

Appendix C

Jesse from many points of view

The following is a reproduction of Jesse Yoder's homepage, which appears on the Flow Research website at <http://www.flowresearch.com/>. You can see updates to this homepage by visiting this website.

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Work Information

Job Description

I work at Flow Research, where I serve as Research Director. Flow Research is a market research company dedicated to researching flow and temperature products. We look at existing products and evaluate them, along with the companies that make them. We are also researching new methods of sensing and measuring flow and temperature. To do this, we use the flow and temperature lab, which is located onsite at Flow Research.

Key responsibilities

As Research Director, I am in charge of selecting market research topics and writing custom and off-the-shelf studies. My first study for Flow Research, on temperature

sensors and transmitters, took a year to write. My next study was a worldwide infrared study. I am also the liaison for Flow Research with Ducker Worldwide, the market research company we are partnering with.

Department or workgroup

Key divisions at Flow Research include:

- Off-the-Shelf Studies
- Custom Studies
- Flowlab
- Marketing

Favorite Links

<http://www.ducker.com/>

<http://www.cnbc.com/>

<http://www.weather.com/>

Contact Information

E-mail address

jesse@flowresearch.com

Web address

<http://www.flowresearch.com/>

Current Projects

Marketing the Temperature Sensor & Transmitter study

Marketing the Worldwide Infrared Study

Doing research for the Worldwide Flowmeter Studies

Further developing circular geometry

Researching new methods to measure flow & temperature

Setting up the flowlab to begin a series of tests on primary elements

Writing articles for publication

Biographical Information

I was born in Grantsville, Maryland, a small Mennonite community near Cumberland, Maryland. When I was five, I moved with my parents to Harrisonburg, Virginia. I lived there till I was 18, attending grade school, then Eastern Mennonite High School (EMHS). In high school, my favorite subjects were math, history, and journalism. I was on the high school tennis and ping-pong teams.

After graduating from high school, I moved with my parents to Washington, DC. Before starting college, I worked at 1730 K St. NW in Washington DC for AT&T as a mail clerk. I left this job in 1968 to work fulltime in the McCarthy for President campaign. I served as office manager of the national McCarthy for President campaign office at 815 17ths. St. NW in Washington, DC.

Beginning in 1969, I attended the University of Maryland. While attending school I worked for two years as a research assistant to Senator Eugene McCarthy. I graduated in 1973 with Honors in philosophy. In college I spent most of my time studying philosophy, and took 62 out of 120 hours in philosophy course credits. I also learned to play handball.

After graduating from U. of Maryland, I attended Rockefeller University in New York City for two years. I was in the philosophy PhD program. There I studied with Donald Davidson, Saul Kripke, Joel Feinberg, and Harry Frankfurt. I also attended courses at Princeton University. I left after two years when the philosophy department was closed by the university.

After leaving Rockefeller University, I took some time off from graduate school. I spent some time working for Maryland Action, a consumer organization in Maryland that promotes lower utility rates. After that I attended Computer Learning Center in Springfield, Virginia. I took a fulltime 6 ½ month computer programming course, learning Cobol, Fortran, Assembly, & RPG.

Beginning in 1978, I relocated to Massachusetts, where I transferred to the philosophy PhD program at the University of Massachusetts Amherst. I spent six years at U. of Mass. Completing my PhD. After 2 ½ years of course work, I moved to Boston to work fulltime. I completed my dissertation in three years while working fulltime at Commercial Union Insurance Cos. and Wang Labs. I wrote my dissertation in philosophy of mind, proposing a new solution to the mind-body problem. I received my PhD in 1984.

After receiving my PhD, I continued working at Wang Labs for another year. In 1985 I left Wang Labs to teach technical writing in the English Department at Northeastern University in Boston, Massachusetts. I also served as coordinator for the graduate level technical writing certificate program.

In 1986, I left Northeastern University to start my own company, Idea Network. I started Idea Network as a copying and wordprocessing company. This lasted about six months. After six months, I began doing contract technical writing for Siemens Energy & Automation in Peabody, Mass. I worked for Siemens for 3 ½ years, until they moved down to Alpharetta, Georgia. During this time I wrote technical manuals and training guides for Siemens' process control products, including their programmable logic controllers (PLCs).

Beginning in 1986, I taught philosophy at the University of Massachusetts Lowell. I taught more than 20 philosophy courses there from 1986 – 1994, including Introduction to Philosophy, Philosophy of Science, Philosophy and Technology, and Logic. During this time I served as coordinator of the technical writing certificate program at the University of Massachusetts Lowell. I also taught in the graduate level technical writing certificate program.

During this time, I also approached the Society for Technical Communication (STC) and the University of Massachusetts Lowell to jointly sponsor a technical writing conference. They agreed to do this, and we decided to call it the InterChange Conference, a name that

Olga Lauterbach came up with. The first InterChange Conference was held in 1989, and I served as coordinator. This conference was a big success, and future conferences were even more successful than the first. I continued to serve as coordinator through 1994, after which the conference continued on without me. In 2001, I have decided to once again get involved in this conference, in its thirteenth year.

Beginning in 1990, I became bored with technical writing and switched to market research. Unfortunately, market research didn't pay as well at first, but I found it much more interesting and exciting. I decided to build on my knowledge of process control, writing my first study on distributed control systems (DCSs). I wrote this study for Market Intelligence Research Corp. of Mountain View, California. I wrote three more studies for MIRC, including test equipment and process control. After this, I wrote a study for Frost & Sullivan on nondestructive test equipment. As part of this study I hand-tabulated 691 questionnaires received as part of an enduser survey. I concluded this study about the time that MIRC bought Frost & Sullivan, retaining the Frost & Sullivan name but not the methodology. Unfortunately, MIRC did not retain the Frost & Sullivan analysts.

After leaving Frost & Sullivan, I approached Find/SVP about doing a series of studies in process control. They agreed to do this. My initial study was called The World Process Control Market, and was published in 1994. After this, I wrote a study of the World Flowmeter market, the World Intelligent Field Device market, and the World Controllers market. The worldwide flowmeter study was the best and most successful of these four studies, and included an extensive enduser survey. After publishing the flowmeter study, my wife Vicki and I moved to Erwinna, Pennsylvania to be closer to New York City, where Find/SVP is located. I continued working for Find/SVP until 1996.

In 1996, I moved back to the Boston, Massachusetts area and began working for Automation Research Corp. I was hired in 1996 as a senior analyst in flowmeters and other field devices. While at ARC, I wrote a series of studies, including European Pressure Transmitters, Worldwide Vortex, Worldwide Ultrasonic, and Worldwide

Pressure. I also did a series of custom studies in gas flow measurement and published a number of journal articles in flow and related topics.

I enjoyed working at ARC, and especially like the opportunity to discuss my ideas and study topics with other analysts. I gained a new respect for the practice of serious market research. In addition to this, I made some very close friends at ARC.

I left ARC in 1998 to start a new venture in market research. I approached a number of companies with the idea of supporting a series of studies in process control and instrumentation. I found a receptive audience in Ducker Worldwide of Bloomfield Hills, Michigan. After five months of discussion and negotiation, Ducker agreed to support a series of off-the-shelf studies in flow and temperature topics. At this point, I formed a new business called Flow Research. I decided on Flow Research rather than Idea Network because it is more focused on what I really do. I found an office in Wakefield, Massachusetts and opened up on February 10, 1999.

The first project for Ducker Worldwide was a temperature transmitter study. After about a month, I decided to expand this to include temperature sensors and make it a double study. This required a great deal of additional work. While there are only a few dozen temperature transmitter companies, there are hundreds of temperature sensor companies. Research continued through December 1999, requiring over 250 supplier interviews. Ducker also did an extensive enduser survey. In the end, I wrote a 640-page study.

With the temperature study behind me, I next wrote a worldwide infrared study. This study was completed in November 2000. I am currently working on a series of six worldwide flowmeter studies. I am also doing some custom work, and am writing some articles for publication in InTech, Control Engineering, Control and other magazines and journals.

Personal Interests

- Circular geometry
- Philosophy of mind
- Duonyms
- Politics
- CNBC
- Racquetball & Squash
- New York Yankees & Washington Redskins
- Jennifer Anniston