

Famous Quotes

The first principle is that you must not fool yourself and you are the easiest person to fool.

-Richard P. Feynman

Confidence is the most important single factor in this game, and no matter how great your natural talent, there is only one way to obtain and sustain it: work.

-Jack Nicklaus

Action expresses priorities.

-Mohandas Gandhi

Editor's Corner

I recently read a short but inspiring book, [The Last Lecture](#), by Randy Pausch, a professor of computer science at Carnegie Mellon University. The book followed a famous lecture given by Dr. Pausch, eleven months before he died of cancer. With this sober backdrop, the author described his very positive and purposeful life, even after awareness of his disease.

The engineering hook was evident in the book's first sentence: "I have an engineering problem. While for the most part I'm in terrific physical shape, I have ten tumors in my liver and I have only a few months to live... While I could easily feel sorry for myself, that wouldn't do me any good. So, how to spend my very limited time?". Part chronicle of Dr. Pausch's life, and partly future advice for his young children, the book has relevance also for the professional engineer. Some of the author's points that stuck with me:

- *Pay attention to your childhood dreams.* I don't recall many specific goals as a child, but I do remember an early interest in fire. Who hasn't melted a plastic toy over a flame, or tested the flashpoint of model airplane glue, or stared into the mysteries of a campfire? This may explain how I became a combustion engineer.
- *Be really good at something, it will make you valuable.* I regard myself an engineering generalist, and enjoy the variety of skills employed in product development. Special talent and depth, however, lends a positive aura of expertise, even if it's to do with non-professional pursuits.
- *Have fun.* This could have been Dr. Pausch's motto. Some of his biggest joys were winning stuffed animals at fairs, and working as an Imagineer for Disney. I have to admit, the fun life is worth living.
- *Brick walls are there for a reason, to show how much you want something.* This is an excellent reminder in difficult times.

If you haven't seen Dr. Pausch's lecture (www.thelastlecture.com), read the book. Or do both. We can always use a little inspiration.

Dave Bartz
Newsletter Editor

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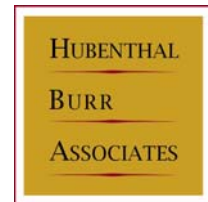
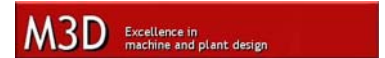
Calendar of Local Engineering Events

Description	Date
IEEE Santa Clara Valley monthly events www.e-grid.net/	various
ASME-SCVS Tour of BAE Systems, Santa Clara (see bulletin below)	2/18/09
Silicon Valley Engineering Council Banquet http://svecbanquet2009.eventbrite.com/	2/19/09
Office of Naval Research proposal solicitation meeting: "Component Development for Advanced Shipboard Desalination Systems" Pacific Grove, CA (see bulletin below)	2/25/09
ASME-SCVS Professional Development Seminar: "Building a Powerful Personal Brand of Technical Professionals" Santa Clara University (see bulletin below)	2/27/09
Monthly meeting of AIChE NorCal Section http://aiche-norcal.org/meetings.php	TBA
2009 ASME Leadership Training Conference Los Angeles, CA (see bulletin below)	3/5-8/09
ASME-SCVS Monthly meeting. Contact: pangy1@asme.org	3/12/09
ASME-SCVS Professional Development Seminar: "Vibration and Shock: Analysis, Design, Testing and Control" Santa Clara University (see bulletin below)	3/14/09
ASME Student Professional Development Conference-District D. San Jose State University, San Jose, CA. http://districts.asme.org/SPDC/CA	4/3-5/09
California PE exam for mechanical engineering	4/24/09

Want to add your event to our list?

Send your event information to Dave Bartz, newsletter editor: dbartz@alzeta.com

Santa Clara Valley Section Sponsors



Your Company Logo Here

Interested in sponsoring ASME SCVS?
Please contact Mahantesh Hiremath
(617) 816 2505
Hiremath2@asme.org



ASME Tour and Networking Event

ASME TOUR of BAE SYSTEMS*

BAE SYSTEMS

BAE Systems TOUR, Santa Clara

Wednesday, February 18, 2009

11:45 am – 1:30 pm

Location: 328 Brokaw, Santa Clara, CA

Non-Member: \$20 per person

Member ASME or SVEC: \$10 per person

Student, Unemployed, or Retired: \$8

BAE SYSTEMS TOUR SUMMARY

BAE Systems is a global defense and aerospace company delivering a full range of products and services for air, land and naval forces, as well as advanced electronics, information technology solutions and customer support services. BAE Systems is currently hiring engineers in Santa Clara and San Jose.

Check out their website: http://www.baesystems.jobs/job_startFrame.asp

The tour will cover the following:

- Introduction of Modeling and Simulation activities
- Combat Simulation and Integration Labs tour, including
 - 3D Virtual Prototyping
 - Immersive virtual environment as an engineering tool for vehicle development and a communication tool to present products to customers
 - Reconfigurable crew station simulator and real-time man-in-the-loop simulation to support soldier-machine-interface studies for human factor engineering and vehicle design
- System integration for electronics component and software at subsystem and system level
- Vehicle tour



WHO SHOULD ATTEND

Aerospace Engineers, Military Engineers, Mechanical Engineers, Manufacturing Engineers, Electrical Engineers, Systems Engineers, Software Engineers, Civil Engineers, IT Professionals, Unemployed Engineers, Retired Engineers

3 WAYS TO REGISTER

- Call Registrar: **408-480-6540**
- Email Registrar: tiamzonj2@asme.org
- Mail in Form must be received on the day before the seminar.

PAY AND REGISTER ONLINE

- Payment methods: Acteva (Credit card online: may be subject to fee) <http://www.acteva.com/go/asmescvs>

* Restricted to US citizens only



Santa Clara Valley (SCV) Section Newsletter

February 2009

<http://www.sections.asme.org/scvs>

ASME PROFESSIONAL DEVELOPMENT SEMINAR

“Building a Powerful Personal Brand for *Technical* Professionals”

SPEAKER

**Starla Sireno, Professional Speaker, Trainer & Executive Coach
Fearlessness, Inc**



Friday, February 27, 2009

11:45 am – 1:30 pm

(Lunch & check in is from 11:45am-12:15pm)

Location: Santa Clara University

Non-Member: \$25 per person

Member ASME or SVEC: \$15 per person

Student, Unemployed, or Retired: \$12

All in-person attendees will receive a catered lunch as part of the seminar experience.

ONLINE Attendance is available



SEMINAR ABSTRACT

Branding isn't just for Coca Cola and Nike. Learn what personal branding means, how to define it and how to communicate it in a clear, compelling, & consistent way. Gain a strong competitive advantage in your networking and in the presentation of your image – Your Personal Brand.

Do you understand what makes you unique and do you know how to leverage that?
How do you make a lasting impression at a networking event and then follow-up?
Do you struggle to communicate your complex ideas in a simple and compelling way?

Starla Sireno is a business strategist, certified executive coach, speaker and trainer. She creates customized programs for managers and their teams. Her national training company, Fearlessness Inc. has worked with companies of all sizes in leadership development, teambuilding, presentation skills, time management and proper office etiquette.

Starla has a unique perspective about relationships from her prior career on the trading floor when observing how billions of dollars can be moved with words. Starla Sireno spent 12 years moving money with her words. With a Masters in International Economics and Finance, Starla built her career at Fannie Mae, Charles Schwab and Barclays Global Investors on her ability to think strategically, to execute tactically and most importantly, on the strength of her relationships.

In this highly interactive workshop, **YOU WILL LEARN:**

- How to capitalize on first impressions
- Three essential tips to make networking easier (even for those who dread it!)
- How to define and communicate your image to those around you
- What makes you unique and how to leverage that
- How to make a lasting impression at a networking event and then follow-up
- How to communicate your complex ideas in a simple and compelling way

WHO SHOULD ATTEND

Entrepreneurs, Early and Late Career Professionals , Business Owners, Technical Managers, Mechanical Engineers, Electrical Engineers, Civil Engineers, Technical Professionals, IT Professionals, Unemployed Engineers



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CONTACT REGISTRAR

- Johann Tiamzon :408-480-6540
- Email Registrar: tiamzonj2@asme.org

REGISTER AND PAY

- Acteva (Credit card online: subject to fee)
<http://www.acteva.com/go/asmescvs>
- Mail in Form must be received on the day before the seminar.

Send payment to: ASME Professional Development Chair, P.O. Box 611865, San Jose, CA 95161-1865
Payment must be received prior to the seminar and will not be accepted at the door.

Building a Powerful Personal Brand for Technical Professionals

Name _____ Company _____

Address _____ Title _____

City _____ State _____ ZIP _____ Phone _____



Santa Clara Valley (SCV) Section Newsletter

February 2009

<http://www.sections.asme.org/scvs>

ASME PROFESSIONAL DEVELOPMENT SEMINAR

Vibration and Shock: Analysis, Design, Testing and Control

SPEAKERS

Dr. David Kienholz's, Joe Maly, Dr. Eric Anderson
CSA Engineering

Saturday, March 14, 2009

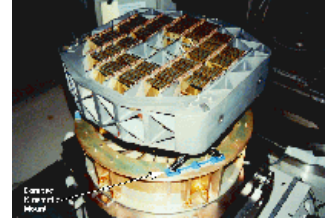
9 am – 4 pm

Location: Santa Clara University

Non-Member: \$75 per person

Member ASME or SVEC: \$50 per person

Student, Unemployed, or Retired: \$30



All in-person attendees will receive a catered lunch as part of the seminar experience.

ONLINE Attendance is available

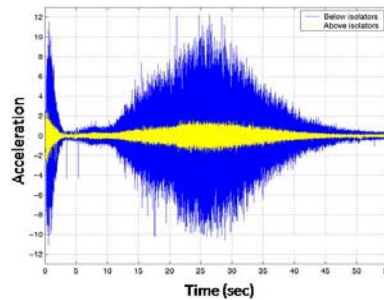
SEMINAR ABSTRACT

Vibration is a topic that engineers encounter to varying degrees in the process of developing and qualifying products and systems. Many practicing mechanical or other engineers have had some exposure to vibration analysis or testing but it is not their main focus area. This seminar will provide information and guidance beginning with practical approaches to classifying vibration-related requirements, analysis techniques and mitigation methods. It will cover vibration isolation, damping and active vibration control. The related area of shock will also be addressed, with an emphasis on analysis, signal processing and testing. Several dozen industrial and aerospace applications will illustrate systematic methods and specific techniques for addressing vibration and shock.

The presenters are a tag team from CSA Engineering, a company focused on vibration suppression and control since its founding in 1982. Each has more than 20 years of experience in structural dynamics and related disciplines. CSA co-founder Dr. David Kienholz's recent emphasis has been custom test systems and facilities that deliver controlled vibration environments for high value payloads including zero-gravity simulators. Joe Maly has focused in analysis and design including vibration dampers for the Hubble Space Telescope. Brad Allen's concentration is in testing and vibration and shock mitigation. Dr. Eric Anderson specializes in active vibration control and precision motion control.

YOU WILL LEARN ...

- How to approach and classify vibration problems
- How to interpret and use power spectral densities (PSDs)
- Shock response spectra and other measures of shock
- Vibration isolation and damping fundamentals
- Physical realizations of vibration isolation and suspension
- When to use finite element models or simpler ones
- Shock and vibration testing
- When to consider active vibration control
- Vibration management at micrometers and nanometers



WHO SHOULD ATTEND

Vibration and Shock Engineers, Technical Managers, Project Managers, Mechanical Engineers, Electrical Engineers, Civil Engineers, Technical Professionals, Unemployed Engineers

CONTACT REGISTRAR

- Johann Tiamzon :408-480-6540
- Email Registrar: tiamzonj2@asme.org

REGISTER AND PAY

- Acteva (Credit card online: subject to fee) <http://www.acteva.com/go/asmescvs>
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Send payment to: ASME Professional Development Chair, P.O. Box 611865, San Jose, CA 95161-1865
Payment must be received prior to the seminar and will not be accepted at the door.

Vibration and Shock: Analysis, Design, Testing and Control

Name _____ Company _____

Address _____ Title _____

City _____ State _____ ZIP _____ Phone _____

**U.S. Office of Naval Research
Industry/Applied Researchers Day**

In support of an expected February 2009 Broad Agency Announcement

BAA 09-013 “Component Development for Advanced Shipboard Desalination Systems”

Major areas of focus:

- Advanced Pretreatment
- Advanced Chemical Pretreatment Enhancements
- Advanced Reverse Osmosis Membranes
- Advanced Energy Recovery Systems
- Alternative Approaches to Desalination, Pretreatment

Technical Points of Contact:

Paul Armistead, Office of Naval Research, paul.armistead@navy.mil
Dave Nordham, Naval Surface Warfare Center, david.nordham@navy.mil
Michelle Chapman, US Bureau of Reclamation, mchapman@do.usbr.gov

Asilomar Conference Center
Pacific Grove, CA
February 25, 2009
1:00 p.m. to 5:30 p.m. (Pacific)

For meeting details, please visit the meeting website:
<https://www.onr.navy.mil/about/events/regdetail.asp?cid=494>

For Broad Agency Announcement, after February 1, 2009 please see: BAA 09-013
“Component Development for Advanced Shipboard Desalination Systems”

Estimated program size \$4.4M total on 10 to 20 awards
<http://www.onr.navy.mil/02/baa/>

co-located and following the February 22-25, 2009
ACS Division of Polymer Chemistry Workshop
Polymer Membrane Mediated Water Purification
<http://www.polyacs.net/Workshops/09WaterPurification/home.htm>

Engineering in the Global Market: Keys for Success



The 2009 ASME Annual meeting, under the theme, “Engineering in the Global Market: Keys for Success,” will bring together an outstanding line-up of speakers, comprised of senior executive and engineers from around the globe, who will draw upon their experiences to share winning strategies and critical skills that are the keys to your companies’ success in the global market. The agenda for the meeting also offers numerous opportunities to earn professional engineering credentials and fine-tune your management skills to advance your career.

The 2009 ASME Annual Meeting will be held June 13–17, at JW Marriott®, Palm Desert, California. The meeting’s program consists of plenary sessions, seminars, professional development sessions, and a Career Expo.

Based on the theme “Engineering in the Global Market: Keys for Success,” the meeting will enable engineers to gain insight about managing in global engineering markets. Topics to be covered will include global collaboration and partnerships; effectively managing a global supply chain; development of universally applicable codes and other keys to success in today’s global engineering market.

The plenary sessions are titled “Winning Strategies for Global Engineering: Product Processes and Productivity,” Global Partnerships and Collaborations: Best Practices and Lessons Learned” and “Enhancing Your Knowledge of Global Trade: Codes and Standards as a Gateway to Global Markets.” Each plenary session will run for 90 minutes and will feature expert commentary from CEO and vice president-level corporate decision-makers, academic scholars, and business consultants. Andrew W. Reynolds, Deputy S&T Adviser to the Secretary of State, U.S. Department of State, will chair and moderate the plenary sessions. Reynolds has led strategic planning efforts addressing science, engineering and technology issues in foreign policy and within the U.S. government.

Seminars will explore the subjects treated in the plenary sessions, although in greater depth. The 75-minute workshops will provide a forum for questions and answers between speakers and attendees.

The professional development program at the meeting will focus on building career skills that are critical to success in the global marketplace. You can earn up to 14.5 PDHs for attending the meeting.

For information, visit www.asmeconferences.org/annualmeeting09 or call (866) 519-1299.

ASME E-Library

The ASME E-Library is a members-only benefit that allows you to access online collections of engineering reference books to help you answer questions and find practical solutions to daily on-the-job problems.

As an added bonus, the ASME E-Library is powered by Knovel, whose interactive and user-friendly technology gives you the ability to manipulate and search for content across the entire collection quickly and easily.

To learn more, go to <http://www.asme.org/Membership/Benefits/Professional/eLibrary.cfm>

2009 Leadership Training Conference

The 2009 Leadership Training Conference (LTC) will take place from March 5-8, in Los Angeles, Calif. The LTC provides ASME unit leaders and key committee personnel with an opportunity to learn crucial skills and network with other units important to the successful operation of the Society. The LTC will include:

- An overall view of the Society's organization and activities and resources
- Leadership skills training to help you succeed in leading your ASME unit
- Idea Mart – a new and improved mini expo featuring communities, units and sectors from across ASME
- Parallel tracks for first timers (ASME 101), and more seasoned leaders (Advanced Leadership Forum)
- An opportunity to network with other leaders and ASME staff
- A forum for sharing ideas and best practices

Why You Should Attend:

LTC training will help you to -

- Prepare for future challenges
- Share best practices and ideas
- Improve communication, team leadership, and project management skills
- Bring innovative ideas back to your workplace

Who should attend?

- Incoming or perspective Executive Committee officers (unit leaders)
- Unit leaders who have never attended an LTC or ASME training seminar and those who are assuming key positions
- ASME volunteers who have served as members of a unit Executive Committee or Operation Board for several years, are ready for more advanced training and have NOT previously attended more than one prior Leadership Training Conference
- Early Career Engineers. ASME is looking for bright, energetic Early Career Engineers interested in volunteering their time for the Engineering Profession. Selected applicants will be funded to attend the Leadership Training Conference. To find out more and to apply for this opportunity, visit http://www.asme.org/Communities/EarlyCareer/Leadership_Training_2.cfm, on the Early Career Center page.

Section, Division and Institute leaders have been asked to identify candidates from their respective units. We encourage incoming leaders from across the society to self-fund delegates since the wide range and number of workshops is best suited for a delegate team from a unit.

For more information on the LTC, visit <http://www.asmeconferences.org/ltc09/>.

2009 Human Powered Vehicle Challenge

HPVC East Hosted by Drexel University, Philadelphia, PA, April 17-19, 2009

HPVC West Hosted by Portland State University, Portland, OR, May 1-3, 2009

The 2009 Human Powered Vehicle Challenge is just around the corner! Spread the word!

Human Powered Vehicles are aerodynamic, highly engineered vehicles that may be for use on land, in the water or the air. The Human Powered Vehicle Challenge (HPVC) encourages students to design and construct an environmentally friendly vehicle that is fast, sleek, and safe and can be used for everyday activities. The point of the competition is to showcase the elegance and ingenuity of design, including presentation, practicality and safety.

To learn more about the HPVC and to register, please visit our website: www.asme.org/hpv.



Early Career Engineers: The ASME Foundation Needs Your Help!

If you seek an energized and productive way to volunteer your time within ASME, look no further. The ASME Foundation has an opportunity for you! Have you ever wondered about the role the Foundation plays in ASME program activities? Are you interested in the basics of non-profit organization activity and fundraising?

The ASME Foundation is looking for a small, dynamic group of young engineers who can not only learn from us, but from whom we can learn the Early Career Engineer perspective. How can we reach out to this influential group in the most powerful and effective way? How can we fundraise to young engineers? How can we keep you engrossed in ASME on this particular volunteer level?

Thoughts or comments? Visit our web site at www.foundation.asme.org, then give us a call!

Call for Mentors! Ementoring Opportunities for Early Career Engineers

Mentors are a great way to gain knowledge and learn from the experiences of experts in your field. ASME offers an e-mentoring service right at your fingers!

To learn more and sign up for mentors, or to register to become a mentor, log onto http://www.asme.org/jobs/mentoring/Ementoring_Early_Career.cfm or contact Noel Netel at neteln@asme.org

Tomorrow's ASME Leaders:

Are You Ready for the Challenge?

Do you feel strongly about the direction you would like ASME to take? Are you passionate about new ideas and initiatives? Are you ready to step up and lead? If so, why not become an ASME leader today!

Consider running in June 2009 for the following offices:

ASME president — one-year term

Board of Governors member — three-year term

Vice President of Professional Development, Practice & Ethics (Centers Sector)

Vice President of Public Awareness (Centers Sector)

Vice President of Standardization and Testing (Codes and Standards Sector)

Vice President of Affinity Communities (Knowledge and Community Sector)

Vice President of Financial Operations (Knowledge and Community Sector)

The interview schedule for proposed nominees and their supporters is as follows:

Sun., June 14: Vice Presidents (afternoon)

Mon., June 15: Vice Presidents (morning and afternoon)

Mon., June 15: Board of Governors (afternoon and evening)

Tues., June 16: Presidents (morning)

Visit the Nominating Committee website for information on the "How-to" guide when running for Society Office.

http://www.asme.org/Governance/Nominating/Nominating_Committee.cfm or contact RuthAnn Bigley at bigleyr@asme.org.

ASME-SCVS PROFESSIONAL DEVELOPMENT EVENTS

Upcoming Seminars: Exact Dates to Be Determined

<u>Date</u>	<u>Topic</u>	<u>Guest Speakers</u>	<u>Organization</u>
Feb 18, 2009	BAE Systems Company TOUR	COMPANY TOUR	BAE Systems
Feb 27, 2009	Building a Powerful Personal Brand for <i>Technical Professionals</i>	Starla Sireno, CEO	Fearlessness Inc
March 14, 2009	Vibration & Shock: Analysis, Design, Testing & Control	Dr. Eric Anderson, Dr. David Kienholz, and Joe Maly	CSA Engineering
Apr 2009	Spacecraft Systems Engineering	Mahantesh Hiremath	Space Systems Loral
May 2009	3rd Renewable Energy Forum	TBD	TBD
Jun 2009	Design of Experiments	Scott Burr, Metin Ozen	Hubenthal Burr Assoc. Ozen Engineering
July or Aug 2009	Entrepreneur and Innovation Forum	TBD	TBD
Oct 2009	Early Career Forum	TBD	TBD

Contact your Santa Clara Valley Section

We want to hear from you. Please, send an e-mail to any of the Board Members below.

Chair: Mahantesh Hiremath
E-mail: hiremathm2@asme.org
Tel: (617) 816 2505

Professional Development Chair: Scott Burr
E-mail: burrs@asme.org
Tel (408)689-0888

Section Vice-Chair: Johann Tiamzon
E-mail: tiamzonj2@asme.org

Treasurer: Michael Mark
Email: markm@asme.org

Secretary: Ying F. Pang
E-mail: pangy1@asme.org

MONTHLY MEETINGS

(2nd non-holiday Wednesday of the Month)

Expand your professional network. Join us at our regular Membership/Business Monthly Meetings

Mark Your Calendar

When: 7:00PM, March 12th, 2008

Location: Virtual Meeting, held online

Contact: Ying F. Pang (pangy1@asme.org)

Santa Clara Valley Section Website: <http://www.sections.asme.org/scvs>

SPONSORSHIP OPPORTUNITIES

Find out how *becoming a sponsor* to the ASME *can enhance your visibility and reputation* with Engineers and Business Professionals across the Pacific Northwest. burrs@asme.org