

ASME Design Engineering Division

Minutes of the Executive Committee Meeting

Fall 1998

Bellvue Room, Omni Hotel at CNN Center
Atlanta, GA

Wednesday, 9/16/98
8:30 - 11:45 AM

Please see attachment DED_F98:AttExec for names and addresses of attendees

1 Call to Order

Chair Velinsky called the meeting to order at 8:30 AM.

S. Velinsky

2 Approval of Minutes

The minutes of the Spring 1998 meeting of the Executive Committee of the Design Engineering Division, held on March 17, 1998 in Chicago, IL, were approved as submitted by 1998-99 secretary Dan Segalman.

*S. Velinsky
T. Chase*

3 Chair's Report

S. Velinsky

3.1 Action Item Follow Through

Please see attachment *DED_F98:Act*. Chair Velinsky reaffirmed the procedure initiated by past chair Sheppard to establish and track action items from the Executive and General Committee meetings. He extended the procedure to include monthly follow through queries by the Chair. Follow through will include contact with ASME Headquarters liaison Goldfarb.

3.2 Technical Executives Conference

Chair Velinsky emphasized the importance of representing the Division at the annual Technical Executives Conference (TEC). The next TEC will be held on March 5-7, 1999 in Crystal City, VA. L.-W. Tsai will be assigned to attend the 1999 TEC as Chair of the 2000 DETC. Chair Velinsky requested that the Committee identify two

Starting Balance 7/1/97	\$88,026
Income 7/1/97 - 6/30/98	\$72,809
Expenses 7/1/97 - 6/30/98	\$(13,499)
Account Balance 6/30/98	\$147,336

Table 1: Fiscal year 1997-98 Budget Summary

more incoming officers of the Division to attend, including the newly elected member of the Executive Committee.

J. Wesner noted that the Chair should plan to attend a Congress of Divisions that will be scheduled to immediately precede the TEC.

3.3 Long Range Planning

Chair Velinsky informed the Committee that Systems and Design Group member B. Bhushan has requested that the Division submit a long range planning white paper to the Systems and Design Group. Chair Velinsky will draft this paper and circulate it to the Executive Committee prior to submitting it to the Systems and Design Group in mid-October. His plan will emphasize developing a strong relationship with ASME headquarters.

3.4 Padnos Award

Chair Velinsky reported that confusion had arisen in regards to expectations in presenting the Padnos Award at the 1998 DETC. The Committee indicated strong support for the award. Chair Velinsky will talk with the Padnos Award coordinator, P. Plotkowski at Grand Valley State University, with the intent of improving coordination with the Division in the future.

4 Treasurer's Report

The Treasurer's Report was presented by Chair Velinsky rather than Vice-Chair Hales because Chair Velinsky was Treasurer for most of the time frame of the reporting period.

C. Hales
S. Velinsky

The overall budget summary for fiscal year 1997-98 is shown in Table 1. The DED had a good year financially. The 1997 DETC generated substantial income for the Division (\$39,788). In addition, capital gains and interest on the Custodial Fund were unusually high during the reporting period (\$15,772).

Chair Velinsky noted that tracking accounting is difficult, as ASME does not assign requisition numbers to DED expenses. F. Goldfarb replied that the Technical Affairs Department is in the process of setting up new and improved accounting procedures.

Vice-Chair Hales reported that he has collected the information required to determine the portion of the Custodial Funds that belong to the Mechanisms Committee, generated by A. G. Erdman with the intent of funding the Freudenstein Award. F. Goldfarb stated that sub-accounts can now be set up for the DED Custodial Fund by request; such a sub-account would be appropriate for the Mechanisms Committee monies. Vice-Chair Hales noted that Awards monies in the Custodial Fund should also be identified with sub-accounts.

5 Immediate Past Chair's Report

5.1 Presentation of Certificate of Appreciation

Chair Velinsky presented Prof. Sheppard a Certificate of Appreciation for her devoted service to the DED over the last five years. The presentation was recognized with enthusiastic applause. *S. Velinsky*

5.2 Nomination of Incoming Executive Member

As Chair of the Nominating Committee, Prof. Sheppard asked for clarification as to whether nominees to incoming member of the DED Executive Committee are required to attend the Technical Executives Conference (March 5-7, 1999, Crystal City, VA). While not yet formally stated in the Operating Procedures, Chair Velinsky felt that this should be stated as an informal requirement. *S. Sheppard*

Many nominations were received last year. Prof. Sheppard expressed concern about potential negative impact of too many nominees, as failure to be elected could be perceived as discouraging to work for the DED. D. Segalman suggested 3 or 4 nominees as a good target number. Chair Velinsky suggested aligning all nominees to participate in relevant DED Committees.

5.3 DED Senate

Prof. Sheppard related a call from past member K. Ragsdell, who suggested re-instituting an informal reception for all DED officers at the DETC, as established by A. Serig in a past DETC. K. Waldron offered to champion this effort. He requested a small budget for this effort from the Custodial Fund. Chair Velinsky and Vice Chair Hales emphasized the importance of identifying a time in the DETC schedule when most of the likely attendees would be free to ensure its success.

T. Sankar followed up by noting the good will and enthusiasm that would be generated by improving the recognition of current and past contributions of effort to the Division. He suggested including a list of Executive Committee members and Past Chairs in the back cover of the DETC program.

6 Liaison Reports

6.1 Headquarters

Please see attachment *DED_F98:ASME_NY*. *F. Goldfarb*

6.1.1 ASME Headquarters Relocates

ASME headquarters has moved to a new location in New York City. The new contact information is:

ASME International
3 Park Ave
New York, NY 10016-5990
(212)591-7000

(Note that the local phone exchange has changed from 705 to 591.)

Primary divisional interest	13,681
Secondary divisional interest	10,709
Third, fourth or fifth interest	14,157
Total membership	38,547

Table 2: 1997-98 Design Engineering Division Membership

6.1.2 Management changes

The long-time manager of Technical Affairs, Walter Schnabel, retired from ASME on June 1, 1998. F. Goldfarb is temporarily reporting to Managing Director of the Council on Engineering, C. Beardsley. The Exhibits manager has left ASME, so both the Meetings and Exhibits departments are currently being managed by J. Tansey.

6.1.3 New MEMS sub-division

A Microelectromechanical Systems (MEMS) subdivision has been spun off by three different divisions: Dynamic Systems & Control, Electrical & Electronic Packaging, and Information Storage & Processing Systems. The MEMS Subdivision is administered by the Systems & Design Group.

6.1.4 DED Membership

The current membership of the Design Engineering Division is summarized in Table 2. Overall, membership is strong, but down somewhat from 1997-98.

6.1.5 Circulating DETC Registration Information

Chair Velinsky requested that F. Goldfarb see to it that the DED Newsletter be distributed to DETC registrants of the previous 4 years, as well as division members, to ensure that previous registrants receive DETC registration information. (The Newsletter now contains the only registration form distributed for the conferences by mail.) If funds are required for this mailing, Chair Velinsky suggested that they be obtained from the Custodial Account.

6.1.6 New Systems & Design Group Chair

The new Systems and Design Group Vice President, effective July 1, 1999, will be L. Hobarock from Ohio State University. Prof. Hobarock is formerly from the Dynamic Systems & Control Division.

6.2 Systems and Design Group

6.2.1 Program Merger

The former Engineering Information Management Program has merged with the former Computers in Engineering Division to form a new Computers and Information Engineering Division in the Systems & Design Group. Note that the acronym for this division will remain unchanged as "CIE".

The Chair of the new Computers and Information in Engineering Division, P. Bocks of EDS, was introduced.

J. Wesner

6.2.2 Upcoming meetings

The Systems & Design Group will meet at the 1998 IMECE (11/15-11/20/98, Anaheim, CA). Two seats on the Operating Board are open; interested Division members are invited to attend.

The Council on Engineering will meet in retreat prior to the Congress of Divisions and the 1999 Technical Executives Conference.

6.2.3 Group Web Site

An attractive group web site was established by our own T. Libertiny, chair of the Design Education Committee. Please see attachment *DED_F98:Web* for a list of web sites of DED Committees.

6.2.4 1999 COE Vice President Candidacy

The term of the current Senior Vice President of the Council on Engineering, W. DeVries, ends on June 30, 1999. The Division indicated strong support for nominating J. Wesner as a candidate for that seat.

7 Report on 1998 DETC

7.1 Preliminary Budget Information

As of Tuesday, 9/15/98, 409 full registrations were sold to the 1998 DETC. In addition, several one day registrations were sold. The conference is likely to fall slightly short of the budgeted attendance of 450. However, significant savings were realized on several line items of the budget, such as audio-visual. Thus, only a small loss is expected for the conference.

*K. Waldron
for
H. Lipkin &
F. Mistree*

S. Sheppard and P. Di Vietro emphasized the importance of estimating attendance based on the conference *two* years prior due to the different committee participation. The Division has a tendency to under-predict registration on odd years and over-predict registration on even years. Nevertheless, K. Waldron expressed concern that registration had apparently dropped from the 1996 to the 1998 DETC.

M. Scalice's final financial report for the 1997 DETC is recommended as a model for reporting in the future. This budget is included as attachment DETC_F98:-DETC97_Bud.

7.2 Tutorials

The tutorial program was successful with 133 registrants. The average registration fee was \$60. 50% of the tutorial registration income will be allocated to the presenter as honorariums and 50% will be allocated to the host committee as an incentive for organizing tutorials. The Division will not charge overhead to the tutorial income, as the tutorials are seen as a mechanism for increasing industrial participation at the DETC. Separate ASME accounts should be established to hold these funds for each participating committee.

This year's tutorial program was handled by one person, S. Derby. Due to the extent of the program, a subcommittee should be established to manage it in future years.

7.3 Exhibits

Approximately 10 vendors registered for the Exhibition at a fee of \$800 each. The vendors were happy on the whole and expressed interest in returning to future DETC's. F. Mistree has requested that the exhibitor funds for the 1998 DETC be earmarked for funding the Design Educator Award.

7.4 Proceedings

A total of 486 papers were included on the conference CD. Please see attachment *DED_F98:DETC98_CD* for a summary spreadsheet on CD statistics over the history of their usage for DETC Proceedings. Files received with viruses has steadily dropped from 51 in 1996 (the first year that a CD-Rom was used for the conference proceedings) to only 3 in 1998. The Proceedings budget has improved from a large loss in 1996 to a small profit in 1998 due to lower file compliance and production costs.

P. Di Vietro

Attachment *DED_F98:DETC_ProcDB* documents the current status and future plans for the database used for tracking the conference papers. "FileMaker" was used for the master papers database. This worked well for the Publications staff but not for the Meetings staff.

Several suggestions were made for improving database utilization for future DETC's. First, the program chairs should be trained so they will enter paper information in the correct format. Second, the Meetings Department should access the Publications database for establishing the final program; fields such as room numbers will need to be added to meet the requirements of Meetings. Third, timing problems must be resolved between the Publications and Meetings Departments; for example, Meetings needs tentative information early on to establish the draft program, while Publications must know only the final paper submissions. Finally, F. Mistree suggested making program chairs responsible for the papers database and having the authors themselves check it for errors.

J. Wesner asked if anything could be done to bring the CD-Rom costs down outside of larger attendance at the DETC. P. Di Vietro replied that libraries are not typically willing to purchase CD-Rom proceedings; thus, efforts to encourage libraries to purchase them could lead to larger sales. He added that customers in the United States and Japan are more willing to purchase CD-Rom proceedings than European customers.

S. Velinsky requested a break down of \$6,000 in marketing costs forecast on the Proceedings budget.

7.5 Suggestions for Improving Future DETC's

The conference chairs assumed that the ASME Meetings Department would perform several tasks, such as preparing the conference announcement to be printed in the DED Newsletter. However, the Meetings Department did not share these expectations. Thus, several tasks were delayed as volunteers were belatedly asked to follow through on them or not done at all. For example, the "Program at a Glance" was pulled directly off the web by the Meetings Department and therefore formatted poorly for the Program. F. Mistree suggested writing down detailed expectations for the Conference Chairs and Meetings Departments to avoid such such misunderstandings in the future. He also suggested developing written specifications for the Program, Advance Flyer and other conference materials prepared in cooperation with the Meetings Department staff.

*H. Lipkin &
F. Mistree*

The Conference Chairs and the committees were generally dissatisfied with this year's Program. H. Lipkin reported receiving the first printed program only 4 days before the start of the conference, and that changes that had been requested were not included. K. Waldron suggested facilitating the Meetings staff by strictly upholding Program deadlines, as requesting changes tends to be a driver for the Meetings staff to put them off. D. Segalman noted that the general conference chairs should be advised to maintain tight control of the program to ensure the best product.

Historically, the Meetings Department has driven the deadlines for the volunteers. Little direction was provided by Meetings this year. This may have been a combination of assigning a new staff person to DETC '98 and the lack of history with web-based conference planning. The DED would prefer that Meetings continue to provide strong time line guidance.

The conference was originally accidentally scheduled over a Jewish holiday and had to be rescheduled. The Meetings Department is requested to thoroughly check for conflicts before suggesting or approving future dates for DETC's.

The organizers felt that better room rates may have been obtainable from the conference hotel if the Meetings staff had negotiated harder. However, the hotel service was excellent.

The Advance Flyer required a 1 month processing time through the Meetings Department. This delay forced pushing back the papers deadlines.

The Monday afternoon Convivium was well received. Re-formatting the presentation of Student Awards is recommended in future years.

Most sessions were well attended. The perception was that sessions with low attendance were probably affected by too many parallel sessions in the Mechanisms track.

S. Velinsky expressed concern about the DED's working relationship with meetings. For example, he requested accounting information from the Publications and Meetings Departments; Publications provided a detailed report, while the Meeting Department provided no documentation. S. Velinsky will set an action item to communicate our needs to Gemma Tansey, Manager of the Meetings Department.

8 Executive Committee Reports

8.1 Technical Conferences

K. Waldron

8.1.1 1999 DETC

Please see attachment *DED_F98:DETC99*.

S. Sinha

A significant feature of the conference is the inclusion of the International Symposium on Motion and Vibration Control (MOVIC '99). Originally, the Symposium was to be held immediately after DETC '99. However, members wishing to attend both conferences would face 8 days of travel and \$800 in multiple registrations. Therefore, Prof. Sinha approached the MOVIC organizing committee and suggested combining them. Originally, the MOVIC committee requested a shared registration; however, Prof. Sinha explained that we did not have the mechanisms in place to make that possible. Therefore, the Conference was re-organized as a Symposium within DETC '99. MOVIC '99 is expected to generate 100 papers in addition to the regular DETC '99 conference papers.

Over 700 registrants are forecast. Prof. Sinha has checked with the host hotel, Alexis Park, to ensure that they can provide adequate capacity. Seventeen parallel sessions can be run if needed.

K. Waldron noted that the DETC chairs work on 2 year cycles, but several of the participating Technical Committees work on a one year cycle. Therefore, individual program chairs are sometimes not identified in time to provide essential conference information. He suggested that the Executive Committee can alleviate this problem by lobbying all Technical Committees to identify Conference Chairs a minimum of 2 years in advance. This task has been added as an Action Item for the current and upcoming DETC Executives.

Chair Velinsky noted that the word "International" should be directly included in the DETC conference titles to help international registrants justify their attendance. K. Waldron clarified that the full name of the DETC should be advertised as the "ASME International Design Engineering and Computers & Information Engineering Technical Conferences".

S. Sinha delivered a draft "Call for Papers" to the ASME Meetings Department over a month prior to this meeting. However, the Meetings Department has not yet released it. He noted that its release will be too late due to the delay by the Meetings Department.

8.1.2 2000 DETC

L.-W. Tsai

Please see attachment *DED_F98:DETC2000*. The date and location has been finalized to September 10-13, 2000 at the Omni Baltimore Hotel.

8.1.3 2001 DETC

D. Mook

Please see attachment *DED_F98:DETC2001*.

8.1.4 2002 DETC

K. Waldron

K. Kazerounian has submitted a proposal to host the 2002 DETC in southern New England. Please see attachment *DED_F98:DETC2002*. He will prepare a report in preparation for voting at the March meetings of the DED.

8.2 Technical Committee Operations and IMECE

D. Segalman

8.2.1 1998 IMECE

C. Hales

Please see attachment *DED_F98:IMECE98*. The DED will receive 21 sessions at the 1998 IMECE. The IMECE Program Chair originally provided only 16 sessions. Obtaining 5 more sessions was difficult, and two were obtained on an emergency basis. C. Hales noted that sessions were allocated too late in 1998, so reviewing papers in a timely manner was difficult.

8.2.2 1999 IMECE

D. Segalman

D. Segalman sent the letter attached as *DED_F98:IMECE99* to the Technical Committees on July 14, 1998, thus moving the session request up from previous years. He expects sessions to be somewhat more available than in recent years. He has requested a base-line allocation of 28 sessions but expects to be awarded no more than 23. He developed a spread sheet enabling sending session information to ASME by e-mail.

Additional sessions are readily available if they address the 1999 Industry / Highlight topic, which is "Engineering Innovation for Increased Productivity". P. Doepker

explained that these special sessions must include at least one industry representative. Applications for special sessions must be received by January 20, 1999.

D. Segalman thanked P. Doepker and M. Straffon for guidance helpful in improving the DED's visibility at the IMECE.

8.3 Finance

C. Hales

Vice-Chair Hales announced that funding requests by DED Committees will be due by the end of February 1999 so that they can be approved at the March 1999 meetings of the DED.

8.4 Advisory

Prof. Sheppard announced that she will assemble a meeting of the Past Chairs of the five previous years, in accordance with the Bylaws.

S. Sheppard

8.5 DED Journals

8.5.1 Mechanical Design

Please see attachment *DED_F98:JMD*. Prof. Tsai noted that "resolved" papers, as shown in the bar charts of the attachments, are papers that have either been accepted or rejected.

L.-W. Tsai

Paper Submissions Solicited. Prof. Tsai stated, in summary, that paper submissions should be encouraged. The Journal has a page allocation based on 100 papers averaging 7 pages each per year. Furthermore, an approximate 50% acceptance rate is a typical indicator for better quality journals. The current prediction of 180 papers by year's end is insufficient to meet this goal. As the recent acceptance rate has been very close to 50%, the number of paper in queue for printing has dropped uncomfortably low.

Chair Velinsky suggested increasing the submission rate by recruiting top authors somewhat outside the traditional areas of mechanical design. J. Wesner suggested encouraging authors in the field of design theory and methodology to utilize the Journal of Mechanical Design instead of a commercially based competitive journal.

Associate Editor for RSAFP Needed. Prof. Tsai announced that a nominee for the opening Associate Editor position for Reliability, Stress Analysis and Failure Prevention had been rejected by the Board on Communications due to holding rank of Assistant Professor. Chair Velinsky identified recommendation of a new Associate Editor for RSAFP as an action item.

8.5.2 Vibrations and Acoustics

D. Inman

Please see attachment *DED_F98:JVA*.

8.5.3 ASME/IEEE Journal of Mechatronics

Please see attachment *DED_F98:JMchtrn*. The new Transactions on Mechatronics has approved the ASME as a contributor. A one year delay will transpire before a fiscal association is formalized between the Journal and the ASME. Two editors of the journal will be affiliated with the ASME while two others will be affiliated with

*S. Velinsky
for
B. Ravani*

the IEEE. B. Ravani has been approved as one of the two charter editors from the ASME.

A special issue on mechatronics system design will be published in September 1999. Prof. Ravani is currently soliciting papers for that special issue.

B. Ravani

8.6 National Design Engineering Conference (NDEC)

R. Hirsch

Please see attachment *DED_F98:NDEC*. The 1998 NDEC drew well, although attendance was down a little from the very strong attendance of 1997. This event generated in excess of \$16,000 for the DED Custodial Fund. The DED sponsored 13 Design sessions: 10 from the DFM Committee, 2 from the Education Committee and 1 from the TCVS. The DFM sessions were particularly well attended; R. Hirsch has consulted with them with suggestions on how to improve their ratings. The ASME-sponsored sessions averaged an attendance of about 33, which is better than average.

Eight tracks established for the 1999 conference are described in the attachment. The attachment also documents concerns about the ASME's working relationship with the conference sponsor, Reed Exhibitions Companies.

The 1999 NDEC is scheduled for March 15-18. Chair Velinsky requested that the DED meetings be held on Monday, March 15. Meetings will be held in Room S503A. R. Hirsch will determine if this room is available on Sunday for committee meetings held prior to the DED Executive and General Committee meetings. If not, D. Segalman suggested that a room be rented at a hotel for Sunday DED Technical Committee meetings.

8.7 AUTOFACT

R. Hirsch

The Society of Manufacturing Engineers (SME) initially expressed significant interest in co-sponsorship of the 1998 Autofact conference by committing to pay ASME \$50,000 for their participation. However, the following events have been less encouraging. The first ad for Autofact '98 posted in *Mechanical Engineering* magazine (June 1998) made no mention of ASME. The second (July 1998) only included the ASME logo. The program did not mention ASME.

The conference will be held on 9/28-10/1/98. The Design Engineering Division is slated to receive \$10,000 of the \$50,000 agreed to be paid to ASME.

B. Ravani mentioned that coordinating ASME's AUTOFACT participation with the Chair of the Design Automation Committee may be useful due to potential overlap of interests.

9 Old Business

None.

10 New Business

Please see attachment *DED_F98:Int*. International Affairs Committee Chair P. Doepker moved that the DED cooperate with the following five international conferences:

- The Tenth World Congress on the Theory of Machines and Mechanisms, Oulu, Finland, June 20-24, 1999.

- IFTOMM International Conference on Gearing, Transmission and Mechanical Systems, Nottingham, UK, July 4-6, 2000.
- International Symposium on History of Machines and Mechanisms, Cassino, Italy, May 11-13, 2000.
- International Conference on Engineering Design (ICED), Munich, Germany, August 24-26, 1999.
- The International Symposium on Motion and Vibration Control, Sydney, Australia, September 2000.

The motion was seconded and approved by unanimous vote. P. Doepker will request approval of these conferences by ASME, thus enabling us to publicize them in the Newsletter and web page. J. Wesner noted that ASME has a form to obtain conference approval.

P. Doepker proposed a plan for him to obtain registration at three international conferences to establish contacts with the DED. The total request is expected to be about \$2000. J. Wesner suggested that the DED may be able to obtain this funding as an ASME Foundation grant. R. Hirsch noted that proposal instructions are available on the web. The Executive Committee expressed strong interest in this plan and requested a formal proposal for the March 1999 meetings.

11 Adjournment

Chair Velinsky adjourned the meeting at 11:45 AM.

Respectfully submitted,

Thomas R. Chase
Secretary