



December 1998

Milwaukee Section

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DECEMBER DINNER MEETING AND TOUR

Thursday, December 10, 1998

**TOPIC: MX Magnum Tractor:
A Customer Driven Process**



**SPEAKER: Ken Moehle, Program
Manager, Large 2WD Tractors**

Mr. Moehle will discuss the importance of customer focus and integration of the customer into New Product Development.

Case Corporation has accomplished this objective by defining a process for incorporating best practices in a systematic way, combining methodology and tools in an organized program planning structure, which continuously involves the customer.

MEETING AGENDA

TOUR: 2:00 pm At Case Corp.: 1 Block north of the intersection at Hwy. 11 (Durand) and Hwy. 32.

*Reservations for the tour are required. Please see below.

SOCIAL HOUR: 4:30 pm Racine Marriott
7111 Washington Ave
Racine WI, 414-886-6100

DINNER: 5:30 pm
PRESENTATION: 6:30 pm

MENU: Boneless Breast Of Chicken topped with stuffing and rosemary sauce, roasted potatoes, broccoli and carrots, Mediterranean salad, dinner rolls turtle ice cream pie.

Vegetarian or special diet meals available upon request

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

Due to catering requirements, dinner reservations must be made prior to 4:00 PM on December 8th. No additions or cancellations can be accepted after this time. For reservations contact Christine Jeffords at (414) 549-3325. "No-shows" with reservations will be billed. Walk-in reservation arrangements not available for this meeting, Attendance during presentations only are welcome at no charge. Fifty year members are entitled to one free meal per year.

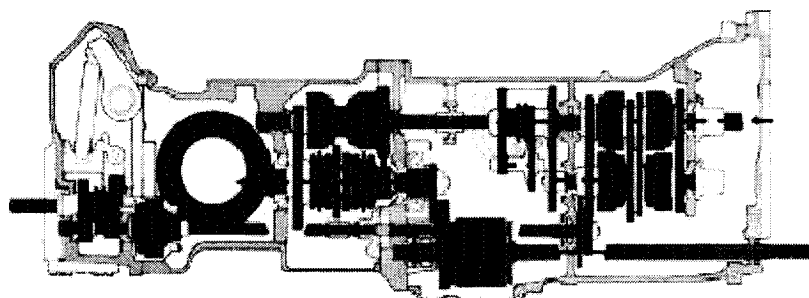
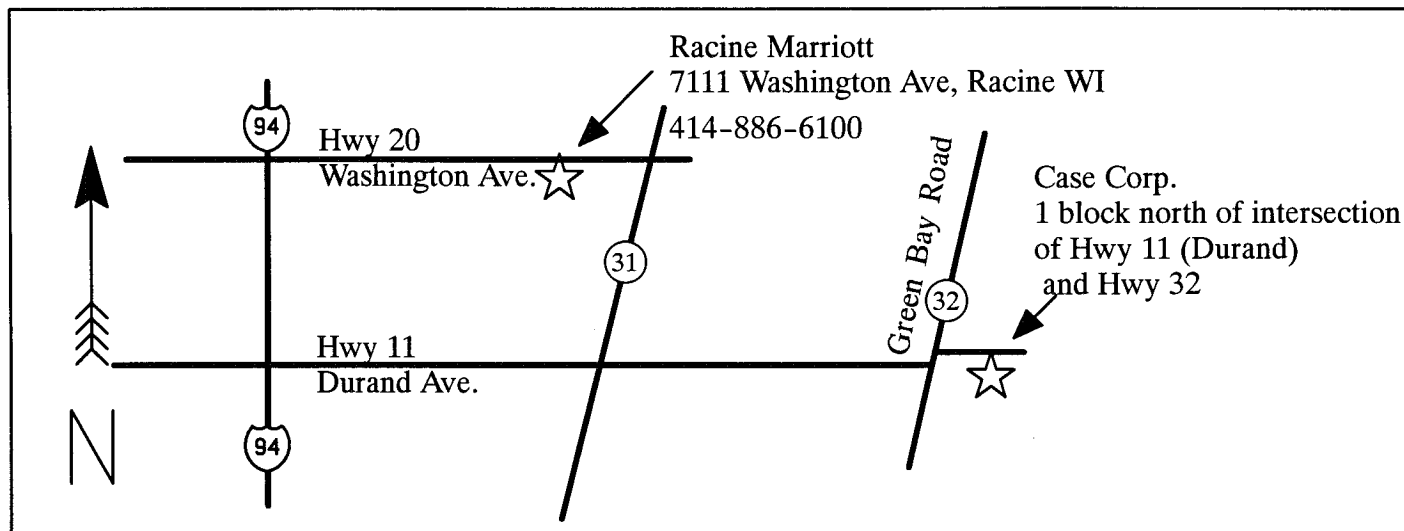
* Tour space is limited. Preference will be given to those who register for both tour and dinner by 4:00 PM, December 8th. Registration for tour only is December 9 and 10th.

SPEAKER BIOGRAPHY

KEN MOEHLE

Mr. Moehle received a degree in Agricultural Engineering from Iowa State in 1972. His career began at Caterpillar where he completed the training program and was a Design Engineer in the off-road tire group. In 1974 he started at Case Corporation and has held positions in Engineering, Product Planning, Marketing and Program Management. Mr. Moehle's most recent assignment was heading the Program Development of the MX Magnum Platform.

Meeting Location Map



NOTE to SAE members: There will be no SAE January meeting or program.

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From Your Chairman:

December 1998 Meeting

The December program, thanks to the efforts of the Milwaukee Section Secretary Alicia Muszynski, will be hosted by the Case Corp. of Racine, Wisconsin. Case is one of the world's largest suppliers of agricultural and construction equipment with headquarters in Racine, Wisconsin, and employs over 17,000 people worldwide.

Case was founded in 1842 by Jerome Increase Case (JIC) to build threshing machines and has since expanded into other agricultural lines and construction equipment. The Case Corp. is listed on the NYSE and is lead by President and CEO Steve Lamb who was this year's Off-Highway and Powerplant Congress Engine Exposition Honorary Chairman. Case is a leading manufacturer of mid-sized construction equipment and is the second largest manufacturer of agricultural equipment including the award-winning Magnum tractor that is the focus of this month's program.

At a recent Governing Board meeting, the Board agreed with the Program Committee's recommendation to not have a program in January due to weather concerns and the feeling that members would appreciate a break after the holiday season. At this time, the February, March and April programs will feature Harley-Davidson, John Deere and Generac, and the final Section year program in May, is expected to feature the Wisconsin Lakes Schooner Assoc. flagship construction at the lake-front honoring Wisconsin's Sesquicentennial. Plans are moving ahead on a section website that is expected to be available in the first quarter of 1999.

The Governing Board would like to take this opportunity to extend its wishes to everyone for a safe and joyous holiday season and for a very happy and prosperous New Year. We look forward to serving you again in 1999.

Bill Schultz
1998/1999 Chairman
Milwaukee SAE Section



SAE Milwaukee Section



December Dinner Meeting And Tour At Case Corporation



Meeting Sponsorship

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

Waukesha Engine, Harley-Davidson

For more information on becoming a sponsor, please contact: Bill Schultz (414) 616-1286