

## DECEMBER DINNER MEETING

Thursday, December 11, 1997

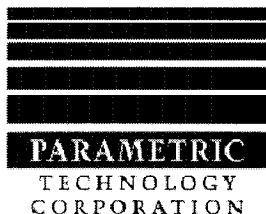
### “Chief Engineer’s Night”

**TOPIC: Leveraging the product model throughout the enterprise via the web**

**SPEAKER: Brian Barnes**

**Manager of IT Product Marketing**

This presentation will review the benefits of using the web to leverage product model information inside and outside of Engineering to increase a company's competitive advantage. It will define what a complete product model is and the benefits it provides. Using the web upstream (sales, marketing, and purchasing) and downstream (production and field service) to streamline product delivery will also be covered as well as traditional barriers to successfully implementing such a strategy.



### MEETING AGENDA

**LOCATION:** Milwaukee Marriott – Brookfield  
375 S. Moorland Road  
Brookfield Wi  
phone (414) 786-1100

**SOCIAL HOUR:** 5:00 pm  
**DINNER:** 6:00 pm  
**PRESENTATION:** 7:00 pm

**MENU:** Sautéed boneless breast of chicken  
or: Baked Door County Cod

Both choices include tossed salad with peppercorn or French dressing, fresh vegetables, rolls and vanilla ice cream.

#### Dinner Costs:

Members & Spouses:	\$17.00
Guests:	\$18.00
Students:	\$8.00

Advance reservations are required for dinner. Please make reservations no later than December 8, 1997, 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.

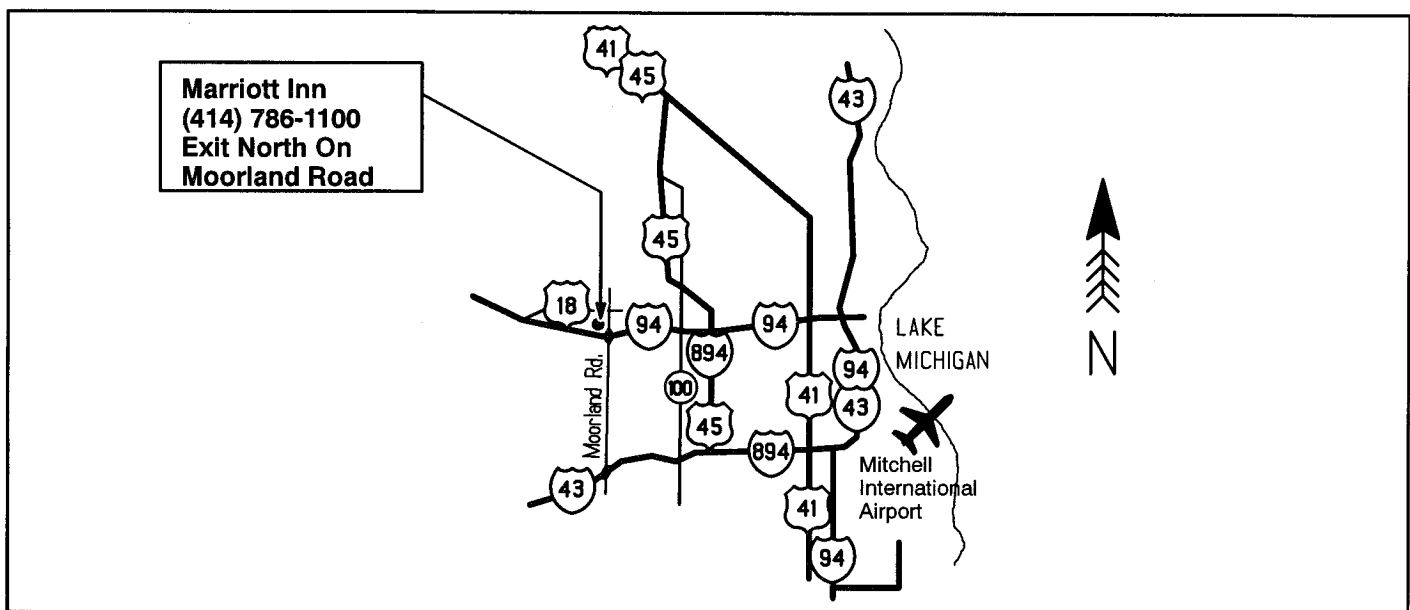
# SPEAKER BIOGRAPHY

## Brian Barnes

### Manager of IT Product Marketing

Mr. Barnes received his Bachelors of Science, Mechanical Engineering from the University of California, Santa Barbara. Having been with PTC for over five years, Brian has been involved with all aspects of the PTC product line. He started as an Applications Engineer in a California sales office. After that he spent a year working in Northern Asia as a Senior Application Engineer. In his current role, Brian manages the product marketing for new and existing information technology applications. Prior to this assignment, he was responsible for the PT/Products marketing organization, where he oversaw all aspects of marketing, including technical directions, marketing communications and product marketing.

## Meeting Location Map



## FREE MEAL DEAL From Milwaukee the Section

When a guest attends a dinner meeting bearing a completed membership application and dues payment, both the guest and his/her sponsor will receive a certificate good for a free dinner that evening or any other meeting of their choice during the Section year. *NOTE - This offer is not effective for application for student membership.*

## MEMBERSHIP

If you have questions about change of address, or other membership issues, call 1-800 TEAM SAE (1-800-832-6723)

## 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: jbpbrackin@execpc.com  
Work: (414)284-8761  
Fax: (414)284-8657

## From Your Chairman:

Our November Harley-Davidson tour and dinner meeting provided a rare opportunity to see how a world class company plans to increase motorcycle production to 200,000 units by the year 2003. Our thanks to everyone at Harley-Davidson for making this event possible. We wish everyone at Harley-Davidson the best as they prepare to meet the challenges and opportunities of the 21'st century.

Speaking of challenges and opportunities, communication is a major one for today's mobility engineer. Poor communication and the lack of necessary information will doom almost any project. Fortunately, new tools are available to significantly improve communication inside and outside of Engineering. Engineers all over the world are saving time and money by using the Internet and Intranet for research and communications. The "World Wide Web" offers tremendous opportunity for rapid and effective communications in today's fast paced engineering environment.

Our December dinner meeting presentation will focus on engineering's use of the web as a powerful way to exchange information. Parametric Technology Corporation is well qualified to address this subject. The presentation will include multi-media examples of both current and future web technology applications. Don't miss this exciting opportunity to see why the web is fast becoming a tool as critical to the engineering profession as the slide rule was, and the computer is now.

Please plan now to join your fellow mobility community professionals for an evening of informative discussion and fellowship.

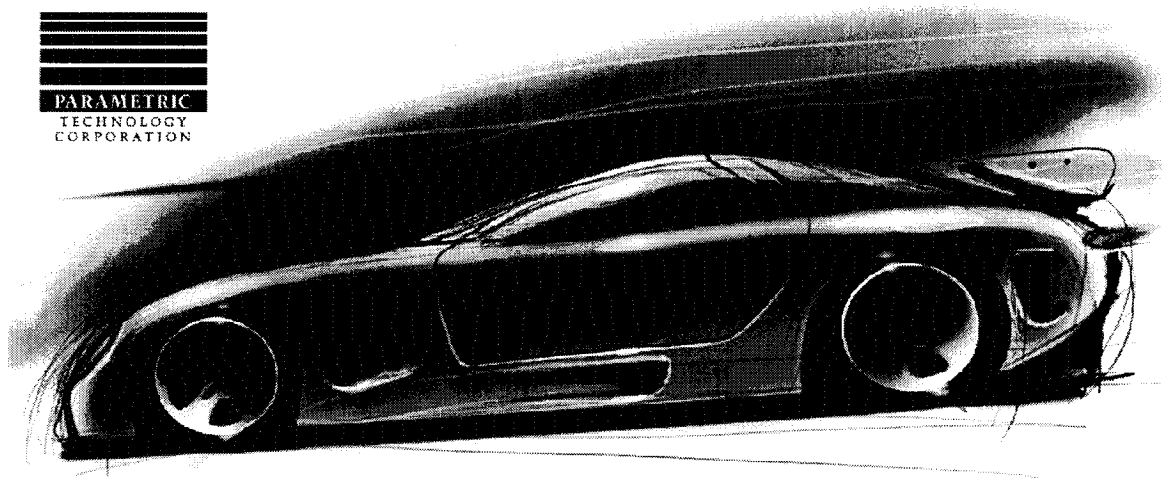
Jim Wilkinson  
1997 / 1998 Chairman  
Milwaukee Section SAE



**SAE Milwaukee Section**



# December Dinner Meeting



# 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