fact that the tubing used had a thickness of one inch, we had lost a half-inch on each side, making the interior of the bulkhead one-inch too narrow. The sophisticated CAD software was not able to detect this human error.

Now that I am in a position of managing people, I have seen over the years a decline in the work ethic. Employees cut corner, and attempt to push the envelope in terms of what can be ignored. On the road I see people driving faster and taking more risks, because we have made vehicles safer, and driver confidence is higher. Are

we hearing of more and more plane crashes, or has reporting become better? Over the Holidays, my wife gave me a table saw as a gift. I had built her an office in our house using the non-power tools I had. As I begin to build an additional bathroom, I have quickly learned to enjoy the benefits of the table saw. Faster and more accurate cuts, and a substantial amount less physical energy. Yet, it is my wife who has to remind me to put on my safety glasses. As an engineer who has read the entire documentation on the saw, I should know better.

Technology has many benefits, but with it comes a new set of responsibilities. Ignoring those responsibilities can become very costly, time consuming, and even result in injury and death. Our goal as engineers should be to improve the quality of life through the application of our understanding of the laws of nature. As we imagine, define, and build devices, machinery, or processes that harness the forces of nature, we must humbly remember the power of those forces. We must make it our duty to become aware of the consequences of the improper use of technology and take measures to prevent it. We must inform the public of not only the benefits, but the dangers. We can never assume they will inform themselves. We must learn the limitations of the technologies we use in design, development, and production, and remember those tools are not there to replace common sense and reason.

Be proud of the fact you are an engineer, and how your role in life helps to improve the lives of others. At the same time, never take for granted your responsibility for ensuring public safety. It is through protecting life that we earn our true right to be proud and celebrate our engineering achievements.



SEMS Website

www.asme.org/sections/SEM

Latest News and Information

- Contacts and Links
- Events and Activities
- Surveys and Feedback

MONTHLY SECTION MEETINGS

All ASME Southeastern Michigan Section members are encouraged to attend the monthly section meetings that will be held at Lawrence Technological University (LTU) at 5:30 PM on the second Wednesday of each month, September through May.

Mar. 8, 2000 Apr. 12, 2000 May 10, 2000

LTU is located on the north side of 10 Mile Road, just west of Northwestern Highway and the Lodge Freeway (M-10) in Southfield. The meetings are held in the Corporate Services Complex Building, (Previously Campus Activity Center - West Building (CAAC West)) Room CW51. Call one of the officers if you need more information about the meetings or any of the activities

ASME Southeastern Michigan Section

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Newsletter

This newsletter is published five times a year (September, November, January, March, and May) as a service to more than 2000 members in the Southeastern Michigan Section, which includes a portion of Southwestern Ontario. Members are encouraged to submit news of career and professional milestones such as job promotions, transfers, professional registration, awards, and patents obtained. Please send a copy directly to the return address that appears on the back page, or e-mail to the editor. Copies must be received by the following dates in order to be included in the issue indicated: March issue - February 1, 2000 May issue - April 1, 2000

Advertisements for this newsletter are solicited and accepted based on their ability to appeal to the professional needs of the Southeastern Michigan Section membership. To place an advertisement contact, the newsletter editor, Prabhu Raman, at (248) 368-3017. Advertising rates are as follows:

Size	1 issue	3 issues	5 issues
1/8 page	\$50	\$90	\$130
1/4 page	\$90	\$160	\$230
1/2 page	\$160	\$290	\$420
Full page	\$250	\$450	\$650

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Presents

A Practical Guide to Starting and Running a Business

6:00pm, Tuesday, 18 April 2000



Lawrence Technological University, 21000 West Ten Mile Road, Southfield, MI 48075-1058.

For reservations and room location contact: David Kramer, Chair ASME Southeastern Michigan Section (SEMS), Phone: 248-204-3708, E-mail: kramer@ltu.edu, * Thomas Libertiny, Phone: 248-433-2401, E-mail: libertinyt@asme.org

Session Topics and Speakers:

- 1) "Developing a Results-Driven Marketing Plan--Power Marketing" (30 minutes)
Jacqueline M. Stavros, Ph.D.-Senior Associate, Global Marketing Insights, Inc.
- 2) "Financing for Technology-based Businesses" (30 minutes)
Thomas G. Libertiny-Financial Advisor, Prudential Securities
- 3) "Practical Business Law" (30 minutes)
David Monroe, Esq.-Attorney at Law, Sullivan & Leavitt
- 4) Questions (30 minutes)

Speakers Biographies:

Jacqueline (Jackie) M. Stavros, Ph.D: Jackie Stavros has a dual-role in Michigan's business and educational community. She is an Associate Professor at the School of Business for Madonna University and a Senior Associate for Global Marketing Insights, Inc. Prior to this, she worked for over seven years for the Michigan Small Business Development Center Network (MI-SBDC). She also started two businesses of her own. In addition to her extensive MI-SBDC background, Stavros has held several marketing and international positions in the automotive, computer software and banking industries. She also has teaching experience in numerous business subjects including teaching assignments in China, Japan, Korea, and Taiwan. She has taught at Lawrence Technological University, Walsh College, Michigan State University, Schoolcraft College, and Lansing Community College. She has given numerous presentations as keynote speaker at special events such as World Trade Week, President's Virtual Trade Mission, and Distributive Education Club of America for high school students. Stavros completed the Executive Doctorate in Management Program at the Weatherhead School of Management at Case Western Reserve University where she finished her dissertation on "Capacity Building: An Appreciative Approach to Creating and Sustaining Your Organization's Future." Stavros holds an MBA degree in International Business from Michigan State University and a BA degree in Marketing from Wayne State University. She also became a certified international trade specialist from Thunderbird University, Phoenix, Arizona. Stavros also serves on the Board of Michigan District Export Council.

Thomas G. Libertiny: Financial expert, entrepreneur, and engineer: Thomas Libertiny has built two technology based businesses during the last 10+ years. During that time he has also worked in the areas of finance, marketing, and engineering for multibillion dollar global leaders in the automotive and semiconductor industries such as LucasVarity (now a part of TRW) and Aeroquip-Vickers (now a part of Eaton). His corporate customer base includes industrial organizations within the NAFTA countries, the European Union, and Asia. Now a Financial Advisor with Prudential Securities, he has taken his corporate financial experience and has extended it to individuals, corporate institutions, and nonprofit organizations throughout the United States. Libertiny holds a MBA degree in Global Finance and Marketing from Lawrence Technological University as well as a BS in Mechanical Engineering from Lawrence Technological University. He has given numerous presentations at special events such as National Manufacturing Week in Chicago. His volunteer work includes the American Society of Mechanical Engineers (ASME) where he is a member of the ASME's International Nominating Committee and Futures Committee, participates with the Board on Government Relations, and is the Past Chair of the ASME's Design Division Education Committee. He provides volunteer services and support for organizations such as Habitat for Humanity, the Detroit Symphony Orchestra, and the Detroit Institute of Arts.

David Monroe, Esq: David Monroe is an Attorney with Sullivan & Leavitt, focusing on the practical needs of business owners. During his career, Monroe also worked for the Internal Revenue Service (IRS). His presentation will focus on commercial transactions, types of corporations, and the documents needed to form corporations.

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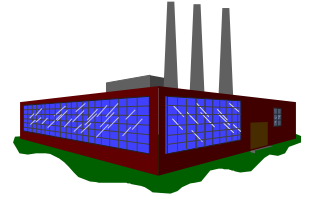


ASME International Southeastern Michigan Section



Presents

"Tour of Refrigeration Research, Inc."



ASME History and Heritage Collection

Located at their World Head Quarters in Brighton MI

Thursday, March 23, 2000

3:00 - 6:00 PM

Refrigeration Research Inc. is a commercial company that specializes in refrigeration, air conditioning, solar systems, sub-systems and components. A tour of the museum will also include a presentation by the ASME History Heritage Committee to dedicate a plaque honoring their operational museum which demonstrates the evolution of the refrigeration industry.

They have developed superior products through private research and development including over 90 patents during their 56 years of operation. A tour of the museum facilities will demonstrate how the industry has developed as well as show the documentation contained in the Refrigeration Research Inc. museum library. A wide range of refrigeration designs will be discussed.

Tour length is approximately 3 hours. The tour is limited to 20 people, so please reserve your spot by calling Debbie Herman at (810) -227-1151. This tour is open only to ASME members. Directions can be obtained at the time of your reservation. **No recording devices or cameras allowed.**

A Heritage Collection applies to a museum or collection that includes related objects of special significance to, but not necessarily a major evolutionary step in, the historical development of mechanical engineering. Landmarks, sites and collections all meet the basic criteria for designation.

This recognition program intends

- To foster the preservation of the physical remains of historically important engineering works
- To encourage mechanical engineers and others to become aware of their technological heritage
- To inform the public of such contributions
- To provide an annotated roster of landmarks, sites, and collections in mechanical engineering for engineers, students, educators, historians, scholars, and travelers
- To promote these achievements in materials for use by the public
- To call attention to the noteworthy mechanical engineers who were associated with the invention, development, or production of these singular technological achievements.

Southeastern Michigan Section, American Society of Mechanical Engineers
P.O. Box 7654
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A S M E Southeastern Michigan Section



BALLOT FOR 2000-2001 OFFICERS & EXECUTIVE COMMITTEE

The slate of Officers and Executive Committee Members as selected by the SEMS Nominating Committee are as follows:

Officers: (Vote for one person for each office - circle or write your selection)

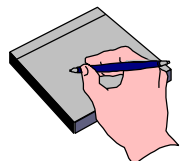
- Chair: David Kramer or _____(write-in)
- Vice-Chair: Prabhu Raman or _____(write-in)
- Treasurer: Susan Ipri Brown or _____(write-in)
- Secretary: Tom Libertiny or _____(write-in)

Executive Committee: (Vote for a maximum of SIX - circle or write your selection)

Eric Braun Harry Indig Kip Schultz

_____ write-in(s)
_____ write-in(s)

Please return this ballot by March 31, 2000. Detach, fold in three so the above address is showing and attach a **first class stamp**.



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