



ASCE American Society of Civil Engineers

WISCONSIN SECTION NEWSLETTER

February 2009

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PRESIDENT'S MESSAGE

Historians tell us that Stonehenge, that ring of large stones in southern England, was built, in part, to serve as an astronomical calendar to identify the first day of spring. I'm sure you're asking yourself, "Is there some way I can celebrate the vernal equinox without moving a bunch of rocks?" Indeed, there is. Conveniently scheduled just a few days into the new season, the ASCE Spring Technical Conference will be held on Thursday, March 26 at beautiful Monona Terrace in Madison. It's a great way to book some CEUs (Continuing Education Units) and some PCMs (Professional Contact Moments). During these tough economic times, knowledge and marketing are more important than ever, and the Spring Technical Conference is an opportunity to expand both your technical knowledge and professional contacts at a bargain price. The featured program deals with last year's embankment failure at Lake Delton. A booklet containing the program description and registration materials will be arriving in your mail soon. I look forward to seeing you at the Spring Technical Conference; leave your stone chisel at home.



Sincerely,

Gary Amel

Mark your calendars for the **2009 Spring Technical Conference**

Thursday afternoon, March 26, 2009

at

Monona Terrace, Madison

Keynote Presentation will be on the C.T.H. A failure that caused the dramatic draining of Lake Delton, including a discussion about the redesign and reconstruction. More information to arrive soon in future mailings.

OSCES Awards Correction

A rarity in tough economic times—an increased size for a cash award! Another rarity (in any times) — an error in the Newsletter! The January Newsletter incorrectly reported that the cash award for selection as an Outstanding Senior Civil Engineering Student was \$500 per college. However, the Wisconsin Section board doubled the size of the awards this year to \$1,000 per school. The \$1000 can be awarded as a single award or split into spring and fall awards of \$500 each.

Faculty, please forward your nominations or questions to Section Secretary Peter Nilles by February 20, 2008. Students, your time to lobby (for your fellow students, of course) is running out.

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Technical Committee Chair Additions

Jeff Gerbensky and Jessica Wenzel have agreed to co-chair the Construction Technical Committee.

Thank you to Jeff and Jessica!



Have you paid your 2009
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ASCE Report Card on the Radio

In early February, Wisconsin Section President-Elect Richard Schneider and ASCE member John Goetter were featured on WORT 89.9, Madison's community sponsored radio station. They were interviewed on-air by Chris Dols, a civil engineering student at UW-Madison. The questions covered quite a range, from the skeptical (is the infrastructure really as bad as the report card says it is), to the potentially metaphysical (how do people experience civil engineers in their daily lives), to the adequacy of the economic stimulus legislation then wending its way through congress and soon to be trickling down to the states, to the perception that only lip service is paid to the concept of sustainability. The program also featured call-ins from listeners.

Please join in thanking Rich and John for their willingness to meet the public on the air. We should also commend Chris Dols for his involvement in radio and his activism in pursuit of his ideals. We need more civil engineers, regardless of their ideology, who are willing to step out and contribute to the many discussions going on in the world. Humankind is at a critical juncture in terms of setting the patterns for the next millennium. Of course, that has been the case since Adam and Eve. Just think, what if a civil engineer had been part of those discussions with the serpent in the Garden of Eden...

ASCE Continuing Education Opportunities

ASCE offers an impressive array of continuing education services for members and non-members. Members get a discounted price. Hop onto this website (<http://www.asce.org/conted/>) and browse through the brain-enriching programs.

ASCE also offers an extensive library of journals to which you can subscribe, and books available for purchase. You can check them out from this website: <http://www.pubs.asce.org/>

Don't Forget Engineers' Week! It's Almost Over!

Engineer's week this year is from February 15—21. Write a letter to the editor thanking engineers for their contributions to society—like making it possible.

And of course, encourage your significant other to hug their favorite engineer.

See <http://www.eweek.org/Home.aspx> for more info.

Education & Networking Opportunities Outside of ASCE

In the spirit of President Gary Amel's message about CEU's and PCM's (an excellent acronym coined by Gary that we should all internalize immediately), beginning with this Newsletter edition, we are including information on non-ASCE opportunities to expand our network of personal connections and synapse connections. It is something we have not done before, and we are interested in your feedback as to whether you think it is a good idea or not. ASCE is not endorsing these, as we are not responsible for their content. However, if we can help identify things that could be of benefit that might not otherwise cross your desk, it seems that we should do so. We only plan to do this in email Newsletters, so it won't increase our postage costs, and we don't intend to become like magazines that are mostly ads with a little text thrown in for aesthetic balance.

ASCE Wisconsin Section Board 2008-2009 Meeting Schedule

<u>Date</u>	<u>Location</u>	<u>Notes</u>
September 26, 2008 (Thursday)	FRV Branch	Annual Meeting
October, 2008	No meeting	
November 12, 2008 (Wednesday)	SE Branch	AECOM's Milwaukee Office
December, 2008	No meeting	
January 20, 2009 (Tuesday)	FRV Branch	Foth's Green Bay office
February, 2009	No meeting	
March 26, 2009 (Thursday)	SW Branch	Spring Technical Conference
April, 2009	No meeting	
May 20, 2009 (Wednesday)	NW Branch	
June, 2009	No meeting	
July 21, 2009 (Tuesday)	SW Branch	
August, 2009	No meeting	
September, 2009	SE Branch	Annual Meeting

All meetings will be held from 3:00 PM to 5:00 PM

Engineers Without Borders

In the November Newsletter, we printed a request for help from the Engineers Without Borders chapter at UW-Madison. They were seeking a professional advisor for a trip to Kenya. They found one from the agroforestry profession, which fit in with the mission of the trip. A blog of the trip is at <http://www.ewbuw.org/taxonomy/term/12>. Good job, EWB team!

Society for Marketing Professional Services (SMPS) of Wisconsin

This is the non-ASCE educational opportunity to be featured in this Newsletter. Its topic is timely, and might have been off the radar screen of many civil engineers.

They have offered us a deal for this seminar: ASCE members will receive SMPS member price for the seminar. They have an excellent speaker and want a large audience.

March 19 —Half-day Workshop — The Power of "We," Engaging Technical Staff in Business Development



This workshop will cover solutions to one of the biggest challenges that A/E/C firms face — how engage and involve project managers, architects and engineers in business development (BD). The value of doing so is irrefutable. But being successful requires careful thought, planning and, in many cases, training. Rich Friedman, President of Friedman & Partners, will discuss the psychology of BD, how to incorporate marketing and BD into day-to-day project management, avenues for getting technical staff involved in marketing and BD, and how some firms have addressed this challenge. The worst time to conduct BD is when you actually need the work, so join SMPS Wisconsin as we host this anticipated program and learn more about engaging technical staff in BD.

Rich has extensive experience in strategic market planning, market research and analysis, PR and positioning strategy, and business development consulting and training for technical and marketing professionals. He has assisted firms with implementation of growth strategies, including merger and acquisition searches for target firms and executive searches for key talent.

Rich has worked in and consulted to the A/E/C and environmental industries for 17 years. He first served as an environmental consultant and business developer for Stone & Webster Engineering in Boston, and later as the partner-in-charge of marketing consulting for Zweig-White. As an independent consultant, Rich has worked with firms of all different sizes, including numerous ENR 500 organizations. His technical and business degrees combined with his industry experience provide him a detailed understanding of A/E/C services and the business development process. Friedman & Partners is a marketing and management consulting firm serving the U.S. and Canadian architecture, engineering, environmental consulting and construction industries. Engaging Technical Staff in Business Development

By attending this half-day workshop, you are eligible to receive 3 continuing education units (CEUs) toward your CPSM certification. SMPS Wisconsin is also a registered provider with the American Institute of Architects Continuing Education Systems. Credit earned upon completion of this event will be reported to CED Records for AIA members. Certificates of completion for all attendees are available upon request.

This program will be held at the [Olympia Resort](#) in Oconomowoc. Check-in and networking begin at 8 a.m. The program will wrap-up before noon; however, a boxed lunch will be provided for those who can stay. The registration fee is \$75 members and \$100 for non-members, with an additional walk-in fee of \$20 for same day registrants. Register at <http://www.smpswisconsin.org/calendar.html>. In the comments, mention your ASCE membership and member number.

Texas Board of Professional Engineers—Proposed Rule Changes

In the State of Texas, ethical responsibilities are taken seriously! The changes to the Texas equivalent of our Administrative Code Section A-E 8 that are listed below have been proposed, with the public comment period recently ending. The blue underlined text indicates the proposed additions. They are all good ideas and certainly part of prudent and ethical practice of our professional responsibilities, but to me (the Newsletter editor), they seem to go beyond what is effectively enforceable. I wonder if this will lead to mandatory model contract and correspondence formats. One may ask why we should care what goes on in Texas, but ideas are not constrained to state borders, so it is likely that this is being considered in other places too—and may already exist someplace. And if my comments have given offense to anyone in Texas, I apologize—it was not my intent to offend. I support your desire for professional ethics.

Engineers' Responsibility to the Profession: §137.63(b) The engineer shall:

- (1) endeavor to meet all of the applicable professional practice requirements of federal, state and local statutes, codes, regulations, rules, ordinances, or standards in the performance of engineering services;
- (2) exercise reasonable care or diligence to prevent the engineer's partners, associates, and employees from engaging in conduct which, if done by the engineer, would violate any provision of the Texas Engineering Practice Act, general board rule, or any of the professional practice requirements of federal, state and local statutes, codes, regulations, rules or ordinances in the performance of engineering services;
- (3) exercise reasonable care to prevent the association of the engineer's name, professional identification, seal, firm or business name in connection with any venture or enterprise which the engineer knows, or should have known, is engaging in trade, business or professional practices of a fraudulent, deceitful, or dishonest nature, or any action which violates any provision of the Texas Engineering Practice Act or board rules;
- (4) act as faithful agent for their employers or clients; through actions that include, but are not limited to, the following:
 - (A) as faithful agents for employers by utilizing their employer's time, equipment, resources and project information only for the benefit of their employer and not for personal gain or the benefit of any outside employment purposes;
 - and (B) as faithful agents for clients by: (i). clearly defining expectations and responsibilities of the engineer and client for a project; (ii). completing all engineering services for projects under the scope, terms, costs and established time frames of verbal or written agreements between the engineer and the client or the client's representative; (iii). providing their client or the client's representative with written communication in a timely manner of any changes to the scope, terms, costs and established time frames for projects; and (iv). keeping lines of communication open and responding verbally or by written communication in a timely manner to any requests for information from their client or the client's representative pertaining to a project.
- (5) conduct engineering and related business affairs in a manner that is respectful of the client, involved parties, and employees. Inappropriate behaviors or patterns of inappropriate behaviors may include, but are not limited to, misrepresentation in billing; unprofessional correspondence or language; sale and/or performance of unnecessary work; or conduct that harasses or intimidates another party; and
- (6) practice engineering in a careful and diligent manner.

