

# Rochester Section

Our Website Address:

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Section No.20

## SOCIETY OF PLASTICS ENGINEERS

Promoting the Scientific and Engineering Knowledge of Plastics

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### NEWSLETTER

Volume 24, Issue 5

FEBRUARY, 2003

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#### “NASA Engineering Testing Assistance”

#### by Beck Bornick, Space Alliance Technology Outreach Program

Uncle Sam provides free assistance to small businesses

**WHEN:** Monday, February 17, 2003

**WHERE:** The Party House, 677 Beahan Rd., Chili, NY

**TIME:** Board Meeting 5:00 PM  
Dinner 6:45 PM

Social Hour 5:45 PM  
Program 7:30 – 9:00 PM

**DINNER PRICES:** Member \$20

Non-member \$25  
Student – Free

**RESERVATIONS:** Advance reservations must be called in no later than 4:00 PM on the Friday before the meeting.  
Call: **Carol Moy or Michelle Hayes, Ontario Plastics, 585-663-2644**

**CANCELLATIONS:** It is appreciated if they are phoned in any time until 3:00 PM the same day of the meeting. Reservations are a commitment and the Section is held financially responsible for no-shows.

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**NEXT MONTH:** **March 10 Meeting** (note date change): Co-meeting with American Society of Materials (ASM) at **Rick's Prime Rib**. Presentation: **"What Sank the Titanic"** (more info in this issue).

**April 21 Meeting. "What Defines a Micro-Part"** (520 parts per resin pellet)  
by Donna Bibber, Vice President, Miniature Tool & Die.  
This is the last regularly meeting of the 2002-2003 year.

**DID YOU KNOW:** Visitors and Guests are Welcome! You may attend the speaking portion of the program without attending the dinner. Specify "Meeting Only" when calling in your reservation. FOR FURTHER INFORMATION REGARDING TECHNICAL PROGRAMS contact Mike McDermott 585-254-2000.

**PRESIDENT'S MESSAGE**

**Frank Murphy, President  
Rochester Section SPE**

Have you lost sight of your Customer?

Remember the good old days when you had a single point contact for your customer? You could make a phone call when things got tight, regardless if you were the low bid on the latest quote package or not, your long time contact in purchasing would “throw you a bone” to get you through the tough weeks. Or, maybe hint at the “price range you will need to be in to be more competitive” and a “by the way I need that re-faxed by noon” as a warm goodbye.

You may not have noticed, but those days have passed in many business relationships. You may be dealing with multiple contacts, layers of decision makers, or even a Global Sourcing Team. There is however a good reality check that can be used to insure you are doing everything possible to cover your bases. The answer is; you don't have a customer...you have customers. That is correct, in today's environment you have more than one person to satisfy.

Ask your self the following questions:

1. Who is the Purchasing decision maker?
2. Who is my Technical contact?
3. Who is the Planner / End user?
4. Who is my Coach?

If you can't answer these 4 questions, you have lost sight of your customer and can't begin to answer the more important question...am I providing my customer with what they need?

Frank Murphy  
President – Rochester SPE  
2-4-03

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Bob Slocomb email: [N5004d@aol.com](mailto:N5004d@aol.com)

## February 17, 2003 Meeting

### “NASA Engineering Testing Assistance”

by **Beck Bornick,**  
**Space Alliance Technology Outreach Program**

If your small business is faced with a technical challenge, the Space Alliance Technology Outreach Program (SATOP) wants to help. SATOP can provide up to 40 hours of FREE technical assistance for qualified requests, utilizing the vast engineering expertise of NASA and participating Alliance Partners (NASA contractors, sub-contractors or Universities). SATOP is designed to speed the transfer of US Space Program knowledge and technology to the private sector, to provide economic benefits to the community, and to raise public awareness of the Space Program.

Beth Bornick has been helping small businesses and manufacturers for over 16 years, in technical support, training, sales, and sales operations positions, working for manufacturing software developers in the mechanical and metalworking market. Beth earned a BS in Electrical and Computer Engineering from Clarkson University, and an MBA from Rensselaer Polytechnic Institute.

#### BOARD OF DIRECTORS

Until 2003	Until 2004	Until 2005
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## Preview of March 10, 2003 Meeting

**NOTE DATE & MEETING PLACE CHANGE**

**Joint meeting with SAE**

### **What Sank The RMS Titanic? - A Scientific Investigation**

**Tim Foecke**

**National Institute of Standards and Technology  
Gaithersburg, Maryland**

Since that fateful night in April 1912, there has been incredibly sustained interest in determining what really happened to the "unsinkable" Titanic. After her discovery in 1985 under 12,000 feet of water, it became possible to conduct a detailed scientific and forensic analysis of the details of the sinking. This lecture will give the findings of the panel assembled to perform the first detailed scientific investigation the wreck. Results will be presented on the structural, architectural and most particularly the metallurgical analysis of Titanic, and results generated from the expedition mounted to the wreck in August of 1998 will be presented. Evidence currently points away from the theory that brittle hull steel allowed the ship to shatter on impact with the iceberg. Rather, it appears that a very unlucky set of circumstances involving collision dynamics, ship design and riveting may have led to the most famous maritime disaster in history.

**Tim Foecke, PhD**

**Staff Materials Scientist**

National Institute of Standards and Technology, Gaithersburg, Maryland. Graduate of the Department of Chemical Engineering and Materials Science (BS 1986, PhD 1991) at the University of Minnesota. In 1991, accepted a National Research Council Post-Doctoral Fellowship at the National Institute of Standards and Technology in Gaithersburg, Maryland, working with NIST Fellow Robb Thomson on interfacial fracture. Joined the NIST staff as a Materials Scientist in the Metallurgy Division in 1993. Along with Titanic research, I am project leader of two programs looking at deformation and fracture in layered nanomaterials, and developing testing methods and standards for sheet metal forming. Technical advisor to the Office of Pipeline Safety and the National Transportation Safety Board. Author or co-author of over 60 publications in mechanical behavior of materials, and over 150 invited presentations.

#### **FUTURE MEETINGS**

**April 21 Meeting. "What Defines a Micro-Part"** (520 parts per resin pellet) by Donna Bibber, Vice President, Miniature Tool & Die. This is the last regularly meeting of the 2002-2003 year.

**May:** Year End Board of Directors Dinner Meeting.

**MINUTES OF JANUARY 20, 2003  
BOARD OF DIRECTORS MEETING  
AT THE PARTY HOUSE, BEAHAN ROAD**

Meeting called to order at 5:15 pm by President Frank Murphy. Also in attendance: Jay Westendorf, Charlie Catchpole, John Doucette, Craig Augostini, John Bernacki, Fred Buja, Jerry Getgen, Don Jambro, Mike McDermott, Joel Shenton, Jim Wenskus, Mike Hayes, Bob Slocomb

Old Business:

Minutes of September 2002 and December 2002 minutes were approved.

Newsletter Report: (John Bernacki).

January newsletter was e-mailed to Board members. Some recipients encountered problems in opening the Newsletter, others did not. Difficulties were assumed to be due to use of an older version of Adobe Acrobat Reader. Future editions will have a link to the Adobe website so that the latest version of Acrobat can be downloaded.

House Report: (Ralph Barnes phone report).

Approximately 28 signed up for tonight meeting.

Treasurer Report: (Jim Wenskus)

SPE Rebate due in February.

Councilor's Report: (Sue Daly).

Notes to be published next month. Sue is attending a SPE Councilor's meeting.

Technical Program: (Mike McDermott).

Norm Fowler will present tonight. Next month's meeting will be titled "NASA Engineering Testing Assistance" by Beck Bornick, Space Alliance Technology. The March 10<sup>th</sup> meeting will be a joint meeting with ASM. The program is titled "What Sank The Titanic". The meeting will be at the Rick's Prime Rib Restaurant, Buffalo Rd. Gates NY.

Membership Report: (Dick Mastrodonato).

239 paid members + 4 new. Emailing of the meeting notice has not gone smoothly. www.rochesterspe.org address needs to remain on flyer. E-mail addresses still need updating. The Membership sub-committee has submitted an update report; a copy of this is available through Frank Murphy.

Awards and Nominations: (John Doucette.)

Please submit Bio's and recommendations for upcoming Board of Directors elections. Submit names to John Doucette. Nominations for International Fellow and other awards can also be submitted to John Doucette.

**Minutes are continued on page 14.**

**ATTENDEES AT JANUARY MEETING**

Craig Augostini	Johnson & Johnson
Bob Bechtold	Harbec Plastics
John Bernacki	JB Associates
Dick Blakely	Webster Plastics
Scott Breach	Harbec Plastics
Fred Buja	FJB Plastechnology
Ryan Case	Bausch & Lomb
Charlie Catchpole	GP
Rick Cooke	Alliance Precision Plastics
John Doucette	Webster Plastics
Mike Ernst	Harbec Plastics
Norm Fowler	Xerox (Speaker)
Jeff Genovese	Promold
Jerry Getgen	Secondary Services
Gary Gray	AMCO
Dave Hall	D.Hall Sales
Michael Hayes	Ontario Plastics
Don Jambro	Retired
Mike McDermott	Advent
Frank Murphy	Austro Mold
Harry Patrick	Nalge Nunc
Tom Pinnert	YTA
Mart Raidmae	Alliance Precision Plastics
Sharad Rajguru	Nalge Nunc
Lynn Rowcliffe	Alliance Precision Plastics
Bob Russell	Retired
Dick Smith	R.C.Smith Co.
Jerry Spronz	Harbec Plastics
Jim Wenskus	Allerlie
Jay Westendorf	RTP Co.
Bill Yarbrough	YTA



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### FEBRUARY 2003 MEETING



Speaker Norm Fowler



Mike McDermott and Frank Murphy in Conference



Interesting Conversation



Welcome back Brett!

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## **REVIEW OF JANUARY MEETING PRESENTATION**

By Mike McDermott, Program Chair

Program Chair, Mike McDermott, presents Speaker Norm Fowler with Section remembrance

“Innovation, Speed and Flexibility: Requirements for Today’s Competitive Environment” was the title of our excellent presentation at the January 20<sup>th</sup> SPE Rochester Section meeting at the Party House on Beahan Road. The presenter was Norm Fowler, who is a long time member/past president of SPE (local and international) and Manager of the Fuser Delivery Unit for Xerox.

Everyone in the plastics industry today has felt the impact of foreign competition. Norm Fowler, using his combined technological and business perspective, offered his insights as to the answer of the question we have all asked ourselves: how do we compete with this offshore pricing and value. As the title of Norms talk suggests, to effectively compete, we need “Innovation” to offer new technology as a matter of advantage, use “Speed” to accelerate the new technology’s time to market and have the “Flexibility” required by our customers to compel them to in North America.

Using a supporting Power Point presentation, Norms one hour talk suggested that a new set of value propositions (altering the current “chain” of supplier/customer interaction) into a non-standard shared string of business is the model that would increase the value of domestic suppliers. Norm’s talk was informative, motivational and, judging by the many questions afterward, well received. The Section would like to once again thank Norm for taking the time to share with us his presentation.