



From the Chair – Howard Berkof

2002-2003 Executive Team

Chair: Howard Berkof
hberkof@yahoo.com 248-614-0071

Vice-Chair: Michael Schwartz
mls642@quixnet.net 248-434-1033

Secretary: Rebecca King
rhk77@yahoo.com 313-845-8938

Treasurer: Tom Libertiny
tlibertiny@35g.rjf.com 248-373-5780

Website: David Kramer
david.kramer@vw.com 248-754-4328

2002-2003 Goals

- Minimum of 50 attendees per meeting
- At least 200 different ASME members participate over the 2002-2003 year (Approximately 2500 members in the section – 2nd largest section in the world)
- Two meeting per month in locations around the territory
- Monthly newsletter
- Promote current ASME Scholarships to members
- Student Section involvement – at least 4 joint meetings
- Win Earl V. Fisher Award
- Joint meetings with other Engineering societies

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Upcoming Section Events

Check out the latest news about upcoming events: www.asme.org/sections/SEMS/

October Meeting: Tuesday, Oct. 8th

Location: **Ideal Steel Facility**
 1415 Durant Drive
 Howell, MI 48843

Time: 6:30 pm
 RSVP: Rebecca King - (313) 845-8938
 Email: rhk77@yahoo.com

Ideal Steel, the second largest steel fabricator in Michigan was started on the sale of a Cadillac that the owner, Frank Venegas, Jr. won in a raffle 23 years ago.

ASME will be touring Ideal Steel's Howell facility on October 8, 2002. Ideal Steel is a minority owned company that provides structural and miscellaneous steel fabrication and erection services for the Midwest. Ideal is Q1, ISO-9002, and AISC certified. Ideal has three facilities located in Detroit, Hamburg, and Howell.

In Spring 2002, Ideal moved into a 130,000 sq. ft. facility in Howell, Mich. The new facility is equipped with state of the art CNC fabricating equipment that has greatly improved Ideal's fabrication efficiency. This new facility has allowed Ideal to handle larger structural steel jobs and is bringing us a step closer to obtaining our dream to be the largest majority steel contractor in the Midwest.

Engineering and the Entrepreneur

Hosts: ASME Southeastern Michigan Section and the University of Michigan Student Section

Date: Monday, 21 October 2002
 Time: 6:30pm-8:30pm
 Location: 2233 GG Brown Building,
 North Campus
 University of Michigan
 Ann Arbor, Michigan

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2002 ASME INTERNATIONAL MECHANICAL ENGINEERING CONGRESS & EXPOSITION

Nov. 17-22, 2002
New Orleans, Louisiana



Featuring eight extended programs focusing on: Electrical Systems Design, Energy, Engineering Systems Design, Photonics, Nanotechnology, MEMS, Biomedical Technology and Transportation.

Log on to <http://www.asme.org/Congress> to search the program database for sessions, events and papers that best meet your needs.

ENGINEERING SOCIETY OF DETROIT AFFILIATE COUNCIL

Fundamentals of Engineering (FE) Review Course - January 28-April 3, 2003

Are you taking the NCEES FE/EIT exam on April 12, 2003? ESD's FE Review Course is the best preparation tool available for those wishing to take the examination. Register now – **space is limited!**

Times: 6-9pm, Tuesdays & Thursdays

Location: [ESD Headquarters](#)

Registration: [Available Online](#), www.esd.org

Contact: (248) 355-2910, Ext. 110

Professional Engineers (PE) Review Courses - Feb. 22 – March 29, 2003

Are you taking the NCEES PE exam on April 11, 2003? ESD's refresher courses in **Civil, Electrical, Environmental** and **Mechanical** Engineering will prepare you for the content of the exams.

Times: [See Sample Schedule](#) (fall)

Location: [ESD Headquarters](#)

Registration: [Available Online](#), www.esd.org

Contact: (248) 355-2910, Ext. 110

Student Secretary on SEMS Executive Committee

The Southeastern Michigan Section of ASME is looking for a student secretary for the 2002-2003 year. Following is a description of eligibility, responsibilities, and benefits. This position is an excellent opportunity for a student section to gain exposure to the local senior section in addition to raising money.

Eligibility

- Student must be a member of a local ASME Student Section
- Position will be appointed by Executive Board
- Annual position term is from September-April
- Executive Board must actively seek students from different schools each year

Responsibilities & Benefits

- Must attend all executive meetings, record, and publish minutes
- Represent local student sections with feedback, ideas, and student perspectives
- \$200 donation to local student chapter
- Meals/Admission will be paid for by section

Interested students and student section advisors please contact Howard Berkof at hberkof@yahoo.com or (248) 614-0071. Please include your name, e-mail, phone number, school, year, and experience with ASME.



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www.myhealthpointe.com

Diversity Action Grants

The Diversity Action Grants program provides funding to ASME Student Sections to sponsor projects designed to increase the participation of women and under-represented minority groups in ASME Student Section activities and in the mechanical engineering community.

Projects should be collaborative partnerships with other minority and women's engineering societies on campus, e.g., NBSE, SHPE, SWE. Examples of activities funded by the Diversity Action Grant Program may be found at <http://www.asme.org/bmw/DAGsuccessfulprojects.html>.

For more information, as well as a grant application, go to www.asme.org/bmw/dag/html.

Local ASME Student Sections Solicit Professional Speakers and Tours

The University of Michigan Student Section of ASME continues to grow and needs your help in providing educational programming. University of Michigan's student section membership grew 100% last year, to a total membership over 400 students strong. The officer group is looking to find quality speakers from the Big 3 automotive, local automotive tier suppliers, small hi-tech firms, and entrepreneur businesses. The section is also interested in engineers who have chosen a non-traditional career, such as those working in business, and panel discussions on graduate degrees, both engineering (MS and PhD) and non-engineering (Law, MD, and MBA). In addition, the students are looking to arrange tours of local Detroit area facilities.

Please contact one of the follow individuals if you are interested in speaking to or hosting a tour for the University of Michigan student section.

Karlin Y Bark kbark@engin.umich.edu

Rich Su sur@engin.umich.edu

In addition to the University of Michigan, we are looking to provide speaking opportunities to all local student sections, which include chapters at the following schools: **Eastern Michigan University (New section), Oakland University, Lawrence Technological University, University of Windsor, Wayne State University, University of Detroit, and Kettering University.** Please contact **Howard Berkof** at hberkof@yahoo.com if you are interested in volunteering time to any of the local chapters.

Thank you for volunteering your time and effort to the local student sections. Your experience, career advice, and inspiration are of great significance to Engineering students, who represent the future of the Engineering profession. Interesting topics can cover anything from engineering and technology advances to engineering ethics to entrepreneurship.

National Engineering Week Coordinator

The Southeastern Michigan Section of ASME is looking for members interested in helping to develop and coordinate National Engineering Week activities. We are looking to create a program with a local high school or middle school that highlights the world of engineering to young students. The objective is to promote, educate, and excite student about the rewarding profession of engineering. We are open to all ideas and initiatives, including working with local ASME Student Sections. Interested members please contact Howard Berkof at hberkof@yahoo.com or (248) 614-0071. Please include your name, e-mail, phone number, and specific interests or ideas.



Held in conjunction with the ASME International Mechanical Engineering Congress & Exposition.

Career Essentials

Join us in New Orleans, Sunday, Nov. 17, 2002 at the 22nd Young Engineers Forum (YEF). This one-day program will deliver informative presentations and a panel discussion focused on *Career Essentials* – to help you reach your full potential. You will have the opportunity to listen to experienced engineers share their knowledge on how to navigate a traditional or non-traditional engineering career, ask questions and walk away with valuable insights into your profession

Recruitment and Retention Kit Added to the Online Local Information Center!

ASME has created a new recruitment and retention kit for sections with specific tools to help you get new members and retain your current members.

Included in the kit are tips on recruiting face to face, a downloadable list of ASME benefits, sample renewal letters and emails, and phone scripts for welcoming young engineers and encouraging members to renew.

To access this new feature, visit the Local Leadership Toolbox at www.asme.org/leadershiptoolbox/r&r.html
Please direct any questions or comments regarding the Recruitment and Retention kit to Roberta Gorman, program manager, Membership at gormanr@asme.org

From the Chair – continued from p. 1

Dear Colleagues,

In today's challenging market, personal time is more of a luxury than ever. Engineers are working harder and longer hours. Employers are decreasing contributions for membership to professional societies such as ASME. Membership activity becomes even more of a strain with today's travel requirements.

Having said this, I want to personally thank each one of you, the 2,500 individuals in Southeastern Michigan, who continue to retain your membership in ASME. With membership in ASME, the doors are unlocked to endless opportunities and benefits within ASME, both on a local and national level. Whether you retain membership because of technical opportunities, personal networking, professional development, committee involvement, or simply the magazine, the Southeastern Michigan Section wants to offer you many more opportunities.

I encourage each member to participate in the local section in some way. Whether you can attend one of the informative speaker meetings, join an advanced manufacturing tour, volunteer an evening to speak to a local student section, or become an ASME e-mentor, your minimal time commitment will network you with fellow engineers, inspire young students, and contribute to the engineering profession.

Please consider the section goals and help in the achievement of these objectives. With your participation, as little as a half-hour time commitment a month, the Southeastern Michigan section of ASME will be the biggest and brightest section in the world. Please contact myself, or any member of the board, if you are interested in helping, including assisting with National Engineer's Week, student involvement, tours and speakers, or following through with an idea of your own. Thank you for your time and continued involvement.

Best Regards,
Howard Berkof

Student Secretary on SEMS Executive Committee

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Engineering and Entrepreneur – continued from p. 1

For a map to U of M North Campus go to: <http://www.engin.umich.edu/soc/asme/>

Based on feedback from both members and student members during the June 2002 Summer Annual Meeting in Minneapolis, the ASME's Council on Engineering (COE)/Council on Member Affairs (CMA) coordinating committee agreed to proactively promote the transfer of technical knowledge between the COE's technical divisions and our experienced members and students represented at the local section level. Bill Cousins, Senior Vice President, Council on Member Affairs, described the key elements of this new program:

- 1) Goal: Low cost, locally delivered technical conferences, seminars, and sessions
- 2) Target audience: Experienced and student engineers, 100-150 attendees per event
- 3) Responsibilities:
 - a. Local section: Provides marketing to the target audience and the venue
 - b. Technical division: Provides the content and speakers
 - c. Region: Coordination between the section, technical division, and ASME International.
- 4) Finance: The section and technical divisions share the risk and return from each event.

In Michigan, the mechanics of this initiative has been launched by the Southeastern Michigan Section and the University of Michigan's student section with the 21 October 2002 session entitled "Engineering and the Entrepreneur." These two local sections, with coordination provided by volunteers Brian Pandya (University of Michigan student section), Howard Berkof (Chairman, Southeastern Michigan Section), and Jeff Ray (Region V COE/CMA coordinator), have planned a highly informative panel discussion about the path to becoming an entrepreneur. Designed to help bridge the confusing gap between having the proverbial "great idea" and developing a successful business around the idea, the session not only provides timely content but also a valuable question and answer period. Speakers Arnie Leemon and Tom Liberty are two very experienced professionals in the fields of entrepreneurship and finance. Their topics include: "New product ideas and concepts from visualization through production" as well as "Financing for Technology-based Businesses."

Biographies

Arnie Leemon is an inventor/consultant, who takes an idea or concept through the necessary steps from conception to fruition. Those steps include legal protection, visualization (through prototyping or artist rendering) market analysis, production and manufacturing costs, and facilitation and presentation to industry for license or sale. If the idea or concept can be enhanced to further its presentability to industry, the improvement is assigned to the inventor, guaranteeing their complete ownership of their intellectual property.

Tom Liberty is an Associate Vice President of Investments with Raymond James & Associates and an experienced Financial Advisor. He pulls from his background in the fields of corporate finance and engineering, as well as the insight he has from building and financing businesses through investment banking and venture capital to assist his clients. His business and educational background includes over a decade of service in financial and engineering capacities from startup semiconductor and bio-tech based ventures to multi-billion dollar international conglomerates. Tom is an author and frequent speaker at finance and technology engagements and is recognized for his professional acumen and achievements by *Who's Who in Finance and Industry* and *Who's Who in the World*, among other prestigious publications. He holds both an MBA and bachelor's degree in Mechanical Engineering.

For additional information, please contact:

- Brian Pandya (University of Michigan student section) E-mail: bpandya@umich.edu
- Howard Berkof (ASME Southeastern Michigan Section) E-mail: hberkof@yahoo.com
- Jeff Ray (ASME Region V COE/CMA coordinator) E-mail: rayj@gvsu.edu

Job Hunting Techniques

"Returning by popular request"

Hosts: ASME SEMS and the Eastern Michigan Un

Date: Wednesday, November 12, 2002

Time: 6:30pm-8:30pm

Speaker: Walt Tarrow
Employment Services
Corporate Opportunities
www.jvsdet.org

Location: Eastern Michigan University
Ypsilanti, Michigan

As a career and employment consultant and coach, Walt has provided employment development services to thousands of career changers during the past twenty years. He continues to assist a wide range of individuals from entry level job seekers to corporate executives in learning and putting into practice the use of effective tools and techniques to obtain each one's own best career opportunities.

Currently providing these services through a community-based human service agency, JVS, Walt operates a corporate and professional level program called Corporate Opportunities. He is also on the board of the Michigan Employment Counselors Association and has presented at numerous conferences and workshops about career change and job search.

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