

# SAE MILWAUKEE

An SAE International Section

October 2013

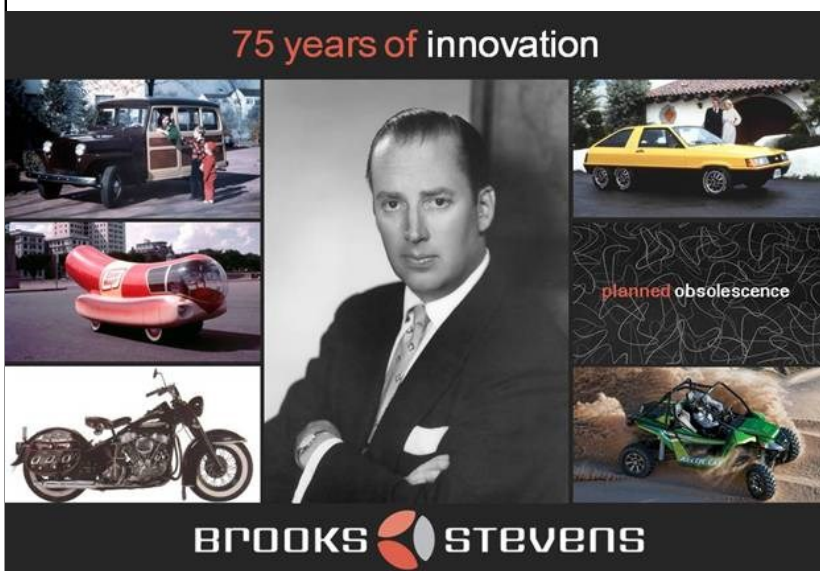
[www.milwaukeeesae.com](http://www.milwaukeeesae.com)

## UPCOMING EVENTS

- Brooks Stevens
  - October 24
- Collegiate Chapters Student Night—UW Madison
  - November 7

## Brooks Stevens

October 24, 2013



Milwaukee Institute of Art &  
Design  
Milwaukee, WI

**REGISTRATION DEADLINE: October 21**

For more details , Go to  
[www.facebook.com/MilwaukeeSAE](http://www.facebook.com/MilwaukeeSAE)  
and Like us!

## PRESENTERS: David, Steven, Kipp and Anthony Stevens



From the early 1900's on, the United States automotive industry has seen extreme change. Design and user experience have had tremendous impact. During the 50's and 60's, there was an automotive design revolution taking place in the heart of the Midwest... and it wasn't just in Detroit. One of Milwaukee's legends made his mark. A world-renowned authority in Industrial Design, Brooks Stevens left his signature on many automotive brands of the time. Some of those brands have since vanished, others have flourished. One brand in particular is still remembered not only in the city where it began, but throughout the world... The Excalibur Automobile Company

### JOIN US...

Join us in welcoming David, Steven, Kipp and Anthony Stevens, members of the founding family of the Excalibur Automobile Company. The Stevens family will take us back to the years leading up to the formation of Excalibur, and into the decades that followed. This is a rare opportunity to hear about the development of the Excalibur Automobile Company directly from those who built it.



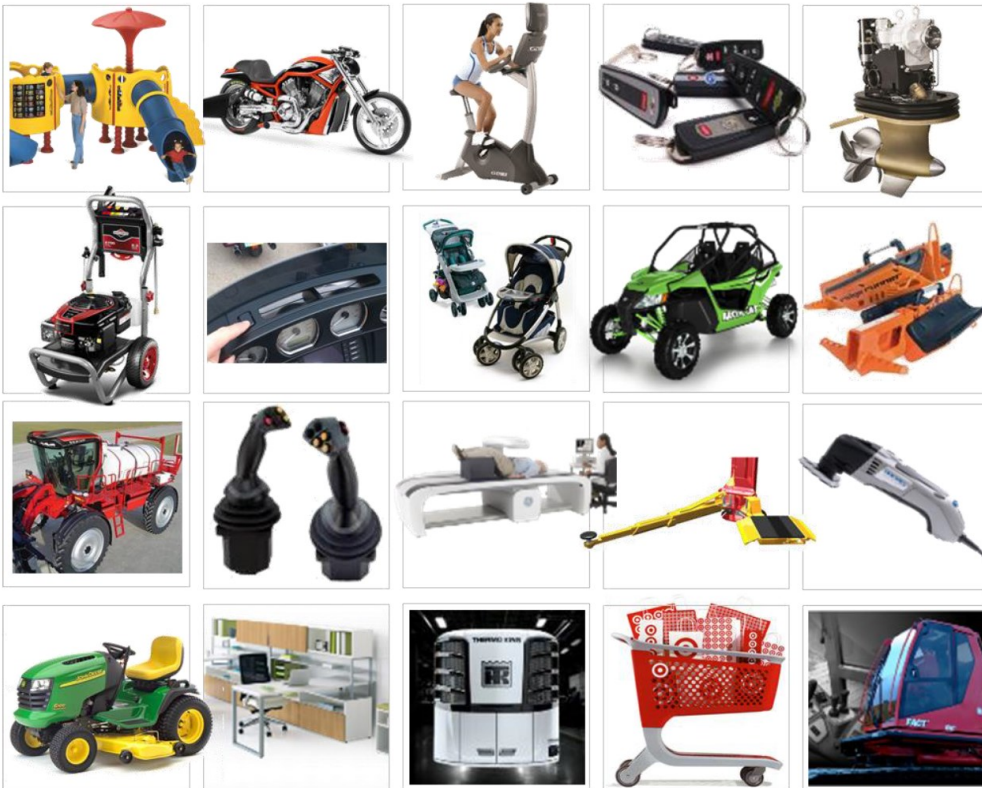
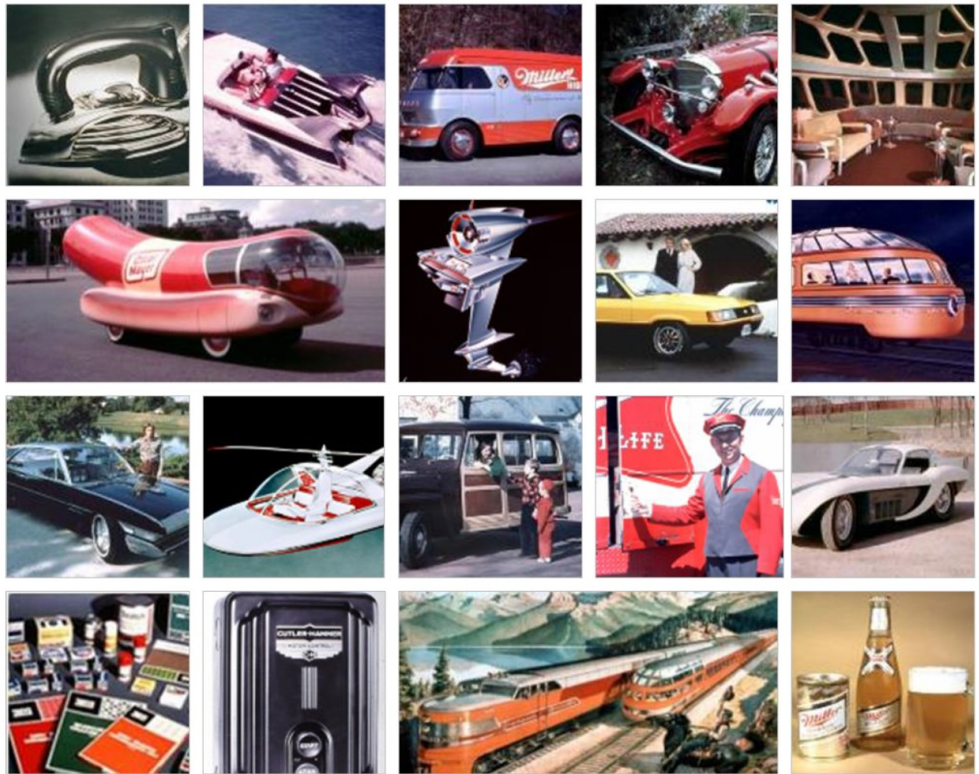
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<http://www.romerosportscars.talktalk.net/pricelist.htm>

**BROOKS STEVENS**



# PRESENTER: George Konstantakis

To Brooks Stevens, design innovation was more than just creating visual appeal. It was a philosophy that looked beyond the products we design. It engaged the complex needs of the markets of the time.



Today we still solve complex business challenges with a collaborative, holistic approach to innovation, but that process has improved dramatically with the application of new technology.



## EVENT AGENDA

**Registration / Displays / Dinner:** 4:30 pm to 6:00 pm

**Presentation:** 6:15 pm to 7:30 pm

**Q&A:** 7:30 pm to 8:00 pm

**Meal:** Appetizers, Sandwich Buffet, Desserts and Beverage

## REGISTRATION FEES

<b>SAE Members</b>	\$20.00
<b>Retirees</b>	\$15.00
<b>Guests/Non-members</b>	\$25.00
<b>Students</b>	\$10.00

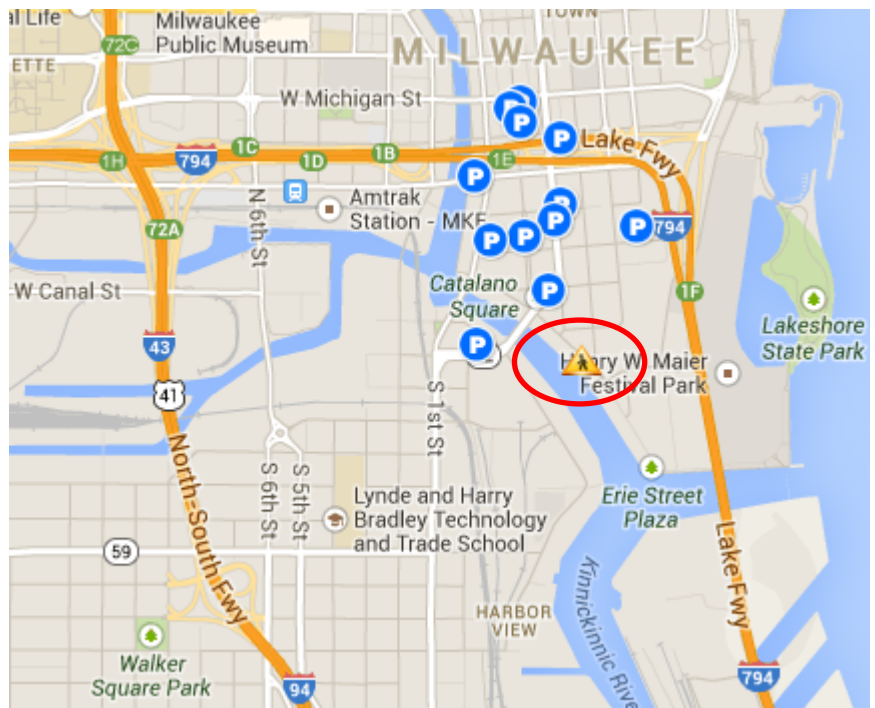
## REGISTRATION

- **Registration Deadline: October 21**
- Maximum Attendance for this event is **150**
- Registration can be completed three ways:
  - Online with a charge card via <http://milwaukee.sae.org>
  - By Phone at 262-424-4958(Jim Ryan)
  - By Email [ryan\\_james\\_w@cat.com](mailto:ryan_james_w@cat.com) (Jim Ryan)

**Meeting Location:** Milwaukee Institute of Art & Design  
273 East Erie Street  
Milwaukee, WI 53202

### Parking:

- You may use the lots on the map identified by the blue parking symbol.
- Metered parking is free after 6:00 pm.
- Additional directions and parking information is located at [www.miad.edu](http://www.miad.edu)



# Collegiate Student Night

Thursday November 7th, 2013

University of Wisconsin Madison



## Schedule of Events:

**Vehicle Display and Registration** 5:00pm - 6:30pm

**Location:** Engineering Centers Building Lobby - 1550 Engineering Drive, Madison, WI 53706

Student design competition vehicles will be on display and student representatives will be present to interact with guests. This is an opportunity for each chapter to showcase the efforts of their chapter throughout the past year.

**Dinner and Presentations** 6:30pm - 9:00pm

**Location:** 3M Auditorium RM 1106 Mechanical Engineering Building

## Guest Speakers:

Scott Ahman, Ahman Engineering

Scott is a UW-Madison Formula SAE alumni and he will give a short presentation on how the SAE Collegiate Student Competition jump-started his career. He will give a brief overview of his career including Formula 1, NASCAR, and the design of the Ford GT.

Dr. Glenn R Bower, UW-Madison SAE Advisor

Glenn will give an overview of UW-Madison and introduce the student presentations.



### EVENT AGENDA

**Registration / Displays:** 5:00 pm to 6:30 pm

**Dinner / Presentation:** 6:30 pm to 9:00 pm

**Meal:** Chicken or Swiss Steak, Mashed Potatoes,  
Vegetable, Salad, Roll and Butter, and a Beverage

### REGISTRATION FEES

<b>SAE Members</b>	\$15.00
<b>Retirees</b>	\$15.00
<b>Guests/Non-members</b>	\$20.00
<b>SAE Students</b>	FREE

(SAE Students need to pre register to receive free admission, otherwise admission is \$5.00)

### REGISTRATION

- **Registration Deadline: November 1**
- Maximum Attendance for this event is **200**
- Registration can be completed three ways:
  - Online with a charge card via <http://milwaukee.sae.org>
  - By Phone at 262-424-4958(Jim Ryan)
  - By Email [ryan\\_james\\_w@cat.com](mailto:ryan_james_w@cat.com) (Jim Ryan)

**Meeting Location:** UW-Madison College of Engineering -1525 Engineering Drive, Madison, WI

**Parking:** Please park in Lot 17

#### **Directions:**

##### *From the East:*

Take I-94 West

Take I-90/I-39 towards Janesville/Chicago for 3.5 miles

Follow directions starting at 1) below

##### *From the North:*

Take I-90/I-39 towards Madison

Follow directions starting at 1) below

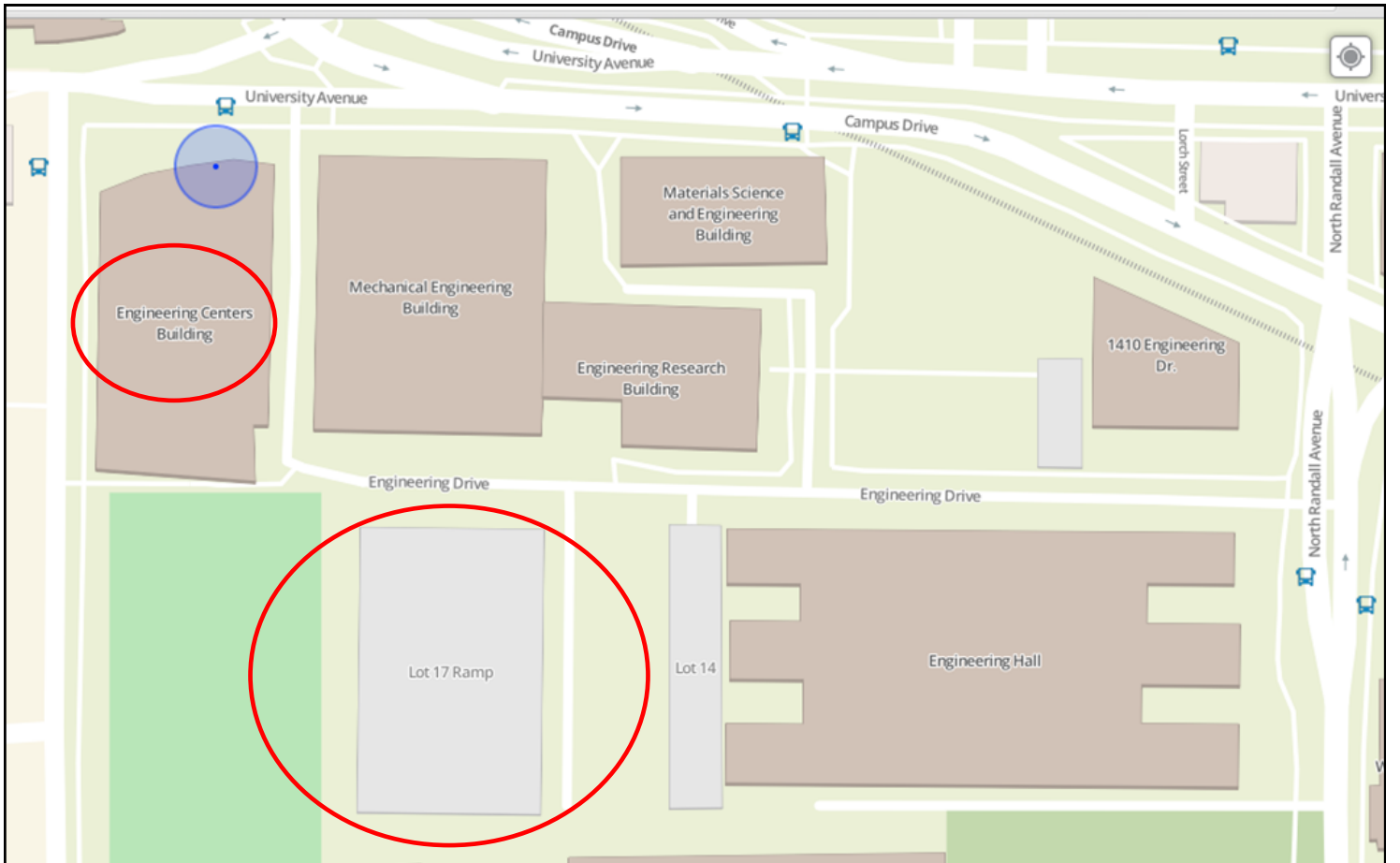
##### *From North East:*

Take US-151 South towards Madison

Take I-90/I-39 towards Janesville/Chicago for 6.3 miles

Follow directions starting at 1) below

- 1) Take US-12/18 West for 5.9 miles
- 2) Take US-151 N / South Park Street North 2.1 miles
- 3) Turn Left on Regent Street (1<sup>st</sup> Intersection after Pedestrian Overpasses), go 5 blocks
- 4) Turn Right on North Randall Avenue
- 5) Proceed to Stop Sign, Merge right to stay on North Randall Avenue
- 6) Turn left onto Engineering Drive (Directly West of Union South)



## A recap of recent section events.....

The SAE International Milwaukee Section September Meeting at Eric Von Schledorn was a great success. We had a variety of attendees from the SAE Milwaukee section, local Corvette car clubs, students, and automotive enthusiasts who got an opportunity to listen to our guest speaker, Dave McLellan, present technical and historical information on the Corvette. He shared a comprehensive presentation including specifications on the new "C7" Corvette along with personal stories about Corvette history. Attendees also had an opportunity to win various raffle and door prizes courtesy of the Eric Von Schledorn Automotive Group and Road America. It was definitely a night to remember.



## Paper Reviewers Needed.....

The Clean Snowmobile Challenge will be in need of volunteers to help review student's papers. Please contact Jay Meldrum for details and to assist - [\(906\)487-3178](tel:9064873178), or [jmeldrum@mtu.edu](mailto:jmeldrum@mtu.edu).

## Opportunities to Participate...

SAE International Milwaukee Section is always looking for individuals, groups or companies that want to make a difference and have fun along the way. The award-winning A World In Motion (AWIM) program joins together teachers and industry volunteers to engage students in science, technology, engineering and mathematics (STEM) subjects with this highly interactive, fun program - at no cost to schools.



The AWIM program blends mathematics and science while incorporating the laws of physics, motion, flight and electronics into age-appropriate activities called Challenges. Each Challenge is designed to reinforce classroom STEM curriculum. This program helps students prepare for the challenges of tomorrow through the personal exploration of the exciting world of science.

During the hands-on projects, students learn from industry volunteers about the endless STEM-related career possibilities available to them. By engaging students early, the AWIM program becomes an important first link to developing scientists and engineers.

If you would like to participate, please contact one of the board members for more information.



## Check out our New Look.....

You may have noticed that the SAE International logo looks a little bit different. SAE International has decided to update the Mission, the Vision, and the Brand. This change was developed to help SAE International refocus on growth and globalization by strengthening our core attributes and diversify into new and exciting areas. You will also see renewed commonality between the different areas that SAE International serves such as the collegiate design series, AWIM, the SAE Foundation, and your local section events. As this year progresses, you will begin to see the new SAE logo throughout your communications with SAE International.



### Mission Statement

SAE International is a global body of scientists, engineers, and practitioners that advances self-propelled vehicle and system knowledge in a neutral forum for the benefit of society.

### Vision

SAE International is the leader in connecting and educating engineers while promoting, developing and advancing aerospace, commercial vehicle and automotive engineering.



# Milwaukee Section 2013-2014 Governing Board

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NMU: Matt Bair [mbair@nmu.edu](mailto:mbair@nmu.edu)

Hello SAE Milwaukee Section Members and Friends,

The kids are back to school, the leaves are starting to change colors, and we have all started to settle into our fall schedules. Our kickoff meeting on September 11<sup>th</sup> with Dave McLellan on the C7 Corvette was our highest attendance meeting to date with over 200 members and friends. We have a great lineup of meetings for the coming months so if you were unable to attend, be sure to keep some space open on your calendars.

This month on October 24<sup>th</sup> we will be getting an inside glimpse of Brooks Stevens. See where ergonomics, industrial design, engineering and research all cross paths. The list of companies Brooks Stevens has worked with is extensive and covers brands across many industries. They have influenced the design on many products and even some you might not expect. Please join us for what promises to be an exciting evening.

On November 7<sup>th</sup> UW-Madison will be hosting our annual Student Night. This is a great opportunity to support our Student Sections and see the projects they are working hard on for their upcoming SAE competitions. Additionally it is a great way to network with the students, who will be entering the workforce within the next couple of years. UW-Madison has graciously offered to host this year, so it is a great chance to see the UW-Madison Campus. Please join us for a fantastic evening.

Garrett Herning

SAE International Milwaukee Section Chair

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