



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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February Event:

National Engineers Week Feature Presentation “The Leadership Process”

Date: February 18, 2003
 Time: 6:30 – 8:30 pm
 Location: Raymond James Building
 691 N. Squirrel Road
 Auburn Hills, MI 48326

RSVP: Rebecca King
 E-Mail: rhk77@yahoo.com
 Phone: (313) 845-8938

Our February meeting will feature Mr. Dale Hetrick, President of Unlimited Potential, LLC, Rochester, MI, who will be speaking on "The Leadership Attitude." He will discuss How does Attitude relate to Leadership, The Benefit of Goal Setting Motivating Yourself and Others, Decision Making, and Handling Change

In 20 years of executive experience, Mr. Hetrick has accumulated a strong background in business development, business operations, consulting and sales. Mr. Hetrick has built organizations from the ground up and been responsible for the careers of hundreds of people. He has sold and run multi-million dollar projects and developed service offerings to tap new markets. Mr. Hetrick has consulted with automotive, energy and utility companies; financial institutions; retail operators; high tech firms; and non-profit organizations. Mr. Hetrick formed Unlimited Potential based on three leadership principles:

- Setting and achieving goals is the formula for success
- Attitudes and results are directly linked
- Leadership Development must be linked to tangible business results

Website: <http://www.up-llc.com>

March Event:

Our March Meeting will feature Mr. John Petty, of General Dynamics Land Systems Division (<http://www.gdls.com/>), located in Sterling Heights, Michigan. Mr. Petty Director on a wheeled vehicle program for the US Army, as well as Chairing the Corporate Ethics Committee.

Topic: TBD
 Date: Tuesday, March 11, 2003
 Time: 6:30 – 8:30 pm
 Location: President's House at Lawrence Technological University

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Nominate A Young Engineer Today!!!

Nominations are being accepted for the *Young Engineers Award* - honoring young engineers that have made outstanding contributions to their profession, community, and the work of ASME.

Award recipient wins \$5000 Cash and a Prepaid-Life Membership (value \$2,500) -
Deadline: March 1, 2003.

Log on to:

<http://www.asme.org/cma/og/youngengineer.html>
for complete details.

Your Email Address – The Key to ASME International

Did you know that your email address is the key to what's happening at ASME? By providing us with your current email address, you can learn about events taking place in your local section, such as professional development courses, industry tours, section meetings, lectures, networking opportunities and technical conferences.

Updating your email address online only takes a few minutes. To access your membership information, go to www.asme.org. Click on the "Members Only" tab to log onto this site. Be sure to have your member number on hand. After logging on to Members Only, select the "Change of Address and Information" link, located on the upper right-hand side of your screen. From this screen, you will be able to update your primary contact information.

So don't miss out on all that ASME has to offer! If you have any questions about your membership information, contact InfoCentral at infocentral@asme.org.

From the Chair – continued from p. 1

Dear Colleagues,

As January draws to a close, about the number one memory will be the Arctic cold that has permeated throughout the country. Braving sub-zero wind-chills, 30 members attended the special January meeting that featured a presentation on by the Engineering Technology and Management Division. Mr. Tom Davis guided a highly informative discussion on "Project Management for Engineers," which included student members, recent graduates, young engineers, professionals, and senior members.

Heading into February, the temperature can only increase, and soon the spring breezes will sweep southeast Michigan. The short month of February is highlighted by National Engineers Week, February 16-22. The weeklong celebration of engineering brings attention to the profession, focusing on students K-12.

The Southeastern Michigan Section of ASME is actively supporting Engineers Week for the first time. The section is promoting the theme "Turning Ideas into Reality" by organizing personal visits to two local public middle schools. The section is looking for local ASME volunteers to help introduce the engineering profession to young teenagers, and demonstrate engineering principles through hands on activities such as a paper airplane contest. Also during Engineers Week, the section is presenting a special program entitled "The Leadership Process," organized by Mr. Dale Hetrick, President of Unlimited Potential, LLC. We hope that you will be able to help celebrate Engineers Week, 2003, and even volunteer a few hours of your time. Please turn to the full-page layout on Engineers Week for further details and contact information.

The section is extremely excited about participating in Engineers Week for the first time, with ambitious goals. The long-range plan is to develop a full program and budget of community service events for 2003-2004. Included in the plan is to expand Engineers Week next year, which will be sponsored by ASME International, to involve half a dozen schools and 25 volunteers. The section plans to get involved with the FIRST Lego contest, an engineering introductory competition for middle school students. Habitat for Humanity, volunteering time at local Detroit public schools, and a Mentorship program are all programs which the local ASME section hopes to develop over the next two years. However, these aggressive ideas need the support of the over 2,000 local members. We need you to volunteer a couple hours of your time twice a year. Please contact myself or Kent Alverson (kwa@comcast.net) if you are interested in volunteering your time towards community service events.

Thank you for your continued participation with ASME.

Best Regards,
Howard Berkof



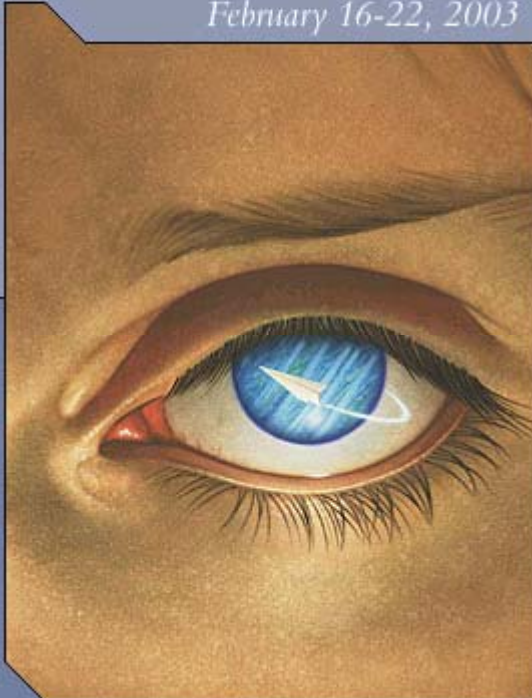
Southeastern Michigan Section (SEMS)
of the
American Society of Mechanical Engineers (ASME)



National Engineers Week

February 16-22, 2003

Turning ideas into reality...



National Engineers Week Feature Presentation "The Leadership Process"

Date: February 18, 2003
Time: 6:30 – 8:30 pm
Location: Raymond James Building
691 N. Squirrel Road
Auburn Hills, MI 48326
RSVP: Rebecca King E-Mail: rhk77@yahoo.com
Phone: (313) 845-8938

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Website: <http://www.up-llc.com>

Southeastern Michigan Section Visits Local Middle Schools

"Engineering: Turning Ideas into Reality. . ."



The section needs your help to share the world of engineering with middle school students. We are planning interactive sessions to present to several groups of students at two local schools. Please volunteer a couple hours of your time and give back to the community by getting kids excited about engineering.

Date: Wednesday, Feb. 19, 2003
Time: 9:00am – 3:30pm
Location: Anderson Middle School (Berkley)
(Located near I-696 and Coolidge)

Date: Thursday, Feb. 20, 2003
Time: 12 – 3:30pm
Location: Lessinger Middle School (Detroit)
(Located near the Southfield Fwy & Joy Rd.)

Contact: Kent Alverson, *Engineers Week Coordinator*
E-Mail: kwa@comcast.net
Phone: (248) 506-7125

-or- Howard Berkof
E-Mail: hberkof@yahoo.com
Phone: (248) 890-0647

Please respond as soon as possible with your availability.

Presidential Message for National Engineers Week February 16-22, 2003



THE WHITE HOUSE
WASHINGTON

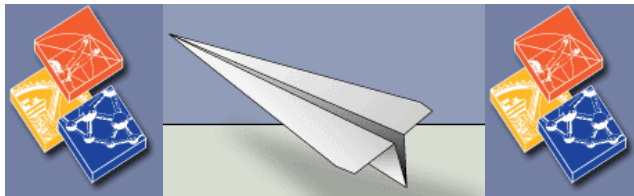
I send greetings to those celebrating National Engineers Week.

Innovation is one of our greatest national strengths. The important efforts of engineers help drive our economy, protect our environment, and ensure public safety. Engineers help America remain at the forefront of technological development and contribute to countless breakthroughs that improve the quality of life for people throughout the world.

During this week, I encourage students to explore new ideas and develop skills that will help you achieve your dreams. I also commend the teachers and professionals participating for introducing young Americans to this essential industry. By involving students in your work and creating opportunities for them to learn, you are inspiring a new generation of engineers.

Laura joins me in sending our best wishes for a successful event.

A handwritten signature in black ink, appearing to read "George W. Bush".



National Engineers Week: February 16-22, 2003
Activities Roundup
www.eweek.org

Vitality and diversity move front and center for National Engineers Week 2003 with the launch of **The New Faces of Engineering**, a new program spotlighting the outstanding contributions of America's youngest engineers. For the past several years, National Engineers Week activities have targeted students in an effort to expand the potential ranks of "the engineers of tomorrow." The New Faces of Engineering program extends those efforts by showcasing the exciting new talents that epitomize the dynamic innovations and advancements that are engineering.

Founded in 1951 by the National Society of Professional Engineers and sponsored by more than 100 engineering, scientific, and education societies and major corporations, National Engineers Week is

dedicated to increasing public awareness and appreciation of engineers and to encouraging precollege interest in science, technology, and engineering. National Engineers Week is celebrated annually by thousands of engineers, engineering students, teachers, and leaders in government and business. Co-chairs for National Engineers Week 2003 are the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) and Lockheed Martin.

"We want to provide stimulation and incentive for college students," explains Donald Colliver, Ph.D., P.E., president of ASHRAE. "The New Faces will reflect the broad spectrum of engineering today, including women and underrepresented minorities, and let the next generation of engineers 'see' where their degrees might take them."

Along with New Faces, **ZOOM™ into Engineering**, an educational program aimed at 6- to 11-year-olds and designed in conjunction with the popular PBS television show "ZOOM," returns for National Engineers Week 2003. Engineers use the program at schools, libraries, technology museums, and other public venues with the help of a ZOOM into Engineering toolkit containing an activity guide, CD-ROM, and video. The program offers intriguing glimpses into the world of engineering with simple and fun experiments, insights on teaching, and tips on how to organize workshops and events.

Introduce a Girl to Engineering Day, now in its third year, also returns. So far, an estimated two million girls have participated. Supported by more than 100 organizations, who hope to mobilize at least 10,000 women engineers, along with their male colleagues, the goal for 2003 is to reach another one million girls. Planned for February 20, 2003, Introduce a Girl to Engineering Day is led by the National Engineers Week co-chairs, along with Agilent Technologies, Inc., the Elizabeth and Stephen Bechtel, Jr. Foundation, CH2M HILL, Girl Scouts USA, the Society of Women Engineers (SWE), and Women in Engineering Programs & Advocates Network (WEPAN). SWE plans to send out more than 1,000 volunteers in the program.

Other important National Engineers Week activities include:

- The **National Engineers Week Future City Competition™**, now in its 11th year, expands to 31 regions across America: Albany (New York), Buffalo, Northern California, Southern California, Chicago, Colorado, South Florida, Hampton Roads (Virginia), Indiana, Iowa, Kentucky, Las Vegas, Louisiana, Massachusetts, Michigan, Milwaukee, Minnesota, New York City, North Carolina, Northern Nevada, Ohio, Oklahoma, Omaha, Philadelphia, Phoenix, Pittsburgh, St. Louis, Texas-Fort Worth/Dallas, Texas-Houston, Washington, D.C., and Washington State. The competition asks middle school students, working under the guidance of teachers and volunteer engineers, to build computer and three-dimensional scale models of cities of tomorrow. They must also defend their designs to a panel of engineer judges at the competition and research and write essays. Students begin in the fall and compete in regional competitions in January. Winners then go to national finals in Washington on February 17-19. For more information, visit www.futurecity.org.
- National Engineers Week also supports the **"Sightseers Guide to Engineering"** at www.engineeringsights.org, which debuted February 2001. The site, created by the National Society of Professional Engineers, celebrates engineering in all 50 states and encourages public recognition of engineering achievements and understanding of their importance in everyday life. It also welcomes additional entries.
- The National Academy of Engineering will present the annual \$500,000 **Charles Stark Draper Prize**, the profession's highest honor for engineering achievement and innovation, and the biennial **Fritz J. and Dolores H. Russ Prize**, also worth \$500,000, at a black-tie dinner on Tuesday, February 18. For more information on these prizes, visit www.nae.edu/awards.
- Engineering and the emergency room will be the focus of a special National Engineers Week event to be held Saturday, February 8, at Southern Methodist University in Dallas. The event, titled **"Visioneering: Designing the Future"** will be broadcast nationwide to up to eight million students on February 21 on Cable ChannelOne in conjunction with National Engineers Week. The event is sponsored by the SMU School of Engineering and The Institute for Engineering Education at SMU and co-sponsored by Accenture and Texas Instruments. Other sponsors include Tyco Electronics, Austin Industries, EDS, EXE Technologies, Esoftsolutions, HKS Architects, Methodist

Hospitals, National Engineers Week, Cable ChannelOne and The Science Place. For more information, visit www.theinstitute.smu/visioning.html.

- The NSPE **Federal Engineer of the Year Award** will be announced at a banquet luncheon on February 20 at the National Press Club.
- [The Chinese Institute of Engineers](http://www.theinstitute.smu/visioning.html) (CIE/USA), which joined National Engineers Week as a sponsor in 2002, will announce the **Asian American Engineer of the Year** at an award banquet in Dallas on Saturday, February 22. Dr. Leo Esaki of IBM and Chancellor Chang-Lin Tien of the University of California-Berkeley shared the award in 2002.
- www.discoverengineering.org, a Web site developed, sponsored, and launched during National Engineers Week 1999 by that year's co-chair, Eastman Chemical Company, educates middle school students with information about what engineers do and how to become one. The site, praised by the *Los Angeles Times* and *Newsday*, among others, offers comprehensive information on the engineering of nine "cool things" -- including CD players, roller coasters, high performance sporting goods, and cars -- background on careers in engineering, games, downloadables, and hundreds of links to corporations, engineering societies, and other resources. The site received additional support this year from Tokyo Electron (TEL).
- **A Drive-Time Radio Tour** will highlight the New Faces in Engineering program, ZOOM into Engineering, Introduce a Girl to Engineering Day, and the Future City Competition in dozens of cities across the country.
- **Discover "E,"** a nationwide program of 40,000 engineers helping more than five million elementary, junior and senior high school students discover practical applications of math, science and technology with hands-on activities through school and extracurricular programs.
- **Engineering Goes Public** where hundreds of libraries, science/technology centers, engineering project sites, and local malls -- in conjunction with the Boy Scouts, Girl Scouts, Boys and Girls Clubs, and the Junior Engineering Technical Society -- host **Engineering Day** to educate the public during National Engineers Week.

[National Engineers Week Headquarters](http://www.eweek@nspe.org)

1420 King Street
Alexandria, VA 22314
(703) 684-2852
eweek@nspe.org

Future End of the Year ASME SEMS Event...continued from p. 1

Engineering & Auto Racing: ASME SEMS End of the Year Fun & Lunch

Date: End of May or the beginning of June 2003
Time: 9:30am-4:00pm
Location: Waterford Hills race track, Waterford, Michigan
Vendor: Specter Werkes auto racing

Join us for a day of fun at the Waterford Hills racetrack. We'll provide race prepared Corvettes, race drivers, helmets, lunch, and the venue. All you need to do is have fun!

Enjoy the great outdoors while celebrating the end of our fiscal year with the ASME Southeastern Michigan Section during this very special event. Check out the Corvettes and take "hot laps" around the racecourse with one of our racing drivers (they'll drive as fast or as slow as you desire).

Tickets are \$75/person for ASME members and \$100/person for non-members (Sign up as an ASME member anytime from now until race day and we'll reduce your fee to \$75.). The event is limited to the first 50 people. Please mail your checks for receipt by 31 March 2003 for your reservations to the following address:

ASME Southeastern Michigan Section
691 N. Squirrel Road Suite 105
Auburn Hills, MI 48326

Meeting Recap: ASME Southeastern Michigan Section hosts Second Technical Group/Section Meeting: Project Management for Engineers

Thirty members braved sub-zero wind chills and turned out for an outstanding January meeting. The ASME Southeastern Michigan section hosted their second technical group/section meeting on January 21.

Tom Davis, from the ASME's Engineering & Technology Management Group (E&TMG), presented "Project Management for Engineers," an audience based discussion on the important traits of good managers. Mr. Davis shared examples from his thirty plus years experience in performing and managing engineering, manufacturing technology, and quality activities. His experience includes Project Management of manufacturing development, engineering, and capital equipment installation projects. More recently his focus has involved developing and implementing ISO 9000 Quality Systems, Continuous Improvement, and related training programs. Mr. Davis has made Project Engineering / Management presentations at National Manufacturing Week events and various ASME Section and Regional Meetings.

In keeping with the spirit and goals of the CMA/COE Coordinating Committee's 2002 initiative, this event successfully promoted the transfer of technical knowledge between the COE's technical divisions to our members and student members. Attendance included a variety of members ranging from to students, to recent graduates and young engineers, to professionals and senior members.

Thank you to the team that organized the highly successful event:

- 1) ASME's Southeastern Michigan Section: Howard Berkof-Chair, Tom Libertiny-Event Coordinator
- 2) ASME's Student Section at Lawrence Technological University, Southfield, Michigan: Johanna Pardee
- 3) ASME's Engineering & Technology Management Group: Bob Simmons-Vice President
- 4) Lawrence Technological University's Graduate School of Management: Louis DeGennaro-Dean
- 5) ASME's Region V CMA/COE Coordinating Committee: Jeff Ray-Chair

Key principles of Mr. Davis' presentation include:

Functions of Management

Planning, Organizing, Leading, Controlling, Selecting, Developing, Utilizing, Evaluating

Characteristics of an Effective Manager

Leadership

Loyalty, Courage, Desire, Stamina - emotional and physical, Empathy, Decisiveness, Anticipation, Timing, Competitiveness, Self-Confidence, Accountability, Responsibility, Credibility, Tenacity, Dependability, Stewardship

Motivation

M anage by objectives make work meaningful
O pen organization communication channels
T alk with your people (and LISTEN to them)
I nvolve people
V italize individual development planning
A dminister incentives wisely (money, time, advancement, etc.)
T ake time to recognize the accomplishments of others
E stablish a climate and atmosphere which will stimulate and sustain motivation

Influence of Change

Become an Effective Manager

- *Develop your personal tool kit*
- *Develop and exercise your leadership skills*
- *Effectively communicate at all levels*
- *Operate in a proactive mode*
- *Seek win-win outcomes*
- *Become a change agent*