"70th Woodside Lecture
“The Stuff Matters”

Monday, April 9th, ASM-Detroit welcomes John (Chip) Keough, CEO of Applied Process as our 70th Woodside Lecturer. Exclusive to the Detroit Chapter, this historical lecture was created to honor both the speaker, for his contributions to our field, and to William Woodside, a founding member of both the Detroit Chapter and ASM International. ASM International is a monument to the integrity of Bill Woodside’s idea to form a society which would stimulate the mutual exchange of ideas.

We have all become acutely aware of the costs to operate or propel the gadgets that we use in our daily life. We know the miles-per-gallon (or litres/100km) fuel consumption of our cars. We get yellow and black “Energy Miser” stickers on our appliances that tell us how much electricity they will use in a year. We know that a compact fluorescent light bulb may only use 18 watts to get the lumens equivalent of a 75 watt incandescent bulb. But do we know how much energy is in those devices to begin with? Every component has an “embodied energy” invested in its manufacture. Oddly enough there is near proportionality between the cost per unit of mass of a material and the energy that is embodied in it. For example, there’s a REASON that lightweight and battery powered vehicles are expensive. This discussion will focus on the life-cycle energy of the materials and things we make and use and how we, as engineers and manufacturers, should consider fully the material/process choices we make in the name of sustainability.

John Graduated from the University of Michigan in 1977 with Bachelors Degrees in both Mechanical and Materials/Metallurgical Engineering. In 1980 he became a Registered Professional Engineer. John worked as a machine builder/welder at AFC-Holcroft, a foundry technician at the University of Michigan, a supervisor in a GM gray iron foundry, a Principal Engineer at a TRW investment casting foundry and then, finally, went into the heat treating business in 1984. In 1993 he became the CEO and owner of Applied Process Inc. which now has locations worldwide. He has authored scores of papers and articles, co-authored one book, written and edited chapters in many more, and is a regular presenter on foundry and heat treat related topics worldwide. He holds nine heat treat and/or foundry related patents. He is active on numerous technical society boards and committees and is currently of the Board of Directors of ASM International’s Heat Treating Society. His awards include:

- ASM Fellowship (1998)
- ASM Detroit Chapter Shoemaker Award (2000)
- The Engineering Society of Detroit’s Affiliate Gold Medal (2002)
- The University of Michigan Material Science & Engineering Alumni Award of Merit (2004)
- The American Foundry Society’s Award of Scientific Merit (2005)

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Meeting: Monday, April 9, 2012
Venue: Vladimir’s
28125 Grand River Ave., Farmington Hills
For reservations contact the Chapter Office at: (586) 573-0700 or email to
asmDetroitChapter@gmail.com before Friday, April 6th.
5:45 p.m. Social Hour • 6:30 p.m. Dinner • 7:00 p.m. Speaker
$25 with Reservation; $30 Non-Members/No Reservation; $20 Retirees/Unemployed; $5 Students
Chairman’s Message

Spring is here, folks, and it’s time to dust off your golf clubs. Last month the chapter took advantage of our ASM International President, Dr. Christopher Berndt, while he was in North America from Australia to host an educational seminar on Thermal Spray. It was a great benefit to the chapter and there were over 30 attendees. We were able to fully utilized Dr. Berndt during his 2-day visit to Detroit, in between travel to the Toronto Chapter and the Liberty Bell Chapter in Pennsylvania. He was able to visit the University of Michigan-Ann Arbor to give a short seminar to student and faculty, and also visit one of our member companies with thermal spray capabilities, Metal Improvement, for a plant tour.

I would like to especially thank our Education/MEI/Rountable Chairman, Eric McCartney, for helping organize the details of the seminar, along with Mark Renius and the Metal Improvement Company and the University of Michigan-Ann Arbor for hosting Dr. Berndt the day before. I’d like to additionally thank Metal Improvement for serving as the social hour sponsor as well. Both Dr. Berndt and Stan Theobald, Managing Director of ASM International, were especially grateful to everyone involved in planning what they deemed was a successful trip. If anyone missed the seminar but would like to take advantage of ASM-Detroit’s exclusive right to print the 120 page handout, please let me know as this is being offered at a price of $25 with a direct benefit to the chapter.

In the evening following the seminar, we had our annual National Officers and Past Chairs Night program. It was nice to capture a photo of nine Past Chairs who were able to attend and be recognized for their dedication to their local chapters in the presence of our ASM International President, Stan Theobald, Managing Director of ASM International, kicked off the evening and provided a great update of the HQ renovation in Cleveland and the status of the PUP program and Material Camps. By the way, the ASM Teacher’s Camp is scheduled from July 16-20th in Ann Arbor if you are interested in volunteering (contact Kharyawan@appliedprocess.com). Stan then introduced Dr. Berndt as the featured speaker; who spoke to the general membership about Nanostructures via thermal spray. I think that most of us could relate to his presentation, whether we were knowledgeable of thermal spray or not, as performance is closely related to microstructure resulting from controlled processing conditions. It was a long day and evening for the ASM-Detroit Executive Board, Dr. Berndt, and Stan as we also had a short board meeting following the evening program to discuss operational aspects of the chapter, which is always valuable as we try to find new/better ways to serve our membership.

Next month, we will honor John (Chip) Keough, CEO of Applied Process, who will give the annual Woodside Lecture. The lecture honors William (Bill) Park Woodside, who organized a group of 20 men for their first meeting of the Steel Treaters Club on October 4th, 1913 at the old Fellowcraft Club (Robinson Furniture Co. Bldg.). The club was organized to further the concepts of sharing metallurgical and technological advances and began admitting technical members in 1915. In 1918 the name was changed to Steel Treaters Research Society of Detroit and the first standards activities were started. This effort led to publications that described the proper heat treatment practice necessary to produce the desired physical properties in steels. By 1919, the group had expanded to 13 states with 236 members and the exchange of information between the members was growing. In the following year, Col. Albert E. White of the American Steel Treaters Society of Chicago combined his group with the fledgling organization and the name of the Society was changed to the American Society for Steel Treating. In 1933, the name was changed to the American Society for Metals which remained the same until 1987 when it was changed to ASM International. Now, ASM International has over 36,000 members worldwide. It’s rewarding for me to see Chip recognized by the chapter for his dedication to ASM and his contributions to the field.

Our chapter season is quickly drawing to a close with two chapter meetings remaining. On May 10th, our final meeting of the year will take place at Eastern Michigan University for our joint meeting with AFS, with Bob Lutz as the featured speaker. Registration details to follow. Also we have a date for our joint ASM/AFS golf outing which is Saturday, August 11th at Fellow’s Creek Golf

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ASM-Detroit Is Looking For Leaders

Ever considered volunteering to serve on the ASM-Detroit Executive Committee? We know everybody’s time is valuable, that’s why most ASM business today is handled via teleconference, email with only a couple face to face meetings a year. Societies like ours rely on the talent of its member so your participation is invaluable to our future.

The ASM-Detroit Chapter is looking for additional volunteers to help fill four (4) available Executive Committee positions. If you have any questions regarding the opportunities available, please contact Jason Coryell at asmdetroit.chair@gmail.com.

If you are interested, contact Caryn at asmdetroitchapter@gmail.com with your contact information. The chapter will follow-up with details and a request for a short bio (employer, academic/professional accomplishments, and a little about yourself). The ballot for the election of Executive Committee members will be included in the May MicroExaminer.

ASM/AFS Joint Golf Outing
Sponsorship Opportunities

In order to make this a successful outing, we need sponsors for a variety of contests that are held during this event. In addition, we appreciate any prize donations that you would like to make (for a street address, contact Caryn at the chapter office).

The opportunities for sponsoring include:
- On Course Beverage Cart for $500
- Vegas Hole for $400
- Longest Drive Competition for $400
- Hole Sponsorship $250
- Closest to the Pin Competition for $400

All sponsors will be acknowledged with a sign at the event. In addition, all sponsors/prize donors will be listed in both Chapter newsletters in the fall.

This annual outing is one of the highlights of the Chapter year. We hope you will help support this event by bringing a foursome out for a great day of golf, course contests, prizes and a great steak dinner. Enclosed is a golf flyer with all the details. To reserve your spot, contact the chapter office.

Are You A Sustaining Member?

Sustaining Members play a critical role in the success of ASM-Detroit. They provide both a continued core presence at Chapter activities, and an increased level of financial support. In return, Sustaining Members enjoy the goodwill and camaraderie, and the satisfaction of helping to educate and promote young material professionals. Sustaining Members also enjoy an array of benefits available on to them. They include:
- Listing on ASM-Detroit’s home page
- Discounted advertising rates in Micro Examiner & Yearbook & Buyer’s Guide.
- Special recognition in two sections of our Yearbook & Buyer’s Guide.
- Honor of funding the Sustaining Members Meritorious Scholarship.
- A plaque from the Detroit Chapter to be displayed at your place of business.
- Your company name projected during our social hour at our monthly technical meeting.

Becoming a Sustaining Member can only increase your visibility in the materials community. Sustaining Membership has its privileges, call ASM International at (800)336-5152 today!

Chairman’s Message (continued from page 2)

Course in Canton, MI. We will be soliciting sponsors and door prizes donations and of the proceeds for the event will contribute to our scholarship and ASM Materials Camp funding.

I look forward to seeing everyone on Monday, April 9th.
Special Thanks To Our Social Hour Sponsors

In 1911, William Park Woodside established Park Chemical to manufacture an improved pack carburizing compound to replace the use of charred bone and leather for the surface hardening of steel.

In 1913 Bill Woodside gathered 20 fellow heat treaters in Detroit and formed the Steel Treater’s Club which eventually grew into ASM International.

One hundred years later, Heatbath® Park Metallurgical is still committed to the development of new and innovative products for metal treating.

Our Heat Treating Technologies include salt mixtures used for heat treating, aluminum dip brazing and rubber curing as well as state of the art rectification products. Park Metallurgical has also developed a line of superior oil and polymer quenchants.

Call Kevin Sykes at 413-537-1313 for Technical Sales Support.
8074 Military, Detroit, MI 48204, USA
Phone: 313-895-7215 Fax: 313-895-4844 Website: www.heatbath.com

“The Stuff Matters” (continued from page 1)

John was honored to be named an Adjunct Professor to the Material Science and Engineering Department at the University of Michigan in 2008 where he now serves as the Foundry Educational Foundation Key Professor.

2012 marks John's 35th year in ASM. He and his wife Nancy split their time between Ann Arbor, MI, and Leadville, CO and the far-flung locations of their kids and grandkids. John is also Proprietor of Joyworks Studio in Ann Arbor, a metal casting studio dabbling in everything from art to R&D.
ASM-DETROIT CHAPTER & DETROIT-WINDSOR AFS CHAPTER

Joint Golf Outing

Saturday, August 11, 2012
Shotgun Start @ 8:00am

$90.00/Golfer
$360.00 per Foursome

Fellows Creek Golf Course
2936 S. Lotz Rd.
Canton, Michigan

Ticket includes:

- 18 holes
- Golf cart
- Course Contests/Cash prizes
- Beverages
- Lunch
- Steak Dinner
- Basket of Cheer Raffle
- Prizes

*Complimentary Round of Golf From Fellows Creek Golf Course

For Reservations Contact:
Caryn Ruzich @ (586)573-0700
Or email to asmdetroitchapter@gmail.com
Make your reservations today!
March 2012 Technical Meeting

Former Chapter Chairs are recognized at the March 7 National Officers and Past Chair Night meeting. Pictured left-to-right are Dale Wetzell, Peg Jones, Thomas Kozina, Kathy Hyyrenen, Ron Rudzilowski, Jason Coryell-current Chairman, Frank Carson, Jim Coryell, and Tom Mackie. The chapter appreciates their dedication and service.

The current ASM-Detroit Executive Committee are picture with ASM International President, Dr. Christopher Berndt. Pictured left-to-right: Jason Coryell, Manish Mehta, Phil Huber, Susan Hartfield-Wunsch, Dan Kardasz, Ron Rudzilowski, James Boileau, Mike Blazejewski, Tom Mackie, Thomas Kozina, Caryn Ruzich, and Chris Berndt. Not pictured were Eric McCarty, Steven Sumner, and Brad Hall.

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On behalf of the chapter, ASM-Detroit Chapter Chairman, Jason Coryell, presents ASM International President, Dr. Christopher Berndt with a plaque in appreciation for Dr. Berndt providing an educational seminar earlier in the day and presenting to the general membership later in the evening.

Calendar of Events

April 9, 2012
70th Woodside Lecture
John (Chip) Keough, Honoree CEO, Applied Process, Inc.
Vladimir’s – Farmington Hills

May 10, 2012
Joint AFS/AFS Meeting
Bob Lutz
Eastern Michigan University

August 11, 2012
Annual ASM/AFS Golf Outing
Fellows Creek Golf Course
Canton
Proposed By-Law Change

At the recommendation of the ASM-Detroit Executive Committee, following are proposed changes to the Detroit Chapter By-Laws. This change will allow more flexibility in regards to the Nominating Committee and offer more candidates for the Executive Committee. Following is the proposed change to current Article IX, Section 1 through 6.

ARTICLE IX: Appointment, Nomination & Election of Officers & Executive Committee

Section 1 – Nominating Committee

This is a standing committee of the chapter. This committee shall consist of a chairman and at least two other members. Past chairman of the Chapter shall be eligible to serve on the Nominating Committee.

Section 2 – Duties of the Nominating Committee

The Nominating Committee shall nominate at least one candidate for each office and at least one candidate for each open position on the Executive Committee. The Nominating Committee chairman shall report these nominees to the Chapter Chairman after it has been determined that each nominee:

(1) Is an individual or Sustaining Member of the The Society in good standing.
(2) Is eligible to serve.
(3) Has indicated an understanding of the duties required and is available and willing to serve, if appointed, in the position concerning the nomination.

ASM-Detroit Member Ballot

__ I approve of the proposed By-Law changes

__ I disapprove of the proposed By-Law changes

PLEASE FAX YOUR VOTE TO (586)693-0727
The Detroit-Windsor Chapter of AFS, the Detroit Chapter of ASM and Eastern Michigan University Present

An Evening with Bob Lutz

May 10, 2012  |  6:30-9:30 p.m.  |  EMU Student Center Ballroom  |  900 Oakwood St., Ypsilanti, Michigan

Bob Lutz had a legendary 47-year career in the auto industry, ending with 9 years as Vice Chairman of General Motors. He was an old school "car guy" who always pushed for higher quality, innovative cars that people would gladly pay extra for, just as they had in the glory days of the 50s and 60s.

For decades, Lutz warned that the penny-pinching MBAs who started to take over Detroit would drive the Big Three into the ground. He goes much further in his new book, CAR GUYS VS. BEAN COUNTERS.

"It's time to stop the dominance of the number crunchers, living in their perfect, predictable, financially projected world (who fail, time and time again), and give the reins to the product guys (of either gender), those with vision and passion for the customers and their product or service.... It's true in any business. Shoemakers should be run by shoe guys, and software firms by software guys, and supermarkets by supermarket guys. Passion and drive for excellence will win over the computer-like, analysis-driven philosophy every time."

All proceeds benefit scholarships for the Detroit-Windsor Chapter of AFS and ASM-Detroit Chapter

TICKETS ARE $50 - FOR RESERVATIONS

Contact: Betty Stremich  |  EMU  |  734.945.4014/betty.stremich@emich.edu