



ASCE *American Society* of Civil Engineers

WISCONSIN SECTION NEWSLETTER

March 2000

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President's Message

Spring is right around the corner, and so is our Spring Technical Conference. I hope you are planning on attending. The Southwest Branch has been working hard planning this year's conference which will be held March 23, 2000 at the Monona Terrace Convention Center in Madison. Thank you Brian Hackman, Jan Kucher, Deanna Dietrich and the rest of the committee for all your work.

At this year's conference we will be honoring nineteen new Life Members. We are thankful for the contributions our Life Members have made and continue to make to our Society. We will also be honoring our Outstanding Senior Civil Engineering Students at the conference dinner. Congratulations for all your hard work. Speaking of hard work, the technical committees have been hard at work lining up speakers for the conferences. The technical committees are an integral part of the Wisconsin Section. Technical information is one of the reasons engineers join ASCE. Currently our technical committees have approximately 4 to 5 members per committee. If we could increase our technical committees to have a minimum of 3 to 4 members from each branch we would have approximately 15 members per committee. Our technical committees and therefore our section would be that much stronger.

I would like to discuss a few things that are happening at ASCE. The next National ASCE President Elect will be from Zone III. As you know, Wisconsin is a part of Zone III. There



are two candidates seeking the nomination. They are Gerry Schwartz from the St. Louis Section and A.C. Burkhalter from the Texas Section. Information about each candidate and petitions in support of them will be available at the Spring Technical Conference.

ASCE is updating their Strategic Plan. At the end of January, I attended a workshop that was used to gather input from the Section and Branches on the strategic plan. The Zone III Conference was held in Denver in early February. The conference included a Management Conference which each Section and Branch were represented by a board member, 150th Anniversary Workshop, which our Section and some of our Branch "Champions" attended, and a Young Member Conference which three Branch young member representatives attended. Both the 150th Committee and the Young Member Group will be holding meetings at the Spring Technical Conference. Please consider joining them. Have a great Spring and see you at the Spring Technical Conference.

Peggy Hawley

March 23, 1999 at Monona Terrace in Madison, WI

Spring technical conference

The Spring Technical Conference promotions committee is seeking advertisers for the March 2000 conference at the Monona Terrace Convention Center in Madison. Opportunities include advertising in the conference brochure/program, sponsoring session breaks or the social hour, and exhibition booth space at the conference. Please contact Randy Wirtz at Strand Associates (608/251-4843 or randy.wirtz@strand.com) for details and availability.

2000 Spring Technical Conference
Monona Terrace Convention Center
Madison, Wisconsin
March 23, 2000

The Southwest Branch of the Wisconsin Section of ASCE is hosting the Year 2000 Spring Technical Conference. The venue is the Monona Terrace Convention Center on beautiful Lake Monona in Madison. Mark your calendars for March 23, 2000 for this annual event. Please continue reading future ASCE newsletters or visit the Wisconsin Section web site @ www.asce.org/gsd/sections/wisconsin/wi_asce.html for more information.

Questions or suggestions should be directed to Brian Hackman, Program Chair, or Randy Wirtz, Promotions Coordinator. Brian and Randy can be reached at Strand Associates, Inc., 910 W. Wingra Drive, Madison, WI 53715; 608/251-4843; brian.hackman@strand.com or randy.wirtz@strand.com.

Nominations for Appointments to Education Committees.

The following three positions that are open to Zone III members:

- Committee on Curricula & Accreditation - Educator from ZONE III
- Committee on Career Guidance - Members from all Zones with a demonstrated interest in career guidance
- Committee on Scholarships - Practitioner from Zone III with experience with scholarship programs.

Nominations must be received by March 10, 2000. For further information or a nomination form, contact Tom Lenox, Director of Educational Activities 1-800-548-ASCE ext..6192, tlenox@asce.org. Please pass this information on to anyone you know who may be interested in serving on these committees. If Board support is needed for any of these positions, we can try to do it via email.

2002 National Student Conference.

The Committee on Student Activities (CSA) is soliciting proposals to host a National Student Conference in summer 2002. The Conference will be co-sponsored by Master Builder Inc. and The American Institute of Steel Construction, Inc. ASCE geographic units (Section/Branches with their associated Student Chapters/Clubs) interested in submitting a proposal to host the 2002 National Student Conference should contact Ping Wei at pwei@asce.org or 1-800-548-ASCE ext. 6106 for proposal guidelines. Proposals will be due to ASCE Student Services by March 31, 2000. Branch Directors may want to contact their Student Chapters and Branch Boards to discuss the possibility of hosting this event.

1999-2000 Membership Drive

ASCE is your connection to Civil Engineers across the international professional spectrum. ASCE members bring new ideas, and information about professional advances and technology and provide the resources necessary to meet the challenges in the new millennium.

Expand your network of resources by sponsoring a member during ASCE's 1999-2000 Membership Drive. You will receive rewards proudly featuring the ASCE logo and become eligible in the drawing for a Global Positioning Scanner (GPS) or a CD recorder.

Sponsors of new members throughout the Drive (September 1, 1999 to July 31, 2000), will receive:

1 member	Binoculars
2 members	Flip-top calculator
3 members	Business card portfolio
4 members	Golf kit
10 or more members	Complimentary, one-year ASCE Membership

The Top Recruiter from one of the four Zones or International will receive a trip to the ASCE 2000 Civil Engineering Conference and Exposition. The trip includes round-trip airfare, three nights hotel stay, and complimentary Conference registration. The next four highest Recruiters from the remaining Zones or International will each receive a \$250 ASCE Gift Certificate.

The Top Recruiting Section and Branch within each Division and Zone also will be rewarded for supporting the 1999-2000 Membership Drive with a \$250 ASCE Gift Certificate. In addition, the Outstanding Section or Branch Membership Chair will receive a \$500 ASCE Gift Certificate.

For Member applications contact ASCE Membership Services at 800-548-2723 (ASCE), 703-295-6300 (international) or email member@asce.org. Or, get applications and 1999-2000 Membership Drive Rules online.

**ASCE ZONE III MANAGEMENT & LEADERSHIP CONFERENCE
DISCUSSION GROUPS**

SUMMARIZER FORM

TOPIC: 150TH ANNIVERSARY SHOW & TELL

LEADER: Doug Ziolkowski

SECTION/BRANCH: Texas Section/ Dallas Branch

FACILITATOR: Bob Patton, District 15 Director

SUMMARIZER: Darrell Berry

SECTION/BRANCH: Wisconsin Section

SPECIAL ATTENDEES: Paul Skoglund and Hank Hatch

PARTICIPANTS: See attached Meeting Attendance Record

This Discussion Group shared ideas for promoting the 150th Anniversary celebration, including ideas for fund raisers. Hank Hatch noted that ASCE is the lead organization for E-week in 2002, when most of the celebration activities will be occurring.

The 150th Anniversary should be promoted to middle schools and junior high schools. The Branches and Sections should work with the student chapters, for such events as the concrete canoe and steel bridge competitions. Branches and Sections could also pick a community service project to sponsor, such as Habitat for Humanity or Christmas in April. These community service projects are considered a great way to gain recognition. Consideration should be given to publicizing an outstanding civil engineering project, by getting the news media involved. Television coverage could be given in an appropriate setting for the project.

The Wisconsin Section is considered placing a full page ad in the NSPE/WSPE Newspaper which is printed and distributed once a year during national engineers' week. The Wisconsin Section is also considering making a special banner to be used at the annual engineering societies banquet held each year in Milwaukee. The banner will be used throughout the year at Section and Branch functions.

Paul Skoglund noted that the logo for the 150th Anniversary celebration has been approved, and will be shown in the February edition of ASCE news. Additional guidelines for use of the logo and anniversary theme will be available soon from ASCE national. These guidelines can be used by Sections and Branches to make their own banners. Paul cautioned the attendees not to use the logo too soon. ASCE national is planning to invite all national societies to be active participants in ASCE's celebration.

The Nebraska Section plans to reach out to public policy makers, various units of government, state senators, departments of transportation and natural resources, environmental agencies, etc. The celebration will be promoted during a balsa wood bridge competition for students. Forming a coalition or partnership with other societies within the state, such as ACEC and NSPE, is under consideration.

Funding the celebration was discussed. \$3.5 million for the celebration was approved by the national Board. This funding is not taking away from any other programs. Other funding sources are being used, including a check-off box on the annual membership renewal form. However, not much of this \$3.5 million will be available for Sections and Branches. Generally, requests from Branches and Sections from the Opportunity Fund to fund the celebration were not approved. No grants will be specifically available for local programs. However, there are many resources that will be available from national for the Sections and Branches to use. SPAG funds can be considered for Sections and Branches, but they must fall within the guidelines of SPAG. The availability of future SPAG funds was discussed, as a result in the cutback in this year's program. **It was suggested that the Sections and Branches talk with their District Directors about restoring SPAG funding to previous levels, or higher.**

A 25 minute video will be provided to all Champions, for use at various Section and Branch functions.

It was suggested that ASCE national prepare a PowerPoint presentation for the celebration, which will be made available to Sections and Branches to supplement a local presentation. This PowerPoint presentation can be used for a local media presentation, highlighting a local project, or for school programs and presentations. This presentation can be put on the ASCE web page, for downloading by the Sections and Branches.

The “Building Big” program to be aired on PBS this fall was discussed. ASCE is providing \$350,000 in sponsorship funding, \$100,000 from the general 150th Anniversary funds and \$250,000 from the Opportunity Fund. ASCE will get advertising credit as a sponsor. The “Building Big” program will be aired four times nationally. The timing of replays will be based on local input. **It was suggested that ASCE national consider providing funds, say \$1,000, to Sections and Branches to use for local promotion, using material produced at national. This was considered by the participants to be a better use of funds, at the local level, rather than for one big national event.**

Other ideas for promoting the 150th Anniversary celebrations are:

- Sponsorship of the “Future Cities” competition
- Sponsorship of the “West Point Bridge” competition
- Joint programs, collaboratively, between Sections and Branches, based on geographic location.

Several fund raising ideas were discussed, including:

- Advertising in Newsletters
- Sponsorships at Technical Conferences
- Technical assistance to organizations, such as architect groups, for structural engineering aspects of the AIA exam

150th Anniversary Champions have received a “Champion’s Manual”. This manual will be updated from time to time. Staff from ASCE national are available to help the Sections and Branches. Paul and Hank are available, and their email addresses are:

Paul Skoglund: pskoglund@asce.org

Hank Hatch: hhatch@asce.org

150th Anniversary Champions

Section: Darrell Berry

Southeast Branch: Darrell Berry

Northwest Branch: Roger Clay

Fox River Valley Branch: Sandy Carpenter

Southwest Branch: Tom Simmons

ENVIRONMENTAL TECHNICAL COMMITTEE REPORT

Greetings from the Environmental Technical Committee. Our committee encompasses civil engineers who “specialize” in various aspects of the environmental field. Civil Engineers who work with potable water and wastewater treatment plant designs, solid waste landfills, brownfield sites, pump station designs, wastewater collection systems, water distribution systems, environmental sciences, EPA projects, etc make up our diversified group.

The Environmental Technical committee has been hard at work securing speakers for both the Spring Technical Conference and the Annual Meeting. We try to locate speakers which will encompass our diversified group and also speak about relevant issues in our environmental field. We are always looking for suggestions and ideas.

One goal of the Environmental Technical committee is to hold a half-day technical committee meeting with presentations dealing strictly with environmental issues. To reach this goal we need your help. We need additional volunteers on the committee.

Presently, the technical committee is comprised of Mike Penn-UW Platteville(SW), John Roll-Roll Engineering (SE), Joseph Belen-WDNR (NW) and Chaired by Steve Peterson-Earth Tech (FRV). We are always looking for additional members to join our committee. If you are interested in getting involved with the best technical committee (my opinion), please contact anyone of the above or contact me directly at 920-451-2536 or by e-mail at steve_peterson@earthtech.com <mailto:steve_peterson@earthtech.com> .

by Steven L. Peterson, P.E.

A PEEK AT THE FISCAL YEAR 2001 BUDGET DEVELOPMENT PROCESS

Michael N. Goodkind, P.E.
Director, District 8

The August 1999 issue of ASCE News reported on the deliberations of the Board of Direction in achieving a balanced Fiscal Year 2000 budget without a dues increase. One of the driving forces against the dues increase was that no case had been made in advance with the membership for such an increase. The purpose of this article is to keep you informed of the activities of the Finance Team in developing the Fiscal Year 2001 budget.

Let me first introduce the Finance Team. This year, for the first time, the committee that is charged with developing the budget is a Board Team. It is chaired by the Treasurer of the Society and consists of six Directors. Also for the first time, the Finance Team is not only charged with recommending a Fiscal Year 2001 budget but with developing preliminary budgets for Fiscal Years 2002 through 2004.

Since October 1999, the Finance Team has met three times. We have developed a Fiscal Year 2001 budget based on current commitments, Fiscal Year 2000 Committee and Institute budgets, proposed new initiatives and estimated increases in the costs of operating ASCE. We are now meeting with Committees and Institutes to get their Fiscal Year 2001 requirements.

At this time, the Fiscal Year 2001 budget has approximately a \$2.0 million shortfall of revenues vs. expenses. The Finance Team is working to refine the budget, including suggestions on how to deal with the projected shortfall, for a presentation to the Board in April.

There are several ways to make up that shortfall. Among them are:

- Increase revenues, including dues
- Reduce expenses, including a cut in programs and/or a delay in new initiatives
- A combination of the above

Looking at the actual financial performance of ASCE in Fiscal Year 1999 shows the following:

Income (%)	Category	Expense (%)
39	Publications	25
3	Indirect	20
18	Conferences	18
1	Programs	9
	Program Salaries	8
	Corporate	7
35	Membership	7
4	Grants	4
	Institutes	2
100		100

Based on the above, you can see that ASCE has three basic sources of funds: publications, member dues and conferences. Publications have been able to increase revenues only slightly in the past four years (since the last dues increase in Fiscal Year 1996). This is in spite of increasing the price of our publications just about every year. The Board is investigating cooperative arrangements with other organizations, nationally and internationally, as a means to increase revenues from publications. However, this path takes time to develop and will require the expenditure of resources before revenues are realized.

Revenues from, and numbers of, membership have remained constant over that period. Revenues from conferences have not only remained flat over that period but we actually lost money in Fiscal Year 1999. Long term, it is everyone's expectation that conferences will again become profitable and will support other activities.

On the expense side, there are seven areas that account for the majority of spending: publications, indirect, conferences, programs, support for committees, staff and member services.

Indirect expenses including professional services, administration and rent are fixed and don't seem to yield much room for reduction.

The costs of new programs and operation of ASCE have grown substantially. Over the past four years ASCE has covered the following expenses which were not a part of the Fiscal Year 1996 budget:

State Public Affairs Grants	\$	838,000
Increase in Section Allotments		316,000
Congressional Fellows Program		235,000
ExCEED		290,000
New CD-ROM Textbook		300,000
Institute Development		1,610,000
Expansion of Geographic Services Department		232,000
Inflation and Cost of Living		2,000,000
TOTAL	\$	5,821,000

Looking back, it says something about how ASCE manages its affairs to have absorbed the additional expenditures listed above.

In addition, the Board has made long term commitments to the Communications and 150th Anniversary Committees, the Civil Engineering Research Foundation and Implementation of other Strategic Plan Initiatives. Each of these commitments impacts Fiscal Year 2001 and beyond.

For many years, improving the image/stature of civil engineers has been the number one concern of our members. Many of the programs listed above are geared to improving the image/stature of civil engineers. In particular, the Communications and 150th Anniversary Committees have presented aggressive programs to increase the visibility of civil engineers.

Each of these new programs or increases in operational areas was proposed and supported by some segment of the membership. The net result is that ASCE is working to satisfy its many constituencies and needs additional revenues in order to accomplish these efforts.

The geographic units requested additional revenues so the Section Allotments have been increased. Strategic Plan 2000 called for greater involvement of the membership so the State Public Affairs Grants program was initiated. In addition, the Strategic Plan 2000 restructured how the Board functions and put more responsibility on the Vice Presidents. As a result, the Geographic Services Department had to be expanded to provide support.

The development of our Institutes has been slower than anticipated. The \$1,610,000 shown above represents the cost to ASCE over and above what was budgeted through the Technical Activities Committee for the Divisions and Councils that are now Institutes. This is not to say that the Institutes are losing money. It is to say that money previously spent for other activities is no longer available.

Likewise, the professional and educational committees have been restructured to make them more efficient. Yet, they still need staff to properly carry out their goals and objectives.

We are also looking at ways to reduce expenses. One area is where we have overlap between volunteer committees and paid staff. Another area is staff and volunteer travel and expenses, including Board Operations. A third area is to look at more cost-effective ways to carry out the work of all of our committees.

Lastly, the Board is charged with looking over the horizon to define issues that will impact our membership, civil engineers in general and the profession as a whole. One of these issues is globalization. However, in order to improve our ability to function in a global environment, revenues are required to travel abroad to visit with potential partners and to host them when they visit the United States.

In short, if ASCE is to continue to work on issues that it feels are important to our membership, civil engineers in general and the profession, new revenues are required. The simplest and most cost efficient way to increase revenues is through increasing member dues.

Keep in mind that since the last dues increase, the cost of living has grown by about 10% and it will likely grow another 3.0% in Fiscal Year 2000. Entering Fiscal Year 2001, then, would mean that Member dues should increase by \$18.00 just to keep pace.

Michael N. Goodkind

Visit the website

Visit us at www.asce.org/gsd/sections/wisconsin to find general information, current events, background data, and ASCE related links. Under current events you can read the Board of Director's minutes and find this newsletter online.

Our continued thanks to Marty Hanson for volunteering his time and talents, making our site current and informative. (hansonm@ayres-eau.com, 715/834-3161)

We are looking for volunteers who would be available to assist in reviewing various future state legislative policy/bills. We want to be pro-active on legislative issues and help write and draft engineering policies/bills. If your area of expertise is one or more of the following areas, mainly environmental, structures, geotechnical, urban planning & transportation, water resources & hydraulics, construction, management, please contact a technical committee chairperson listed in newsletter or Fred Groth at PH: 608-242-1500 or e-mail: fred.groth@gasai.com.

Strategic Planning Forum Article

ASCE, looking to its grassroots to help build its future with the next Strategic Plan, held a Forum on January 22, 2000 in San Antonio, TX. President Delon Hampton greeted more than 175 members and staff attending the Forum. Approximately 90 of the participants represented the various Sections, Branches, and Councils of ASCE. The remaining participants were chairs and members of Board-level Committees, the Board of Direction, and staff.

Mr. Coles, chairman of the Strategic Planning Committee, gave a short presentation to bring everyone up-to-date on the work of the Strategic Planning Committee as well as to inform the group of the continuing plans of the Committee to obtain input from all of ASCE's units to incorporate into the final Strategic Plan. The background information he provided included the Committee's proposed vision, "Engineers Building a Better Quality of Life," as well as the four proposed goals which fall under the headings, "Developing Leadership," "Advancing Technology," "Advocating Lifelong Learning," and "Promoting the Profession." Pending Board approval, the next Strategic

Plan is scheduled for implementation at the beginning of FY 2001.

After Mr. Coles' presentation, Jean Frankel of Tecker Consultants, L.L.C., Trenton, New Jersey, took over to facilitate the group in an energetic day of planning for the future of ASCE. Throughout the day participants worked with their tablemates to compile written comments based on the proposed vision, mission, and goal statements (posted on ASCE's web site). At regular intervals participants from around the room enthusiastically stepped up to the microphone in true "talk show" fashion to express to the group at large what was on their minds in response to these statements and other major issues facing ASCE and the profession of Civil Engineering. Jean proposed such thought-provoking questions to the group as: "The year is 2005... How is the world different as a result of what the Society has done in promoting the profession?" and "What are the conditions affecting ASCE's ability to make progress in the area of leadership development?"

The Board of Direction and the Strategic Planning Committee wish to thank all the participants of the Strategic Planning Forum for a very productive and inspiring day. The Strategic Planning Committee is already hard at work reviewing and incorporating the many comments received at the Forum. Updates on their progress will be provided on the ASCE web site (www.asce.org), and in future issues of *ASCE News*. The Committee continues to seek grassroots input. To provide your comments to the Strategic Planning Committee, please contact Melissa Yekell, Manager of Strategic Planning at 1-800-548-2723, ext. 6294, or email strategicplanning@asce.org. Check out the ASCE web site to view pictures taken at the Forum!

1999-2000 Technical Committee Chairpersons

Committee	Chair	Phone No.
Environmental	Steve Peterson (FRV)	920-451-2536
Structural	Bob Schumacher (SE)	414-259-1500
Geotechnical	Steve Hunt (SE)	414-270-4207
Urban Planning & Transportation	Jan Kucher (SW)	608-224-2830
Water Resources & Hydraulics	Dr. Hector R. Bravo (SE)	414-229-6756
Construction	Awad Hanna (SW)	608-263-8903
Management	Harry Farchmin (SE)	414-291-5100

Editor's note

Comments, suggestions, and articles regarding the newsletter can be sent to:

Fred Groth, P.E.

email: fred.groth@gasai.com

Graef, Anhalt, Schloemer

& Associates, Inc.

5126 West Terrace Drive

Madison, WI 53718-8348

phone: 608/242-1550

fax: 608/242-0787

Please submit all articles for May Newsletter by April 20, 2000.

Meeting schedule for 1999-2000

(Updated January 1, 2000)

ASCE - Wisconsin Section and Branches

	<u>Fox River Branch</u>	<u>Southwest Branch</u>	<u>Northwest Branch</u>	<u>Southeast Branch</u>
1999				
September	24 Appleton ¹	24 Appleton ¹	24 Appleton ¹	24 Appleton ¹
October	12 Appleton	7 Madison ^{# 12}	28	21 Milwaukee
November	17 Green Bay ³	11 Dodgeville ¹¹	x Eau Claire ³	18 Milwaukee ^{#2}
December	9 Green Bay ^{#3 13}	14 Madison ^N	x	16 Milwaukee ^{7N}
2000				
January	27 Manitowoc ¹⁶	16 Madison ^N	x Eau Claire	27 Milwaukee ⁹
February	29 Sheboygan ²	24 Madison ³	x Chippewa Falls ³	x Milwaukee ⁴
March	23 Madison ⁶	23 Madison ⁶	23 Madison ⁶	23 Madison ⁶
April	18 Appleton	25 Madison ^N	x Eau Claire ^{3#}	13 Milwaukee ^{7N}
May	12 Winneconne ^{#3 13}	18 Madison ³	---	18 Milwaukee ^N
June	---	---	---	15 Milwaukee ^{13 16}
July	---	---	---	20 Milwaukee ¹⁵
August	---	---	---	---
September	x Milwaukee ⁸	x Milwaukee ⁸	x Milwaukee ⁸	x Milwaukee ⁸

Scheduled Section Board Meetings

9-24-99 Appleton	10-28-99 Madison	11-16-99 Milwaukee	xx-xx-99 Fox Valley
01-20-00 Madison	No February Meeting	03-23-00 Madison	04-20-00 Eau Claire
05-12-00 Fox Valley	06-15-00 Madison	08-17-00 Milwaukee	xx-xx-00 Milwaukee

Notes:

- | | |
|--|---|
| <ul style="list-style-type: none"> # Joint Section Board and Branch Meeting N Noon luncheon meeting 1 Wisconsin Section Annual Meeting in Milwaukee 2 Joint meeting with American Concrete Inst (ACI) 3 Joint meeting with WSPE 4 Engineers Week banquet; no branch meeting 6 Wisconsin Section Spring Technical Conference 7 Joint meeting with ESM (Engineers & Scientists of Milw.) 8 Wisconsin Section Annual Meeting | <ul style="list-style-type: none"> 9 Joint meeting with student chapters of Marquette, MSOE & UW Milw 10 Joint meeting with Green Bay Engineers Club 11 Joint meeting with student chapter at UW-Platteville 12 Joint meeting with student chapter at UW-Madison 13 Guest/spouses night 14 Joint meeting with ITE (Inst. Trans Engrs) 15 Field trip 16 Past presidents night 17 Joint meeting w/same |
|--|---|
- No meeting
xx Date to be announced

ASCE *American Society
of Civil Engineers*

WISCONSIN SECTION

c/o Frederick Wm. Groth
Graef, Anhalt, Schloemer & Associates, Inc.
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Madison, WI 53718-8343

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January 2000 Newsletter

Postmaster: Send address changes
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**MSOE Master of Science in Environmental Engineering
PROGRAM SYMPOSIUM 1**

***EMERGING ENVIRONMENTAL
MARKETS***

Wednesday, March 29, 2000

6:30 p.m. - 7:00 p.m.

Reception

7:00 p.m. - 9:00 p.m.

Program

MSOE Alumni Partnership Center

1120 N. Broadway

Milwaukee, Wisconsin

Why does the U.S. environmental industry (the largest in the world) have only a 6.3% share of the global environmental market? Japan, Germany and other Western European countries derive from 15 to 20% of environmental revenues from exports. What are initiatives to change this?

Speakers:

- X **DANIEL JOHNSON-** *Overview of U.S. Environmental Industry Export Initiatives.*
Mr. Johnson is the Former President, Water Technologies Division, Aqua-Chem, Inc. and Member of the Environmental Technologies Trade Advisory Committee.
- X **PAUL CHURCHILL-** *Overview of Wisconsin's Environmental Industry Export Initiatives.*
Mr. Churchill is the Director of the U.S. Department of Commerce Milwaukee Export Assistance Center and Member of the Wisconsin Environmental Industry Export Forum.
- X **KEN CAMPBELL-** *Why Leave Home?*
Mr. Campbell, PG, CGWP, is Director of International Operations, Northern Environmental, Member of the Wisconsin International Trade Council and Member of the Wisconsin Environmental Industry Export Forum.

**PUBLIC WELCOME!
THERE IS NO FEE FOR ATTENDANCE.**

Please call 414/277-7301 or email kallas@msoe.edu to register. For more information on technical content, contact Dr. Carol Diggelman, diggelma@msoe.edu, 414/277-7320.
