



# Milwaukee Section Newsletter

October 2010

[www.milwaukeeesae.com](http://www.milwaukeeesae.com)



**Wauwatosa, WI  
Wednesday October 20th, 2010**

## ***TOUR OF MUSEUM & TECHNICAL PRESENTATIONS***

**Briggs & Stratton** Briggs & Stratton produces some of the world's most reliable lawn mower engines and small engines. For over 100 years, we have manufactured engines that are durable, reliable and just easy to use and maintain.

In the beginning of 2004, Briggs & Stratton began a restructuring of its U.S. distribution network, resulting in a consolidation from 16 to 6 Central Sales and Service Distributors. To be successful in the evolving Lawn and Garden marketplace, the Company needed a compelling service advantage. The most efficient and effective distribution to valued dealers and retail customers is now the backbone of Briggs & Stratton's service strategy.

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**Give your arm a rest with Smooth Start™**, Briggs & Stratton's easiest pulling engine designed for 20% easier starting. With its innovative rewind starter, improved fuel flow system and high voltage ignition coil, Smooth Start means quicker starting without the hassle of having to pull harder or faster.

**The ReadyStart™ system** helps eliminate the strain and the hassle of starting your lawn mower. Manual priming and choking are now a thing of the past. Simply pull the rope and mow. The ReadyStart™ system makes starting Briggs & Stratton power products easier and faster.

**The DOV™ engine** is a revolutionary product. It starts more easily, runs more smoothly, has more pleasing sound characteristics, and provides better cutting performance.

The patented valve train design provides direct actuation of the valves through a unique lever system. Compared to a traditional push rod engine, the DOV™ engine has fewer moving parts and fewer metal-to-metal contacts. Unlike an OHC engine, it has no drive belt or chain.

**The TransportGuard™** system is a device on the single cylinder Vanguard engines that both shuts off the fuel to the carburetor and stops the engine at the same time. The Transport Guard was developed to prevent fuel from entering the engine cylinder when transporting the equipment.

**The Electronic Fuel Management System (EFM)** was designed to improve startability of the V-Twin InTek, Professional and Commercial series engines.

At the meeting you will have a chance to tour the museum and view the history and engine evolution of Briggs & Stratton from 1900's to present. Assembled consumer products will also be on display.

Presentations will be given on the development of the new OHV lawnmower engine models for 2011, the new single cylinder Vanguard engine models that have just gone into production, the new professional series V-Twin engines with Electronic Fuel Management and cyclonic air cleaners that have just gone into production and a brief presentation on the Engine Application Center. You will also learn about the Engine Applications Center and how it interfaces with their customers, with a brief summary of the equipment and testing done at Briggs & Stratton.

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## Speakers:

**Mike Plutte** product manager for small engines, is the interface between the customers, sales, and engineering to ensure that the engines meet customer needs. Mike will describe profession series vertical shaft engine, used in lawn mowers and pressure washers. This engine provides state of the art for high performance and low cost.

**Bob Pomeroy** product manager for large engines, will present the new V-twin which replaces old side valve opposed twin engines. This engine exhibits new features based on customer needs to make it more durable.

**Dan Roche** is the marketing manager for consumer product engines, he provides the interface between engineering and the product manager. He will describe the horizontal shaft vanguard engines and transport guard system (demonstration given).

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### - - - EVENT AGENDA - - -

<b>Registration &amp; Museum</b>	<b>4:30 pm</b>
<b>Dinner:</b>	<b>6:00 pm</b>
<b>Presentation:</b>	<b>6:45 pm</b>

### - - - DINNER - - -

#### **DINNER PRICES:**

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

## Directions to Briggs & Stratton

**Briggs & Stratton:** 12301 W. Wirth Street, Wauwatosa, 53222

### **From North (Fond Du Lac)**

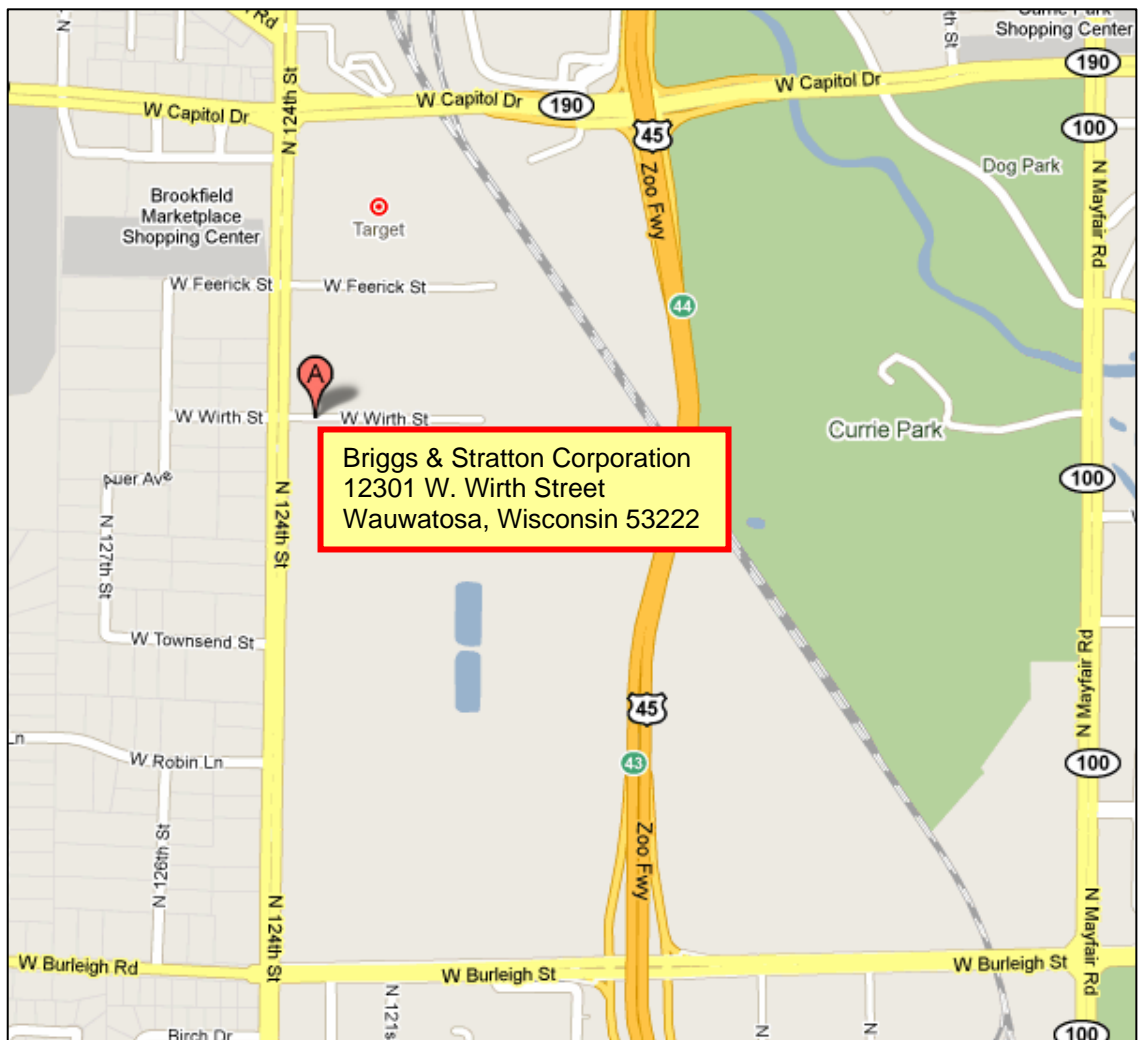
I-45 South;  
Take exit #44 for WI-198/Capitol Dr.  
Turn Left at N 124<sup>th</sup> St.  
Turn left at W Wirth St

### **From South (Airport / Chicago)**

I-94W towards exit 320  
Take exit #316 onto I-43S / I-894W towards Madison  
Continue onto US-45N  
Take exit #43 for Burleigh St.  
Turn left at W Burleigh St.  
Turn right at N 124<sup>th</sup> St.  
Turn right at W Wirth St.

### **From West (Madison)**

I-94 East  
Take exit #305B onto US45N  
Take exit #43 for Burleigh St  
Turn left at W Burleigh St  
Turn right at N 124<sup>th</sup> St  
Turn right at W Wirth St



- - - DINNER - - -

**Briggs & Stratton Cafeteria –**

Two Pastas with choice of two sauces from the following selections: Alfredo, Marinara, Pesto or Mushroom, with meatballs and chicken served with Caesar salad, bread stick, dessert, and soda.

**Registration:**

Only pre-payments made with a **charge card** can be completed online via <http://www.milwaukeesae.com>

Retirees, students and members without web access may register by phone on the SAE Registration Coordinator – Jim Ryan (262) 636-1634. MAX ATTENDANCE for this event is 150.

Registration deadline: **Monday October 18<sup>th</sup>, 12:00 p.m.**

\*\* For appreciated security reasons, please share your company's name when registering \*\*

**Preview of the Briggs & Stratton Museum:**



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*Upcoming SAE Programs:*

<b><i>October 2010</i></b>	
<b>SAE Convergence 2010</b> October 19-20, 2010 Cobo Center, Detroit, Michigan, USA	<b>U.S. National Electric Vehicle Safety Standards Summit</b> October 21-22, 2010 Cobo Center, Detroit, Michigan, USA Hosted by SAE International and the National Fire Protection Association
<b>Briggs and Stratton (SAE Milwaukee Event)</b> Wednesday October 20, 2010 Briggs and Stratton, Milwaukee, WI	<b>SAE 2010 Powertrains, Fuels and Lubricants Meeting</b> October 25-27, 2010 San Diego, California, USA
<b><i>November 2010</i></b>	
<b>Student Night (SAE Milwaukee Event)</b> November 16, 2010 UW-Milwaukee, Milwaukee, WI	
<b><i>December 2010 – Enjoy the Holidays!!!</i></b>	

**November 16<sup>th</sup> Section Meeting – Student Night at UW-Milwaukee**

Support our student sections with your attendance at the Student Night meetings. Each chapter will give a brief presentation describing their racing experiences and current design projects. The chapters from MSOE, UW-Madison, UW-Milwaukee, Michigan Tech, Marquette, and Northern Michigan University will compete for approx. \$6,000 worth of grant money.

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



## Milwaukee Section 2010-2011 Governing Board

### CHAIRMAN:

James Ryan  
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### VICE CHAIRMAN:

*OPEN POSITION*

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### STUDENT REPRESENTATIVE:

Marquette University: *OPEN POSITION*  
UW-Milwaukee: Mitch Crawford  
MSOE: Alex Zelhofer

Dear Members and Section Friends,

The kickoff meeting hosted by P&H Mining was a huge success with over 100 people in attendance. They were well organized and provided a fantastic tour of their large scale machining and welding capabilities. I would like to thank them on behalf of our section for their generous sponsorship of the meal cost. The funds raised by the section will be distributed to the student chapters in grant money during the November Student Night meeting.

The November Student Night meeting is being coordinated by Mike Krauski and Bernard Krauska. The theme of the meeting will relate to rapid product development. We invite your company to participate in the event by hosting a display exhibit at the meeting in exchange for a monetary donation or gift in kind. The donations will be awarded to the student chapters.

Be sure to visit the Milwaukee Section website at [www.milwaukeeesae.com](http://www.milwaukeeesae.com) to check for regular updates. Here you will find monthly newsletters, a link to the registration webpage, and coming soon... governing board meeting minutes and local company job postings. Our webpage sponsors at Ken Cook Co. have played a key role in establishing and maintaining this tool.

Please recognize Briggs & Stratton employee Doug Kautzer for coordinating the October Section meeting. We are excited to make another visit to one of Wisconsin's renowned engine manufacturers. I look forward to seeing you at the Briggs & Stratton meeting this month.

Best regards,

Jim Ryan  
Chairman – Milwaukee Section

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## Meeting Sponsorship



**P&H Mining Equipment Inc.**  
A Joy Global Inc. Company



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Milwaukee, WI

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