



# American Society of Mechanical Engineers

## Central Oklahoma Section Newsletter Volume 6, Number 4, November 16, 2004

The Section is located at: Oklahoma Engineering Center, 201 Northeast 27<sup>th</sup> Street, Oklahoma City, OK 73105

The Central Oklahoma Section Newsletter is nominally published nine times per year to convey monthly meeting dates, meeting topics, section activities, and/or other ASME information to its membership.

### December Holiday Social Announcement



Speaker: **James M. Kenderdine, D.B.A.** Associate Professor  
University of Oklahoma

Topic: **“When Good People Make Bad Decisions: Business Ethics Revisited”**  
**Thursday, December 16<sup>th</sup> at the Clarion Meridian Hotel & Convention Center  
737 S Meridian Ave in Oklahoma City**

Our next program will be a special holiday social event featuring a presentation which applies to people in all walks of life. Ethics are guides to behavior which show us that our moral responsibilities go beyond what is legal. When you look at the cases of ethical failure that occur in business, what is most striking are the people involved are rarely those who are truly evil—such as a Hitler, a Stalin, or a Ted Bundy. Almost always it is someone very much like the person in the office next to us or who lives in the house down the street.

The importance of this topic today is evident by the common perception among average Americans that the U.S. has suffered, and is continuing to suffer, a widespread ethical and moral “meltdown.” As with all significant social trends, there is not a single reason for its occurrence. Instead, this change resulted from the interactions of many factors. However, **Dr. Kenderdine** believes that a critical accelerant for this change was the massive social changes in the U.S. between 1929 and 1945 created by the depression and the world war that followed it. Dr. Kenderdine will expand on these factors and the rationalizations used to promote unethical behavior.

Additional details on this Social Event and our distinguished speaker are provided below and on the next page.

#### Schedule and Contact Information

**Time:** 6:00PM: Registration and Social. 6:30PM: Catered Meal  
7:15PM: Meeting & Announcements 7:30PM: Presentation

**Cost:** \$20 each for all Members and Guests

**PLEASE PLACE RESERVATIONS BY 12:00PM (noon) TUESDAY, December 14**

**Students** please make your reservations with **ED REYNOLDS** as instructed below for Members.

**Members** make reservations with **ED REYNOLDS**; **edwin\_c\_reynolds@yahoo.com** ;

Ph: (405) 721-6753 ( with each reservation, please include the name of each guest and/or student )

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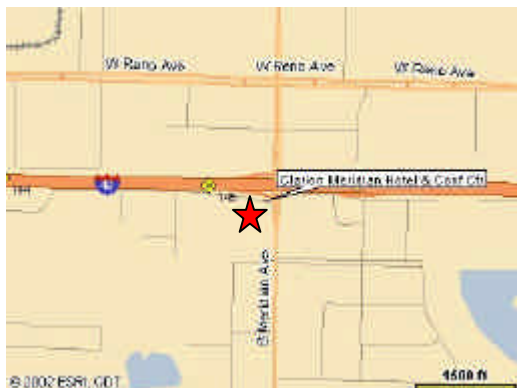
## ***Additional October Meeting Information***

**James M. Kenderdine, D.G.A. (Indiana)** is Associate Professor of Marketing and Supply Chain Management, and Director of the Distribution Research Program at the Michael F. Price College of Business at the University of Oklahoma.

Professor Kenderdine joined the faculty at the University of Oklahoma in January of 1969. For most of the 30 years he has been at OU, his principle teaching assignment has been the basic course in marketing taken by all business students. He served as director of the Division of Marketing from 1992 to 1996. In 1994, he was selected by the University of Oklahoma Student Association as the Outstanding Teacher in the College of Business. In 1998, he and Larry Michaelsen were given a Leavy Award for Excellence in Free Enterprise Education from the Freedoms Foundation of Valley Forge, Pa.

Professor Kenderdine has worked with manufacturing and distribution firms to help them strategically refocus their operations. In addition, he has been an active consultant to public and nonprofit organizations on implementing the marketing concept and becoming market-driven.

His published research has been concentrated in the general area of distribution. His recent publications include Foundations of Wholesaling: A Strategic and Financial Chart Book, The Changing Economics of Wholesaling: A North American Chart Book, Wholesaling in Tradition: An Executive Chart Book, "Strategic Renewal in Distribution" in Marketing Management, "Managing Trade Promotions in the Context of Marketing Power" in the Journal of the Academy of Marketing Sciences, "Intermediate Sellers: Wholesaler Liability for Defective Products" in the Journal of Marketing Channels and "A Frame of Reference for Managing Working Capital" and "Quality and Logistics," both in the International Journal of Physical Distribution and Materials Management.



In addition, he has served as a trustee or director of several nonprofit organizations.

We decided to hold December's event at the **Clarion Meridian Hotel and Convention Center**. Besides providing a more congenial atmosphere for members, their families, and guests, it is conveniently located just south of I-40 at 737 South Meridian Avenue. A fine meal will be served during this event. We hope you will be able to break from your busy holiday schedules to participate in what promises to be an enjoyable evening affair.

## ***Oklahoma State University to Host 25<sup>TH</sup> AIAA/ASME Symposium***

The 25th annual Oklahoma AIAA/ASME Symposium will be held at Oklahoma State University in Stillwater on Saturday, February 12, 2005. The Symposium is jointly sponsored by the Oklahoma Section of the American Institute of Aeronautics and Astronautics, and the Central Oklahoma and Mid-Continent Sections of the American Society of Mechanical Engineers. The purpose of the symposium is to encourage communication among the engineers of Oklahoma's universities and industries. You are invited to participate by organizing a session, chairing a session, presenting a paper, and/or attending presentations to listen and discuss the papers with the authors.

The symposium provides a great opportunity for students and practicing engineers to gain experience making technical presentations and to exchange information with others in the field. **Practicing engineers also will be able to earn PDH credits** needed for PE registration renewal. We have a goal of increasing the number of industrial presentations this year and welcome ideas for sessions focused on topics of particular industrial interest. There already are efforts underway to coordinate a session on automatic control. Presentations are 12 minutes long with another 3 minutes allotted to questions and discussion. We hope to expand the usefulness of the Proceedings this year by placing all abstracts online with active links supplied by the authors.

The Symposium will have parallel morning technical sessions and will end after a luncheon with an invited speaker. Registration will start at 8:00, welcoming remarks will be at 9:00, and the luncheon presentation should end by 2:00. Registration, including lunch and the Proceedings (with all abstracts) is planned to be \$25 for professional members and \$7.50 for students. We are seeking donations from companies and individuals to help support the Symposium and maintain the low registrations.

A one page abstract must be submitted by **January 7, 2005**, to be included in the meeting program and the Symposium Proceedings. A document with the abstract format and submittal instructions may be obtained from the symposium web site at the URL below.

We will be using a web site to post more information about the Symposium including abstract submittal instructions, a map, schedule, instructions for speakers and session chairs, and reservation instructions. For further information, to volunteer, or to learn about how your company can help support the Symposium, please contact us by e-mail or phone.

Symposium web site: <http://acl.okstate.edu/users/symp25>  
Symposium e-mail: [symposium2005@acl.okstate.edu](mailto:symposium2005@acl.okstate.edu) (use "INFO" in the subject line)  
Symposium phone: (405) 744-5900.

We hope that you will participate and help us to make this another outstanding AIAA/ASME Symposium.  
- Frank Chambers, Symposium Chair

## Chair's Corner

### Dear ASME-Central Oklahoma Section Members:

Our October 27th meeting was attended by 27 to hear ASME Distinguished Lecturer, Dr. Ramesh Shah, Research Professor at the Rochester Institute of Technology, presentation on "Fuel Cell Technology – A Myth or Reality". A copy of Dr. Shah's presentation is available on our ASME Central Oklahoma Section website at: <http://sections.asme.org/centralok/events/shah.pdf>

Our next ASME Central Oklahoma Section meeting will be December 16, 2004 at the Clarion Hotel & Convention Center, 737 S. Meridian Ave (I-40 & Meridian), OKC. Our program speaker will be Dr. James Kenderdine, Associate Professor of Marketing & Supply Chain Management at the University of Oklahoma. His presentation entitled "When Good People Make Bad Decisions: Business Ethics Revisited" will be informative & enlightening with discussion on inter-related events responsible for the social turbulence that started us on the road to where we are today! Please mark you calendars & call in your reservations.

I encourage our ASME members to attend & participate in activities with the Student Sections within our ASME Central Oklahoma Section. We are very fortunate to have four (4) Student Sections in our area & information on Student Section activities, meeting dates, locations & times can be found on the Student Section website links on our ASME Central Oklahoma Section website or you may contact the Student Section Officers or Faculty Advisors.

Hope you can join us for our next Section meeting on Thursday, Dec 16th. Please plan to attend & bring your spouse/friend.

**Ed Reynolds -- Chair**

### **Ajay K. Agrawal, Ph.D., P.E. Named ASME Fellow**



**Dr. Ajay K. Agrawal, Central Oklahoma Section Member and University of Oklahoma Aerospace and Mechanical Engineering Faculty Member**, was recently awarded the **ASME Fellow rank**. After obtaining his PhD from University of Miami, Dr. Agrawal taught and conducted research at Michigan Technological University and Clemson University prior to joining the School of Aerospace and Mechanical Engineering at the University of Oklahoma in 1993. He has conducted sponsored research for federal agencies, state agencies, and industry. His research has pioneered application of quantitative rainbow schlieren technique for flow diagnostics, and increased understanding of topics such as buoyancy effects on gas jets and flames, lean premixed combustion of alternate fuels, and combustion using porous inert media. His teaching interests include design of thermal-fluid systems and team-based senior capstone design. **Congratulations Professor Agrawal!**

### **Continuing Education Requirements for Engineering Registration**

In order to maintain your status as a Registered Professional Engineer, all renewals submitted after June 30, 2004, must be accompanied by a listing of at least 30 Professional Development Hours (PDH) that have been earned during the 2 years prior to the renewal. Those PDH's can be earned by attending educational seminars, completion or auditing college courses, teaching technically oriented seminars or programs, receiving patents, documented self-study, or ACTIVE PARTICIPATION IN PROFESSION OR TECHNICAL SOCIETIES (UP TO 4 PDH) & TECHNICAL OR PROFESSIONAL DEVELOPMENT MEETINGS.

Many of our ASME-COS meetings qualify for PDH certification. As a service to our membership, we are providing certificates depicting PDH's accumulated during the previous program year. These PDH certificates may then be used to substantiate the PDH's listed on the continuing education form submitted with your professional engineering license renewal. If you have not received your PDH certificate for last year, they will be available at our September Section meeting.



### **Celebrating 125 Years of ASME**

Log onto [www.asme.org/anniversary](http://www.asme.org/anniversary) for up-to-date information on events for ASME's 125<sup>th</sup> anniversary, as well as how your local section can become involved.

Events that are scheduled to take place in 2005 so far:

- **Founders Day: February 16, Wednesday**
- **Boiler Code Day: March 12, Saturday**
- **Heritage Day: April 7, Thursday**

Other events slated to take place during 2005 include landmark designations for William Seller's Screw Threads at the Franklin Institute in Philadelphia, Pa. and the Model-T at the Henry Ford Museum in Dearborn, Mich.

## Future ASME-Central Oklahoma Section and Other Events

Date	Location	Program Topic and Speaker
December 16, 2004 (Thursday)	Clarion Meridian Hotel and Convention Center 737 S. Meridian Ave Oklahoma City, OK	December Holiday Social & Presentation Speaker: Dr. James M. Kenderline, D.B.A. "When Good People Make Bad Decisions: Business Ethics Revisited"
January 27, 2005 (Thursday)	TBA	More Information in January.
February 12, 2005 (Saturday)	Advance Tech Research Ctr Oklahoma State University, Stillwater, OK	25th Oklahoma AIAA/ASME Symposium (Abstracts Due on January 7, 2005)
February 20-26, 2005	Omniplex and Additional Venues in Oklahoma	Engineers Week Joint Engineering Society Banquet (Banquet Date - Thursday Evening, February 24)

FOR UPDATES ON THESE AND OTHER EVENTS, VISIT OUR SECTION WEB SITE AT

**<http://sections.asme.org/CentralOK>**

ALSO VISIT THE ASME SOUTHERN FIELD OFFICE, DALLAS, TX AT

**<http://www.asme.org/regions/sro/>**

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