

Fox Valley Meeting MAY DINNER MEETING

Thursday, May 21, 1998

TOPIC:

Product and Project Management

SPEAKER:

Mike Schoenberger

Successful companies depend on a well-organized product and project management structure to remain competitive in today's market place. Pierce uses a cross-functional team approach to both product and project management. Each product management team is responsible and accountable for all aspects of product performance. Similarly, major project teams are assembled to oversee each step of the project management process. The presentation will provide information on how Pierce's product and project management teams are aligned, how they are developed and how they operate.



Pierce's New Quantum Fire truck

MEETING AGENDA

TOUR: Pierce Manufacturing Inc., Division of Oshkosh Truck Corp. Assembly Plant, located at 2600 American Drive, Appleton, WI (see map on page 2)

TOUR TIME: 3:30 - 5:00 PM

Park in the south parking lot (follow the signs) Assemble in the "South Paint Lunchroom"

SOCIAL HOUR: 5:00-6:00 pm Paper Valley Hotel and Conference Center
See Map on Page 2
333 West College Ave, Appleton,
Phone: 920-733-8000

DINNER: 6:00 pm

MEETING

(election of 1998/99 chair positions): 7:00 - 7:15 PM

PRESENTATION: 7:15 pm

MENU: Turkey Medallions
or: Roast Sirloin of Beef

Both choices include salad, potato, vegetable, fruit cup, dinner rolls, beverage and dessert.

Dinner Costs:

Members & Non-members	\$16.00
Students:	\$8.00

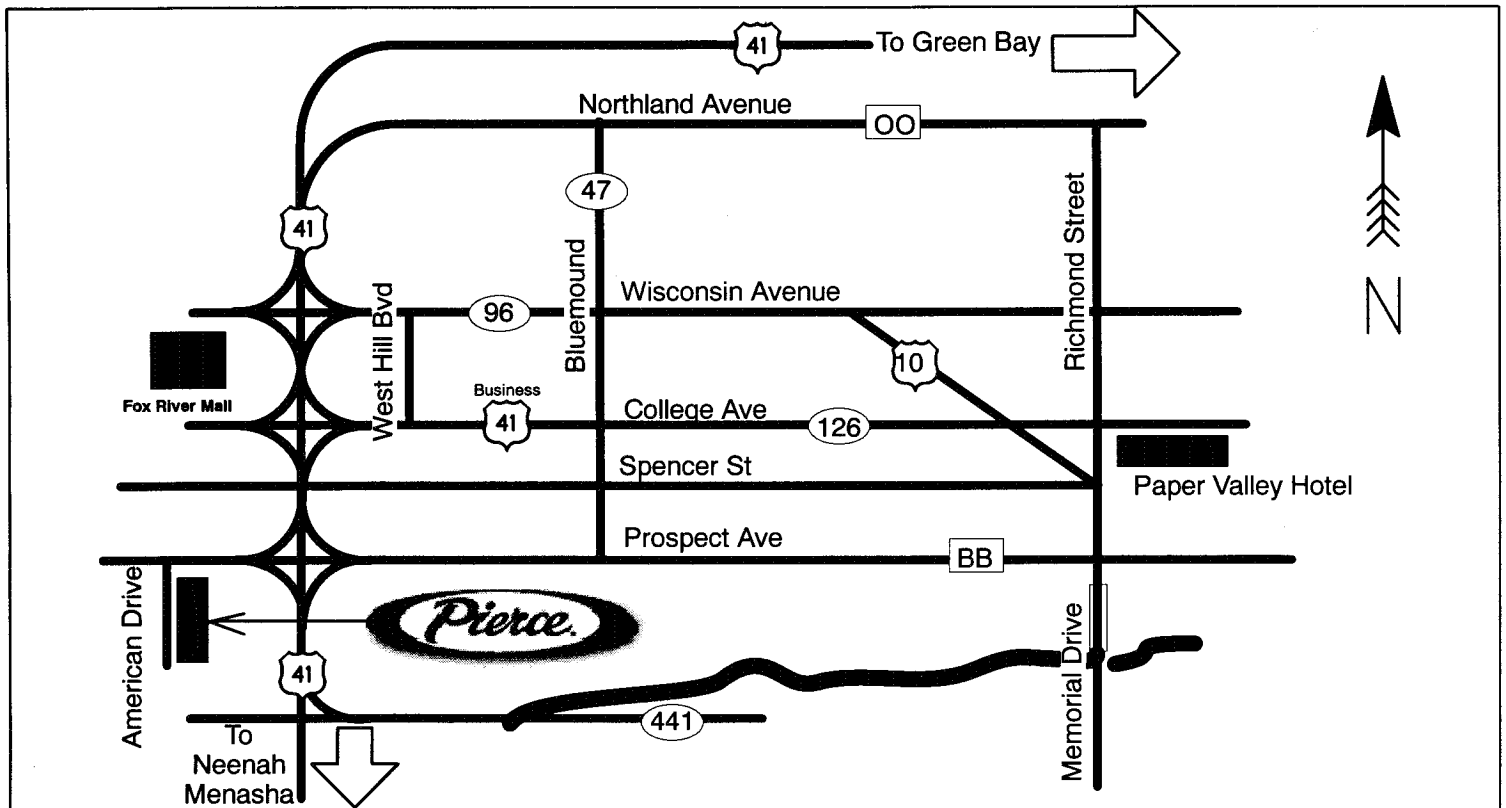
Advance reservations are required for dinner. Please make reservations no later than April 19, 1998, by calling Christine at 414-549-3325. Spouses and guests of members are welcome. **Please call to cancel at least 24 hours in advance if your plans change. "No-shows" with reservations will be billed.** Fifty year members are entitled to one free meal per year.

SPEAKER BIOGRAPHY

Mike Schoenberger, Marketing Manager

Mike Schoenberger is the Product Group Manager at Pierce. Mike is responsible for Pierce's complete product line in terms of pricing structure, product margins, product enhancements and new product development. Mike oversees four product management teams and guides the teams to assure that Pierce's product line leads the industry. Mike began his career at Pierce in 1975 and held various positions in manufacturing, sales and marketing. He was appointed Product Group Manager in 1997. Prior to his new management role at Pierce, Mike held the position of Chassis Product Manager where he was involved in several new chassis product development projects. Mike has extensive knowledge of the fire service marketplace and is focusing on new products that will assure Pierce's position as the market leader into the twenty first century.

Meeting Location Map



Pierce Company History

In 1913, the father and son team of Humphrey and Dudley Pierce founded a custom truck body shop in an old church building in Appleton, Wis. In 1917 the company incorporated under the name Auto Body Works and began building truck bodies on Model T Ford chassis. For the next 25 years, the family-owned company continued to make bodies for power and light companies, breweries, bakeries and the refrigerated meat industry.

In September 1996, Pierce Manufacturing was acquired by Oshkosh Truck Corporation [NASDAQ - OTRKB], a leader in specialized vehicles and the market leader in aircraft rescue and fire fighting vehicles in North America. Pierce and Oshkosh's airport vehicles businesses were combined into one fire and emergency unit with 1996 sales of \$250 million.

Today Pierce Manufacturing Inc. is the leading U.S. manufacturer of custom fire apparatus and employs more than 1,200 people. Products include custom and commercial pumpers, aerial units, rescue trucks, wildland trucks, mini-pumpers and elliptical tankers. ALL STEER all-wheel steering system is available to the fire service exclusively from Pierce. In April 1998, Pierce Manufacturing Inc. earned ISO 9001 certification, making it the first single-source manufacturer of custom fire apparatus in North America to achieve this distinction.

Pierce's North American sales and service network reaches from coast to coast. Pierce products are supported worldwide by offices in eight countries and representatives in more than 40 countries. Every product is backed by 24-hour service and parts support.

Milwaukee Section 1996-1997 Governing Board

CHAIRMAN: Jim Wilkinson
Pierce Manufacturing Inc.
2600 American Dr.
P.O. Box 2017 Appleton, WI 54913-2017
E-Mail: wilkinson@piercemfg.com
Work: (920)832-3163
Fax: (920)832-3092

VICE - CHAIRMAN: Bill Schultz
Harley-Davidson Motor Co. Inc.
11800 W. Capital Dr.
P.O. Box 25527 Wauwatosa, WI 53225-5527
E-Mail: dunkleed@aol.com
Work: (414)616-1286
Fax: (414)616-1338

SECRETARY: Richard Sievert
Robert Bosch Fluid Power Corp.
7505 Durand Ave. Racine, WI 53406
E-Mail: Baja1998@aol.com
Work: (414)554-7100
Fax: (414)544-7217

TREASURER: Jon Jeffords
Waukesha Engine Division
1000 W. St. Paul Ave. Waukesha, WI 53188
E-Mail: Jon_Jeffords@wed.dresser.com
Work: (414)549-2718
Fax: (414)549-2690

VICE CHAIR - MEMBERSHIP:
Rainer Schnabel
Brooks Stevens Design
1415 Donges Bay Rd. Mequon, WI 53092
E-Mail: rainer@brkstevens.com
Work: (414)241-3800
Fax: (414)241-3812

VICE CHAIR - MATH & SCIENCE AWIM
Kim Gleffe
Engineers & Scientists of Milw., Inc.
c/o Marquette College of Engineering
1515 W. Wisconsin Ave. Milwaukee, WI 53233
E-Mail: esm@www.eng.mu.edu
Work: (414)288-3483
Fax: (414)288-7082

VICE CHAIR - STUDENT ACTIVITIES
Alicia Muszynski
Case Corporation
24th & Mead Streets Racine, WI 53403
E-Mail: amuszynski@casecorp.com
Work: (414)636-0422
Fax: (414)636-5720

VICE CHAIR - GOLF OUTING
Bill Burke
Young Radiator Co.
2825 Four Mile Rd. Racine, WI 53404
E-Mail: none
Work: (414)639-1010
Fax: (414)639-1013

HISTORIAN: Norm Mollinger
7707 W. Cedar Ridge Ct.
Franklin, WI 53132
E-Mail: nrmoll@execpc.com
Home: (414)425-1244

VICE CHAIR-PLANT REP.
John Brackin
Simplicity Manufacturing, Inc.
500 N. Spring St.
P.O. Box 997 Port Washington, WI 53074-0997
E-Mail: jpbbrackin@execpc.com
Work: (414)284-8761
Fax: (414)284-8657

From Your Chairman:

Our thanks to Mark Rasmussen and Phillips Plastics Corporation for an informative presentation on Metal Injection Molding (MIM) at our April dinner meeting. Special thanks to Dennis Ahlman for making the evenings presentation possible.

Our May meeting features a tour of Pierce Manufacturing Inc. For some of you, our annual "Fox Valley Meeting" will require a longer drive than usual. For others, it presents a rare opportunity to attend a Milwaukee Section event without a lengthy commute. In either case, please consider attending our final monthly meeting of the 1997/98-section year. You will witness the outstanding pride and craftsmanship that go into producing world-class emergency vehicles at Pierce.

As we conclude our 1997/98-section year, thank you for your continued support of SAE and the Milwaukee Section. Special thanks to my fellow Governing Board members for their leadership, support and dedication to the Milwaukee Section of SAE membership. As always, if you have any comments regarding how SAE or the Milwaukee Section of SAE can contribute to your professional or personal success, please contact any of the Governing Board members listed in this newsletter.

Jim Wilkinson
1997 / 1998 Chairman
Milwaukee Section SAE

GOVERNING BOARD ELECTIONS

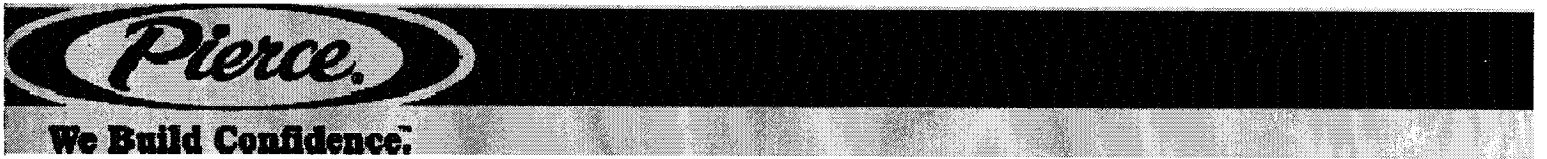
The Governing Board of the Milwaukee Section SAE consists of volunteer engineers from local industry who are willing to donate an hour or so per week to section activities. Eight of the Governing Board positions are 'elective', in that the names of the candidates are published in the April newsletter, and a vote taken at the May membership meeting to elect said candidates.

The following is a slate of officers for the 1998-99 SAE Section year that will be voted on at the May meeting.

Chairman: Bill Schultz, Harley Davidson, Inc.
Vice Chairman: OPEN
Secretary: Alicia Muszynski, J.I. Case
Treasurer: Jon Jeffords, Waukesha Engine Division.
Vice Chair Membership: Rainer Schnabel, Brooks Stevens Design
Vice Chair Student Activities: OPEN
Vice Chair Math & Science, K-12: Kimberly Gleffe, Engineers & Scientists of Milwaukee, Inc
Delegate to SAE Annual Nominating Committee: Doug Bayerlein, Bay-San Co., Inc.



Fox Valley Meeting
May Dinner Meeting & Tour



Milwaukee Section **SAE**

Meeting Sponsorship

We would like to thank the following organizations for their continued support of the Milwaukee Section:

Waukesha Engine Division of Dresser Industries, Inc.

For more information on becoming a sponsor, please contact: Jim Wilkinson (920)832-3163