



ASME History and Heritage Landmark
Ceremony Planning Guide
MS-72: Guide for Landmark Organizers

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Refer questions to:

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This manual, including a downloadable nomination form, appears on the web site at:
<https://www.asme.org/about-asme/engineering-history/landmarks/about-the-landmarks-program>.



For more information about the
American Society of Mechanical Engineers
please visit www.asme.org

How to Use This Manual

If you are reading this guide, congratulations are probably in order. This manual is written for individuals whose nomination for a historic mechanical engineering landmark, site, or collection has been approved through the History and Heritage (H&H) program. For simplicity's sake, this manual will hereafter use only the more general term landmark, with the understanding that a nomination may be for a site or collection instead of a specific device/artifact.

After a nomination has been approved, a few additional steps are necessary before it can officially become an ASME landmark. Only after ASME presents a bronze plaque in a formal ceremony is the landmark you nominated added to the official roster. This ceremony can be very simple, but generally participants want as much visibility and publicity as possible. While every ceremony planning situation is different, it often helps to know how others have done it. More than 40 years of experience with designation ceremonies for over 250 landmarks have gone into this manual.

The ASME group that has nominated a landmark takes the lead in planning the ceremony, but planning typically also involves other key people in the Society and often the landmark's proprietors. A ceremony planning committee should be formed to include those involved in the nomination process, a representative or representatives from the joint sponsor (if any), and a representative from the landmark owner. A History and Heritage Committee member will be appointed to your project and ASME Strategic Communications staff contact will provide your planning committee with assistance. The person delegated by the nominating unit to organize the ceremony, often the nominator or Section History and Heritage chair, ensures the requirements for the ceremony are met and coordinates matters among all participants. If more than one person helps plan the various tasks, organizers should make sure everyone knows about related activities. Any individual involved in ceremony planning may photocopy and distribute segments of this manual, or all of it, as needed.

Early in planning, discuss with participants how they visualize the event. Your satisfaction and those of leading participants will heavily depend on everyone's expectations, starting from the time you first documented information for the nomination. What kind of event did you anticipate, who did you want to know about it, and why did you really want it? Shaping those visions into reality is a good place to begin.

We welcome your comments and recommendations for planning an event. After your ceremony has taken place, feel free to write us with suggestions for inclusion in this guide. We know there is a lot of information here and some of it is repetitive because functions overlap. Some of it is mandatory, and some serves only as a guide. Good luck and let the History and Heritage Committee know how it can help you.

History and Heritage Landmark Ceremony Planning Guide

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Planning a Ceremony

Requisites

Approvals

The written approval of the ASME History and Heritage Committee is required for an ASME historic mechanical engineering landmark ceremony. To secure final approval, the sponsoring (host) ASME unit must have had its nomination formally approved by the History and Heritage Committee. After this, the group must produce a brochure and arrange for a ceremony (attended by an ASME officer or designate and an assigned H&H Committee member) where a bronze plaque is formally presented to the landmark owner. The sponsoring ASME unit, usually the Section or Division that submits the nomination, is responsible for establishing a budget for the ceremony. Funding must be arranged in advance of any commitments. In case of hardship, the nominator may contact the History and Heritage Committee.

While a nomination can be submitted without the cooperation of the owner or custodian of a landmark (on rare occasions), the owner or custodian must be a willing participant in the ceremony, accepting the presentation of the plaque and pledging to display it near or on the artifact, site, or collection. Accessibility and visibility are part of the criteria of the ASME History and Heritage Program (Policy 15.6). While landmark designation does not prevent alteration or destruction of a landmark, ASME assumes a reasonable effort will be made to publicly display the plaque and preserve the landmarked item(s) or site. Beyond a commitment both to preserve the artifact and display the plaque if at all possible, ASME asks the owner's support and cooperation on other facets of the program, including logistics, brochure production, publicity, and permission to promote the landmark within the context of the History and Heritage program.

Delays

Any nominator who fails to complete the ceremony within two years of landmark approval by the H&H Committee, but who wishes to go forward, must submit a letter of intent to the History and Heritage Committee, noting the nature of the renewed interest by the nominating group and the ownership and current status of the approved item. Contact the H&H committee chair for further consideration.

Co-sponsorship/Joint Designations

Certain landmarks may require or suggest participation with another engineering society. Non-US designations, for example, should be held with the approval of the appropriate non-US national mechanical engineering society, such as IMechE in England or VDI in Germany. In cases, even within the United States, where the artifacts or systems to be honored involve multidisciplinary achievements, peer organizations such as IEEE, ASCE, ANS, AHS, etc., may be interested in participating in the ceremony or jointly sponsoring the landmark designation. If the other society has a history program, both organizations' requirements will need to be

accommodated. If the ASME History and Heritage Committee initiates the joint endeavor, generally it will accept primary responsibility in planning the event.

When landmarks are cosponsored with other societies, the staff contacts of the respective societies work closely with the involved societies' local or technical groups on plaque wording, brochure copy, invitations, mailing lists, and ceremony details. The sponsoring ASME unit retains its responsibilities, however, as host and organizer.

Copyrights, Accessibility, and Visibility

Items associated with the landmark ceremony, such as invitations, brochures, programs, and internet postings, will require such things as images, information on visiting the landmark, and permissions to promote the landmark in materials published by or for ASME. Organizers should insure that ASME History and Heritage and ASME Strategic Communications share in this information.

ASME Strategic Communications needs photographs and videos to keep on file for use in future promotional projects. *Organizers should obtain written permission (where necessary) to use specific photographs, copyrighted materials, and illustrations in the ceremony invitations, the landmark brochure, and the material given to ASME for promotional purposes (in relation to the landmarks program). These permissions should be broad enough to permit ASME to post the brochures on line and use illustrations and/or photographs for other purposes that promote the history and heritage of mechanical engineering. An appropriate permissions form for photographs and/or illustrations can be obtained from ASME's Strategic Communications Department through the PI liaison assigned to you.*

ASME History and Heritage needs to know the location of the landmark and its status and public accessibility on an ongoing basis to keep its roster of historic mechanical engineering landmarks, posted on ASME.org (on-line), up to date.

Videotaping/Photography

Visuals –photographs, videos, diagrams, and other illustrations—are essential for telling the story of technology and should be of appropriate quality for broadcast or publication. Organizers should work with ASME Strategic Communications to obtain the appropriate specifications. Although newspapers, company newsletters, and ASME Strategic Communications often use photographs of designation ceremonies, ASME also wants quality images of the machine or system being landmarked. These technology-only images are most useful if they appear timeless, that is, without people.

Old photographs of the landmark or a listing of photographs available in a specific archive or library are also useful. If not part of the submitted nomination, please forward the information during the ceremony planning process.

Some ASME groups record designation ceremonies or interview invited speakers alongside the landmark. Later these recordings can be edited, incorporating other graphic material, to produce a fine documentary of the landmark. If you have questions about format or standards for video recordings, assistance is available from ASME Strategic Communications staff in New York.

Brochure

Sponsoring groups are responsible for providing a commemorative brochure, following the "Guidelines for the Preparation of an ASME History and Heritage Brochure," at the back of this guide (MS-72C), beginning on p. 24. Brochures are distributed at the ceremony. In addition, ASME requires approximately 50 copies for distribution to ASME leadership, ASME group chairs, and other individuals, such as faculty in universities and schools offering courses on the history of technology, representatives of the media, and the owner of the landmark. Some groups produce a first-class color brochure; others produce a less expensive black-and-white version. Regardless, the brochure will be made permanently available electronically on ASME.org. Some ASME landmark brochures are among the best and most informative items on the internet about the history and importance of their particular technologies. In any case, your brochure will represent the society to the broader public and to scholars, so every effort should be made to make it a first-class product. Thus, the selection of a good writer/editor for the brochure is key to making progress toward ceremony deadlines and to meeting quality standards. The importance of the brochure to the lasting impact of the landmark program and to public understanding of mechanical engineering makes a quality brochure a high priority for ASME. Quality of content should count more than snappy appearance.

To help insure a quality product, a draft of the brochure must be submitted to the History and Heritage Committee for review and approval, including both text copy and a sketch of the layout. Submission can be either electronic or in hard copy, although the former is preferred. ASME History and Heritage requires one month to review this draft. The H&H brochure subcommittee conducts the review. The subcommittee's chair combines comments from various reviewers and his/her own analysis and then forwards the results to the organizer with suggestions for revision, if needed.

ASME will provide guidance on production issues to members or groups who have no other resources. As a last resort, when no other publication support can be found, ASME Strategic Communications will accept final manuscripts electronically with accompanying illustrations for reproduction in a simple format.

Editorial and factual changes suggested by the H&H Committee must be incorporated in the final version. Disregard of Committee requests for changes could result in nonsupport for the publication, withdrawal of permission to use the ASME logo, and/or cancellation of the landmark designation. If the owner of the landmark requires a final, comprehensive review of the brochure manuscript and makes substantive changes, the brochure copy will need to be checked again by the History and Heritage Committee.

Plaque

ASME presents a commemorative bronze plaque to each landmark owner, explicitly for public display with the landmarked artifact. ASME History and Heritage drafts the wording of the plaque, which it forwards to the sponsoring ASME unit, so the local unit can double check facts (spelling of names, dates, etc.) with the company or other agent owning the landmark.

Corrections and other suggestions for changes must be submitted in writing to the ASME Strategic Communications staff contact. ASME H&H has the final say in how the plaque is worded.

The plaque's wording typically notes the engineering and social importance of the landmark. It has two purposes: to provide a permanent record should the artifact be destroyed and to make the public aware of the contributions the mechanical engineering landmark has made to society. The plaque identifies the specific object or site, explains its technical merit and significance in lay terms, gives significant dates and the general time frame in which the site or technology was active, acknowledges what replaced it or caused its demise, and identifies the associated engineers, designers, inventors, or builders.

Handling the Plaque

Plaques are 12 by 18 inches (horizontal), or 30.48 by 45.72 centimeters. Each weighs about 20 pounds, and is treated for outdoor exposure. The number of words contained on the plaque is limited for legibility, aesthetic, and budgetary reasons. Plaques are occasionally prepared in more than one language, depending upon circumstances.

Plaques are usually mounted by attaching studs on the plaque's back to a sturdy surface. Each plaque comes with four 3-inch by 3/8-inch studs, which can be screwed into the holes on the back of the plaque. To mount: Using a level, tape a self-made template (with stud holes marked) to help position the plaque at the location where it is to be mounted. Drill holes with a tight clearance drill. Apply glue (silicone or similar type) to the studs and use large dabs of it on the back. Force the plaque into the pre-drilled holes, evenly, at stud locations. Clean excess glue, leaving a bead around the edge of the plaque.

Plaques should be cleaned regularly with water and polished with a light furniture spray wax.

ASME monitors the condition and display of its plaques through occasional surveys by local unit members. Corroded or damaged plaques should be returned to the foundry for restoration (shipping charges only apply). Do not grind or sand the plaque since this will remove the treated surface. If the artifact, site, or collection has been destroyed, abandoned, or moved, ASME should be notified in writing and the plaque should continue to be displayed publicly if possible. If not, it should be returned to ASME Strategic Communications. Missing plaques will not be replaced without a thorough investigation and explanation.

Planning Structure

Planning meetings, including representatives of the local ASME section, landmark owner, and other appropriate groups, should begin approximately six months before the ceremony to complete tasks on time. The typical ASME designation ceremony planning committee consists of a chair (key organizer) and five other organizers, each with a major responsibility: program, invitations, brochure, logistics, and publicity. To this lineup, some add a fund raiser or treasurer. Organizers may also find it essential to include representatives from other groups. Besides ASME and the owner, participants could include representatives of community, alumni, school, and industry groups, as well as other engineering societies and even neighboring ASME units.

The agenda of the first meeting should, at minimum, include introduction of all the key decision makers, identification of possible ceremony dates, program possibilities, and delegation of responsibility for brochure preparation, invitations, and ceremony logistics. Prepare a contact list complete with name, address, and phone and fax numbers for all organizers to use. Perhaps compile a tentative schedule of events.

For those organizers who did not initiate the nomination but find themselves picking up the ball after a nomination has lapsed, it can be challenging, especially in dealing with large organizations that own potential landmarks. Identifying and reaching the right contact within a large organization, one who has authority to act and make decisions, can be difficult. Start with people in the organization who know ASME, for example, other ASME members or heads of engineering departments. Eventually you will probably work with corporate public relations, public affairs, or marketing department staff. Be sure to maintain a balance between ASME's interests and the owners' interests. ASME Strategic Communications staff are available for an initial planning session, if you think they might help. Also, rely on guidance from the History and Heritage Committee representative assigned to your ceremony.

Budgeting

The ASME sponsoring group¹ should prepare a budget to cover ceremony costs. The Society covers the cost of the plaque and the travel expenses of the participants (ASME officer(s) and H&H representative(s)). Often the owner of the landmark will offer to absorb many of the costs associated with the ceremony. *The ASME Strategic Communications contact will work closely with the planning committee on all phases of budgeting and should be consulted early in the process.*

Ceremony costs vary considerably and can be quite modest, depending upon arrangements. When planning committees decide to have more-elaborate events, they have often been successful in obtaining financial support from local industry, especially in planning luncheons, receptions, dinners, or other special events.

In preparing a budget, keep the following in mind:

- ASME provides the bronze landmark plaque at no cost to the ASME sponsoring unit. Landmark owners can order additional plaques at their own expense.
- ASME Strategic Communications requires 30 brochures for distribution *beyond* those handed out at the ceremony. Printing costs of the brochure vary according to quantity, length, paper

¹ The ASME sponsoring group is often a local ASME section or a technical division.

type, and number of illustrations. If the ASME sponsoring group cannot produce or print the brochure, ASME Strategic Communications will help arrange a modest publication.

- You will usually need to extend invitations, simple but formal, to ASME leadership, appropriate Technical Division leadership, and special guests (see below). In recent years, these invitations have often been sent over the internet.
- You will need to provide a program, often a standard sheet paper folded in half, for distribution at the ceremony.

Other costs depend on the size and type of event that the sponsoring group chooses to organize. *A simple-but-dignified ceremony—with a few speeches and the plaque presentation—is all that is required.* If funds are available or are contributed, or if the event is sponsored by the landmark owner or other supporters, organizers can add optional entertainment, luncheons, dinners, refreshments, tours, displays, and special programs to the basic designation ceremony. Consider what is suitable to the designation, who is attending, and what sources of support are available. When multiple ASME groups cosponsor designation ceremonies, costs should be shared equally. The sponsoring groups are responsible for obtaining adequate funding *prior to* committing any of those funds.

An optional activity that organizers might consider as planning unfolds is a tour or tours of appropriate venues near or adjacent to the landmark being designated. If pursuing this route, organizers should carefully consider issues of group transportation and, if relevant, admission charges. Considerations like this affect site selection and invitation planning as well.

- Getting groups of people from one location to another or encouraging attendance by providing transportation from a central location (such as a conference hotel) has often been handled by arranging for bus transportation. This is sometimes the only realistic way to bring guests to the site of a landmark or to move guests within a large facility from one building to another. Look into using company-owned buses or finding corporate sponsorship.
- **Do not charge admission**, if at all possible. When the designation ceremony coincides with an admission or dinner expense or with a regular ASME unit event, arrange to provide free passes for special guests, such as speakers, news reporters, ASME officers, and company dignitaries. Coordinate this with the invitations you send out.

Date Selection

The final date must be cleared through the Strategic Communications Staff liaison at ASME headquarters at least five months in advance of the event. A date may be turned down by ASME's staff liaison, for example, if the timing conflicts with a major ASME event or major holiday, if too many landmark events have been scheduled around that time, or if inadequate time is given to planning and preparation.

Your ceremony planning committee, in conjunction with the landmark's owner, should select a date that provides maximum attendance or exposure for the event. Consider the audience and the budget: If it is a major employee event, the timing will probably be during the work week at a time acceptable to company management. If it's a public forum, a week night or weekend date where families can come may be preferred. If several major contractors or donors are involved, the schedule should consider out-of-town travel time. If publicity is of prime importance, consider newsworthy tie-ins to an event or perhaps anniversary dates of major significance. If

your budget won't cover food, pick hours before or after mealtimes. If the landmark is in an isolated area, pick a weekend date and plan other activities to make the trip worthwhile.

Many ceremonies are scheduled around ASME unit meetings to provide the maximum possible ASME attendance. Although your prime audience may be within the local community or include employee groups, always consider opening the ceremony up to all ASME members and their families, without whom there would be no program.

Setting the ceremony date is like a gun firing at a starting gate. Once the date is set, ASME Strategic Communications initiates several actions: a Strategic Communications staff member is assigned as your contact, that staff member identifies a plaque presenter (usually the ASME President or his/her chosen representative), and Strategic Communications begins evaluating the media potential of the landmark ceremony. Simultaneously ASME's History and Heritage Committee designates a representative to attend and speak at the ceremony and begins working on plaque wording. After the date is confirmed with headquarters, the sponsoring unit can set other deadlines, such as for mailing invitations, newsletter submissions, and local publicity press releases, and for completion of the draft brochure. *Many organizers prefer to have the brochure draft well on its way by the time a ceremony date is set, since the brochure takes longer to produce than any other aspect of the program and will require review by ASME History and Heritage.*

Site Selection

Site selection for the designation ceremony is worked out between the sponsoring ASME group and the owner of the landmark.

Considerations are unlimited, but here are few:

- Since accessibility and visibility are critical to this program, the ideal location for the designation ceremony is near the landmark or within easy walking distance.
- If an entrance charge or fee is necessary for those attending the designation ceremony (as in a museum), consider absorbing this expense within your budget, at least for ASME members and their spouses or families. *Usually, however, the owner of the landmark will waive such fees.*
- If a meal for primary participants is to be included as part of the celebrations, plan the ceremony so that additional guests can witness the ceremony portion without having the meal.
- Outside locations should have bad weather alternatives in case of sudden developments, and organizers should consider seasonal extremes: sun and heat, cold and ice.

Evaluate your site options based on convenient travel accommodations, parking, distance attendees will travel, and travel's effect on timing (ASME staff from New York, e.g.), the availability of comfortable accommodations such as restrooms and seating, speaker accommodations (AV needs), accessibility restrictions (citizenship, disability, age, etc.), and catering options. Previous experience indicates that ASME members value the engineering environment, regardless of frills, more than a luxury meeting room.

Judging Attendance

In most cases, attendance will come from local ASME members, landmark owners and their employees, and other local people. (The number of invitations, therefore, does not accurately reflect the likely number of acceptances, unless the ceremony is held in conjunction with a relevant meeting.) Every effort should be made to welcome and allow participants to attend free of charge. Some spouse attendance can be anticipated at most ceremonies, especially if guests are traveling or if the event is held in the evening or on a weekend. If the event is scheduled in conjunction with a major ASME event, expect family participation as well. If necessary, attendance can be limited to a specific number of people, and your planning committee's RSVP contact can monitor this number and cut-off attendance at the limit (allow some flexibility if possible).

On-Site Logistics Check

- Is there a large enough space for the anticipated audience?
- Is there a way to limit noise interference; is there adequate ventilation and lighting and accessibility to electrical outlets, if needed?
- Is clearance guaranteed for guests if area is restricted or the owner requires passes?
- Is there adequate parking space for cars (or a bus)?
- Is it clearly stated where everyone is gathering for the ceremony? Are signs needed? Should students or ASME members direct people as they move between rooms or buildings?
- In the event of natural disasters, poor weather, or corporate crisis, who makes the decision to postpone? How would this be implemented?
- Who is responsible for setting up chairs, a lectern, and a sound system for the ceremony?
- Is there a lectern? Does it have a public-address system? Does any speaker need a lectern riser? Is the lectern adjustable?
- If guests will be standing during the ceremony, are there a few chairs available for the elderly or disabled?
- Has the room or outside area been set up in advance? When can you test the public-address system?
- Will you pass out programs at the door? Can they be placed on seats or a table?
- Will you ask people to sign in? Will guests be given name tags?
- Is photographic coverage or video recording planned?
- Who takes care of the plaque prior to and after the ceremony?
- Is there an easel for mounting for the plaque? Do you have ASME banners for hanging and unveiling the plaque?

Contingency Plans

Contact the ASME Strategic Communications staff contact if you anticipate or have encountered problems. In the past, sections have experienced such things as power outages, hurricanes, and employee lock-outs before ceremonies. The New York staff can keep key guests posted and help notify other members regarding changes in schedule.

Invitations/Mailings

Members and guests are invited to the ceremony by the host ASME unit (samples invitations are available). Usually the ASME host sends formal invitations to local unit officers and members (perhaps by newsletter), to national ASME staff and officials, to representatives of cosponsoring groups, and to people associated with the site's owner. Discuss who will be invited in general terms with your planning committee, and ask the representative of the landmark's owner or agency to provide a list of names that should be invited from his/her organization. In addition, ASME Strategic Communications will provide a list of other ASME members to invite.

If entrance fees or charges are involved, consider how to include any free passes in the appropriate invitations.

Organizers will need to:

- Compile an invitation list (sometimes as many as 500-700, but often much less) three months before an event.
- Have invitations printed up in a formal style, including a return card with printed envelope and map, two months before the event. (See sample invitation on p. 21.)
- Traditionally, invitations have been mailed. Mail invitations *first class* about five to six weeks before the event. Add additional time for overseas mailings.

Warning:

ALWAYS mail invitations *first class* and allow two to three weeks for responses if they are to RSVP (acceptances only). *Do not mail invitations at bulk rate* since many invitations will then not arrive in time.

In recent years, electronic invitations have been used and may be fully appropriate. Check with the Strategic Communications staff liaison on this issue.

The host ASME unit may wish to send advance letters to certain guests, such as:

Heads of companies or agencies that are involved
Governors and appropriate state officials, including Members of Congress (see Inviting Public Officials)
Mayors and appropriate city officials
Representatives from interested local historical societies and civic groups
Representatives of other engineering societies
Retired employees who were involved in the development work
Section or Division members through the Section or Division newsletter, general mailing, or other means

Approximately 100 names will be on a courtesy invitation list provided by the ASME PI staff contact. Most on this list are unlikely to attend since they would need to travel from out-of-town just for this event. Names on this list include:

Past ASME presidents
Members of the ASME Board of Governors

Members of the History and Heritage Committee
The Executive director, senior staff, and select editors

Past invitations have often had maps showing main highway exits, airport or transportation stations, and appropriate streets leading to the ceremony site printed on the back. This avoids last-minute directions and helps out-of-towners find their way.

Inviting Public Officials

Since ASME interacts with government officials through its government relations programs, sponsoring units that want to issue invitations to senior government officials (governors, Members of Congress, federal department and agency heads, cabinet members, and the Vice President or President of the United States) must consult with the director of Government Relations in the ASME Washington Center (202-785-3756) *prior* to issuing invitations. In most cases, such letters of invitation will be issued under the signature of the ASME President or Executive Director, as appropriate.

The Designation Ceremony

Generally, the chair of the ASME group sponsoring the landmark nomination or a cosponsoring representative opens the designation program and acts as an emcee, introducing the various speakers. Two key speakers from ASME *must* be on the program: a representative of the History and Heritage Committee (assigned by the Committee) and the presenter of the plaque (usually a current or former ASME president). The PI staff liaison will work out who will present the plaque.

Though a variety of programs have been used through the years, a typical ceremony runs about 30 to 45 minutes. If guests are standing during the ceremony, speeches should be kept short and meaningful. A typical program is below:

Minutes	Program role	Speaker
3	Welcome	Sponsoring ASME unit chair, or another emcee
	-	*Unannounced honored guest (such as a political figure), if the occasion arises
3	Introductions	ASME host or co-sponsor, who acknowledges guests in the audience and on the program
3	The Landmarks Program	H&H Committee member (assigned by H&H Committee)
15	Artifact/Collection/Site History	1 or 2 people knowledgeable about the history of the landmark
5	ASME Plaque Presentation	ASME President or representative (arranged through ASME PI)
5-10	Acceptance	Owner or representative of site
3	Closing	ASME unit chair or emcee
	Tour and Refreshments	

The asterisk (*) indicates where the emcee can introduce any politician or VIP who would like to say a few words in acknowledgment of the designation. (Rarely is this known in advance and should not be printed in the program.)

Sometimes planners will schedule a related event or a major address either during or in conjunction with the ceremony to increase attendance. If included in the ceremony, these accompanying activities should address the landmark directly. Do not invite speakers or plan competing activities that will overshadow the plaque ceremony, such as ASME sectional awards or the landmark owner's employee awards, if these are not directly related to the landmark. If there is an address and a related event, the special speaker(s) should address the landmark status or the history of the landmark.

Being a good host

Everyone on the program should receive VIP treatment — invite them by letter as early as possible, keep them informed of changes, help them with arrangements for accommodations and local travel, and give them precise instructions on where to gather before the ceremony so that they can be introduced to the other speakers in advance. Know when overnight guests are arriving, where they are staying, and how to reach them before the ceremony in case of emergency.

Some considerations:

- If your program includes several prominent out-of-town guests, your Section or Division may want to take the opportunity to gather a small group for a meal before or after the ceremony. Most speakers won't want to extend their trips for this, but if they come in early or stay overnight in order to ensure adequate time for the ceremony, they would likely welcome company for a meal.
- Do the opening comments at the beginning of the program include the introduction of key people who are not on the program but are attending?
- If there are employees or retirees who were instrumental in the development or ongoing achievements of the artifact or system being honored, how will they be recognized? (Surprisingly, experience has taught that too often engineers are overlooked during the ceremonies — sometimes just asking for a show of hands for anyone left out has resolved the oversight.)
- Design team reunions or the presence of a designer or early operator can make an event special. If this can be determined early enough, perhaps an oral history session can be arranged. A selection of one of these people as a second speaker on the history of the landmark should be considered.

Printing the Program

For the Landmark ceremony a simple program listing the speakers and involved groups is sufficient. Prepare it about two weeks before the event. This guide contains a sample program in the 'Samples' section. Other samples are available from your ASME PI staff contact. It is often a single sheet, sometimes folded like a booklet, which is photocopied or printed.

Guest Introductions/Accommodations

On the day of the event, the sponsoring ASME group will be the host for a variety of people, some of whom are strangers. Every guest should be welcomed and invited to join in, take a seat, view the artifact being designated, or do whatever you hope guests do. Involve other ASME members in helping greet and orient guests during the event. Speakers and VIP guests should be quickly identified, introduced to key participants, and shown where they should be, and alerted to when the program will start. Some considerations:

- Do any of the guests need assistance in arranging travel or hotel reservations?
- If any of the speakers, special guests, or VIPs need transportation from the airport or hotel, is someone available to escort them? (Knowing exactly where certain people are just prior to the ceremony can help keep the ceremony on schedule.)
- Where can the speakers gather before the ceremony?
- Who will introduce the speakers to each other and to key representatives before the ceremony?

For the most part, all guests have similar expectations of social events. In addition to a timely invitation, they want to know certain things — where should they go, can they meet others easily, can they witness the ceremony, can they see the historic machine or system, and can they continue to socialize for a bit before they leave. Within that progression, ask yourself what people will expect from a host. Have they traveled far to join the celebration? How can you make it easier for them?

Publicity and Promotion

Local publicity is the responsibility of the sponsoring ASME group, because you are more likely to have local contacts than ASME staff. Cooperate with the media efforts of the owner, but be sure that the mechanical engineering aspects being honored by ASME are the ones cited. A press release should arrive at local media outlets four to five days before the event. Call the day before to be sure the ceremony is on the calendar, so reporters know to come. Media attendance usually will depend on competing news that day, the pull of the owner as major employer or community leader, and the visual impact of the technology for photographers and television crews.

Media can be used either to encourage attendance at the ceremony or simply to recognize the honor. Announcements should focus on the ceremony (not the approval), since the designation is only official when the plaque is presented. The newsworthy aspect is that this event is happening. The sample local news release provided on p. 19 in this guide was written to emphasize the local and regional aspects of the landmark (e.g., the owner's story, visibility within the community, etc.). The use of the plaque wording helps keep ASME's focus. Remember that *only* the sponsoring ASME unit chair speaks on behalf of the local group, so the release should be cleared through the appropriate authority. Note also the use of word *designate* or *designation*, NOT *dedicate* or *dedication*. When listing examples of other landmarks, consider using others in your state or region, others with similar technology, or ones likely to have broad public recognition. End the release with a short paragraph identifying ASME, like the one shown in the sample. If you have any questions regarding media, your ASME PI staff contact can help you.

ASME Strategic Communications will assess the media potential of the event for the national trade and technical press and for major general media outlets. PI will prepare and distribute appropriate news releases to those outlets. In the process it may request additional photographs, company information, and interview possibilities to support story development.

Some other considerations:

- Have you invited news reporters and magazine editors to attend the ceremony or dinner? This can be done in a cover letter attached to a press release. Be sure to follow up the invitation with a call. Meet the reporters or editors before the ceremony and introduce the ASME president (if attending) and/or other appropriate people.
- If you are having a dinner, set aside a few complimentary tickets for media people who wish to attend. Seat them next to an ASME member who can discuss the event with them and explain ASME.
- Can you make last-minute copies of prepared remarks if a reporter requests them? An ASME president who presents the plaque will often speak from prepared notes that could be helpful to a reporter.
- Have you arranged to have pictures taken of the ceremony and the plaque?

- Have you anticipated any problems or conflicts among different interest groups? Do not face a potential media crisis alone (see below).

Media Crises

In addition to its primary purpose of preservation and historical recognition, the public relations value of designation ceremonies has been immense. ASME's name appears before millions annually, as people read about ceremonies, see them in the news, or visit the sites. On *rare* occasions, community or activist groups with an agenda different from ASME's may seek to use a designation ceremony to gain media attention, if for example, the landmark can be tied to controversial environmental, labor, and land development issues. These situations usually have histories of their own, which should be acknowledged within the nomination and planning process. The nominator has the responsibility to assist ASME Strategic Communications with fact gathering and communications before a media crisis occurs.

When there is conflict, here are some guidelines:

- Contact ASME Strategic Communications staff liaison for the ceremony. He/she has crisis experience.
- Receive all media requests courteously and help provide objective facts, in proportion appropriate to the situation, for reporters, editors, and broadcast producers.
- Do not guess or speculate in response to questions. Defer to the ASME spokesperson assigned to the event, usually the presenter of the plaque.

The goal is to provide a calm, competent authority to answer questions quickly, fully, and frankly, with discretion. ASME Strategic Communications will prepare to address legitimate requests and avoid confrontations based on imagery, symbolism, or opportunism. To assist the staff, please identify the following: each group, its tactics, and its objectives; key opinion brokers or influence factors; and the owner's vulnerability (including legislation, litigation, and labor issues); and means for handling conflicts.

The organizer's role on-site is crucial to ASME's ability to respond, but not as the key spokesperson. Keep alert to all statements made in the media, and advise ASME Strategic Communications accordingly. Assess the potential reaction to each publication or broadcast based on past coverage of similar events and issues. Finally, be prepared to brief key people, and know where to reach everyone at all times. The ASME organizer is essential in providing a coherent response in cooperation with the owner of the landmark.

Event Follow Up

- Send thank-you letters to speakers and owner organizers.
- Send copies (50) of brochure to ASME PI staff contact, if you have not already done that.
- Confirm location of mounted plaque (final display) and notify ASME headquarters.
- Send photos and videotapes of plaque and ceremony to staff contact.
- Send local clips from newspaper coverage and notes or web link on TV and radio coverage to staff contact.

Deadline Planning

As you have seen, planning a ceremony involves many details and deadlines. The most critical of these involves the brochure, plaque, invitations, and ceremony date. Experience shows that you will need at least six months. On the sample chart on the next page, for instance, planning for a July event begins in January.

First, the most time-consuming element of planning is brochure preparation (B). Since the rough draft (see the guidelines for brochures beginning on p. 24) must be reviewed by the H&H Committee, begin assigning that project and writing the draft no later than six months prior to the ceremony. Submit a rough, but complete draft of the brochure manuscript three to four months in advance. Allow one month for review.

Second, the ceremony date (D) must be set five months ahead—*this must be cleared with the staff liaison at ASME Strategic Communications.*

The plaque (P), which is written by the H&H Committee, should be reviewed by the local ASME unit and landmark owner and then finalized no later than two months prior to the ceremony.

Invitations (I) to the event must be prepared no later than two months ahead and sent out five to six weeks in advance, first class mail only.

Checklist

- | | |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6 mo. | <ol style="list-style-type: none"> 1. Review MS-72C and ask ASME PI staff contact for materials and samples. 2. The brochure requires the longest lead-time of any element in the ceremony. Begin writing the manuscript before nearly any other action takes place in order to allow time to make corrections and revisions after the review by the History and Heritage Committee. 3. List addresses (postal and email), phone, and fax numbers for all organizers and key participants, such as: <ul style="list-style-type: none"> Section chair, section History & Heritage leader, lead ceremony organizer National H&H Committee contact, PI staff liaison Plaque presenter (ASME President, Past President, Board of Governors, etc.) Division VP, Division representative Owner, owner's organizer, owner's PR contact Cosponsor representative and organizer (if any) 4. Identify support groups: historical organizations, museum curators, chamber of commerce, engineering groups, employee alumni, nearby Sections, etc. |
| 5 mo. | <ol style="list-style-type: none"> 5. Begin to hold planning meetings. First, announce approval of nomination, what it means in terms of commitments. On the agenda: introductions, walk-through of a basic ceremony day, program ideas, assignments, budget, tentative date for the ceremony, identification of special guests to invite immediately, publicity. See #7, Assign and Schedule, below. 6. Select the date and clear it with the ASME Strategic Communications staff liaison. 7. Assign and Schedule: <ul style="list-style-type: none"> programs and guest arrangements invitations logistics publicity [Work on the brochure should already be assigned and well under way] |
| 4 mo. | <ol style="list-style-type: none"> 8. Send to PI staff contact, no later than four months prior to ceremony: <ul style="list-style-type: none"> finalized date brochure draft (manuscript), see guidelines |
| 3 mo. | <ol style="list-style-type: none"> 9. Complete details of planning, including contingency plans for emergencies (cancellations, etc.) and newsletter announcements to appropriate ASME units. |
| 2 mo. | <ol style="list-style-type: none"> 10. Send to PI staff contact, no later than this: <ul style="list-style-type: none"> clearance on the final plaque wording, agreed upon by all program draft invitation draft publicity photos (with written permissions) |
| 6 wks. | <ol style="list-style-type: none"> 11. Receive from coordinators: labels for invitations, brochure boilerplate information, news release draft for local media. |

- | | | |
|----------------|-----|---------------------------------------------------------------------------------------------------------|
| | 12. | Invitations mailed at least five weeks before event, FIRST CLASS mailing. |
| | 13. | Check logistics, complete written programs, reconfirm guest accommodations and arrivals. |
| 1 mo. | 14. | Execute publicity plans to encourage attendance, increase exposure, etc. |
| | 15. | Send extra 50 brochures to ASME PI, staff contact. <i>(This can be a post-event task)</i> |
| On-
Day | 16. | Set up. Site |
| | 17. | Distribute brochures and programs. |
| | 18. | Meet and escort VIPs (speakers and special guests) to and from ceremony. |
| Post-
event | 19. | Report to PI staff contact on attendance and media. Include recommendations for future ASME organizers. |
| | 20. | Sponsoring unit sends thank-you letters to speakers and organizers. |
| | 21. | Plaque must be mounted and location reported to PI staff contact. |
| | 22. | Survey condition and accessibility of designation on a regular basis. |

Use the following chart if it helps you schedule your time. It may be helpful to photocopy this checklist or the following chart for all participants in the planning meetings.

Planning Worksheet

For your planning, fill in the months, working back from the event date, and add planning steps as needed. A detailed description of all the steps is reviewed in the preceding pages.

Assignment	Persons Responsible	MONTHS: Due no later than . . .						
		6	5	4	3	2	1	Event +
Planning (numbers refer to checklist)		1-4	5-7	8	9	10-13	14-15	16-22
Brochure		draft		revise	produce	print	distribute	store for queries and redistribution
Plaque (provided by the History and Heritage Committee)					review		due	present, mount
Logistics			arrange		final		confirm	thank
Program and Guests			ideas	invite	assist	write program	confirm print	thank
Invitations			ideas	plan	announce	draft, labels, mail	RSVPs	
Publicity			ideas		news-letters	write releases	local	local, assess

Notes:								
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Samples

News Release

[Place local releases on ASME unit's letterhead.]

For Immediate Release

Contact: Jo Member
212-705-8158
MemberJ@asme.org

MECHANICAL ENGINEERS HONOR EARLY SCOTTVILLE MACHINE

NEW YORK, July 29, 1997 — Engineers and enthusiasts of old machinery will pause this Aug. 1, to pay tribute to an early turn-of-the-century internal combustion engine.

The Old Engine Club in Scottville, Mich., will host a designation ceremony honoring the Bessemer conversion engine, a mechanical engineering innovation which allowed steam engines on oil-drilling sites to be converted to more efficient gasoline-powered systems. At the 7:30 p.m. ceremony, the engine, developed by the Bessemer Gas Engine Company and currently owned by Dale Sonke of Rockford, Mich., will be named an ASME Historical Mechanical Engineering Landmark by ASME (American Society of Mechanical Engineers).

The honor places the Bessemer engine among over 250 other mechanical engineering achievements distinguished for their contribution to technological progress and public service.

The Bessemer engine was designed as a retrofit for the steam engines used on oil producing wells in Pennsylvania, West Virginia, and other regions. It essentially converted the steam engines then being used to more efficient, harder working internal combustion engines. The Bessemer kit included a cylinder, auxiliary flywheel, and friction clutch and pulley connecting to the steam shaft.

- more -

The Bessemer conversion engine provided a strong economic benefit. The engine ran on gas, which was processed from oil available in abundance on the drilling sites.

According to an ASME plaque presented in Scottville, the Bessemer engine “illustrates the transition to internal combustion, and how machine life can be extended by clever adaptation of newer technology to save costs and resources.”

The engine being cited by ASME has been fully restored following an 88-year tour of duty in and around Brookville, Pa.

The mechanical engineering landmarks program is administered by the History and Heritage Committee of ASME. Other landmarks include the Saturn rocket and Voyager space probes, Edison phonograph, Saugus ironworks, and Ljungstrom air preheater.

ASME, with over 140,000 members around the world, focuses on technical, educational, and research issues. It conducts one of the world’s largest technical publishing operations, holds some 30 technical conferences and 200 professional development courses each year, and sets many industrial and manufacturing standards.

###

Invitations



The San Francisco Section of

ASME

cordially invites you to attend a ceremony
designating the

SS Jeremiah O'Brien

a Historic Mechanical Engineering Landmark

Tuesday, the eighteenth of September 1984
at a 4:30 PM ceremony and
at a 5:30 PM cocktail reception

On board, alongside Pier 3, Fort Mason
Golden Gate National Recreation Area
San Francisco

RSVP (acceptances only) by 10 September
Reply card enclosed or call 555-555-5555

Guests wishing to tour the vessel prior to the ceremony
are welcome to do so after 3 PM.

The Florida Section of

ASME

cordially invites you to attend a ceremony designating

The FMC Whole Citrus Fruit Juice Extractor

a Historic Mechanical Engineering Landmark

March 24, 1983
11:15 AM

Florida Department of Citrus
Auditorium
Fairway Avenue
Lakeland, Florida

RSVP
Acceptances Only by March 10
(555) 555-5555

Program

<p>ASME History and Heritage Program</p>	<p>ASME History and Heritage Committee</p> <p>R. Carson Dalzell, PE, Chair Robert B. Gaither Richard S. Hartenberg J. Paul Hartman Euan F.C. Somerscales Joseph van Overveen Robert M. Vogel</p>	<p>Landmark Ceremony Program</p>
<p>[art]</p> <p>Pitney Bowes Model M Postage Meter 1920</p> <p>Historic Mechanical Engineering Landmark Pitney Bowes Inc. Stamford, Connecticut September 17, 1986</p> 		
<p>For more information about the ASME History and Heritage program, contact ASME Strategic Communications, 2 Park Avenue, New York, NY 10016; 212-705-7740; or on-line at http://www.asme.org</p>		

front and back

<p>About Landmarks</p>	<p>The Pitney Bowes Model M Postage Meter was manufactured during the first production run that began in 1920, the same year the device was approved by the US Postal Service. The concept and design stemmed from Arthur H. Pitney who, with Walter H. Bowes and assistance from Walter H. Wheeler, Jr., developed a working prototype. On November 16, 1920, the first postage meter went into use at the Stamford Post Office in Connecticut.</p> <p>The ASME History and Heritage program illuminates our technological heritage and serves to encourage the preservation of the physical remains of historically important works. It provides a roster for engineers, students, educators, historians, and travelers, establishing persistent reminders about where we are going along divergent paths of discovery.</p>	<p>Program</p> <table border="0"> <tr> <td>Welcome</td> <td>Thomas R. Loemker, President Pitney Bowes Business Systems</td> </tr> <tr> <td>Introduction</td> <td>Wellen G. Davison ASME Vice President Region III</td> </tr> <tr> <td>ASME Landmark Program</td> <td>Euan F.C. Somerscales ASME History and Heritage</td> </tr> <tr> <td>Meter History</td> <td>Robert A. Vanourek Group Vice President Mailing Systems-Pitney Bowes Business Systems</td> </tr> <tr> <td>Plaque Presentation</td> <td>Nancy D. Fitzroy ASME President</td> </tr> <tr> <td>Acceptance</td> <td>George B. Harvey Chair and President Pitney Bowes Inc.</td> </tr> <tr> <td>Significance</td> <td>Francis E. Gardner Program Manager Classification Support Office of Classification and Rates US Postal Service</td> </tr> <tr> <td>Closing</td> <td>Joseph C. DeFranco ASME Fairfield County</td> </tr> </table>	Welcome	Thomas R. Loemker, President Pitney Bowes Business Systems	Introduction	Wellen G. Davison ASME Vice President Region III	ASME Landmark Program	Euan F.C. Somerscales ASME History and Heritage	Meter History	Robert A. Vanourek Group Vice President Mailing Systems-Pitney Bowes Business Systems	Plaque Presentation	Nancy D. Fitzroy ASME President	Acceptance	George B. Harvey Chair and President Pitney Bowes Inc.	Significance	Francis E. Gardner Program Manager Classification Support Office of Classification and Rates US Postal Service	Closing	Joseph C. DeFranco ASME Fairfield County
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inside

Memorable Moments

- More than 600 guests toured the Steamship *William G. Mather* (Cleveland, Ohio) the day of the designation ceremony. ASME members were given free tour tickets for use between certain hours, in case they didn't get in that day. T-shirts, buttons, and posters were made for the event and sold for nominal prices.
- Members at the ceremony for the Lookout Mountain Incline Railway (Chattanooga, Tennessee) were serenaded by an old-time band during the on-site celebration. The Section had several days of events planned, including an elegant dinner that hosted interested industry and corporate leaders. It was the Section's first major event to draw area employers.
- Hurricane Gloria swept through the northeast coastal area just in time to postpone the landmark ceremony for the *Emery Rice* engine at the US Merchant Marine Academy in Great Neck, New York.
- The Ljungstrom air preheater (Stockholm) sponsors held a three-day event over a national holiday weekend, including a day-long seminar on the technology, a countryside May-pole raising, and a steamboat trip — it also brought together industry leaders from all over world for corporate-sponsor ABB.
- The ceremony scheduled for NASA Ames Unitary Plan Wind Tunnel (Moffett Field, California) intended to draw members attending the ASME's International Congress, but an unprecedented federal government "furlough" caused by a budget impasse postponed the event until the following spring. The ceremony was held the day before the Montgomery glider was designated (Redwood City), making it a two-day, two-landmark weekend event for many guests.
- Members who met for breakfast prior to a morning ceremony for the Soil Dynamics Lab in Auburn, Alabama, suddenly discovered the plaque — which had been completed for more than a year — was still sitting in storage at New York headquarters. Quick-thinking members improvised with a framed substitute with wording done in calligraphy.
- The Bay City walking dredge near Naples, Florida, excited Everglade environmentalists — the local news announcement of the event drew some stray commentary that was negative, although the event went unfettered by protests (ASME staff had prepared speakers for rebuttal).
- Three Saturn V rockets were designated simultaneously at different NASA sites across the United States — Alabama, Florida, and Texas — connected via televised satellite.

Preparing a Brochure

Introduction

The Historic Mechanical Engineering Recognition Program was started in 1971 to record and acknowledge mechanical engineering achievements of particular significance. The most visible aspect of this program is the designation of Historic Mechanical Engineering Landmarks, Heritage Sites, and Heritage Collections. While a permanent bronze plaque is mounted on or near the landmark, a written record of the landmark's history and significance is an equally important part of most designations, especially since the brochures are permanently mounted on the ASME website and thus accessible to a worldwide audience.

Landmark designations attract the attention of the public and the media as well as ASME members, so it is important that all aspects of the ceremony, *including the brochure*, make the best possible impression. (All references to landmarks apply to sites and collections also.) A well-prepared and attractive brochure will:

-  be an accurate record of information about the landmark (its origin, operation, engineering importance, social significance)
-  be a source of accurate information to the news media both before *and* after the designation ceremony
-  be a memento for attendees at the designation ceremony
-  be an archival source useful to educators and historians
-  be a reminder to the owner of the landmark of its significance
-  be a means of alerting members of ASME and other technical societies of this History and Heritage activity
-  be an effective tool for ASME to use in its public relations efforts

It is the responsibility of the sponsoring ASME unit to prepare and print the landmark brochure. While there is some flexibility, all brochures must meet certain criteria with respect to content and format. This guide will assist you in the preparation of a complete, attractive landmark brochure.

Procedure

To ensure accuracy, completeness, and compliance with ASME requirements, the production of a brochure should be carried out as follows:

1. The sponsoring ASME group (e.g., a Section or Technical Division) should start preparing the brochure immediately after being notified, in writing, that the Committee has approved its nomination.
2. The sponsoring group selects the author(s) of the brochure based on technical expertise and writing experience. *This should be done with care* because, more than any other factor, the author(s) will determine the quality of the brochure and adherence to the production schedule. Among those who could be considered are the unit member who prepared the nomination, the landmark owner, or a person in a related historical society. The History and Heritage staff contact at ASME headquarters may also be of help in identifying an appropriate author if necessary.
3. Quite a bit of research was necessary to produce a successful nomination, but additional photographs, drawings, etc., are usually needed for the brochure. Since it takes some time to get copies suitable for reproduction and, where necessary, permission to publish photos or drawings, this task should start as soon as possible.
4. When the manuscript draft is complete, submit it electronically, if at all possible, to your PI staff contact in New York. The manuscript must be reviewed and approved by the History and Heritage Committee prior to publication. The final brochure layout is not required for this submittal, but good copies of proposed illustrations and their captions should be included. Be sure to include the brochure author's name, address (postal and email), and telephone number in a cover letter.
5. History and Heritage Committee members will review the manuscript for accuracy, content, grammar, and style. This review will be detailed, and manuscripts that fail to satisfy these guidelines will not be approved. History and Heritage expedites the review as much as possible, but the process may take several weeks depending on the research and communications necessary to ensure accuracy and completeness. The Committee will then notify the unit whether the manuscript is approved, or if revisions and re-submittal are required. If a re-submittal is indicated, the Committee will identify the problem areas and make suggestions for improvements.
6. Once the sponsoring unit has been notified, in writing, that the brochure manuscript has been approved, production of the brochure (typesetting, layout, printing, etc.) can begin. This should not occur until the notification of approval has been received, because the final, printed brochure must not differ from the manuscript approved by the Committee. The sponsoring unit preferably prepares the final, printed version, both to simplify administration and to avoid overloading the limited resources of ASME Strategic Communications. If production assistance is needed, however, contact the PI staff liaison.

DO NOT UNDERESTIMATE the time involved in brochure production when selecting the date for the designation ceremony. It can easily take EIGHT weeks to research and write the manuscript, then FOUR or more weeks for the History and Heritage Committee approval, and FOUR weeks for revisions, layout, and printing—a five-month process allowing some slack between these steps. This time may be greater if significant manuscript changes are needed or other production difficulties are experienced. Plan for six months minimum in order to insure the brochure is ready ahead of the designation ceremony. See Deadlines and the Planning Checklist.

Format of the brochure

To present a consistent image of the Society and to adhere to a document format recommended by librarians and historians, ASME prefers a standard 8 1/2- by 11-inch, vertically oriented page, with the brochure bound on the left side. *Many brochures produced for previous Landmark ceremonies can be viewed at ASME.org. Take a look at several from more recent designation ceremonies.*

Since the ASME logo is a registered trademark, there are specific rules governing its use. This logo must be used without alteration. Consult ASME Manual MS-73, [Graphics Guidelines](#), for details and reproducible samples of the logo. This manual is available on request from ASME Strategic Communications in New York.

The logo of the landmark owner, builder, and/or operator may also be used on the brochure, but not in a fashion that would be construed as advertising or promotion. Companies and logos often change over the years, so it may be more effective to use logos that match the vintage of the landmark. Be sure to clear all use of logos in advance with the owners.

The text format may be either single or double column. Space any illustrations attractively throughout the brochure, close to the portions of the text relating to them. (See Illustrative Material section below.)

The choice of paper and type style can often reflect the period of the landmark, but avoid extremes. The paper, whether coated or uncoated, should be opaque to prevent see-through and heavy enough not to be considered flimsy. Select either smooth or lightly textured paper, but avoid heavy textures, since they can inhibit good reproduction of photographs. Print full color on white paper, but light colors, such as ivory or gray, may be used if there is only one color of ink. All edges should be trimmed smooth and square. Except the cover and the text portion of the ASME logo, avoid the clutter of using several type (font) styles. Careful use of italics for captions and certain proper names is, however, often attractive. Be sure to use an easily-readable type size and leave adequate margins.

The cover page of the brochure should include:

-  a descriptive title of the landmark, similar to the title on the plaque
-  the text, "A Historic Mechanical Engineering Landmark" (or Heritage Site or Heritage Collection)
-  the date and location of the ceremony
-  the complete ASME logo, placed according to the MS-73 manual guidelines
-  a photograph, drawing, or rendering of the landmark. This can occupy the entire cover with text superimposed on it, or it may fill only part of the page. Some artistic freedom is permissible here, but the result must be in good, professional taste.

The inside of the front cover may be used for text or illustration, or it can be left blank.

The back cover may be used for "boilerplate" text if necessary, but a blank page achieves a more-professional appearance. A simple illustration or related logo can be quite attractive. The ASME book number, available from the PI staff liaison, must appear near the bottom on the back cover.

Content of the Brochure

A landmark brochure serves primarily as an essential, archival historical document, not simply as a visitor promotion piece or tour guide. It explains how the technology operated and why the artifact really is a "landmark" achievement. Whether separated into specific sections or integrated into a unified narrative, the brochure should include:

-  the history and significance of the landmark. This narrative of its birth, life, and retirement should also describe the industrial, scientific, and societal needs met by the landmark and its influence on subsequent designs and events.
-  technical background information on the mechanical engineering aspects of the landmark. This material should be written so that it is understandable and useful not only to engineers, but also to intelligent, educated persons who may not be experts in the technology.
-  a description of the landmark and its significant features, including technical specifications.
-  biographical sketches of the individuals most responsible for the design, construction, and use of the landmark, as appropriate and available. (See Resources section.)
-  the plaque wording in the final form approved by the History and Heritage Committee. Ideally, though not mandatory, this will be a close facsimile of the plaque in proportion and style. This can be located anywhere appropriate within the brochure, but it is generally set apart from the text, much like an illustration.
-  a bibliography or references for further reading to aid engineers, historians, and lay persons interested in additional study. This should be a titled section following the main text of the brochure.
-  acknowledgments of the assistance received from individuals and organizations during the nomination, brochure preparation, and designation processes. If the author's name does not appear at the end of the text, acknowledged him/her in this section also. This should be a titled section near the end of the brochure.
-  certain boilerplate information about ASME and the landmark owner. (See Boilerplate Information section for details.)

The History and Heritage Committee recognizes that there are, depending on the particular landmark and author, several styles of writing and organization that can satisfy these requirements. The author has considerable freedom in this area, as long as all of the above requirements are met in a professional manner. The H&H Committee recommends concise prose. Avoid excessive use of the passive voice. Avoid journalese, public relations jargon, or an excessively chatty style. The Committee reserves the right to reject a manuscript for stylistic or other reasons.

People and their personal stories are important to the telling of history. The roles of the landmark owner, builder, and others should be fully covered in the historical narrative and acknowledgments, but the brochure should not be written mainly to promote these or any other individuals or organizations. Advertising is not permitted in an ASME History and Heritage brochure.

Illustrative Material

The importance of photographs, drawings, schematic diagrams, and other graphic materials to illustrate and enhance the text can hardly be overemphasized, but these materials must be chosen and used with care for maximum effectiveness. The following are guidelines for the selection and use of such materials:

-  At least one contemporary photograph of the landmark, taken as near as possible to the date of the ceremony, is essential. It, or a similar photo, may also be a good cover illustration.
-  Photographs that illustrate the service history of the landmark or its development and modifications are very desirable, but they should be carefully selected to embellish the text.
-  Photographs of specific details may be useful for illustration of the most significant features or essential operation of the landmark.
-  If the landmark is a device that was applied to other, recognizable machines, include photographs of some typical applications.
-  Artistic renderings or engravings of the landmark, if available, may be an attractive addition to the photographic coverage, but these should be carefully checked for accuracy and suitability before use. These are sometimes the only early illustrations available for very old artifacts.
-  Sectioned assembly drawings that show the interior structure of the device are generally useful to the reader; however, they must be chosen with great care. Drawings that are very complicated should be avoided, and engineering drawings of details are usually not appropriate. If a drawing requires substantial reduction in size to fit the available space, the changes in text size and line weight may make the drawing unreadable.
-  Schematic diagrams and simplified drawings based on engineering drawings are excellent for presenting information to lay persons as well as engineers. Label them to show specific features and the mode(s) of operation, as appropriate. Such drawings must be of high quality and should be prepared by a professional artist or drafter.
-  Patent drawings are not usually satisfactory because they can be difficult to read without substantial experience with this type of drawing. There are occasions, however, when one can provide unique insight into a machine's design or operation, but this should be very carefully evaluated.
-  All illustrations should be accompanied by clear, concise, descriptive captions. If the text refers to specific illustrations, then all of the illustrations should be numbered (Figure X) so that the reader can locate each one without confusion. Where possible, date the illustrations, and include credits as appropriate.
-  Most landmark brochures use only black-and-white illustrations. If color reproductions of photographs or other illustrations are used, pay particular care to the quality of the color separation and to the registration during printing. While high-quality color can be quite impressive, it is much more difficult, time-consuming, and expensive than black-and-white reproduction. On the other hand, anything less than the highest quality of color printing is very noticeable and distracting.
-  Be sure to secure signed permission forms for photographs and/or drawings that are or could be copyrighted. ASME PI can provide you with an appropriate form.

Resources

Your landmark brochure will be mounted on ASME.org relatively soon after the designation ceremony. Past brochures at ASME.org demonstrate a variety of styles and formats that are acceptable to the

Committee. Ask ASME Strategic Communications for suggestions of successful brochures that incorporate many of the guidelines just reviewed.

Several publications are available, either at libraries or bookstores, which can be helpful in the preparation of a landmark brochure. A few of the general resources are:

-  The Chicago Manual of Style, latest edition you can find. A standard reference for preparing copy, used by authors, editors, copywriters, and proofreaders.
-  Dictionary of American Biography, Edited by the American Council of Learned Societies, 20 vols., New York, Charles Scribner's Sons, 1928-1936.
-  American National Biography, ed. By John A. Garraty and Mark C. Carnes, 24 vols., New York: Oxford, 1999.
-  Mechanical Engineers in America Born Prior to 1861: A Biographical Dictionary, New York: ASME, 1980.
-  A Biographical Dictionary of Civil Engineers, Vol. I: Born Prior to 1865, New York: The American Society of Civil Engineers, 1972.
-  Engineering Index, New York: Engineering Index, 1884 on, Monthly. Computerized beginning in 1967 as Compendex (COMputerized ENgineering inDEX). The most comprehensive English-language abstracting service in engineering and its subdisciplines, including author indexes, annual cumulations, and related services.
-  Graphics Guidelines, ASME Manual MS-73, New York: ASME, 1988. ASME guide to the graphics treatment of logo, booklets, programs, manuals, newsletters, stationery, and forms.
-  Pocket Pal: A Graphics Arts Production Handbook, numerous editions, among them the 20th, edited by Frank Romano, New York: Graphic Arts Technical Foundation, 2007. Long an industry standard; useful to editors and production people with information on typesetting, printing, and binding.

You may also find useful the History and Heritage Committee's "Inventory of Significant Mechanical Engineering Accomplishments." This is an ongoing accumulation of mechanical achievements from the invention of the wheel to near present, noting major contributions in various areas, in spreadsheet form. Inquiries may be made to the current chair of the History & Heritage Committee.

Expert advice and guidance during the production process can usually be obtained from one or more of the following sources:

-  Commercial printers
-  A Section or Division member's employer, or the landmark owner, may have a graphic arts department or print shop whose services are available for a reasonable fee. Sometimes an

employer will even donate these services. Even if such a department cannot provide the production services, it may still offer good advice.

-  Commercial art studios
-  Free-lance graphic designers
-  The ASME Strategic Communications Department can, in exceptional cases, provide some assistance in preparing a brochure, but its resources for this kind of work are limited, and it should be considered only if all other resources are unavailable.

The sponsoring unit is responsible for budgeting for costs involved in producing a landmark brochure. It is often possible, however, to obtain material and financial assistance for the project from one or more of the following:

-  The landmark owner
-  The landmark builder
-  Members' employers, such as the printing assistance noted above
-  A local, or related technical, historical society
-  Limited financial assistance may also be requested through the ASME PI staff liaison if unit resources and contributions prove inadequate.

Boilerplate Information

Every brochure must contain a certain amount of routine information, called "boilerplate." This includes a description of the American Society of Mechanical Engineers and the landmark owner and other participating organizations (as appropriate). The text that follows, including headings, must appear at the end of the brochure. Fill in the blanks with names and information obtained from the PI staff liaison. As noted earlier, substitute "site" or "collection" for "landmark" in this text when appropriate.

It is essential that all names be checked and rechecked for proper spelling to avoid insult and embarrassment. To avoid errors, the Committee recommends that titles (Dr., Prof., etc.) not be used. However, ASME policy encourages the use of P.E. for registered professional engineers. If titles must be included, take great care to ensure accuracy and consistency so that none are either omitted or added.

The boilerplate text is as follows:

The History and Heritage Program of ASME

Since the invention of the wheel, mechanical innovation has critically influenced the development of civilization and industry as well as public welfare, safety and comfort. Through its History and Heritage program, the American Society of Mechanical Engineers (ASME) encourages public understanding of mechanical engineering, fosters the preservation of this heritage and helps engineers become more involved in all aspects of history.

In 1971 ASME formed a History and Heritage Committee composed of mechanical engineers and historians of technology. The Committee is charged with examining, recording, and acknowledging mechanical engineering achievements of particular significance. For further information please visit www.asme.org.

The (name of landmark) is the _____ Historic Mechanical Engineering Landmark, Heritage Site, or Collection to be designated. Each reflects mechanical engineering's influence on society, either in its immediate locale, nationwide, or throughout the world.

The ASME Historic Mechanical Engineering Recognition Program illuminates our technological heritage and serves to encourage the preservation of the physical remains of historically important works. It provides an annotated roster for engineers, students, educators, historians, and travelers, and helps establish persistent reminders of where we have been and where we are going along the divergent paths of discovery.

The American Society of Mechanical Engineers

_____, President
_____, Vice President, _____ Technical Group (if a sponsor)
_____, Executive Director

The ASME _____ Section (Subsection, Group)

_____, Chairman (Chairwoman)
_____, Vice Chairman (Chairwoman)
_____, Secretary
_____, Treasurer
_____, History & Heritage Chairman (Chairwoman)

The ASME _____ Division (if a sponsor)

_____, Chairman (Chairwoman)
_____, Vice Chairman (Chairwoman)
_____, Secretary
_____, Treasurer
_____, History & Heritage Chairman (Chairwoman)

The ASME History & Heritage Committee

_____, Chair
_____, Vice Chair
_____, Secretary
_____, Immediate Past Chair
_____,
_____,
_____,
_____,
_____, Staff Liaison

(Title of other sponsoring society)

If other technical societies are involved in the nomination and designation, include information similar to that shown above for ASME.

(Name of organization owning the landmark)

List the top officers of the organization.