



# Milwaukee Section Newsletter

October 2009

[www.milwaukee.sae.org](http://www.milwaukee.sae.org)

## *Rapid Product Development Exposition* - & - *“Collegiate Grant Challenge”*



**Milwaukee School of Engineering**  
**Thursday October 22, 2009**



## **“The Rapid Product Development Process”**

*Keynote by:*

**Mark Schaefer**



- ***Creating products with precision - less cost - great speed***
- ***The brainstorming process – How do you make a difference?***
- ***Customer needs and wants versus the actual design***

About Advanced Design Concepts - ADC has been dedicated to developing close relationships with companies seeking improved paths of product design and manufacturing since it was founded in 1993. Today, ADC has grown into a full-service engineering design firm with a team of degreed mechanical engineers and experienced CNC/CGI programmers operating in state-of-the-art facilities.

ADC will showcase projects which achieved higher product quality, better time-to-market and profitability. Leading Fortune 500 companies like Harley-Davidson, Briggs & Stratton and Fiskars have trusted ADC to develop innovative new approaches in the design and manufacturing of their products.

### **Design Philosophy**

ADC strives to create designs that are based on sound engineering principles, the latest technology, aiming for products that are intuitive in use, attractive and simple and inexpensive to manufacture. ADC offers innovative solutions to design challenges.

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### **Biography: Mark Schaefer, Chief of Innovation**

**Founder and owner of ADC, Mark has more than 20 years of engineering experience managing new product design and product refinement projects in aerospace, consumer products, the medical industry and manufacturing covering the full spectrum of design through manufacturing. The business is fully equipped to take product ideas from concept to reality.**

**Mark graduated with honors from Iowa State University with a BS degree in mechanical engineering and he holds a Master's of Business Administration (MBA) degree. Mark is a Licensed Professional Engineer (P.E.) and has the distinguished designation of being a PTC Certified Engineering Provider and a PTC Certified Trainer. He holds more than 25 patents, is a member of Phi Kappa Phi, Tau Beta Phi. He is certified to scuba dive and licensed to fly. He has completed two Ironman competitions, 11 marathons and countless endurance events crediting long runs, distance biking and flying as creative and problem solving time..**

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### **About Rapid Product Development Exposition –**

The SAE Milwaukee Section Rapid Product Development Exposition is a showcase of technologies and processes used to support many local and Fortune 500 businesses. By attending the Exposition you can gain firsthand knowledge of the latest rapid product development technologies from industry experts and explore how these technologies can help you and your business succeed in these challenging economic times. The following rapid product development vendors will be displaying their technologies and are supporting our Student Chapters through their generous donations of sponsorship fees. Your attendance at the Exposition will a sign of appreciation for their support of SAE...**Be There!!!!**

**MATTECH** Precision Machining  
Milwaukee, WI



**About Milwaukee Section Student Grant Challenge –**

Student Chapters from MSOE, UW-Madison, UW-Milwaukee, Michigan Tech, Marquette and Northern Michigan University will be making presentations on their SAE Collegiate Design Series projects as part of the 2008 Milwaukee Section Student Grant Program. Sponsors of the “Rapid Product Development Exposition” are contributing financial, services and gifts in kind.

*This year’s Student Night is hosted by Mike Krauski, Director of Corporate Relations, UWM College of Engineering & Applied Science.*

*The Rapid Product Development Exposition is our showcase of industry and student engineering talent, and their projects including the Collegiate Design Series:*

- [Aero Design®](#)
- [Clean Snowmobile Challenge TM](#)
- [Formula SAE® Series](#)
- [Baja SAE® Series](#)
- [Supermileage®](#)

*This is an excellent opportunity to network with a group of engineers that have taken extra steps to develop an experience that puts them beyond academics. These men and women will present their stories of how they conquered technical challenges, developed practical skills, created an intuitive confidence, grew as leaders and prepared them to be productive engineers. (and having a lot of fun in the process)*

*Section members are invited to view student displays, ask questions, review their presentations and influence how grant offerings will be distributed.*

*Please invite your Human Resources staff and hiring managers to attend. Several international companies have discovered that SAE student experiences have translated very well into the workplace. Students are also looking for internships, senior design projects and research work.*

**- - - EVENT AGENDA - - -**

**Exposition - Collegiate**  
**Chapter Displays 3:00-6:00 p.m.**  
**Registration: 5:00pm**  
**Dinner: 6:00pm**  
**Program: 6:45 - 8:30pm**

**- - - DINNER - - -**

**MENU:**  
**DINNER PRICES:**

<b>SAE Members / spouses:</b>	<b>\$20.00</b>
<b>Retirees:</b>	<b>\$15.00</b>
<b>Guests / Non-members:</b>	<b>\$25.00</b>
<b>SAE Students w/ID</b>	<b>\$10.00</b>
<b>Exposition only</b>	<b>Free</b>

**- - - MENU - - -**

**MENU:**

- **Buffet menu selection of Chicken Parmigianino, Roast Beef with a Cheron Sauce, Baby Red Bliss Potato, Wild Rice Pilaf, Fresh Broccoli Spears, Green Beans Almandine, Caesar Salad, Fresh Spinach Salad, Fruit Salad, German Chocolate Cake.**

## **Registration:**

Only pre-payments made with a **charge card** can be completed online via <http://milwaukee.sae.org>

Retirees, students and members without web access may register by phone on the SAE Registration Coordinator – Jim Ryan (262) 636-1634. Note registration number!

**Registration deadline: Monday, October 19, 8:00 a.m.**

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## **Directions to Milwaukee School of Engineering – CC Building, Ground Floor**

### **From the North**

- Take I-43 south to downtown Milwaukee.
- Exit at McKinley Ave. and go left / east at the stop light. Drive east on McKinley, which will become E. Knapp St., for six blocks.
- Take a right on N. Broadway and take Broadway to the specific building or parking lot on campus.\*

### **From the South**

- Take I-94 West/I-43 North to downtown Milwaukee.
- Exit at McKinley Ave. and go right / east. Drive east on McKinley, which will become E. Knapp St., for six blocks.
- Take a right on N. Broadway and take Broadway to the specific building or parking lot on campus.\*

### **From the West**

- Take I-94 East to downtown Milwaukee.
- When you arrive downtown, follow I-794 East.
- On I-794 East, drive in the far left lane and exit at Jackson/Van Buren, this is a left hand exit.
- Veer left onto Van Buren St. Follow north through downtown for seven blocks.
- Turn left on State St. and follow to the specific building or parking lot on campus.\*

\*Parking lot is located off Broadway, north of State Street.

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## **8x 16 Dual Axle Trailer FOR SALE \$3500.00 OBO**



**Pace America Trailer - Summit #SL816TA2.**

**The trailer has been used for Baja and has ~300 miles on it. Proceeds go toward the Collegiate Design Series and Student Grants.**

**Contact Jim Ryan, Bernard Krauska, Wayne Richter or Glenn Bower for more details.**

## *Future SAE-Milwaukee Programs:*

### **November 11, 2009 SAE/ASME Joint Meeting – GM Hybrid Cars, WCTC**

General Motors, America's largest automobile manufacturer, has been an innovator from its inception. In 1996, GM released the EV1. It was the first electric car designed for the general public. Since then, General Motors has improved upon its technology and has a wide variety of electric cars for the general public. Join us on November 11th for a live demonstration and presentation of General Motors current hybrid technology. This meeting will be held in conjunction with ASME (American Society of Mechanical Engineers).

#### **- - - EVENT AGENDA - - -**

<b>Registration:</b>	<b>5:00 p.m.</b>
<b>Vehicle displays:</b>	<b>5:00-6:30 pm</b>
<b>Dinner:</b>	<b>6:00-7:30 pm</b>
<b>Presentation:</b>	<b>7:30-8:30pm</b>

#### **- - - DINNER - - -**

##### **MENU:**

##### **DINNER PRICES:**

<b>SAE Members / spouses:</b>	<b>\$15.00</b>
<b>Retirees:</b>	<b>\$7.00</b>
<b>Guests / Non-members:</b>	<b>\$20.00</b>
<b>SAE Students w/ID</b>	<b>\$7.00</b>

#### **- - - MENU - - -**

Pasta buffet with choice of meat sauce, breadstick, salad, beverage (coffee, tea, or soda), and desert

### **Meeting Location**

The meeting will be held at Waukesha County Technical College (Pewaukee Campus):  
**800 Main Street**  
**Pewaukee, WI 53072**

### **Parking**

Free parking in lots #10, #11, or #12 (south or east side of campus)  
Enter the industrial building through doors I-10 (south side) or I-6 (east/south side)  
Proceed down corridor to the Auto Shops on the left.

### **Directions to WCTC**

#### **From the East on Hwy. 190 (Capitol Drive)**

- Travel west on Capitol Drive.
- Turn left onto Hwy. 16 East, take first exit, Main Street (exit 188).
- Turn left on highway ramp and proceed to the WCTC main entrance on right.

#### **From the East on I-94**

- Travel west on I-94, exit onto Hwy. 16 West (exit 293C).
- Continue to first exit, Main Street (exit 188)
- Turn left off highway ramp and proceed straight into the WCTC main entrance.

#### **From the West on I-94**

- Travel east on I-94, exit onto Hwy. T (exit 293).
- Turn left onto Hwy T.

Follow Hwy. T North about 2 miles to the WCTC main entrance on left.



## ***Rapid Product Development Technology Exposition***

**October 22, 2009  
Milwaukee School of Engineering  
Campus Center**

This event offered by SAE-Milwaukee in conjunction with its six SAE Student Chapters provides the perfect forum for showcasing your latest technical achievements and contributions to the advancement of the rapid product development industry. Foster new or improved relationships that will help ensure your success well into the future. Build relationships with industry professionals and engineering students who will be the rapid manufacturing leaders of tomorrow. Don't miss this unique and unparalleled opportunity to demonstrate your organization's leadership. More than seven suppliers and service providers have already signed up!

Contact Mike Krauski at 414.229.6772 [krauski@uwm.edu](mailto:krauski@uwm.edu) or Bernard Krauska at 262-442-7754 [krauska@execpc.com](mailto:krauska@execpc.com) to learn more or reserve space.

- 10'x10' booth space
- Recognition as an event sponsor
- Recognition as a supporter of engineering education
- Opportunity to get your message out to SAE-Milwaukee professional members
- Opportunity to meet and tap the minds of the area's top quality engineering students

Sponsorship Fee, Option 1\* .....\$500 per table

Sponsorship Fee, Option 2\* .....\$1,000 gift in kind

\*Fees go to support student chapter Collegiate Design Series activities

### Exposition Schedule:

1:00PM – 2:30PM Exhibit Set up  
 3:00PM – 6:00PM Exhibits  
 5:00PM – 6:00PM Social in exhibit area

### Dinner & Meeting Schedule:

6:00PM – 6:30PM Dinner  
 6:30PM – 7:00PM Keynote Address

***Mark Schaefer, President - Advanced Design Concepts***

6:00PM – 6:30PM Collegiate Grant Challenge

### Event hosts: **SAE – Milwaukee Student Chapters:**

- Marquette University
- Milwaukee School of Engineering
- UW-Milwaukee
- UW-Madison
- Michigan Technological University
- Northern Michigan University

## Milwaukee Section 2009-2010 Governing Board

### CHAIRMAN:

James Ryan  
Modine Manufacturing Company  
email: [j.w.ryan@na.modine.com](mailto:j.w.ryan@na.modine.com)  
Work: (262) 636-1634

### VICE CHAIRMAN:

Josh Rayeske  
Strattec Security Corporation  
email: [jrayeske@strattec.com](mailto:jrayeske@strattec.com)

### SECRETARY:

Wayne Richter  
Heraeus GmbH – Exhaust Catalysts  
email: [richterway@sbcglobal.net](mailto:richterway@sbcglobal.net)  
Phone: (262).377.8145

### TREASURER:

Bernard Krauska  
DRS Technologies  
email: [Krauska@execpc.com](mailto:Krauska@execpc.com)  
Phone: (262) 442-7754

### PAST CHAIRMAN:

Joe Sagat  
Modine Manufacturing Company  
email: [j.g.saga@na.modine.com](mailto:j.g.saga@na.modine.com)  
Work: (262) 636-1362

### WEBMASTER: OPEN POSITION

### MEMBERSHIP/ COMPANY REP:

Tony Grant  
Hamlin  
email: [tony.grant@hamlin.com](mailto:tony.grant@hamlin.com)  
Work: (920) 988-6895

### A WORLD IN MOTION (AWIM): Education

Patrick Murray  
Muskego High School  
email: [pmurray@mnsd.k12.wi.us](mailto:pmurray@mnsd.k12.wi.us)  
Work: (414)765-9966 x246

### CAREER DEVELOPMENT

Dale Wiza  
Professional Engineering Placements, Inc.  
email: [dale@engineeringplacements.com](mailto:dale@engineeringplacements.com)  
Work: 414-807-9663

### STUDENT REPRESENTATIVE

Cody Kreuger  
UW-Milwaukee  
email: [cjk4@uwm.edu](mailto:cjk4@uwm.edu)

### AT-LARGE

Ken Traub  
Bosch  
email: [ken.traub@boschrexroth-us.com](mailto:ken.traub@boschrexroth-us.com)  
Work: 262-939-4332

### COLLEGIATE ADVISORS:

**Glenn Bower, PhD.**  
UW-Madison  
email: [grbower@facstaff.wisc.edu](mailto:grbower@facstaff.wisc.edu)  
Work: (608) 263-7252

### **Chris Damm, PhD.**

Milwaukee School of Engineering  
email: [damm@msoe.edu](mailto:damm@msoe.edu)  
Work: (414) 277-7543

### **Jim Rice, PhD.**

Marquette University  
email: [james.rice@marquette.edu](mailto:james.rice@marquette.edu)  
Work: (414) 288-5405

Dear Members and Section Friends,

Please join us this month for the Rapid Product Development Exposition and Collegiate Student Grant Challenge. The exposition will present students and professionals with current technology and manufacturing methods used for rapid product development. The Milwaukee Section collegiate chapters will give short presentations to describe how rapid product development is/can be used to develop their vehicles for competition. Each participating chapter will receive a grant from the Section based on evaluations provided by the professional members in attendance. Don't miss this excellent opportunity!

The Section would like to thank Harken Inc. for hosting an outstanding September event. Their facility tour and enthusiastic stories captured a large audience of over 50 attendees. It was great to see section show so much interest in the nautical sector of the mobility industry.

This year's November meeting will be held as a joint meeting with ASME. This is a great opportunity to network with additional professionals in similar industries. You will also have the chance to explore GM's hybrid vehicles and learn about their technology developments. Don't wait to register, this event will fill up fast.

Program developments for the January and February meetings are in the works. Please contact a board member with any meeting suggestions you may have. We appreciate your feedback to make the Milwaukee Section more beneficial to everyone.

Best regards,

Jim Ryan  
Chairman – Milwaukee Section



Meeting Sponsorship



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Milwaukee, WI

RenquistDesign



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[www.milwaukee.sae.org](http://www.milwaukee.sae.org)

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**Wayne Richter - Secretary**  
1588 Woodland Dr  
Grafton, WI 53024

**Rapid Product Development Exposition**  
**Student Grant Challenge MSOE October 22, 2009**  
**Featuring Keynote with Mark Schaefer - Advanced Design Concepts**