**ASM International – Past, Present and Future**

**Our Dedication to the Worldwide Materials Community**

From its founding in 1913, ASM International has had a rich history of service to the materials industry and engineering community. This presentation will trace the development of the Society from the early days as the Steel Treaters’ Club, the Steel Treating Research Society, and the American Society for Steel Treating to the American Society for Metals and ASM International. An important milestone for the Society was the building of its innovative headquarters in Northeast Ohio. From the visionary design and construction through to its 50th Anniversary refurbishment and re-dedication as a National Historical Landmark, this unique landmark reflects the Society’s creative direction and journey.

ASM is a member-led, volunteer-driven technical Society devoted to material science engineering. Our volunteers are the lifeblood of ASM. Their generous support is highly valued and necessary for the future of our Society. ASM is dedicated to informing, educating and connecting the materials community. To meet the needs of our members and member organizations, ASM offers a wide variety of products and services, and enhanced technical development and member connections.

In fulfillment of our Society’s vision and mission and with the guidance of our Strategic Plan, ASM is charting the future of the Society. Today our world is dramatically different from even just the beginning of 2020. ASM is realistic about the challenges this time brings. We are focused on not only supporting our membership but seeking out the opportunities which will help us to thrive. Our Society is stepping up to face this new virtual world.

**Biography: Diana M. Essock** is the President of Metamark, Inc., a marketing and technology consulting company focused on the advancement of innovation and emerging technologies for organizations engaged in the metals and materials industry. Metamark provides proprietary consultation for a wide range of industrial and technically oriented clients to help them identify, establish and expand their marketplace. Diana works with clients to target new markets for their current product lines, establish contact with potential customers, and develop strategic plans for new market entry and growth.

Prior to Metamark, Diana was the Director of New Technology at Foseco Metallurgical, Inc., a worldwide developer and manufacturer of foundry consumables. In a multi-cultural, cross-functional role, Diana worked to identify and develop new technologies from outside the scope of the

*Continued on pg 2*
November 2020

How do lumberjacks work from home? They log in! Ba-dum tss.

The cooler weather seems to be here for good and almost all the trees in my yard have given up their leaves. As October transitions into November we think ahead to the upcoming holidays and the traditions we celebrate. This year some of these traditions may look a little different, just like our dinner meetings have recently.

On Monday, October 12 we virtually hosted the 77th William Woodside Lecture where Dr. James Boileau gave a fantastic talk on Failure Analysis of the Historical Dymaxon House. 58 people attended the meeting and we had excellent participation in the form of questions in the chat function as well as live questions. The recorded version of Dr. Boileau’s talk will be available for a limited time for those who were unable to attend the meeting. More information will follow on page 3 of the newsletter.

Our Detroit Chapter has the unique distinction of being the first ASM chapter and has grown to be one of the largest, with a membership of over 800 members. For the past six years, we have had the honor of hosting the ASM International President. This year we are very fortunate to virtually host Diana Essock, FASM, the 2020-2021 President. Diana Essock will be our keynote speaker on November 9 and will be speaking on ASM International – Past, Present and Future.

I look forward to seeing many of you on video and in the chat function at our upcoming November meeting. We will take our traditional holiday break from meetings in December and January; may you and your family enjoy safe travels and the blessings of the holidays.

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DIANA ESSOCK BIOGRAPHY

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foundry for application within the industry. She directed and funded research projects with corporations, research organizations and universities in North and South America, Europe and Asia. Some areas of investigation had their origins in such wide-ranging industries as food, pharmaceuticals, aerospace, textile, defense, and timber.

Over her career, Diana has demonstrated her ability to transition new technologies from conception through to production and commercialization. As a Team Leader at General Electric Company’s Lighting Business, she had the opportunity to develop a new lamp from concept inception through piloting to final high-speed manufacturing. During this time, Diana received an Executive MBA from Baldwin Wallace College, and received the Cleveland Technical Societies Council’s Technical Achievement Award.

At the beginning of her career, after receiving a B.S. in Materials Engineering at Case Western Reserve University and an M.S. in Metallurgical Engineering at The Ohio State University, Diana worked at TRW, Inc. Materials and Manufacturing Technology Center. There she procured funding, managed and conducted technology development programs for new materials and processes in the jet engine industry. Diana’s research at TRW was in a wide range of composites systems including their design, manufacture and non-traditional machining.

Throughout her career, Diana was the recipient of patents, has presented at conferences and published in technical handbooks and periodicals. She is a Fellow of ASMI and has served on the Board of Trustees. For her devoted ASMI volunteer efforts, she was awarded the ASMI Alan Ray Putnam Award and the Cleveland Chapter’s Distinguished Service Award.

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Five Teacher Scholar Award Winners to be recognized at the ASM Detroit Chapter Dinner Meeting November 9th

Supporting materials education remains a strong and continuous focus for our chapter. One annual effort is to provide teachers a hands on course in which they learn ways to demonstrate Materials Science to their students. The Ann Arbor Materials Camp for Teachers was held virtually this year due to COVID-19, however attendance was strong as ever with 25 of teachers in attendance.

To help support those teachers who are passionate about Materials Science the Teacher Scholar Award was created in 2014. This Award consists of a $250.00 grant that is to be used for the purchase of equipment and supplies needed to perform materials demonstrations and experiments. To date, 26 grants have been awarded. Join us at our November 9th meeting as we honor 5 more recipients.

Claudia Brown          Oksana Fitzmaurice
Kathy Hayrynen Award   Peg Jones Award

Martha James
Chapter Award

Jeannette Thompson
Chapter Award

Curtis Davis
Chapter Award
October 12th, Woodside Lecture Virtual Event

Thanks to the 58 attendees who signed in and watched the virtual 2020 Woodside Lecture! Thanks to Angella Sell this years Chapter Chair who spoke about the history of the Woodside Lecture, JP Singh as Tech Chair who introduced the speaker, and Dr. James Boileau for presenting the lecture. Thanks to all who provided questions in the Ring Central chat. If you would like to see the recorded video, you may visit This Link. This will be online until November 30, 2020.

Two Scholarships Available to College and University Students in Materials

Our chapter is happy to announce that it will be offering two scholarships to students pursuing a degree in materials science and engineering.

The Marion Semchyshen and James A. Mansfield Scholarshipswill be given to two students selected for their high scholastic achievement and their activities in the field of materials science or metallurgy. The scholarships are for students that are sophomores, juniors, and first-year seniors.

Each scholarship consists of a $1,500 cash award and certificate, and will be presented at an ASM-Detroit Chapter meeting in March or April.

If you know of a college or a university student in materials science or metallurgy, please let them know of this opportunity.

The scholarship applications will be mailed to university advisors and posted on the ASM-Detroit website by January 4, 2021. In order to be considered, the applicants need to complete the form and return it to the ASM Detroit Chapter before midnight on Sunday, January 31, 2021.

Please take a moment and think of that outstanding co-op or student intern you know; send them an email and encourage them to apply!
Virtual Event Corner

ASM World Class - Online Talk Series

Developing Materials for Impact
Dr. Shawn Walsh – US Army Combat Capabilities Development Command

Long before armies compete on the battlefield, they compete in science and technology. Dr. Walsh will discuss the role competitive engineering plays in arming soldiers – such as improvements in helmet/ballistic materials intended to save their lives. He will also discuss the concepts of innovation needed to ensure the soldier’s advantage on the ever-changing battlefield - lessons applicable to any competitive industry.

Online, November 10th, 2pm EST.
Registration and details: click here

ASM World Class Speaker Series
You don’t have to be a materials expert to appreciate its importance. ASM World Class is an online series where international experts discuss some of the hottest topics involving materials.

Everyone is welcome for this free series.
To get details of the upcoming ASM World Class talks - click here

Metallurgy of Medieval Armour
December

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• Winter: December 1
• Spring/Summer: April 1

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Session Description
How to Optimize LinkedIn to Support Your Brand & Generate Leads
Ever notice how some people seem to really ‘get’ LinkedIn, and others blend in?
Join us as Brenda Meller, Owner and Marketing Consultant at Meller Marketing shows us how to ROCK our personal brand online and help to generate leads using LinkedIn. Attend and learn:
• Profile-building techniques to optimize your LinkedIn presence
• Strategies to develop and expand your personal brand and your company’s brand through LinkedIn
• Tips for using LinkedIn for business development: the obvious and the hidden
• Tips on connecting with targeted connections through dialogue
• How to score valuable space on the LinkedIn homepage feed everyday (and annoy your connections!)

Connect with Brenda at www.linkedin.com/in/brendameller
(click ‘More’ and choose ‘Connect’ or ‘Personalize Invite’)

All proceeds to FEF DWAFS Scholarship Fund. FEF is a 501c(3) non-profit corporation.

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