

May Meeting

Topic: Emerging Tactics & Technologies for the 21st Century Marketer

Who: Thomas Eorgan, Vice President of Marketing for n-tara, learn more about Thomas and n-tara on p. 5

When: Thursday May 31st,
Social Time 5:30 to 6:00
Welcome at 6:00
Dinner between 6:00 and 6:45
Grant Presentation 6:45
Program 7:00-8:00

Where: Eastman Lodge

RSVP: Jason Doran, jdoran@eastman.com or call 423-229-8907, by Tuesday May 29th

Cost: \$13, meal provided by Damon's which includes: salad, prime rib (pre-sliced), grilled chicken, baked potato with sides (or fried red potatoes), green beans, dessert

April Tour Recap

Write-up by Jason Goodman

The April ASME meeting was a Tour of the AFG Glass Kingsport facility on May 1, 2007. The tour began with a brief discussion describing production techniques, product mix, and raw materials. We saw a sampling of the different glass types and finishing patterns that can be applied at the Kingsport Facility. The tour guides described how a large portion of their business has shifted in recent years towards manufacturing glass sheets for solar panel applications. They also described how varying the raw material components produces different attributes depending on the end-use of the product.

On the production floor, the tour guides pointed out the two large furnaces that melt the sand and other components into a molten fluid. One of these units is gas fired while the other is electric, the only electric furnace currently in use at any AFG facility. After heating, the molten glass is formed between two rollers, one of which is patterned to create the finishing design. The glass continues through a series of heaters where it is slowly cooled. After leaving the heaters, a series of blades score the edge trim and cut the glass to the desired length.

An additional tempering procedure follows the trimming process. Tempering allows the glass to shatter when broken, rather than break into jagged dangerous pieces. This is important in applications such as screen or shower doors, where someone could easily fall into the pane of glass. The tour guides demonstrated the function of tempered glass, shattering a large piece into thousands of eraser size pieces.

Thanks to AFG for a great tour!

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ASME Think Tank Summit to Address Today's Engineering Issues

Held in conjunction with the 2007 ASME Summer Annual Meeting in Toronto, Canada, the Society will conduct its first Think Tank Summit, June 10-11. The summit, held at the Fairmont Royal York Hotel, will address three issues critical to today's engineers. Panel sessions include "Fruits and Pitfalls of Product Lifecycle Management," which takes a look at the emerging importance of PLM and its impact on product development processes across the value chain to deliver the most business value. "Teaching Women Engineering, A Double Standard?" will look at the pros and cons of a recent report by the National Academies that suggests that colleges and universities are outmoded in their thinking of women in engineering, and "Human Factor Engineering, Designing for the User" will ask the question: Are all products designed with the consumer (human factor) in mind? Designers, critics and the audience will probe into this topic and also take a look at sample products that include the good, the bad, and the ugly. The ASME Think Tank Summit brings together leaders in industry, government, academia and ASME in three 90-minute town-hall-style discussions.

For more details and to registration visit the Web site at <http://www.asmeconferences.org/SAM07/ThinkTank.cfm> or email to klaskyp@asme.org



Upcoming Early Career Forums & Fairs

Toronto, Ontario, Canada - June 10, 2007 (At ASME Summer Annual Meeting)

Seattle, Washington – Nov. 11, 2007 (At ASME International Mechanical Engineering Congress & Exposition).

For more information on the Forums and Fairs, and important updates for US Citizens traveling to Canada, visit:

http://www.asme.org/Communities/EarlyCareer/Forum/Upcoming_Events.cfm

ASME President-Elect Honored for Service



Sam Y. Zamrik, Ph.D., president-elect of ASME and professor emeritus at Pennsylvania State University received the Penn State Engineering Society's (PSES) Distinguished Service Award.

Dr. Zamrik, who will become the 126th president of ASME in June 2007, was recognized for service to the Penn State Engineering Science and Mechanics (ESM) Department, for his service on the ESM Industrial and Professional Advisory Council, and for teaching and mentoring countless students and then providing them with guidance through their professional careers.

Professor Emeritus Zamrik and his wife founded the Sam Y. and Myrna R. Zamrik Scholarship for qualifying undergraduate students in the ESM Department. He is a regular participant in the College of Engineering's annual PSES golf tournament, which benefits the PSES Endowed Scholarships for promising Penn State engineering students. Now retired, Zamrik remains active in teaching courses as a volunteer and continues to serve on the ESM Industrial and Professional Advisory Council.

At a ceremony honoring Zamrik and other awards recipients, he was introduced as "an excellent ambassador for engineering science and mechanics."

As ASME president, Zamrik plans to reinforce the Society's work with engineering students, early-career engineers, and women and minorities so that ASME will continue to have programs that actively promote and expand participation by all these important member groups.

Nominate a Fellow Today!

The Fellow Grade recognizes significant engineering achievements and contributions to the engineering profession.

For additional information on ASME's **Fellows Program** visit:

<http://www.asme.org/Governance/Honors/Fellows/Fellows.cfm>

ASME 2007 EARLY CAREER FORUMS & FAIRS

Don't miss this opportunity to network with peers and get first hand practical advice and information on issues relevant to your developing engineering career.

Attend the next Early Career Forum & Fair in Montreal, Canada - May 13, 2007 (At ASME Turbo Expo) Palais des Congrès in Montréal, Canada
9:00 AM - 5:00 PM

The program will consist of a career fair which will follow two panel discussions moderated by successful industry experts and senior-level engineers, from *Pratt & Whitney, Rolls-Royce, MTU Aero Engines, Dassault Aviation Systems and NASA.*

[Register now/get more information](http://www.asme.org/Communities/EarlyCareer/Forum/Early_Career_Forum_Fair.cfm)

http://www.asme.org/Communities/EarlyCareer/Forum/Early_Career_Forum_Fair.cfm

Program Highlights

- The Global Landscape: Essential Strategies to Transform Your Career in the Gas Turbine Industry
- Career paths in the gas turbine industry
- The Gas turbine industry – globally speaking

*Registration will include admission into [ASME's Turbo Expo](http://asmeconferences.org/te07/) (<http://asmeconferences.org/te07/>) technical sessions for Monday, May 13.

To register, for the Early Career Forum, visit:

http://www.asme.org/Communities/EarlyCareer/Forum/Early_Career_Forum_Fair.cfm

Student Activity Calendar

May

May 10-12 2007 Student Professional Dev. Conference District 1

May 14-17 Turbo Expo, Montréal, Quebec, Canada

June

June 9-14 Summer Annual Meeting (SAM), Toronto, Ontario, Canada

June 10-11 ASME Think Tank Summit

ASME To Hold Three Industry-Focused Conferences on Biotechnology

Leaders in the science and engineering communities will assess the latest technology in bioprocess engineering, biomechanics and medical devices and instrumentation at three ASME conferences in June 2007.

The ASME Bioprocess Technology Seminars and Exhibits will be held June 4-6, 2007, at the Radisson-Dublin St. Helens Hotel in Dublin Ireland. The second conference, *Frontiers in Biomedical Devices 2007*, is scheduled for June 7-8, at the Hyatt Regency Irvine in Irvine, Calif. The 2007 Summer Bioengineering Conference will take place June 20-24, at the Keystone Resort and Conference Center in Keystone, Colo.

The three conferences will examine the progress and future directions in biotechnology research, and provide practitioners with the latest tools and training to advance commercial applications in the field. ASME's objective in presenting the conferences is to provide the fast-growing biopharmaceutical industry with useful resources to solve technology challenges.

For more information, visit:

http://www.asme.org/Communities/Technical/BPE/Bioprocess_Activities.cfm



Advancing Your Career

The ASME Professional Practice Curriculum (PPC) is an online resource designed to help you advance in the engineering profession by providing guidance and resources on subjects that complement an engineers technical skills.

The PPC consists of 42 modules on topics ranging from product development and writing cost proposals to team building and negotiation. The PPC also provides information on alternative engineering career paths such as patent law, marketing and sales, and entrepreneurship.

To get started, please visit

www.professionalpractice.asme.org

2007 International Mechanical Engineering Congress and Exposition (IMECE)

Plans are well underway for another great ASME Congress on Nov. 11-15, 2007 in Seattle, WA. More than 3000 abstracts have been received and are currently being reviewed for quality and appropriateness for the Congress. The abstracts and papers that pass the review process will be programmed for presentations, along with several panel sessions and poster sessions. We expect to have at least 460 technical sessions programmed from Monday through Thursday. These presentations will be grouped into a new multidisciplinary Track structure. The Track topics are currently being developed. Some of the expected Tracks are:

- Micro- and Nano-Systems
- Mechanics of Solids and Structures
- Biomedical Engineering and Biotechnology
- Energy Systems
- Transportation Systems
- Mechanical Systems and Control
- Heat Transfer, Fluid Flows and Thermal Systems
- Design and Manufacturing
- Sustainable Products and Processes
- Safety Engineering and Reliability
- Processing and Application of Novel Materials
- Software for Engineering Applications
- Engineering Education and Professional Development

The new Track system that replaces the Division-based programming was developed through unprecedented collaboration between Divisions and other ASME Units. Each Track consists of several technical Symposia on topics related to the Track theme, and each Symposium includes several topical Sessions. It is hoped that the new structure will make it easier to manage potential scheduling conflicts and will make the final program easier to maneuver. This is truly a departure from past practice, and I want to take this opportunity to thank all the Division Program Representatives and Track Chairs that helped develop the new system.

There are other changes to the overall program as well. The Honors Assembly, which has been a very important part of Congress, will be moved to Monday night. The Keynote presentation will take place on Sunday evening followed by a Welcome Reception for all attendees. Another important improvement is the daily Authors' Breakfast from Monday through Thursday. This event will provide an opportunity for the Session Chairs to meet the presenters in their sessions. Also, coffee and refreshments will be provided during breaks for all attendees.

In order to reduce the number of parallel activities and reduce scheduling conflicts, most of the governance and business meetings of ASME will be moved to Friday through Sunday. However, all Division level committee meetings and functions will be scheduled during the Monday-Thursday time frame. The popular Student Design Contest and Early Career Forum will be held on Sunday.

Last year in Chicago we implemented a new registration policy to reduce the potential no-shows that had plagued the Conference in recent years. All authors and presenters were required to register in advance. Since this policy was effective and substantially reduced the number of no-shows in Chicago, it will be followed in Seattle as well. Please check the ASME Congress web site (www.asme.org/congress) for further information and see how the technical program is taking shape.

We look forward to seeing everyone in Seattle for another successful Congress, the ASME's premier event.

Said Jahanmir
2007 Congress Chair

Local Section News continued...

May Meeting Information

Speaker Biography:

Thomas Eorgan (pronounced UR-gun) is Vice President of Marketing for n-tara. He is responsible for leading the company's marketing strategy and tactical deployments and is pivotal in strategizing solutions for n-tara's marquee customers. Thomas has been instrumental in spearheading client solutions that incorporate guided selling and training methodology.

Thomas joined n-tara in 2002 with professional experience in a variety of disciplines, including an 8 year stint in consumer marketing and promotion with the cable channel Country Music Television, where he implemented multiple national campaigns to drive awareness, ratings and ad revenues. Early in his career, he held marketing and operational positions with Morgan Stanley and the State of Florida.

A Johnson City native, Thomas is a graduate of East Tennessee State University and received his Master in Communication from Florida State University. He frequently speaks on a variety of communication topics, including social computing, web 2.0, and new media technologies.

n-tara biography:

n-tara is a full-service interactive agency specializing in innovative digital media communications and technologies that transform companies by maximizing ROI and establishing market leaders. Founded in 1999 in Johnson City, n-tara has grown to be a world-class provider of interactive design and technology. n-tara's creative designs have won numerous accolades in the industry and its technology platforms have been lauded by analysts Forrester and Frost & Sullivan and software maker Adobe Systems. n-tara serves a wide range of Fortune 1000 leaders, including Xerox, Lexmark, GE, Cingular Wireless, Microsoft, Eastman Chemical and Siemens.

Meeting Attendance Contest

You might recall that at the beginning of this year's ASME term we decided to have an attendance contest. If you attended 75% or more of the Holston Section ASME monthly meetings from October to May you were automatically entered into a drawing for a gift certificate. Only 3 people qualified for the contest, those members are:

**Richard Burow
Todd Athon
Jason Goodman**

Participant is only eligible to receive the award (given by drawing a name) if they are present the night of our May 31st meeting. Congratulations to all finalists!

Win Dinner on ASME: Correctly answer the following ASME trivia question and you'll be entered to win a free dinner at the next meeting...

"What year was the Tri-Cities Subsection formed and who was its first chairman?"

Email your answers to Brian Watson by 5/30, brwatson@eastman.com and if you're correct you'll be entered into a drawing for a free dinner. (Hint: Use Holston Section website for help)