

ASSE NEWSLETTER SUMMER 1996

SOCIETY PATRON

His Majesty, Carl XVI Gustaf, King of Sweden, is a Patron of the Society. On April 30, 1996, the King became 50 years old. The Society sent via telefax its respectful congratulations and best wishes on his birthday.

ABB DONOVAN DIES IN PLANE CRASH

Robert E. Donovan, President and CEO of ABB Inc., USA, died in an air crash on April 3, 1996, while on a mission together with Commerce Secretary Brown and a group of industrialists, who all perished in a landing approach to Dubrovnik Airport in Bosnia. This accident could apparently have been avoided, which makes it even more difficult to accept. ASSE extends its sincere sympathies to Mr. Donovan's family and to ABB Inc.

ASSE MEMBERS DONATE A LARGE DALA HORSE TO ASHM

Gunnar Asker and other members of ASSE have donated a four foot tall Swedish Dala Horse to the American Swedish Historical Museum in Philadelphia in celebration of the 70th anniversary of the museum. The horse crossed the Atlantic courtesy of ASSE and ASHM member Ulf Hammarskjold. The Horse was during the trip stabled inside one of Ulf's containers arriving monthly in Philadelphia from Oskarshamn in Sweden. The ASSE Dala Horse made it's formal debut at the Swedish Midsummer Fest on June 21 in Central Park. The 10 donors from the American Society of Swedish Engineers including your Editor as organizer are: Stefan Abelin, Erik Halleus, Ulf Hammarskjold, Gunnar Hovstadius, Oscar Perilla, Axel Rosenblad, Erik Tornqvist, Eskil Tuneblom and Evert Wijkander.

TECHNOLOGY TRANSFER

Persistence, dedication, attitude and management are keys to success in the transfer of technology. A successful transfer usually has a dedicated entrepreneur driving it, but he must remain with the acquiring company for a period of time to make the transfer successful. A company should have the proper attitude towards innovation. Market leaders are not always the best innovators, because they tend to resent change, which (they think) could put them out of business. Management of the transferring organization, as well as the receiving company, must believe in the value of the transfer. Successful universities encourage their professors to "moonlight" with industry. The licensing income of MIT in 1985 was \$1.8 million, but it was already in 1992 \$16.2 million, which is a significant increase even when adjusted for loss of value in the dollar from 1985 to 1992. For more information refer to PHOTONICS Spectra, March 1996.

MINIATURE MICROPHONES AS SMALL AS STRANDS OF HAIR

Microtechnology has enabled the development of an extremely small pressure sensitive microphone with dimensions of only 0.1 mm long and a thickness, believe it or not, of less than 0.001 mm. There are applications in the fields of aviation and medicine. These small microphones are used as sensors to measure pressure in small turbulent eddies on aeroplane wings. This microchip has been further developed to measure also speed. The result is that it is possible to measure pressure and speed almost at the same point and within a distance of only 0.1 mm between pressure sensing and speed. (Source KTH News 4/96.)

A NATIONAL SCIENCE CENTER IN SWEDEN

Fifteen large founder companies: ABB, AGA, Astra, Atlas Copco, Ericsson, Jernkontoret (Steel Institute), Pharmacia and Upjohn, Skanska, Stockholm Energi, Stockholms Lans Landsting, Stokab, Stora, Telia, Trelleborg and Vattenfall have organized a national Science Center, which will be administered as a corporation until the year 2004. After that the Technical Museum in Stockholm will operate this new Center, which is presently budgeted to 450 million SEK (^ \$64 million). The center is scheduled to open during 1998 and is expected to have 400,000 visitors/year in the beginning. (source KTH News 4/96.)

THE ROYAL ACADEMY OF ENGINEERING SCIENCES (IVA)

Mr. Bert Olof Svanholm has been appointed chairman of IVA. He started at IVA effective March 1, 1996. Besides being chairman of IVA he is also chairman of AB VOLVO and Chalmers Institute of Technology. Professor Hans Forsberg the previous IVA chairman, is going to represent ASSE in Sweden as liaison member. The Swedish submarine commission, which Hans Forsberg headed has now presumably submitted its findings. The editor will try to secure a report or an excerpt. (Source KTH News 4/96 and ASSE News 2/95.)

MOST FAVORED SWEDISH COMPANIES

A poll among Swedish graduate engineers of which 10 Swedish companies they favor most gave this result:

1. Ericsson
2. ABB
3. Volvo cars
4. SAAB cars
5. SAAB aircraft
6. Vattenfall
7. Scania
8. Nokia
9. IMB
10. Telia

(Source KTH News 5/96.)

PROGRAM PLANNING FOR 96/97

ASSE member Erik G. Halleus,, Vice President Siemens Rolm Inc., has been appointed program chairman for ASSE and a member of the Board by Gunnar Hovstad ASSE President. Ericsson Corporation and Volvo have offered to participate with speakers for the for-winter 96/97 season. Companies and individuals are encouraged to contact Erik Halleus with suggestions and topics for lectures as well as for social events. Please contact him at: Telephone 609-751-5080 or by Fax 609-424-5689.

JOHN ERICSSON MEDAL

The John Ericsson medal was established in 1926 and the first awardee was Svante Arrhenius, a Nobel Prize laureate. The medal is 45 mm in diameter and is of gold. The medal is to be awarded every two years and then alternately in Sweden to a Swedish citizen (or a Swedish US resident) of Swedish extraction, outstanding achievements in the technical and/or scientific fields. Nominating suggestions can be made to Dr. Erik Tornqvist of the John Ericsson Medal Committee at 38 Mareau Drive, Scotch Plains, N.J. 07076. Telephone:

908.322.5772 or by tele-fax: 908-322.6274.

NEW MEMBERS AND SUGGESTIONS

ASSE welcomes new members here and in Sweden and suggests that they volunteer for work within the Society and that all members do the same, if they so desire. Make suggestions to our member chairman Stefan Abelin at ITT Flygt Inc. Telephone: 203.380.4853 or by Tele-fax: 203.380.4711.

ON THE DIFFICULTY OF CHANGE

At a recent Wellesley College re-union the President, Diane Walsh, spoke of the difficulty to change and told this story:

A battleship is proceeding in dense fog and the O.D. on the bridge tells the Captain that there is an object dead ahead. The Captain says, "Tell them to change course" Nothing happens and the Captain says: "Tell them we are the Navy and to get out of the way". "Then a clear voice comes through the fog: "We are a lighthouse, you better change course fast!"

GOOD READING FOR YOUNGSTERS STARTING OUT

There is a wonderful little book by James Allen called "As a Man Thinketh". It is available at a modest price at Barnes & Noble and other book stores. Good reading for anyone age 20 and over.

COOPERATION CREATES RESULTS

We will all have a more useful ASSE, if we let our wishes be known to the Board of Directors and also make an effort to bring in new members. Please make use of the enclosed membership application.

HAVE A REAL GOOD SUMMER!

Your editor.