

# RESC Retired Engineers & Scientists of Cincinnati

Luncheon Meeting -Tuesday, May 19, 2009 @ 11:30 am  
Evergreen Retirement Community  
230 West Galbraith Road, Cincinnati, Ohio 45215 (Hartwell)  
www.resc.org

RESC members, their wives, and friends are invited to our season finale.

May 19, 2009 Program



## Two Brothers and a Business Empire that Transformed the Nation



**Presented by Rusty McClure, co-author of the book, "Crosley"**

(New York Times best selling biography about Cincinnati's Crosley brothers.)

Mr. McClure is the grandson of Lewis Crosley and the grandnephew of Powel Crosley.

Powell and Lewis Crosley built a radio business that helped spawn an entire national industry. Powell was the inventor, Lewis the businessman; together they made fortunes early in the 20th century selling auto parts and manufacturing radios. In the 1920s, the Crosley's started a small radio station, WLW, in Cincinnati -- and that's when the story turns interesting.

The book relates how a single company, and a city, not located on either coast, could play a central role in radio development. In 1934, calculating that if stations had stronger signals, the Crosleys could build radios that were less expensive but still received broadcasts. The brothers were given temporary permission to turn WLW into a 500,000 watt powerhouse. Author Rusty McClure, writing with David Stern and Michael A. Banks, excels in placing the brothers pioneering accomplishments within the context of U.S. society in the 1920's and 30's and the book sheds welcome light on the lives of two important but unappreciated figures of American business. More about the speaker on Page 5.

**Don't miss this fascinating story . . . ! \***

\* Rusty will be honored to autograph copies of his Crosley book that attendees bring in.

### Presentation of the RESC Lifetime Achievement Award

The Officers and control board for the Retired Engineers & Scientists of Cincinnati find Howard Heineke as the person to receive the 2<sup>nd</sup> annual **RESC Lifetime Achievement Award**. To receive this award the nominee must have demonstrated exceptional service and leadership abilities. Details on Pages 3 & 4.

Welcome to new members: Robert (Bob) C. Gesteland and Albert (Al) K. Himes

### RESC Golf members, May 27 outing is at Little Miami

Remaining dates and courses are: **June 24, Avon Fields; July 22, Twin Oaks; August 26, Fairfield; September 23, GEAA**. Mark the fourth Wednesday of the summer months on your calendars. Members signed up for golf should receive a notice about mid May with complete information for the Little Miami outing. As usual, there will be hole contests and cash prizes for the winners.

Tee times start at 9:30 am. Lunch will be in the Chess Room at the historic Mariemont Inn.

Call Dick Hertzog (513) 624-9153 or Enos Hayes (513) 248-0973 for more information

## **Tour of Wright Patterson Air Force Base, May 22 or May 26**

Members and their guests will meet at the Main Museum Complex at a time determined by which plan members choose. Call John Gilman and express your choice of one of two plans: The web site will help you decide. [www.wpafb.af.mil](http://www.wpafb.af.mil)

1) There is a 15 minute prep talk, then we board the shuttle bus that will take us to the Presidential and R. & D. Galleries; only available on Friday (5/22). **Most prefer this plan (1).**

Or,

2) A speaker will talk about the ongoing R. & D. activities at the Base, but no access to the above R. & D. Galleries (5/26). In either plan, we will break for lunch at the Officers' Club. After lunch, members will be free to roam their areas of interest with their car-pool group and then return home.

Lunch @ Officers' Club (\$13). Museums are free entry. Movies - small charge.

Limited to 25. **Call John Gillman (513) 541-1147 and express your choice.**

Call John if you are a car-pool driver and have extra space.

Directions: From Cincinnati, go north on I-75 to exit at I-675 north (exit 43). Travel to exit 15 (Col Glenn Hwy). As you exit, stay in the extreme right hand lane. At the end of the exit, turn right at the traffic light (Col Glenn Hwy). Travel to the third traffic light (Harshman Rd/Wright Bros. Pkwy) and turn right. Exit at Springfield Pike, turn right at the end of the exit ramp. The entrance to the museum is on the right, (Gate 28B).

**CPD Credits for Ohio P.E.** See the S.W. Ohio Calendar for P.E. CPD Credits at [www.resc.org/cpd](http://www.resc.org/cpd)

May 15, 2009	CCOSPE	Stimulus Package Effect on Engineers
May 22, 2009	RESC	Wright Paterson Air Force Base – R&D
May 27, 2009	IEEE	UC Senior Projects
October 20, 2009	RESC	Rebuilding the Roebling Suspension Bridge
October, 2009	IEEE	to be announced
November 17, 2009	RESC	Robots of Toyota Partners
November 19, 2009	IEEE	to be announced

Visit [www.cincinnatiieee.org](http://www.cincinnatiieee.org) for details from the Cincinnati Section of IEEE

### **Tentative RESC program schedule for the 2009-2010 season.**

October 20, 2009, Rebuilding the Roebling Suspension Bridge, 1893, By: Stan Cohen P.E.

November 17, 2009, Toyota Partner Robots, by: Toyota Motor Engineering & Manufacturing North America, Inc

December 15, 2009, Christmas Program, The Village Voices

February 16, 2010, All-Electric Saturn Sky Conversion, by: AMP™ Advanced Mechanical Products, Inc.

### **CCOSPE spring meeting and Fish Fry, Friday May 15, 2009.** (See web site for details)

Learn about the stimulus package from Rep. Steve Driehaus! Details on the web site.

Location: 6:00 pm, Fernbank Lodge, in Fernbank Park, 50 Thornton Ave., Cincinnati, Ohio 45233

RSVP by Tuesday May 12 by emailing [meicher@yoursolutionscompany.com](mailto:meicher@yoursolutionscompany.com) or by calling 513-651-4414. Information call Charles Wagers 513-739-1075 or Mike Birchak 513-218-8541

CCOSPE members and guests, \$10.00; non-members, \$20.00

### **Famous scientific quotes**

“If you can not measure it, you can not improve it.” (Lord Kelvin)

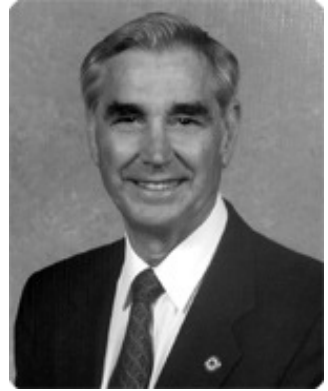
**Not so famous scientific quotes *Said what . . . ?***

“There is no reason for any individual to have a computer in his home.”

(Kenneth H. Olson, President of Digital Equipment Corp.)

## **RESC Lifetime Achievement Award - Howard Heineke**

In 1950, Howard graduated with honors from the University of Kentucky receiving a Bachelor of Science Degree in Metallurgical Engineering on the GI Bill. His first job out of college was with Bendix Aviation Corp., in Kansas City, Missouri. Here he assisted design and manufacturing as the metallurgist on atom bomb airframe type casings. From there he worked for Anaconda Copper Mining Co., in Great Falls, Montana as an Assay Chemist for the copper and zinc refineries and the valuable byproducts of silver and gold. After this he was with National Lead Co. of Ohio, in Fernald, Ohio, and supervised uranium green salt production formed by reacting hydrogen with gaseous uranium hexafluoride. While there he designed and introduced a cyclone nozzle for mixing the reactant gases and a stack of massive electric heaters in a clamshell swing open configuration. Such innovations increased product output on the order of 100 times as a result of increased flow rate and reduced downtime.



Howard completed his career with General Electric, retiring as Senior Engineer, Failure Analysis after 36 years with GE. He also held numerous managerial and individual contributor positions involving materials selections, testing, evaluation, and recommendations for jet engine design, manufacture, and quality control.

In these responsibilities he devised new material test techniques to resolve important processes to determine fatigue propagation, overheating and overload failures, and heat treatments for relief of residual stresses from manufacturing in various alloys.

Late in World War II, upon graduation from high school in Bellevue, Kentucky, Howard was called up on his enlistment in the U.S Navy. During 1945-46 he was assigned to general sea duty in the amphibious service aboard the USS Casa Grande LSD -13, and rapidly advanced from Seaman 2<sup>nd</sup> Class to Petty Officer 3<sup>rd</sup> Class (Radarman) before receiving his Honorable Discharge. Service was in the Atlantic & Pacific Theaters, sailing and stopping in the islands of the Philippines, Mariannas, Marshalls, Carolines, and Ryukus, as well as Japan, China, Aleutians, and Alaska.

IN 1960 Howard became Licensed and Registered as a Professional Engineer #25917 in the State of Ohio. He is a Life Member of American Society for Metals International, and was an active member of the ASM Failure Analysis Committee, and a member of the Editorial board of the ASM text/technical course "Principles of Failure Analyses". In college, in 1947 he was inducted into the freshman honorary society Phi Eta Sigma, and in 1949 into the engineering honor society Tau Beta Pi.

He contributed to technical advancement as a guest lecturer for:  
GE Aircraft Gas Turbines Failure Analysis,  
NATO Symposium in Netherlands on Jet Engine Corrosion, and  
USC Institute of Safety and Systems Management on the subject of  
"Materials Factors, Accident Investigation Aircraft Gas Turbine Engines"

**(Cont'd on Page 4)**

## **RESC Lifetime Achievement Award - Howard Heineke (Cont'd from Page 3)**

As a member of RESC (Retired Engineers & Scientists of Cincinnati) he has served on the RESC Board for about 12 years including offices as Secretary, 2<sup>nd</sup> & 1<sup>st</sup> VP, President, and Past President. During his office as President he recognized that the organization was confronted with financial conditions that loomed as terminal. By establishing a budget, encouraging, soliciting, and introducing economy measures, fiscal stability and viability were restored.

Howard and his wife, the former Mary Kupferle, have been married going on 59 years, having reared three sons and a daughter. Howard's parents had 8<sup>th</sup> grade educations before starting to work, a common circumstance for their generation and humble finances. It is a matter of pride that Mary and their four children graduated from college during this union.

Ever industrious, he worked summer Jobs as a Riverboat Fireman, Termite Exterminator, and Secondary Metals Crucible Operator (scrap recovery of Lead, Tin, and Aluminum).

He also engaged in a variety of Community and Social activities as follows:

Stints with youth groups as Knothole coach, Boy Scout Assistant Scoutmaster, Cub Scout Pack Leader, WeBeLos Leader, Merit Badge Counselor, and YMCA Indian Guides.

Long time member of St. Paul United Church of Christ in North College Hill, and sang in the choir many years. He now plays guitar while leading group singing at the monthly meetings of Senior "Old Friends" at the church.

Served nine years as secretary of the North College Hill Civil Service Commission and was six years as a member of the Evendale Beautification Committee.

Member of Southern Ohio Dog and Game Protective Association since 1970 and worked 25 years on the annual Stag Picnic Committee, working various tasks at the picnic.

Served actively for 30 years in the National Ski Patrol System that provides safety, first aid, and rescue to injured skiers. During this activity he founded and served with Alpine Resorts Ski Patrol at Morrow, Ohio, founded and served with Southwest Ohio Ski Patrol, co-founded and served with Sugarcreek Ski Patrol, and co-founded and served with Perfect North Slopes Ski Patrol.

He filled positions as Patrol Director, Assistant Patrol Director, Trustee, Standards Adviser, Instructor and Tester in First Aid, CPR, Ski Proficiency and Toboggan Handling, Chairlift Evacuation, and Avalanche Avoidance and Rescue.

He was an active key member of two National Outstanding Ski Patrols (in 1980-81 and in 1992-93). He has continued his affiliation with the NSPS Alumni.

**Congratulations to our Newly Elected RESC Officers for 2009-2010**

Vice-president      Lee Hite  
 Treasurer            Zan Smith

**About The Speaker**

Rusty McClure grew up in Cincinnati and attended Mariemont public schools. After graduation from Harvard Business School, he returned to Ohio where he served as president and CEO of the Brown Publishing Company, Ohio's oldest and largest newspaper holding company.

In 1983 Rusty purchased Famous Sportswear, a national decorator and distributor of college licensed logo active wear and glassware which he owned and served as CEO for 16 years.

Presently an advisor and investor in numerous entrepreneurial projects, Rusty teaches an entrepreneur class at his undergraduate alma mater, Ohio Wesleyan University and is working a novel CINCINNATUS with his CROSLEY co-author Dave Stern.

Rusty also holds a Master of Divinity from Emory University.

He lives with his wife Amy in Dublin, Ohio. They have two daughters: a senior in high school and a junior in college. Rusty is the son of Ellen Crosley McClure. Ellen, the daughter of Lewis Crosley and the niece of Powel Crosley, Jr. is the only living immediate descendant of the Crosley brothers.

Mail Label  
**Zan Smith**  
**PO Box 30346**  
**Cincinnati, OH 45230**

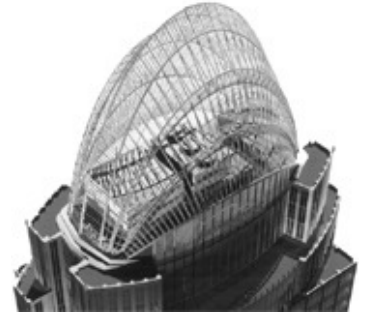
**Please make sure ALL lunch reservations  
 are made Prior to Friday, May 15**

<b>RESC Dues &amp; Luncheon Reservation Form</b>					<b>MENU</b>
Make check payable to "RESC" and Mail six days in advance to Treasurer: <b>ALL reservations must be made prior to Friday, May 15</b>					<b>Marco Polo</b> (similar to a Kentucky Hot-Brown) Fresh green salad with two dressings. Hot rolls and butter. Cheese cake slice. Beverages and Red or White Wine. (Complimentary)
<b>Date of luncheon</b>		May 19, 2009			
<b>LUNCH</b>	<b>Member name</b>		\$13.00		
	<b>Prospective Member</b>		*\$13.00		
	<b>Guest Name</b>		\$13.00		
	<b>Ohio P.E. Name**</b>		\$13.00		
<b>DUES ANNUAL</b>	<b>Membership</b>		\$15.00		
	<b>Golf</b>		\$ 5.00		
*No charge when attending the first meeting and sponsored by a member			<b>TOTAL</b>		
<b>Ohio P.E. Registration Number</b>			<b>CPD Certificate (Y/N)</b>		
**Continuing education certificate included with the \$13.00 lunch cost.					
<b>E-mail address</b>					
<b>Phone</b>					
<b>TREASURER</b>  <b>Zan Smith</b> <b>PO Box 30346</b> <b>Cincinnati, OH 45230</b>  <b>Ph: 513-520-4338</b>					

## Great American Tower at Queen City Square Transforms the Skyline.

Princess Diane could not have imagined the crown jewel of Cincinnati would be a 150 foot high, 400-ton steel replica of her tiara atop the tallest building in Cincinnati. Not to mention it's the most complicated phase of construction for The Great American Tower at Queen City Square.

As businesses shed workers and development deals crumble across the globe, construction of the \$340 million Great American Tower is creating and keeping jobs, pumping millions of dollars into the region and finishing plans that have been in the works for more than 20 years. When it's completed in 2011, the tower could house up to 6,100 workers - more than any building in Greater Cincinnati and Northern Kentucky.



At 665 feet high, 825K ft<sup>2</sup> of office space, 25k ft<sup>2</sup> of retail space and 2,300 parking spaces, the tower will meet the most stringent earthquake resistance requirements.

The building features a unitized curtain wall with a high efficiency non-reflective glazing system, floor to ceiling windows and enhanced structural performance against a dominant opening loss.

Everything revolves around the tower's primary support structure, a concrete core from the mat footing at the center of the project. This concrete core will rise from the building's bottom to top and house the tower's 28 elevator shafts. As the first level of the core is poured, the forms will be elevated up one level by a hydraulic lift system. The process (self-climbing form work) then will be repeated underneath, eventually rising from the first level to the top of the tower."

We wish to extend a sincere thank you to Lee LeBoeuf, AIA, Project Architect with Hellmuth, Obata + Kassabaum (HOK), Lawrence Niemiec, Senior Project Executive with Eagle Realty Group, and Heather Simpson Archibale, Construction Project Manager with Eagle Realty Group for a truly memorable presentation at the April 21, 2009 RESC meeting

**RESC NEWSLETTER**  
10266 Kingsport Drive,  
Cincinnati, OH 45241