

SME - Silicon Valley Chapter gives special thanks to:

- Design 2 Part Shows – Rob Eichner & Jerry Schmidt
- The Society of Manufacturing Engineers – Bruce MacKender
- The Santa Clara Convention Center

Technical Conference Committee Members

Mark Brinkerhoff
Keith Krook
JoAnne Moody
Barbara Roberts

Rob Eichner
Bruce MacKender
Deborah Robbins



The Silicon Valley Chapter of the Society of Manufacturing Engineers (SME)

Presents our 4th Annual Technical Conference

An Engineer's Guide to Green “New Rules - New Tools”

Thursday, May 21, 2009

8:30 am - 3:30 pm
Santa Clara, CA

In conjunction with



Welcome from the Conference Coordinator 2009

Welcome to the 4th annual Technical Conference in conjunction with **Design2Part Shows** (formerly Job Shop Shows). We look forward to providing an informational technical conference for our attendees. Enjoy the Technical Conference and the **Design2Part Show**.

Keith Krook – Business Development Mgr.

General Foundry Service - 510-297-5040 - keithk@genfoundry.com

About The Society of Manufacturing Engineers (SME)

SME's Core Purpose: To advance manufacturing knowledge.

SME's Mission Statement: The mission of the Society of Manufacturing Engineers is to be internationally recognized by manufacturing practitioners, companies and other organizations as their source for information, education and networking.

SME's Long-Range Goal: To be the most influential, respected manufacturing society. Manufacturing is the largest single contributor to the wealth of the world's economies, yet...

- Companies continue to identify skills and knowledge gaps within their manufacturing workforce
- Men and women entering the field aren't always well prepared for its challenges
- The very young are becoming less informed about, and attracted to, careers in manufacturing

Investing for Tomorrow... As the world's leading resource for manufacturing information and knowledge, the Society of Manufacturing Engineers promotes an increased awareness of the value of manufacturing among industry professionals and the general public, while introducing young people to exciting career options in the field. We also identify, support and fund improvements in the educational system to better prepare tomorrow's engineers and scientists for the tough challenges they face.

Building for Today... SME is the source for knowledge, networking and skills development opportunities for 500,000 manufacturing engineers, executives and members in more than 70 countries.

www.SME.org

Neil Ball –President

Directed Light, Inc.

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Neil is the president of Directed Light Inc, of San Jose, California. Directed Light Inc is a laser technology company serving the industrial, medical and scientific laser communities worldwide since 1983. Neil has devoted his adult working life to the industrial laser industry. He began his career 23 years ago as an application technician in the contract manufacturing sector at LaserFab, Inc. in California. After developing his laser knowledge he moved to Systron-Donner Inertial and became involved in the production of inertial guidance packages, accelerometer, gyroscopes and inclinometers. Neil joined Directed Light Inc in 1993 to assist in applications development, system design, and component/service support. In 1998 he became general manager of the components and job-shop divisions. He is still active in systems and applications development. Neil has led the marketing and developing sales plans for both national and international arenas and is the resident methodologist, working on projection of future industry trends. He is a member of the Laser Institute of America and is on the Board of Directors; in addition he holds memberships with the Society of Manufacturing Engineers, American Welding Society, and Fabricators & Manufacturers Association.

Mark Rodighiero – VP Laser and Systems Division

Miyachi Unitek Corporation

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Mark is in charge of the Laser and Systems Division of Miyachi Unitek Corporation, Monrovia, CA. He has 30 years of engineering and management experience in a broad range of technical disciplines and industries, including industrial control and processing systems, RF and high-power electronics, computer hardware and software systems, and. He has been general manager of the Laser and Systems Division for the past eight years. The Laser and Systems Division designs, manufactures, sells, and supports laser welding and processing equipment including complete turn-key laser processing workstations, worldwide.

Doug McNeil – Vice President of Operations

AOptix Technologies, Inc.

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Doug brings years of engineering and manufacturing experience to AOptix. Doug previously served as VP of Engineering for Visyx, where he was responsible for managing the product development team. He has also served as Director of Engineering and Manufacturing Operations for Symyx Technologies, where he helped develop a multi-parametric sensor to support automotive, instrument and process control measurement technologies; and spent four years at Cisco Systems in the Wireless Network Business Unit where he led engineering program management teams. Doug began his career at Lockheed Missiles and Space Company, where he led cutting-edge commercial satellite engineering programs. He managed a multi-disciplinary staff of over 180 engineers, business, quality, and process integration managers.

James Wasserman – Energy Efficiency Program Specialist

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Jim has worked in residential and commercial energy efficiency and alternative energy for over 25 years. He has worked for PG&E since 1994 providing energy efficiency audits and promoting programs, services and education for all customers segments.

SME - Santa Clara Valley Section – Chapter 098

The Silicon Valley Chapter of SME supports the manufacturing related technical and educational needs of its membership throughout the Bay Area. Presenting many technical company tours, family dinners as well as annual mini conferences are the primary ways that the chapter promotes the networking and continuing educational opportunities for its members. The chapter also actively supports the San Jose State Student chapter with funding and event offerings. SME Chapter 98 is proud to be a part of the Bay Area technical community.

Chapter 098 – Chapter Officers

Chair

JoAnne Moody - joanne@zetascientific.com

(925) 980-9655

Chair Elect – Open Seat

Treasurer

Mark Brinkerhoff - m_brinkerhoff@fusionnet.com

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Membership – Open Seat

Newsletter Editor – Open Seat

Secretary – Open Seat

Technical Seminar Chair

Barbara Roberts - br@wepmolding.com

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Webmaster

Lisa Coatti – lcoatti@metronome.com

SJSU Student Chapter Faculty Advisor

Dr. Seth Bates, CMfgT, CSIT - sbates@sjsu.edu

Our Sponsors:



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SoloPoint Solutions, Inc. corporate offices are at 900 Lafayette Street, Santa Clara, CA 95050, 408.246.5945 and in Southern California at 150 Paularino Avenue, Costa Mesa, CA 92626, 714.708.3639.

DON'T GO IT ALONE – GO SOLO!

Tony Fernandez – President
theUEgroup

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Tony is the Founder of theUEgroup and a usability expert with more than 20 years of research and user interface design experience. Previously, Tony founded Netscape's User Experience Group, the Apple/Claris Human Interface Group and organizations at Lotus/IBM and Xerox PARC. He also launched various web and software ventures. Tony is the author of the book Global Interface Design. Since 2001.

Brian Atchley –Senior Engineer
Green Mountain Engineering

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Brian is a Senior Engineer at GreenMountain Engineering, a group of engineers dedicated to the advancement of cleantech. At GreenMountain Brian designs and analyzes renewable energy products and equipment to meet the clients' quality and performance requirements and specifications. His specialties include machine design, optics frame design, heat transfer, tool development, and framing problems to identify the risks that could sink a project. Before GreenMountain Brian worked on high-tech projects including laser beam designs and spy cameras mounted on unmanned aerial vehicles. He was educated at California State University Chico where he was involved in electric, super-mileage, and off-road vehicle projects. At home he designs Stirling engines, electric bicycles, sun trackers, LED flashlights, and anything else he can manufacture in his personal workshop.

Barbara Roberts –President and CEO

Wright Engineered Plastics, Inc.

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Barbara has been President and CEO of Wright Engineered Plastics, Inc. for 13 years. Wright provides injection molding and contract manufacturing services to medical, telecommunications and industrial equipment OEMs. Wright's customers include Abbott Vascular, Agilent Technologies, Cisco Systems, Calix Networks, Turin Networks, Abbott Hematology, Novare Surgical, and Varian Medical. In 2009 the company received a Best Practices Award from the Business Environmental Alliance of Sonoma County. Ms. Roberts has spearheaded the Green Certification Program for manufacturers in Sonoma County. Ms. Roberts is also Treasurer of Engineers without Borders, past President of the Silicon Valley Engineering Council, past President of the Society of Plastic Engineers, and past President of the Society of Manufacturing Engineers. She graduated Phi Beta Kappa with a BS in Business Administration from University of California, Berkeley.

Kwa King –Business Development Representative

DuPont Engineering Polymers

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Kwa is the Technical Business Development Representative with responsibility for the eleven western states. Kwa joined DuPont in 2003 as a project manager for DuPont's Packaging and Industrial Polymers division in Orange, TX. As project manager, he implemented multiple process improvement projects that produced millions of dollars in savings year over year. In 2006, he moved to Detroit, MI as an Account Representative and Laboratory Manager in the Engineering Polymers group. Kwa had account responsibility for automotive base companies such as Daimler Chrysler, Bosch, and Empire Electronics to name a few. In 2008, Kwa moved into his current role, located in Southern California, where he has development responsibility for market segments that include Medical, Water Management, Military, Transportation, and others.

8:30~8:45 **Registration and Coffee**

8:45~9:00 **Welcoming remarks/Conference Overview**

- SME Chapter Chair – Joanne Moody

9:00~9:30 **Green Product Development Overview**

- Mark Brinkerhoff, President – Fusion Design

9:30~10:00 **Green Materials-Greener Options in Plastic**

- Barbara Roberts - Wright Engineered Plastics

- Kwa King – **DuPont Engineering Polymers**

10:00~10:20 **Global Regulatory Trends**

- JoAnne Moody, President - Zeta Scientific

10:20~10:35 **Morning Break**

10:35~11:05 **Usability Aspects of Green Technology**

- Tony Fernandez, President – theUEgroup

11:05~11:35 **Renewable Energy Infrastructure**

- Brian Atchley, Senior Engineer - Green Mountain Engineering

11:35~12:05 **Green Markets and Workforce Trends**

- Doug McNeil, V.P. Operations – AOptix Technologies, Inc

12:05~12:15 **Green Certifications in SF Bay Area**

- Barbara Roberts, President - Wright Engineered Plastics

12:15~12:45 **Green Economics**

- James Wasserman, Energy Efficiency Specialist – PG&E

12:45 ~2:15 **Mid Day Break** (Check out the "Design-2- Part Show")

2:15 ~3:30 **GREEN PROCESS SPOTLIGHT – Laser Processing**

- Neil Ball, President – Directed Light Inc.

- Mark Rodighiero, VP Laser and Systems Division –
Miyachi Unitek Corp

Presenters

Master of Ceremonies

Joanne Moody – President
Chair, Silicon Valley SME Chapter
Zeta Scientific, LLC
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JoAnne has over 25 years of experience in adhesives, biomaterials, and materials science. After joining 3M in 1977, she worked as a product development engineer in industrial tapes and adhesives. In 1981, she moved to California and worked at Raychem Corporation (now Tyco Electronics) and in the medical device industry. In 2006 JoAnne founded Zeta Scientific LLC, an engineering consulting company providing expert adhesive, biomaterials and materials science consulting services. Joanne consults internationally and has gained familiarity with global green materials regulations and trends. JoAnne has a Degree in Chemistry and an MS Degree in Chemical Engineering & Materials Science. JoAnne is the President for the Silicon Valley SME Chapter and past President of the San Francisco SME Chapter. JoAnne represents the SME organization in Silicon Valley Engineering Council (SVEC) – Serving as an elected Board Member.

Mark Brinkerhoff, P.E. – President
Fusion Design, Inc.
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Mark is president and part owner of Fusion Design, Inc. in Campbell, Calif. Mark has obtained seven patents for mechanical devices and systems. Previously, Brinkerhoff was an engineering and model shop manager at Amdahl Corporation and a manufacturing engineer at Hewlett Packard Company. He has 25 years of experience developing both products and production machines. While earning his degree at California Polytechnic State University and the College of the Siskiyous, Brinkerhoff participated in a co-op program at Schlage Lock Company. Since joining SME in 1995, he has been active in Silicon Valley Chapter 98, where he previously served as treasurer and has coordinated many factory tours throughout the Bay Area. He has also been a member of the American Society of Mechanical Engineers, the Laboratory Robotics Interest Group and TELTECH. Brinkerhoff is an Eagle Scout with the Boy Scouts of America.

Nathan Stump – Territory Technical Manager
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Nathan has over 12 years experience in the Engineering and Software Industries. After graduating from California Polytechnic State University, San Luis Obispo, with a BS in Mechanical Engineering, he took a position as an Application Engineer for one of the first SolidWorks Resellers. He has also worked in Construction Management and as an Industrial Power Engineer for Pacific Gas and Electric Company before returning to the SolidWorks Community in 2006.