

# **INDUSTRY RELATIONS MANUAL**

**REVISED DECEMBER 2002**

The purpose of this manual is to assist Regions, Sections, Subsections and Local Groups to establish an excellent working relationship with local industries.

# **INDUSTRY RELATIONS MANUAL**

## **TABLE OF CONTENTS**

1.0	Introduction	3
2.0	Summary	4
3.0	Industry Visits	5
4.0	Industry Breakfasts	11
5.0	Section Industry Advisory Board	15
6.0	Industry Plaques	17
8.0	Student Day in Industry	20
8.0	Industry Relations Chair	22
9.0	Letters of Acknowledgment/Regional Vice President	23
10.0	Industry Support Opportunities	26
11.0	VIP Subscriptions	27
12.0	Visit Reports	28
13.0	Plant Representative	30
14.0	Regional Industry Relations Committee Chair	31
15.0	Manager Night	32
16.0	Presentation on Industry Benefits	33

## **1.0 INTRODUCTION**

### **WHY**

An active industry relations program can provide a number of benefits to an ASME Section. These benefits can:

- 1) Help to increase attendance at meetings
- 2) Obtain new officer and committee chairs
- 3) Obtain program and seminar suggestions
- 4) Obtain support (financial, postage, printing, meeting room)
- 5) Obtain support for student activities
- 6) Increase section membership

An active effort is needed to convince industry of the benefits available from ASME by encouraging employees to be active in ASME.

The program is most effective when the section appoints an Industry Relations Chair.

This manual has been developed to help the Section Industry Relations Committee. It will serve as a reference source for the different section program with information on “how to” set the program in action.

### **NOTE**

The National Industry Advisory Board activities are not part of this manual

A short description of why the Industry Representative should be interested in their Mechanical Engineers belonging to ASME

Check List of things Sections Industry Relations Committees should do - (on page 2).

Include copy of Industry Brochure

Managers Night

## **2.0 SUMMARY**

The Industry Relations Program consists of a number of different opportunities for the Section and include:

### **Industry visits (One company at a time)**

Conducted by the Field Services Director and/or Regional Vice President in conjunction with Section representatives to learn of industries needs as well as to describe ASME programs and benefits.

### **Industry Breakfasts/Luncheons**

Similar to Industry Visits except many different companies are “hosted” at one time by ASME at suitable meeting location for a breakfast or luncheon.

### **Industry Advisory Group**

A group comprised of 5-7 top management persons from local companies to advise the section of programs and activities for the section to consider.

### **Industry Appreciation Awards**

A Section can utilize this award to recognize companies and universities in their area for their outstanding support and contributions to the Section.

### **Industry Letters**

Sections can help its officers receive recognition at work by having the Regional Vice President send letters to their employers commending the officers for their accomplishments in ASME.

### **Industry Day**

A program to encourage companies to permit ASME student members to be with one of their engineers for a day to observe engineers in the field.

### **Industry Support Opportunities**

This is a list of what some companies do to help promote ASME activities.

### **VIP Subscriptions**

Complimentary subscriptions to “Mechanical Engineering” magazine available for corporate management who are non-ASME members.

### **Visit Reports**

Reports issued on meetings with industry summarizing their needs.

### **Section Guests**

Invite on one more industry leaders to be a guest of the section at each meeting. Assign an executive committee member to be an escort

## **Managers Night**

Invite several engineering managers to a section meeting.

### **3.0 INDUSTRY VISITS**

#### **PURPOSE**

ASME Section successes are dependent in a large part on the support of local industries. (Here and elsewhere in this discussion, the use of Section could also mean Subsection or Group if and when applicable). We cannot expect such support unless these industries understand that there is a return for them. Quite often an industry is not aware of what they may gain. The purpose, then, of a visit to an industry, by the Field Services Director and a Section officer, is to discuss issues of interest and concern, new technologies and trends, and to discuss how ASME as a Society, with all of its' resources, can help industry deal with the issues/challenges/technologies discussed at the meeting. These visits also highlight the value of ASME membership and local sections. The results of such a meeting should be a result in an increase in this company's support, but under no circumstances should this meeting be used to try to pressure support from the industry.

#### **PREPARATION**

The primary responsibility for the preparation of a series of industry visits lies with the Section, with direction from the Regional Vice President and assistance from the Field Services Director. Although special circumstances may sometimes vary the required preparations, such variations from the following guidelines should be kept to a minimum.

#### **REGIONAL VICE PRESIDENT**

1. Based either on a Section request or an Operating Board recommendation, the Vice President shall establish where visits within the region are to be made.
2. After a definition of a visit, follow-up of the Section's preparations should be made periodically.

#### **SECTION EXECUTIVE COMMITTEE**

1. Following authorization by the Vice President, the section chair or executive committee should determine the companies to be visited. The contact at the company should be then identified, such a VP engineering or chief engineer.
2. Following contact with the Field Services Director for general guidelines, a schedule for the visits will be prepared (and coordinated by the section chair or section industry relations chair).

3. Assignment of a Section Officer to accompany the Field Services Director should be made. This person (or persons) will need to prepare a summary of local Section activities.
4. A brief on each company should be prepared to aid the Field Services Director (include principal products, number of employees, etc.).
5. Schedule and briefs should be transmitted to the Field Services Director for review and finalization prior to the visit.

### **FIELD SERVICES DIRECTOR**

1. As soon as the Vice President has defined a visit area, the Field Services Director will contact the Section involved to assist in their preparation activities.
2. Review of the visit plans shall be made at least one week before the scheduled visits to allow time for any clarification needed.

### **AGENDA FOR A VISIT**

Although each visit should be carried out as an informal discussion, coverage of as many of the following as possible should be made:

1. The Field Services Director will review the services to the company available from ASME.
2. The Field Services Director will identify the technological assistance available to members from National and Regional Activities.
3. The Section officer will review past and proposed local Section activities and plans.
4. The Field Services Director will inquire about company policies on professional activities support; or if no support is provided, he will try to ascertain the reasons.
5. If not previously determined, the Field Services Director will try to obtain engineering manpower data.
6. The Section officer will designate a local member (preferably an employee) who will act as the contact for future assistance.

## **POST VISIT ACTIVITY**

Little or no benefit is obtained from a series of industry visits unless proper follow-up activities are performed by the section.

The following events should occur as a minimum:

1. A letter of thanks should be sent to each person visited by the Field Services Director and the Section officer taking part in the visit. The letter should include confirmation of the local member contact information and should solicit requests for information and future assistance.
2. Key non-member personnel at each industry should be identified and added to the section mailing list.
3. At an appropriate future section meeting, each key non-member should be invited to attend as a guest of the section. The in-plant representative and/or section executive committee member should host each guest at the meeting.
4. The Field Services Director (if he participated) should submit a Visit Evaluation Report to the Section Chair, the Regional Vice President, and the Regional Industry Relations Chair.
5. The company may be asked to complete the report form A (page 8) in order to provide ASME with information about the company.
6. Report B (page 9) is to be completed by the Field Services Director (if he participated) summarizing the meeting with industry.
7. When the section is establishing topics for the next year's programs, a letter should be sent to each key industry person visited soliciting comments as topics they would like to discuss at future meetings. The section could also offer a section program to that company if they would like to sponsor a tour or make a presentation on their products, services or development.

## **SCHEDULE**

As can be seen from the Industry Visit Timetable, which follows, the time from invitation to final evaluation could be two or more months.

### **INDUSTRY VISIT TIMETABLE**

	<b>EVENT</b>	<b>DAYS*</b>	<b>RESPONSIBILITY</b>
1.	Request to Vice President	45-60 BV	Section
2.	Visit Approval	30-45 BV	Vice President
3.	Preparation Review	25-40 BV	Field Services Director
4.	Schedule Review	30 BV	Section and Field Services Director
5.	Final Schedule to Field Services Director	15 BV	Section
6.	Visit Clarification (if needed)	7 BV	Field Services Director
7.	Visit Critique	0	Section and Field Services Director
8.	Visit Report	7-14 AV	Field Services Director

\*BV.. Before Visit

\*AV.. After Visit

**RETURN TO:**  
 ASME XYZ Field Office  
 1111 ABC Street  
 City State Zip

NAME \_\_\_\_\_ TITLE: \_\_\_\_\_  
 COMPANY \_\_\_\_\_ TELEPHONE \_\_\_\_\_

1. Please indicate your degree of familiarity with the following ASME activities before this meeting.

		Very	Somewhat	Not
a)	Codes and Standards	_____	_____	_____
b)	Technical Divisions	_____	_____	_____
c)	Education - Accreditation	_____	_____	_____
d)	Education - Professional Development	_____	_____	_____
e)	Public Affairs	_____	_____	_____
f)	Member Affairs - Local Sections	_____	_____	_____
g)	Member Affairs - Student Sections	_____	_____	_____
h)	Research	_____	_____	_____
i)	International Affairs	_____	_____	_____

2. Does your company?

		All	Some	None
a)	Reimburse employees for professional society dues?	_____	_____	_____
b)	Reimburse expenses at:			
	National Meetings/conferences?	_____	_____	_____
	Regional meetings?	_____	_____	_____
	Local meetings?	_____	_____	_____

3. Does your company:

		Yes	No
	Encourage professional society participation?	_____	_____
	Provide time/support for society leaders?	_____	_____
	Encourage continuing education?	_____	_____

4. How many Mechanical Engineers are at your company locations \_\_\_\_\_

5. Please list any other societies that focus on your needs and interest.  
 \_\_\_\_\_

6. Please check which ASME seminars your engineers would attend.

a)	Management	_____	b)	Project Management	_____
c)	Hear Transfer	_____	d)	Boiler & Pressure Codes	_____
e)	HVAC	_____	f)	Pumps	_____
g)	CAD/CAM	_____	h)	Design	_____
i)	Engineering Database	_____	j)	Failure Analysis	_____
k)	Combustion	_____	l)	Manufacturing	_____
m)	Gas Turbines	_____	n)	Materials	_____
o)	Non Destructive Testing	_____	p)	Nuclear	_____
q)	Other	_____			

7. How can this program be improved to better meet your needs? \_\_\_\_\_

---

---

---



#### **4.0 INDUSTRY BREAKFAST/LUNCHEON**

This section describes the object of the Industry Breakfast Program and the procedure for implementing it.

##### **OBJECTIVE**

The objectives of this program are to:

Discuss issues/ challenges/ new technologies and trends facing the engineering industry

Discuss how these topic(s) impact the industry members attending these programs

Illustrate how ASME as a society can help industry deal with the issues/challenges/new technologies discussed in the program

Achieve greater industry support in promoting engineering participation in ASME

##### **PROCEDURE**

Section management will determine when they want to schedule a breakfast and verify that the Field Services Director and/or Regional Vice President are available. They will then carefully review the industries in their section and select 10-15 companies for participation.

The criteria to be used should include:

The company should employ at least three mechanical engineers.

Each breakfast meeting should have companies who employ approximately the same number of mechanical engineers (i.e., try not to have a company with 500 engineers in a group where one company has only 5 engineers).

Having the top engineering management invited to the program (e.g., Vice President, Chief Engineer, Director).

There will be no cost to the attendees.

A sample letter of invitation is included. Follow up phone calls should be made a week prior to the breakfast.

The section will schedule the breakfast at a convenient time for the attendees but it should be in the early morning (7:00a.m. - 9:00a.m.) or over lunch (11:30a.m. - 1:30 p.m.). It should last 1-1/2 to 2 hours maximum at a high quality, convenient location where the meals would cost between \$5-\$15 per person.

The Field Services Director (ASME) will pay for the meal. One to two section leaders should be present. The format and agenda for the meeting should be agreed upon by the Section leaders and the Field Services Director/Regional Vice President prior to the meeting.

The effectiveness of this breakfast or luncheon will be affected by conscientious follow-up. Thus, the Section should plan a follow-up call to each attendee within the following week. The objective is to get the company engineers involved in the ASME local section. Encourage the attendees to agree to a follow-up meeting between the local section officers and their engineers.

An Industry folder will be distributed to each attendee.

## SAMPLE LETTER OF INVITATION

January 1, 2003

Mr. John Smith  
Vice President of Operations  
Widgit Company  
11 Maiden Lane  
New York, NY 10016

Dear Mr. Smith:

The Calumet Section of the American Society of Mechanical Engineers cordially invites you to attend a breakfast meeting on Thursday, February 29, 2003. The topics for discussion are the Advances in Fuel Cell Systems and Technology and the impact on local industry.

The objectives of this program are to:

- a) Inform attendees about advances in the field of fuel cell systems and components for stationary, mobile and portable power generation applications.
- b) Stimulate more industry discussion and research in this emerging field.
- c) Discuss the impact this research has on companies such as yours.
- d) Demonstrate how ASME's resources, which include Codes and Standards, conferences and events, education and training can help your company in meeting the challenges associated with these emerging technologies.

Companies that are invited are Allied-Signal Aerospace, Computer Products, Inc., Dayton Granger, Inc., Florida Power and Light, Gould, Inc., Harris Corporation, Modcomp Motorola, Inc., Parkson Corp., Southern Bell, Webron Corp., and Westinghouse Corp.

The meeting will be held at the Omni Hotel, 555 NW 62nd Street (NW corner of Rt. 95 and Cypress Creek Road), from 7:00 – 9:00 am in the Grand Ballroom.

We look forward to your participation in this event. I will call you by January 9th to confirm your attendance. If you have any questions, please feel free to call me at (732) 599-9999.

Sincerely

John Doe  
Chair  
ASME Calumet Section

## INVITATION LETTER TEMPLATE

<Date>

<Name>

<Title>

<Company Name>

<Address>

<City>, <State>, <Zip Code>

Dear <Name>:

The <Insert Section Name> of the American Society of Mechanical Engineers cordially invites you to attend a breakfast meeting on <Insert Meeting Date>. The topic(s) to be discussed are <Insert program topic>.

The objectives of this program are to:

- a) <State the purpose of the Industry Breakfast>.
- b) <Point out what you hope to achieve by hosting this program>.
- c) <Discuss how these topics impact the industry members attending the program>
- d) <Discuss how ASME as a Society, with all of its' resources, can help industry deal with the issues/challenges/emerging technologies discussed in the program>.

The meeting will be held at the <Insert Meeting Place/Address (and directions if necessary)/Time of Meeting>.

We look forward to your participation in this event. <Insert date that you will confirm the participant's attendance>. <Insert your contact information, so the invitee may contact you with questions>.

Sincerely,

<Insert Your Name>

<Title>

<Insert ASME Section Name>

## **5.0 SECTION INDUSTRY ADVISORY BOARD**

### **DESCRIPTION**

This outlines a concept of organizing a Section Industry Advisory Board, which is similar in concept to corporate organizational structures. However, the directions and authority relationship would be one of advisory in nature. It would consist of 5-7 selected engineering leaders in the community.

### **PURPOSE**

The purpose includes:

- 1) To gain more direct involvement and support of industry leaders in section activities (supporting ASME goals).
- 2) Providing opportunities for industry to have an effect on the direction of section programs and activities that will benefit their engineers.
- 3) Achieving increased participation of engineers employed by these leaders.
- 4) Building a Section that is more responsive to the needs of local industry.

### **PROCEDURE**

The Section leadership must first evaluate this concept to determine whether it fits their local environment. After that, they should prepare a list of companies in their area, which can be obtained from the roster of ASME members or from their local Chamber of Commerce. From these lists, compile a list of engineering leaders, such as VP Engineering, Chief Engineer, Director of Engineering, etc. This will be your list of possible candidates for your Section Industry Advisory Board. The Section may want to balance of leaders from large and small firms in order to achieve fair representation as well as people from different types of industry.

Since many will decline from participating on this Board, stating that they have prior obligations to other committees; the Section should have a clear understanding of what is expected from this group. The following is suggested:

“The Section Industry Advisory Board is being formed in order to provide greater coordination between the ASME Section and the needs of local industry engineering department. The Board would meet at their choosing but at a minimum of once a year to review programs that the ASME Section could implement to fulfill their needs and objectives. This would include discussion on the major engineering problems, concerns and challenges facing the local industries. Time commitments will be minimal, but would offer the opportunity to meet with other engineering leaders on a professional basis. We would like you to serve on this important board and we will personally contact you in the near future.”

The next step would be the contacting of the leaders and this can be done in several ways. One way would be to arrange an Industry Breakfast so that the ASME Field Services Director would be present. A second way would be to have the highest-level engineering leader that was a former Section Chair contact the list of candidates. A third method would be to have the current section Chair contact the candidates.

A meeting would then be called to organize the board and become better acquainted with the board members as well as their responsibilities. One person should be chosen to act as a chair of the group in order to lead discussions. The Section Chair should attend, but not be selected to lead the discussions. The group should select at least three major concerns facing their engineering community. With the help of the Section Chair, the group should develop solutions to these concerns by possibly utilizing monthly program meetings, conferences, seminars or short courses. The Section Chair would have the responsibility of advising the group of ASME's capabilities, responding to their needs and inquiries, and then organize the Section leadership to fulfill those needs. The Board members will be encouraged to provide employees for committee work to achieve these goals.

### **RESPONSIBILITIES**

1. Attending Board meetings. The suggested time frame for the board meetings are once in the Spring and once in December. The Spring meeting would introduce elected officers to the Board, provide continuity of Section Administration and provide an opportunity to discuss goals and the agenda for the following section year. The December meeting would focus on the status of the programs and whether mid-course correction or additional aid is needed from the participating Board members.
2. To attend Section activities as time permits. This could provide mutual support by encouraging board members to attend meetings and for the Section to provide the type of programs that their Board representation has suggested.
3. Suggest a replacement when you are no longer able to participate. The suggestion would go to the Chair of the Section Industry Advisory Board. This will aid in the continuity of the programs that are suggest by the board.
4. Provide an in-house alternate if a Board member cannot attend a meeting. This will assure that the Board member's company or industry continues to be represented, thereby continuing support of programs.

## **6.0 INDUSTRY PLAQUE**

### **INDUSTRY PLAQUE REQUEST PROCEDURE**

- 1) Section Executive Committee determines to whom to present the award, based on consideration of the guidelines set forth in this part of the manual.
- 2) The Section completes the request form and forward the form to their Field Office, along with a check for the appropriate amount.
- 3) The Field Office reviews the request, obtains the approval of the Regional Vice President, and forwards the request to the New York office.
- 4) The New York office procures the Plaque and forwards it to the Section.
- 5) The Section arranges for an appropriate meeting in order to present the Plaque (e.g. inviting the Regional Vice President to attend the presentation).

**ALLOW 8 WEEKS FOR DELIVERY**

**LIMIT: ONE PLAQUE PER SECTION/SUBSECTION/LOCAL GROUP**

**INDUSTRY PLAQUE ORDER FORM**

COMPANY NAME: \_\_\_\_\_

SECTION NAME: \_\_\_\_\_

PRESENTATION DATE: \_\_\_\_\_

MAIL PLAQUE TO: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
(Name - Section Chair - please print)

\_\_\_\_\_  
(Signature-Section Chair)

\*\*\*\*\*  
\*\*\*

**NOTE: THE FOLLOWING INFORMATION MUST BE SUBMITTED WITH REQUEST.**

1. Letter detailing the reason why your Executive Committee believes that this company should receive an Industry Plaque.
2. - Make check payable to ASME

Mail Order to: Your Field Services Director

\*\*\*\*\*  
\*\*\*

**FOR ASME USE ONLY**

Date VP Approval \_\_\_\_\_ Regional Vice President Approval Signature \_\_\_\_\_

Date Order to NY \_\_\_\_\_ Amount Received \_\_\_\_\_ ASME PO Number \_\_\_\_\_

## **GUIDELINES FOR INDUSTRY PLAQUE**

### **GUIDELINES FOR EVALUATION OF ELIGIBLE COMPANIES**

1. Travel reimbursement for section/region/national meetings for officers.
2. Membership dues paid by company.
3. Company post section newsletter.
4. Company provides a contact person.
5. Company provides speakers for local meetings.
6. Company encourages employees to join ASME.
7. Company provides equipment/facilities for section meeting.
8. Company provides tours.
9. Company provides support to section officers with their ASME duties.

## **7.0 STUDENT DAY IN INDUSTRY**

The purpose of the program is for an undergraduate student member of the Section to meet with a working member engineer at the engineer's place of employment and observe the "real" working world the an engineering atmosphere.

### **ORGANIZING A STUDENT DAY IN INDUSTRY**

1. Collect names of the student member in the university or other education institution within the Section's boundaries that are interested in participating in the program.
2. Have each student indicate his/her primary and secondary fields of engineering interest; i.e., design, manufacturing, construction, etc. Several options will facilitate assignment in the event of a concentrated field of interest.
3. Collect names of ASME members who will be sponsors.
4. Match one student with each sponsor as closely as possible to the student's primary field of interest. In the event of fewer volunteer, assign two or more students to one volunteer.
5. Inform each student of his/her assigned member (sponsor).
6. Instruct each student to call his or her assigned sponsor to arrange a visit of the member's plant or office at a mutually convenient time. Having the student contact his/her sponsor directly is recommended because it minimizes the time required by the members and because it is generally more difficult for the member to reach the student.
7. After the visit, request each student to complete an evaluation form to determine the program's success, and to obtain suggestions that the students may have for future improvement of the program.
8. Send letter to the sponsoring members thanking them and their companies for their time and effort in making the program a success.

**STUDENT DAY IN INDUSTRY**  
**EVALUATION FORM**

Student Name: \_\_\_\_\_ Date: \_\_\_\_\_

University: \_\_\_\_\_

Major: \_\_\_\_\_ Class: \_\_\_\_\_

Sponsor and company that you visited: \_\_\_\_\_

Was this engineer the one to who you were originally assigned? Yes \_\_\_\_\_ No \_\_\_\_\_

Nature of work at engineer's place of business: \_\_\_\_\_

Did you visit the sponsor's plant or other place of business? \_\_\_\_\_ Yes \_\_\_\_\_ No

If not, give reason for not visiting (e.g. lack of time or interest, distance): \_\_\_\_\_

\*\*\*\*\*

If you visited the sponsor's place of business, answer the following questions: \_\_\_\_\_

Was the member difficult to contact? \_\_\_\_\_ Yes \_\_\_\_\_ No

Date Visited: \_\_\_\_\_

Visit was (circle one) Educational Interesting Both Neither

Did you benefit from the visit? Please explain \_\_\_\_\_

Did the visit have any affect of your attitude toward a particular field? Yes \_\_\_\_\_ No \_\_\_\_\_

Additional remarks: Please describe your overall feelings about the Student Day in Industry Program and the suggestions that you may have to improve it.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## **8.0 INDUSTRY RELATIONS CHAIRMAN**

This section is basically a job description listing the activities that the Industry Relations Chair may undertake.

### **DUTIES**

Provide overall coordination of the Section's relationship with local industry.

### **FUNCTION**

Establish a committee on Industry Relations. Coordinate section activities affecting local companies.

### **RESPONSIBILITY**

To the local section members and executive committee, as well as local industry.

### **PROCEDURES**

Identify those industries involved in the use of any of the facts of mechanical engineering.

Identify and establish contact with the management and engineering staff of each industry.

Determine section activities which would be of interest to the engineering staff.

Encourage section plant representative at each industry.

Encourage management to support participation of their engineers in both local and national engineering society activities.

Solicit presentations by management of programs on their company's products and/or activities.

Enlist the aid of each industry to local student section programs through speakers and tours.

Assist the Field Services Director in setting up industry visits.

When national meetings of the Society are to be held in the local area, assist in setting up a meeting of local industry leaders with national ASME officers.

Provide other Section committees with industry inputs regarding the committees' functions.

### **RESOURCES**

Industry Relations Handbook  
Regional Industry Relations Chair

Regional Vice President  
Field Services Director

## **9.0 LETTERS OF ACKNOWLEDGMENT FROM REGIONAL VICE PRESIDENT**

An industry relations program is more effective with frequent contacts with the companies in the section's area. One reason for contacting these companies would be to thank them for supporting their engineers in the section's activities. The procedure described in this section outlines a procedure for getting the ASME Regional Vice President to send a letter of thanks. This will provide added visibility to the member as well as added visibility for ASME

### **VOLUNTEER RECOGNITION**

#### **GOAL**

To recognize industry for supporting their employees in the position of ASME Section Chair.

#### **BACKGROUND**

Many companies encourage and support their employees to become active in the ASME. The ASME provides a Certificate of Appreciation for the section to present to the outgoing chair, yet nothing has gone to the company thanking them for the support they provided to the chair. This proposal is to thank the companies for their support to the chair, recognizing that many of our chairs could not have effectively performed without the concurrence and support of their employer.

#### **PROCEDURE**

The Vice President sends letter "A" to each section chair at the end of the term requesting appropriate employer contact.

#### **ADVANTAGES**

Informs section chair's employers of professional activity.

Provides additional industry contact.

Encourages further industry support.

TO: SECTION CHAIRS

Letter “:A”

I want to personally thank American industry for supporting the American Society of Mechanical Engineers and in particular, those companies where our outgoing Section Chairs are employed. To aid us in this endeavor, would you please complete the form below, indicating the recipient from your company receiving a letter from me on your behalf.

\*\*\*\*\*  
\*\*\*

SECTION CHAIR NAME:

SECTION::

EMPLOYER:

EMPLOYER CONTACT:

EMPLOYER MAIL ADDRESS:

IS THERE SOMETHING SPECIFIC THAT YOU ACCOMPLISHED DURING YOUR TERM OF OFFICE THAT YOU WOULD LIKE US TO EMPHASIZE IN THIS LETTER?

---



---



---



---



---



---



---

\*\*\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*

TO: APPROPRIATE COMPANY

Dear Mr./Ms. \_\_\_\_\_:

On February 16, 1880, thirty of the most prominent men in the American mechanical industry met in the New York editorial offices of the American Machinist to outline both the intellectual boundaries of the mechanical engineering profession and the advantages to be derived from the development of an association. They clearly saw the need for a better system of exchanging technical information and looked for it in a social setting that mixed business with the refreshing fellowship of one's peers. These industry leaders recognized even in the 1880's that the economic success of their organizations depended upon advanced technical knowledge. Furthermore, they identified a crucial need for an institution to systemize the flow of information from research and experience to practical application. From that initial gathering, the American Society of Mechanical Engineers has evolved into an international organization of more than 120,00 members joined together to promote the art, science and practice of mechanical engineering.

Today in our increasingly complex technological society, the "advantages to be derived from association" are even more essential to the successful mechanical engineer. Over the past 122 years, the foundation upon which the success of ASME has been built is based on the volunteer members, highly skilled professionals whose talents and contributions entitle them to a special place in American society.

One of your employees, \_\_\_\_\_, has earned his/her place of distinction in ASME through the tireless dedication he/she has demonstrated during the past year as Chair of the ASME \_\_\_\_\_ Section. On behalf of ASME, I want to express my sincere appreciation for the support and encouragement you have provided to \_\_\_\_\_ during the year of growth and achievement in his/her career.

By encouraging and supporting \_\_\_\_\_, you have enable him/her to refine skills that undoubtedly will enhance his/her value as an employee to you. The hands-on management experience gained through planning and organizing section activities has contributed to his/her professional growth at minimal cost and no risk to your organization.

\_\_\_\_\_ was elected by his/her peers to serve as Chair of the ASME \_\_\_\_\_ Section, in recognition of his/her leadership abilities. The experience he/she has gained during his/her tenure as chair has enhanced these leadership skills. He/she has served with distinction and is a credit to your organization. I strongly encourage you to continue your generous support of \_\_\_\_\_ as he/she pursues the future professional career development you undoubtedly desire. He/she is an outstanding person and clearly a leader of both ASME and the mechanical engineering profession.

Thank you for the excellent support you have provided to \_\_\_\_\_ and ASME. I would welcome the opportunity to meet with you at your convenience to discuss the many benefits available to your organization through employee involvement in ASME. Please do not hesitate to contact me if I can be of assistance to you in any way or provide you any information on ASME. With personal regards, I am

Yours very truly

\_\_\_\_\_  
ASME Vice President  
Region \_\_\_\_

## **10.0 INDUSTRY SUPPORT OPPORTUNITIES**

Often during visits with a company, attendees express interest in helping ASME and ask what can they do. This list should be reviewed prior to such a meeting and items should be selected that would benefit the section the most. The list should not be duplicated and given to a company, but rather, it should be used as a reference for discussion purposes.

### **INDUSTRY SUPPORT OPPORTUNITIES**

- 1) Management Participation
- 2) Time off - Section Activities
- 3) Bulletin Boards
- 4) Company Contact
- 5) Provide Meeting Rooms
- 6) Secretarial Support
- 7) Reproduction Services
- 8) use of Telephone ... Local ... Long Distance
- 9) Graphic Services/Photographic Services
- 10) Use of Company Vehicle
- 11) Use of Video Equipment
- 12) Pay for Cost to Attend Meetings ... Local ... Other
- 13) Use of Computer Facilities
- 14) Financial Contribution to Section
- 15) Pay Member's Annual Dues

## **11.0 VIP SUBSCRIPTIONS**

This is a program where the Regional Vice President/Field Services Director can request VIP subscriptions for Industry Leaders who are not ASME members. Requests should go to the Field Services Director.

## **12.0 VISIT REPORTS**

The final section deals with reports in order to maximize the effectiveness of the Industry Relations Program. This report is completed by the Field Services Director if he participated in the visit, or by the Senior ASME Volunteer present. A sample report is included as a reference of the program. Distribution of reports:

- 1) In the Field Office File
- 2) To the Section Chair
- 3) To the Regional Vice President
- 4) To ASME Director Regional Operations.

**REGIONAL OFFICE  
INDUSTRY VISIT REPORT**

**Sample Report**

Industry Name:	Industry Breakfast	Region: X
ASME sectional	New Orleans Section	City: New Orleans, LA
Date of Visit:	January 16, 1997	

Persons Contacted:		
G. S. (Gary) Saltzman	Shell Offshore, Inc.	Manager Production Eng.
Dwight Johnson	Shell Offshore, Inc.	
T.D. Graham	Martin Marietta	Manager, Plant Eng.
Michael J. Bumina, P.E.	Monsanto Agricultural	Project Engineer
James Melancon, P.E.	Waldemar S. Nelson & Co.	VP, Oil & Gas Projects
Anthony Pastor	Louisiana P&L	Senior Eng, Nuclear Ops.
Greg K. Hughes	Boeing	Manager, Eng. Design
Jimmie Mayes, P.E.	Walk, Haydel & Associates	Vice President
Otto A. Rees	Bell South Services	Building Design & Const.
John Crisp	University of New Orleans	

**Industry Support of ASME**

Pays Dues	Some	Yes	No	Yes	Some	Yes	Some	Some	Some	No
Pay Mtg Exp	Yes	Yes	No	Yes	Some	Yes	Some	Some	Some	Some
Pay Mgt Time	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Encourage Particip	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Evaluation of ASME Involvement:	Good									

**Comments from Industry Attendees:**

Continuing education courses ... Quality, Codes & Standards, Improved Software, Environmental, Communications. More programs on refining and petrochemical operations. Emphasize environmental compliance in training and technical research. Introduction at college level of codes and standards and providing guidelines for bidding on engineering services. Programs on environmental issues.

**Comments by Field Services Director:**

The meeting was conducted by giving a 10 minute overview of ASME, breakfast and then a general discussion. The group was a mix of different type of industry and management positions. A good discussion was achieved with the major theme, which was environmental issues. The initial objective of the breakfast was achieved. Now, follow-up by the Section in providing programs as recommended will determine the success of the second objective in getting more industry participation.

cc: Regional Vice President

Submitted by: Field Services Director

Regional Industry Relations Chair  
Section Chair  
Sector Industry Relations Chair  
New York/Field Services Director

### **13.0 PLANT REPRESENTATIVE**

Some Sections have had very successful results from the assignment of plant representative in organizations in the area of the section. Such representative can be extremely useful in seeking out recent engineering graduates who into the Section providing a contact person with the plant for information about ASME and its codes, in aiding membership development, in boosting attendance at SECTION events and in supporting better management relations. The decision to designate plant representatives and the assignment of responsibility for such designation is a responsibility of the Executive Committee. Available in the Section Handbook is an example of a poster, which might be placed on a company bulletin board.

## **14.0 REGIONAL INDUSTRY RELATIONS COMMITTEE CHAIR**

### **J.12.1 Duties**

Responsible for the establishment and implementation of a visible and effective Industry Relations Program.

### **J.12.2 Function**

Organize and staff the regional Industry Relations Program Committee and Executive Committee.

### **J.12.3 Procedure**

- (1) Work with the sections to obtain an Industry Relations Chair for each section who will also serve on the regional Industry Committee.
- (2) Organize a small (3-5 person) executive committee to provide guidance and direction to the Industry Relations Program.
- (3) Coordinate all facets of the Industry Relations Program including encouraging sections to present industry awards, student section relations, industry visit program, and regional fund solicitation.
- (4) Prepare annual report for regional vice president on accomplishments of goals at the RAC.
- (5) Work with section chairs to establish viable section industry programs, goals, and collect data on section activities.
- (6) Develop suggestions for section activities.
- (7) Develop training program for section Industry Relations Chairs.

### **J.12.4 Goals**

- (1) Develop and/or update the regional program including annual goals before the IRAC.
- (2) Report on last years accomplishments at the RAC (and/or IRAC).

### **J.12.5 Resources**

ML-10 -- Sections Operations Manual  
Field Office

## Section Handbook

## **15.0 MANAGERS NIGHT**

### **Description**

This option is yet another technique of involving local industry. The objective is to invite local engineering managers to a section meeting so they may learn first hand what the ASME section is doing. The intent is for engineering managers to become more active personally and to involve their fellow engineers.

### **Procedures:**

1. The Section Industry Relations chair or Section Chair should analyze the section roster to determine companies where several members work but are not active in section activities.
2. Ten companies should be selected, and the engineering managers should be identified. The criteria should be companies with the most members. This can be accomplished with the help of the members.
3. Invitations to attend a section meeting should be sent to these managers. It is at the Section's discretion as to whether they would pay for the dinner.
4. Follow-up phone calls should be made by the section chair one week prior to the meeting to confirm attendance.
5. At the meeting, the managers should be made welcome and recognized to the attendees.
6. After the meeting, the managers should be sent a thank you letter for their attendance, reminding them of the benefits of participation in ASME.

**INDUSTRY**

**Productivity**

**Professionalism**

**Personal Skills**

**Marketing Opportunities**

**New Technology**

**Transfer Technology**

# **PRODUCTIVITY**

**Learn from Others:**

- Better methods**
- Different Suppliers**
- Reduce Searching Efforts**

**Reinvent the wheel**

**Attend Section meetings**

**Attend Technical meetings**

**How to use Codes/Standards Legislation**

# PROFESSIONALISM

Guidelines

P.E. Registration

Contribute to the Profession

Continue Education

Code of Ethics

Honors and Awards

# PERSONAL SKILLS

Communication

Management

Interpersonal

Technical Skills Update

Technical Skills Expansion