
MODESTO ENGINEERS CLUB FIELD NOTES

Volume 2010, Issue 3

www.modestoengineersclub.com

March 2, 2010

Featured Speaker:

Join us on March 2nd for Kenny Moore who will be talking about Verti-Crete precast concrete fencing and retaining wall systems

Save the Date:

Formal Lunch Meetings: First Tuesday of each month. Upcoming meetings: April 6, May 4, June 1, July 6. 11:30am – 1pm at SOS Club, Mellis Room, 819 Sunset Avenue

Lunch features a buffet style meal. The main courses will vary each week. Please sign in and pay **\$11.00** to the treasurer, (half off for students). The beverage, energy fee, tax and tip are included.

Informal Meetings:

Members regularly meet on Tuesdays, 11:30 am to 1pm at the Old Mill Café corner of 9th & F St. in Modesto for camaraderie. No formal program is presented.

Speakers coming in 2010:

- Mayor Jim Ridenour
- County Supervisor, TBA
- Anthony Cannella, Ceres Mayor

Attendance at Last Month's Meeting: 22 members, 4 guests and 2 speakers

Freeloader for March: Robert Grimshaw wins! He was pulled by Brock Campbell on the second round. The Department of Club Trivia shows that Mr. Grimshaw was Freeloader in Sept 1996.

Thanks to our Sponsor:



Thank you Stockton Blue for your generous support of the Modesto Engineers Club.

Secretary's Editorial: Making Your Mark In Life



When I went into business for myself there was the obvious need for business cards and a corporate identity. The design fee for a card and envelope was \$3,500. I was assured of a memorable design. I balked at the price and thought I'd take a swing at this myself. Frankly the result was exhilarating. It reminded me of the Downey High School Boys locker room after 7th Period: It Stunk. Not only that but I misspelled *Arboriculture*, which is the science of tree care. I spelled it *Aboriculture*, which is the study of indigenous aboriginal peoples like pygmies. You should have seen the RFQ's I was getting with that typo. OMG.

I had to change this, so after a couple years I took another crack at it. I took my ideas to a designer I knew in Kansas. There is a lot of action out there on the Great Plains. I could really tap into the energy out there. I also counseled my son who has never been 'in the envelope' or 'the box' with design ideas. Twenty-Somethings that are 'out of the box' can usually be found sleeping on their parent's sofa. I checked the living room and sure enough there he was. I woke my son and asked him about logo design ideas for my new logo/card/identity. "Dad, you're in the green industry. The color choice is obvious: Don't use green." Ohhhh, kaaaay..... You can go back to sleep now. I felt like I had climbed a mountain to the lair of the enlightened guru of corporate branding. It was a Zen like experience, but in reality he had it right. After a few failures with the 'expected' card layouts I stepped out long with some really fresh ideas.

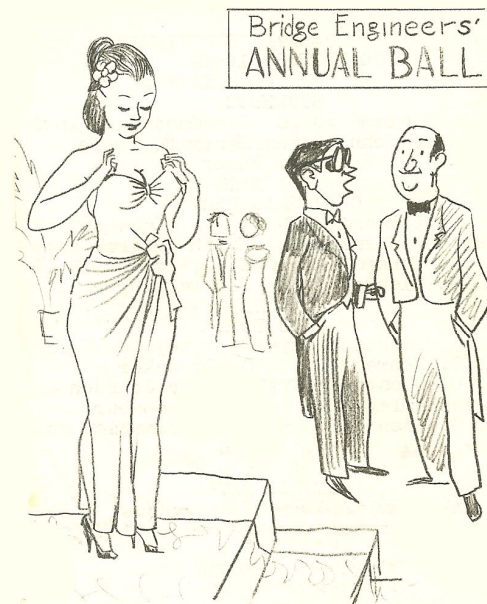
I was already exploring the message I was trying to get across. My first take on the card was to make it square which would be memorable, but was advised to go standard size because the odd size would get misplaced. I compromised and played with a card that would *change shape*; go from rectangle to

square depending on circumstances. It could be a business card but also a design statement. I put a notch on either side which created a weakened plane across the card to enable quick folding. The resulting 'L' shape sits on a desktop or can be left behind at coffee shops or wherever.

No standard type font worked the way I wanted so my Kansas designer created a clean no nonsense type font with a little 'edge' to it. I borrowed a color scheme inspired by BMW racing motorcycles. Gun Metal Grey and Traffic Cone Orange. The entire result is my statement about my professional design. It is precise, completely innovative, fresh and unprecedented. There is no card like it. It also backs up my urban/industrial bent. Does it say 'landscaping'? No. There is no mistaking my firm for someone that will be edging your lawn. And that is precisely what I am trying to get across. This is a design firm intent on creating memorable products.

Now if I could be removed from the pygmies mailing list I will be really happy.

**From the Archives:
This sketch was found in the program
for a 1940's MEC party program!**



*Reminds me of a suspension problem
we had over the San Joaquin---*

**Text says: "Reminds me of a suspension
problem we had over the San Joaquin..."
Try getting this graphic in our Club documents
today!**