

**December Event****2003 ASME St. Louis Section  
"HOLIDAY SOCIAL"****Tuesday, December 9<sup>th</sup>, 2003**

Tom Moore, Program Captain

636-247-5470

Join your fellow ASME members at the annual St. Louis Section Holiday Social. This event is to honor our Service Award recipients. Please join the ASME St. Louis Section in congratulating our members who will receive well-deserved membership awards:

25 Years

**Vinod Bhasin, Harold Brandon, Donald Capone, James Crain, Daniel DeFosset, Andrew Hof, Steven Hughes, Keith McFarland, James Morgan, Kenneth Pollmann, Charles Sturgeon, James Zamel**

Life Members

**William Baker, Mitchell Bowers, Michael Herschler, James Shelton, Donald Partney, James Metzger**

50 Years

**Elijah Cunningham, Richard Kearns, Donald Urban**



**6141 Lagoon Drive, near park entrance at  
Forsyth**

There will be no technical speaker at this event. It is simply a relaxing evening of social discussions with fellow ASME members and guests.



**New Clubhouse designed by Bowersox & Assoc.**

**Date:** Tuesday Evening, December 9, 2003**Time:** 6:00 pm Cash Bar, 6:30 pm Dinner,  
7:30 pm: Awards & Announcements**Place:** Norman K. Probstain Golf Course  
Clubhouse, Golf School Dining Room  
6141 Lagoon Drive in Forest Park, St. Louis.  
Near park entrance at Skinker & Forsyth.  
(314) 367-1337**Cost:** \$20.00 Members and Guests  
\$10.00 Student Section Members**Meal:** includes salad with assorted breads,  
Pork Loin stuffed with Mushroom Duxcelle,  
Chicken Piccata in wine butter sauce w/ Capers  
Oven roasted Chateau Potatoes and Vegetable  
Cheesecake, Coffee or Tea**Reservations:** required by Wednesday, December  
3, 2003. Call the ASME Reservation Service at  
(314) 353-2463 to make your reservations (please  
indicate your entrée selection when making your  
dinner reservation). For additional program  
information, call Tom Moore at (636) 247-5470 or  
email at [thomas.p.moore@pfizer.com](mailto:thomas.p.moore@pfizer.com)

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**Message from the Section Chair:**  
**Please join us at the next**  
**St. Louis Section Board Meeting**  
**6:00 p.m. Tuesday, January 6th**  
**at Laclede Street Bar and Grille**  
**3818 Laclede Avenue**

**near Saint Louis University Campus,**  
Make sure your input is heard by joining us at the next ASME St. Louis Section Board meeting. This is a great opportunity to make our Section a success! For more information about the Section Board meetings, contact:

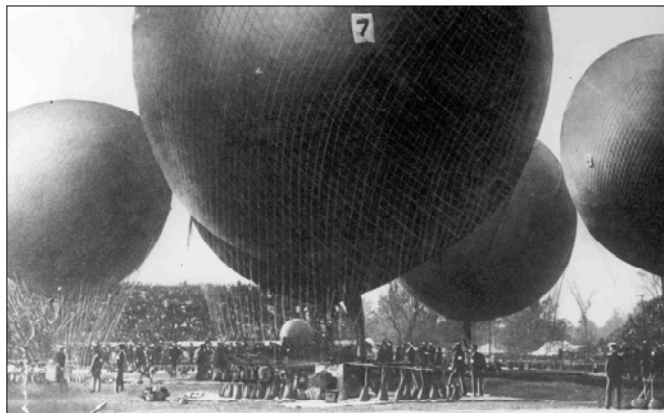
**Tom Mull**

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**2003/2004 St. Louis Section**  
**Nominating Committee**

As required by our Section bylaws, **nominations for representatives to the nominating committee will be solicited at the December Holiday Social meeting.** The committee will consist of five members. Two of the members will be nominated from last year's committee (all members from last years committee are automatically put on the ballot) and three will be new to the committee.

**Nominations are made by the general St. Louis section membership.** After nominations are made, a ballot will be sent to all section membership to vote in selecting this committee. The nominating committee will be charged with the responsibility of assembling a slate of officers that they will recommend to the section for the upcoming year.



**Gordon Bennett Cup Balloon Race, Forest Park**  
**1907-1911**

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**Upcoming Event**

ASME presents

**MORE THAN**  
**A CENTURY OF FLIGHT**  
**IN SAINT LOUIS**

Wednesday, January 14, 2004

Speaker: **Frederick W. Roos, Ph.D.,**



of Phantom Works, the Boeing Company.

Place: Busch Student Center (Room #170), on Saint Louis University Campus

This event is in recognition for Centennial of Flight celebration. The speaker is an expert in aviation history and he will take us back in time to visit some of the historical events in aviation and photos of St. Louis participants in this endeavor. This will be a joint meeting with AIAA.

St. Louis possesses a surprisingly rich aeronautical heritage, sprinkled with the deeds of men such as Lambert, Benoist, Robertson, Lindbergh, Parks, and McDonnell. One of the foremost events in our extensive aeronautical past was the Louisiana Purchase Exposition (popularly known as the 1904 St. Louis World's Fair), which featured a variety of aeronautical demonstrations and competitions. This public display of the developing realm of human flight was among the first such exhibitions anywhere in the world! Over the century since the Fair, the impact of aeronautics on the growth and development of the St. Louis area has been great, and the contributions of St. Louisans to the world of aerospace have been substantial. Inspired by the centennial of powered flight, this illustrated presentation covers some of the highlights of St. Louis' century-plus of aeronautical history, from the first balloon flights to today's space age!

Program Captain: Swami Karunamoorthy  
phone: 314-977-8442  
email: karunamoors@slu.edu

Look for more information on this event in next month's newsletter.

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A major reorganization plan is currently being unveiled at the ASME International Congress in Washington D.C. The new organization will open up ASME to embrace new technologies beyond the traditional mechanical engineering disciplines and to promote new activities and services beyond the traditional codes and standards in an effort to market itself to a younger and more diverse clientele including engineers, businesses and governments worldwide. The following open letter from ASME International has been posted on a new website devoted to the reorganization effort:

**View the Continuity and Change website**  
<http://www.ASME.org/change/>

## **Continuity and Change at ASME**

ASME is allocating a significant amount of time and resources to redirect itself as a knowledge-based, market-focused, learning organization.

This forward-looking process pulls together the necessary tools for an analysis that will generate recommendations to enhance ASME's operational structure.

The goal is to develop a more agile, responsive and accountable organization. ASME is striving for an open, respectful, participatory process that sustains its core values and core assets, while looking to improve its operating structure and become a more responsive engineering society

Sincerely,

**Reginald I. Vachon,**  
President, 2003-2004

**Susan H. Skemp,**  
Past President

**Virgil R. Carter,**  
Executive Director

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## **What is currently being done to avoid stagnation?**

More than 20 years have passed since ASME has taken such a comprehensive look at how the Society operates.

Four elements are under review:

1. Alignment of resources with strategic directions

The Balanced Scorecard is the tool being employed by the Society's leadership to tie the budget together with the strategy and the performance of the organization.

2. ASME's organizational structure

A consulting firm is helping identify and assess the Society's options for organizational structure to maximize effectiveness and efficiencies.

3. A strategic marketing plan

A Strategic Marketing Task Force is providing recommendations for ASME leadership in key markets.

4. ASME's budget model

A new budget model is being developed to implement the results of the review.

"Enduring great corporations preserve their core values and purpose while their business strategies and operating practices endlessly adapt to a changing world," according to Jim Collins (author of Good to Great). "This is the magical combination of preserving the core and stimulating progress"

Read the complete Continuity and Change Plan with notes (733K) at website [http://www.asme.org/change/11\\_16\\_03GenAssembly.pdf](http://www.asme.org/change/11_16_03GenAssembly.pdf)

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## ASME Celebrating 100 Years of Flight

ASME's celebration of 100 years of powered flight continues " at the 2003 ASME Congress in Washington D.C. ASME Mechanical Engineering magazine will unveil its commemorative issue 100 Years of Flight.

The Congress will also feature the presentation of an Honorary Spirit of St. Louis Medal to commemorate the first flight of Wilbur and Orville Wright. Amanda Wright-Lane, the great-grand niece of the Wright brothers, is scheduled to accept the award in Washington. The medal is presented annually for meritorious service in the advancement of aeronautics and astronautics.

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## Update your E-mail and address for newsletter

Each month, the St. Louis Section downloads your membership data from ASME National to update our E-mailing and paper mailing distributions. The fastest method to change your E-mail and regular mail addresses, is to visit the ASME website, [www.asme.org](http://www.asme.org) in the "Change of Address" section under "Members only." Your sign-in ID is your ASME member number.

If you do not have E-mail or if you have preference for a paper version of the newsletter, please contact Jim Campbell at 618-654-9080 or [jim.campbell@busakshamban.com](mailto:jim.campbell@busakshamban.com). You can also view the current ASME St. Louis Section information and newsletter at [www.siu.edu/asme](http://www.siu.edu/asme).

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## ASME St. Louis Section

### Mailing Address:

ASME - St. Louis Section  
The Engineer's Club of St. Louis  
4359 Lindell Blvd.  
St. Louis, MO 63108

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## St. Louis Section Board Adopts Ad Guidelines

Wednesday, Nov 19th

The St. Louis Section Board of ASME will accept advertising for educational seminars or courses offered by organizations or individuals, if the seminar or course meets selective criteria. These guidelines apply only to advertising for educational seminars or courses, and do not apply to general advertising for services, products, or "classified" advertising. The person or company offering the seminar or course must submit a brief outline or synopsis of the course or seminar or the actual proposed advertisement for acceptance. Ads will be subject to payment of fees for placement into STL newsletter. Details of the guidelines will be posted on ASME St. Louis Section website at [www.siu.edu/asme](http://www.siu.edu/asme).

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### ASME 2003/2004 St. Louis Section Board

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Thomas Mull & Associates 636-938-6173 mullt@worldnet.att.net	St. Louis University 314-977-8442 karunamoors@slu.edu	Busak+Shamban Midwest 618-654-9080 jim.campbell@busakshamban.com	St. Louis University 314-977-8444 condoor@slu.edu	EDM Incorporated 314-231-5485 Jim.lablance@edm-inc.com	General Electric Co. 314-579-7089 David.henkelmann@indsys.ge.com	Benham Engr. 314-542-9604 dgmeyer@gtw.net