Business Case and Strategy for Attending the Annual Meeting

Dr. Robert M. Gresham
Director of Professional Development

www.STLE.org/annual
Presenter: Robert Gresham

- Director of Professional Development (STLE HQ Staff)
- Primary responsibilities:
  - Bob is the technical face of our staff, writing for TLT and interfacing with many of our members regarding technical initiatives, committees, questions, etc.
  - He is heavily involved in a variety of our international activities which include education and certification programs.
  - He further oversees our education and certification programs in collaboration with Alicia and Kara.
The Economy

- Business Challenges
  - Layoffs
  - Consolidations
  - Competitive Pressure
  - Technical Direction
  - Lower Sales
  - Higher Raw Material Costs
  - Cut Backs in Spending
  - New Regulations
  - Lower Profits
Why Attend an STLE Annual Meeting?
What Goes On?

- Presentation of Technical Papers
- Education Courses
- Commercial Marketing Forums
- Trade Show
- Committee Meetings
- Opportunity for Networking
Who are We?

- First, STLE is well known for one of its core strengths, its diverse membership. It is this diversity that cross-pollenates our thinking, experiences and knowledge:
  - Sales and Marketing—40%
  - Research/Corporate R & D—20%
  - Senior Management—10%
  - Engineering—10%
  - Consultant—5%
  - Maintenance—5%
  - Others—10%
Sales and Marketing

- Key issue—Increase Sales:
  - Product and Service Knowledge—Can’t Help!
  - Professional Skills
  - Access to the Customer
  - Technical Knowledge and Experience
  - Credibility in the Marketplace
Research and Development

- What are the key issues?
  - Publish in Credible Journals
  - Present Work to Peers
  - Stay on the Cutting Edge
  - Benchmark the Work of Others
  - Secure or Retain Funding
  - Partner with Others
Senior Managers

- What are the key Issues?
  - Benchmarking
  - Business Direction
  - Regulatory Environment
  - Industry Credibility
  - New Employees
Consultants

- What are the Key Issues?
  Access to Customers
  Visibility and Credibility
  Partnering Relationships
Out of a Job?

- What are the Key Issues?
  Stay Visible
  Access to Decision Makers
  Develop/Exploit Key Relationships
  Improve Skills—Stay Current
Haven’t Registered Yet?

- No problem!
- See the article that presents the business case (summary of the first part of the presentation – good to show your supervisor)
- Register online or by fax/phone (download form)
- Book your hotel – Renaissance Grand or see list of other hotels if rooms unavailable
- Explore St. Louis – get driving directions, public transport options if arriving by plane, lists of things to do, etc.
- See the Program Guide to make your plans
- Stay updated by visiting our AM page
Strategies for the Annual Meeting

- Create your objectives for attending
- Read the Program Guide
- Map out where you should spend your time
- Tips for First Time Attendees (also a good refresher for meeting veterans)
- Connect with attendees and STLE
  - Tweet with us – use hashtag #STLE2012 to talk about the meeting, follow discussions, tell people about good sessions, and get updates on room changes, etc. from STLE
  - Follow @STLE_Tribology
- Follow-up when you get home
  - Annual Meeting Idea Swap – register for FREE, contribute ideas, see what others took away

Remember: you have lunch on your own every day.

Breaks are set for 10 am and 3 pm daily. Includes coffee, soda, etc.

Cyber Café provided by sponsors allows you to have free wi-fi for the meeting. If you need to print something, there are printing facilities nearby (like a Kinko’s, etc.), but we will not be able to print things for you.

Technical Sessions run from 8-10 or 8-12 and 1-6 p.m.
What goes on?

- **Sunday**
  - Education Courses
    - Basic Lubrication 103
    - Bearings and their Lubrication (ABMA)
    - Condition Monitoring in the 21st Century
    - Metal Removal Fluids 115
    - Synthetic Fluids 203
  - Nanotribology Special Session
  - Section Leaders Panel Discussion:
    - Best Practices for Local Sections
What goes on?

Monday

Technical Sessions
Vote for your favorites in the AM Highlights Program (pick up a sheet when you walk into a room, vote on the session you watch, and we’ll follow up after the meeting with the presenter to capture and share the recording of that presentation).

Commercial Marketing Forums (Presenter List)
Exhibit Set-up: Exhibit Floor Opens at Noon (Floor Plan; Exhibitor List)
Keynote Presentation—Margaret Stack
Student Poster Sessions
Committee Meetings
Welcoming Party

Tech sessions include:
Technical Sessions - 8:00 am - 10:00 am
1A Nanotribology I - Modeling and Applications – 223
1C Lubrication Fundamentals I – 225
1D Metalworking Fluids I - 226
1E Environmentally Friendly Fluids I – 230
1G Commercial Marketing Forum I – 100
1H Seals I – 105

1:30-6 p.m.
2A Nanotribology II – Nanomaterials and In situ Technologies – 223
2B Gears - 224
2C Lubrication Fundamentals II – 225
2D Metalworking Fluids II – 226
2E Environmentally Friendly Fluids II – 230
2F Engine & Drivetrain I – 232
2G Commercial Marketing Forum II – 100
2H Seals II – 105
Tech Sessions include:

Technical Sessions - 8:00 am - Noon
3A Nanotribology III – Nanolubrication I – 223
3B Tribotesting I – 224
3C Lubrication Fundamentals III – 225
3D Metalworking Fluids III – 226
3E Environmentally Friendly Fluids III – 230
3F Biotribology I – 231
3G Engine & Drivetrain II – 232
3H Commercial Marketing Forum III – 100
3I Wind Tribology I – 101
3J Synthetics & Hydraulics I – 102
3K Seals III Facing Energy Related Challenges
   for Seals – 105

Technical Sessions - 2:00 pm – 6:00 pm
4A Nanotribology IV: Nanolubrication 2 – 223
4B Tribotesting II – 224
4C Lubrication Fundamentals IV - 225
4D Metalworking Fluids IV – 226
4F Rolling Element Bearings I – 231
4G Engine & Drivetrain III – 232
4H Commercial Marketing Forum IV – 100
4I Wind Tribology II – 101
4J Synthetics & Hydraulics II – 102
4K Seals IV – 105
What goes on?

**Wednesday**

- **Education Courses**
  - Advanced Lubrication 301
  - Automotive Diesel Engine Lubrication 201
  - MWF Health & Safety 125
  - Principles of Metallurgy (ASM International)
  - Synthetic Lubricants 204
- **Technical Sessions**
  - Don’t forget about the AM Highlights
  - Commercial Marketing Forums *(Presenter List)*
  - Exhibits (Close at Noon; Floor Plan; Exhibitor List)
  - Committee Meetings
  - Panel Discussion on Heavy Duty Diesel Engines & Driveline Lubrication
    (live broadcast for both attendees and those off-site)

Technical Sessions - 8 am - Noon
- 5B Contact Mechanics Joint Session I – 223
- 5C Power Generation I – 224
- 5D Lubrication Fundamentals V – 225
- 5E Metalworking Fluids V – 226
- 5F Fluid Film Bearings I – 230
- 5G Rolling Element Bearings II – 231
- 5H Grease I – 232
- 5K Wind Tribology III – 221
- 5L Non-Ferrous Metals I – Aluminum Rolling – 222

Technical Sessions - 1:30 pm - 6:00pm
- 6B Contact Mechanics Joint Session II – 223
- 6C Power Generation II – 224
- 6D Ceramics Composites I – 225
- 6E Materials Tribology I – 226 (3:30 – 5:30 p.m.)
- 6F Fluid Film Bearings II – 230
- 6G Rolling Element Bearings III – 231
- 6H Grease II – 232
- 6I Wear II – 220
- 6J Condition Monitoring I – 221
- 6K Non-Ferrous Metals II: Biobased Base Oils – 222
Technical Sessions - 8 am - Noon
7A Surface Engineering I – 224
7B Ceramics Composites II – 225
7C Practical Lubrication I – 226
7D Fluid Film Bearings III – 230
7E Rolling Element Bearings IV – 231
7F Materials Tribology II – 232
7G Wear III – 220
7H Condition Monitoring II – 221
7I Non-Ferrous Metals III - Lubrication – 222

Technical Sessions - 1:30 pm - 5:30pm
8A Surface Engineering II – 224
8C Practical Lubrication II – 226
8D Fluid Film Bearings IV - 230
8F Materials Tribology III – 232
8G Wear IV – 100
8H Condition Monitoring III – 221
8I Non-Ferrous Metals IV
Why Attend an STLE Annual Meeting?

To Seize the Opportunity for You and Your Organization
Questions?
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