

Chicago Section NEWS

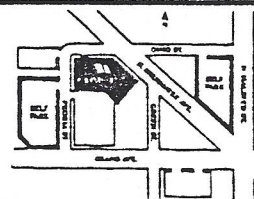


January 1992

Number 4

JANUARY MEETING: DESIGN & COMPETITIVENESS

*John Heskett, Institute of Design
Illinois Institute of Technology*



Just as marketing and finance were buzz words of the 1970s and 80's respectively, proclaimed Business Week recently, so design will be the buzz word of the '90s. Some recognition of the value of design in the business community is not unwelcome, but it is not without dangers. No single discipline should be seen as some kind of magic formula for the ills of the U.S. economy. There is also a problem that perceptions of

Meeting Notice

Date: WEDNESDAY, January 8, 1992

Location: Como Inn
546 N. Milwaukee Avenue, Chicago, IL
(located just north of the loop
between Grand & Ohio on Milwaukee Ave.)

Time: 4:30 Board Meeting
5:30 Social Hour
6:30 pm Dinner

Meeting Topic: Design and Competitiveness

Speaker: John Heskett, Institute of Design
Illinois Institute of Technology

Price: \$ 23 Members, \$ 25 Non-members
Please make reservations by Friday, Jan. 3, by calling the ACS office at (708) 647-8405. If you discover that you cannot attend the meeting after making a reservation, please find someone else to take your place.

Menu: Minestrone soup, Italian salad
Mostaccioli with Pizzaiola sauce
Italian beef, Italian sausage, Roasted chicken
Vegetable & Potato, Spumoni ice-cream, cookies, fruit
Choice of beverage

industrial design and its role are too frequently colored by attitudes relevant to the past, most obviously in terms of superficial decoration or styling, which can result in enthusiastic application of yesterday's solution.

In Japan, 1989 was proclaimed by the government, the Year of Design, with a wide-ranging program of events. A survey by the Nikkei organization reported at the end of the year that 80% of senior Japanese executives understood the competitive importance of design. Can the same be said of the U.S. business community?

In this lecture it will be argued that design can make a vital contribution to competitiveness and profitability, but certain conditions are necessary. Firstly, design can only be effective if it contributes to the fulfillment of strategic aims. Secondly, like other corporate functions, it has to be managed intelligently. Thirdly, whatever a company's essential elements design must be integrated with other key disciplines. Finally, design must be understood as the discipline concerned with translating

the internal logic of a company into terms relevant to key users in the marketplace, by making technology comprehensible, accessible and pleasurable. It therefore becomes a critical instrument for any company that wants to stay close to its customers at a time when technology and markets are rapidly changing.

John Heskett is a graduate of the London School of Economics, and is presently an associate professor at the Institute of design, Illinois Institute of Technology in Chicago, where he teaches design theory and history. He is the author of *Industrial Design* (1980), widely used as a textbook in many countries; *Design in Germany 1870-1918* (1986); and *Phillips: A study of the corporate management of design* (1989). He also regularly contributes essays, articles and

Schedule of Events

Jan. 8 '92 Chicago Section Meeting

Jan. 7 Deadline for Jan. newsletter

Feb. 14 Social Night

Chicago Section

NEWS

Jim Gaichus	Chairman
Shannon Brown	Chairman-Elect
Jeff Perl	Vice Chairman
	Program
Sheila Moran	Secretary
Marsha Kloker	Treasurer
Chris Thomas	Editor

Chicago section news is published nine times a year by the Chicago section AIChE. Opinions expressed herein are those of the authors and are not necessarily those of the officers of the Chicago section.

Copy for inclusion in Chicago section news must be received no later than the date above.

The objectives of the AIChE are to advance chemical engineering in theory and practice, to maintain a high professional standard among its members, and to serve society, particularly where chemical engineering can contribute to the public interest.

If you have any questions or comments regarding the newsletter please contact Chris Thomas, 801 Waukegan Rd. Glenview, IL 60025. (708) 998-5165, FAX (708) 998-3800

reviews for journals. He is a member of the editorial board of *Design Issues* (MIT Press) and an editorial advisor to several publishers and design journals.

He has acted as consultant to government bodies and educational organizations in many countries. He is an executive Consultant for Hirano & Associates, a Tokyo based design company, and an executive Vice-President of the American Center for Design, Chicago. He is currently working on what is intended to be the second of three volumes on German design and on a volume on the theme of the interrelationships between Design, Technology and Culture.

CHAIRMAN'S CORNER

Jim Galichus

It doesn't seem possible that Thanksgiving is already behind us and we are immersed in the hectic holiday season! Chicago Section activities have been at a high level all fall and most recently were marked by a good turn out for the November meeting to hear our speaker from Kraft General Foods. A very productive board of directors meeting preceded the program.

The Chicago Section has been well represented in recent activities, especially at the ISPE 1st annual Banquet and all three of the Chemical Week activities sponsored by ACS.

We are gearing up for Engineer's Week and you can see information elsewhere in the newsletter regarding our plans for the PE refresher course and supporting the Midwest Regional AIChE Student Conference at IIT. Also, we are curious if anyone in the Chicago Section is a runner and would be willing to organize a running event in recognition of Earth Day. If you are such a person please contact me and we will get you some support.

The January meeting will be upon us before we know it, so please make your reservations early. I expect the January meeting to uncover another Chicago gem that we may not all be aware of. The Institute of Design at IIT is a world class institution most recently honored with a win in the Sony Design Competition. I know you will agree that the topic of Design As a Competitive Tool is currently very important to us all and I encourage your attendance at the presentation. The Institute of Design has also been featured recently on CNN and we in Chicago need to be aware of this resource and support it appropriately.

Again, on behalf of the Chicago Section, I hope that your holiday's are very happy and I hope to see you at the January meeting.

PE Refresher Course:

The Chicago Section is considering offering review classes for the Principles and Practices of Engineering exam. This is the second part of the Professional Engineering Exam.

With recent changes instituted in the examination, engineers must now answer questions only in their discipline. In addition, the first part of the exam is now machine graded. As a result, passing percentage for this exam has plummeted from 65% to 25%.

The review course will be based on a series of eight video tapes supplemented by reading material and problem assignments. The video tapes and textbooks and workbooks have been prepared by the AIChE education department and features Dr. Wm. Crockett of W. Va. Classes will be held weekly with one hour devoted to problem resolution and the second hour to watching the video.

If at least three people are interested, classes would start around the first week of February. Cost would be around \$250 each and include the textbook and workbook with problems and solutions.

If you are interested, please contact John Mylar at (312) 669 - 7178.

Midwest Regional AIChE Student Conference **at Illinois Institute of Technology** *Joachim Floess, Student Relations Liaison*

Each year the AIChE Student Chapters hold a series of regional conferences. The purpose of these conferences is to sponsor a technical session at which undergraduate students can present papers on their research projects. The three best papers from each regional meeting are selected for presentation at the student session of the 1992 National AIChE meeting. These meetings also give students an opportunity to meet with their colleagues from other schools and to learn about the Chemical Engineering Departments in this part of the country.

I and several students from UIC attended last years Midwest regional conference at Purdue. I was quite impressed by the meeting. The technical session was excellent, and I was impressed by the diversity of research topics and the high caliber of most of the presentations. In fact, the best presentations were on the level of a Master's student. The meeting also included a series of plant tours, a round table discussion by representatives from industry on career paths for new engineers, and a banquet. The banquet speaker was a chemical engineer entrepreneur who gave a further, but less common, example of a career path for engineers.

The format of the student meetings is modeled on that of the National meetings; however, because the regional conferences are directed towards the student, these meetings allow the students to participate directly in the conference and not just as observers. Furthermore, as a regional conference, the expense to the students for attending the conference is kept low.

Over the past several years, the Midwest regional conferences have been held at Michigan Technical University, Notre Dame, and Purdue. This years host will be Illinois Institute of Technology. On behalf of the student chapter at IIT, I am asking members of the Chicago section if their companies might be willing to sponsor and underwrite part of the expenses of this conference. I certainly believe that the regional student conferences are one of the most effective events run by the student chapters and that sponsorship of this event by a company will be a worthwhile endeavor.

NATIONAL ENGINEERS WEEK

Kevin Mitchell, Chairman Vocational programs committee

The week of February 16-22, 1992 is national engineers week. In celebration, the Illinois Institute of Technology's Rice campus in Wheaton is hosting the eighth annual Dupage area engineer's week program, February 21, 22. This program is designed to generate interest in engineering careers among local high school students with a variety of activities. This event offers a unique opportunity for today's engineers to influence the next generation of engineers, and interact with members of other engineering disciplines.

The Chicago Section of AIChE is proud to be a participant to this years festivities. The vocational education committee is looking for volunteers to represent the AIChE, judge student contests, and handle other duties. If you are interested in volunteering, please contact Kevin Mitchell at (708) 391-3089 or (312) 714-8647. We are looking forward to great success with this program.

Program Highlights, 1992 Dupage Area Engineers' week Program, Feb 21, 22
Illinois Institute of Technology, Rice Campus - Wheaton, Illinois

Featured Speaker:

Project Phoenix: Macro Design Strategies for Confronting Global Warming
Charles Owen, Institute of Design, Illinois Institute of Technology

Interactive Presentations:

Cryogenics	Mike Urso, FermiLab
Gulf War Armaments-Patriot Missile	Martin Marietta (FL)
Great American Paper Machine (Recycling)	Arnold Grummer, Appleton, WI
Phscolograms	Sandor & Stefan Myers, (Art)

Tallest Building

Laser Technology-Diode Lasers

Holograms

Superconducting Applications: The MAGLEV

Eurotunnel

Mark Jarowek, Miglin Beitler

Robert Burnham, Amoco Research Center

Greg Hoskins/Robert Sherwood
Holographic Design, Inc.

Tom Mulcahy, Steve Linkleman,
Argonne Nat'l Laboratory

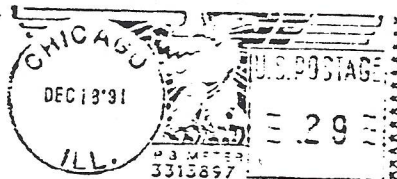
Harold Sohner, Mike Morgan,
Andrew Corporation, Richardson, TX
Georgietta Livingstone,
CBI/western Society of Engineers

In addition there will be special interest exhibits and special activities such as Spinner Drop, Paper Glider Contest for Accuracy and Spool Crawlers

COMING SOON!!! SOCIAL NIGHT FEBRUARY 14

A MEDIEVAL EVENING WITH KNIGHTS IN ARMOR. LOOK FOR DETAILS IN THE FEBRUARY NEWSLETTER.

Chicago Section News
American Institute of Chemical Engineers
7173 N: Austin
Niles, IL 60648



062217
PAUL ROBERT ROM
957 HIGHLAND AVE
GLEN ELLYN IL 60137

FIRST CLASS MAIL

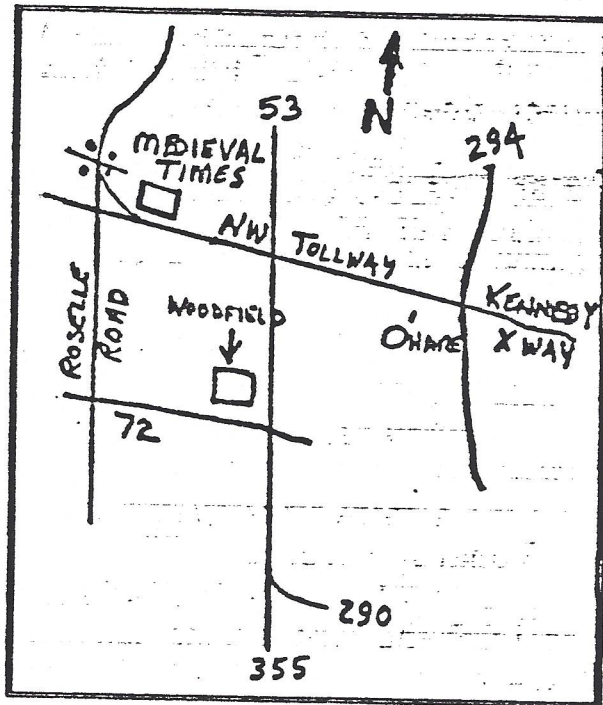
AMERICAN INSTITUTE OF CHEMICAL ENGINEERS - SOCIAL NIGHT

WHERE: MEDIEVAL TIMES - SCHAUMBURG;

WHEN: FRIDAY NIGHT - FEBRUARY 14, 1992

Right off the Northwest Tollway
at ROSELLE ROAD

HOW TO GET THERE: ALL EXPRESSWAYS GO TO THE NORTHWEST
TOLLWAY



TAKE 53 SOUTH FROM LAKE-COOK RD or
TAKE 53 OR I-355 UP FROM THE SOUTH
TAKE I-294 UP FROM THE SOUTH or
TAKE THE KENNEDY OUT FROM CHICAGO

ALL ROADS RUN OUT NORTHWEST TO
ROSELLE ROAD - EXIT NORTH AND TAKE
THE FIRST RIGHT TURN - YOU'RE
RIGHT AT THE ENTRANCE !!

TIME: 7:00 PM - SOCIAL HOUR
8:00PM - DINNER AND
ENTERTAINMENT

FOOD AND BEVERAGES: LOTS OF THINGS

PLEASE REFER TO THE ENCLOSED
BROCHURE FOR A DESCRIPTION OF THE
MEAL AND PROGRAM

COME ONE COME ALL !! LETS HAVE A
GOOD TIME

SPONSOR: ABB RAYMOND, Lisle, ILLINOIS

RESERVATIONS FORM

COST IS \$34.00 PER PERSON and MUST BE PAID IN ADVANCE

PLEASE GET YOUR RESERVATION IN BY JANUARY 30 !!!!

NUMBER ATTENDING _____

AMOUNT SENT \$ _____

WE MUST PAY IN ADVANCE BY FEBRUARY 1ST FOR ALL ATTENDING !!!