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2013-2014

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The Southeast Branch News is published monthly by the Southeast Branch of the Wisconsin Section of ASCE. Change of street and/or e-mail address should be sent to ASCE, 1801 Alexander Bell Drive, Reston VA 20191 (800/548-ASCE). You may update your own information at the Members Only page of WWW.ASCE.ORG

The deadline for articles for the next newsletter is the first of the month.

PRESIDENT'S MESSAGE

Recently at the Spring Technical Conference, the attendees had a chance to hear Robert Stevens, the ASCE national President-Elect, share his story about why (and how) he became an engineer. It was one I am sure he shares with several of our members; he was interested in a local construction project, learned over time who civil engineers were and what they did, and decided it was a good fit for him. Have you ever tried to explain to someone why you became an engineer? It seems we all have a slightly different story. I apologize to those that have heard mine, you're about to hear it again!

At the ripe old age of 18, I needed a new job. I was putting myself through college at UW-Manitowoc, living in an apartment, and working both a fast food and a waitressing job, just to keep up with the cost of going to school full time. It didn't take me long to realize that something had to change! I looked in the paper for any job opportunities that may help elevate some of the financial stress, and came across an ad for an engineering intern for the City of Two Rivers, and thought I might qualify. The City took a chance on me, one that would change my life.

That summer, I learned more than I could ever have imagined. I was from the country and didn't know anything about a sewer system or watermain. One of my first tasks was to inspect a deep sanitary sewer. I was still waitressing as my night job, and on certain days, staying awake wasn't exactly easy! To stay awake, I read the standard specifications for the job. Then, I read the Wisconsin Standard Specifications for Sewer and Water Construction in Wisconsin. I asked a million questions and measured everything just to stay awake; my daily reports were quite detailed! At the end of the summer, I continued with the city part time and started to do some design work. I became mesmerized by my new knowledge. I finally knew what my major was going to be!

After graduating with my Associates Degree from UW-Manitowoc, I became a full time employee with the City of Two Rivers. I still went to school, ultimately commuting to Milwaukee every night for classes. The Director of Public Works suggested that I become a member of ASCE at UW-Milwaukee, so I did. State shared revenue cuts led to my position being cut, but at the same time gave me the freedom to make the move to Milwaukee full-time. While studying in Milwaukee, I took as many internships as I could, and got to see many different aspects of civil engineering, to help me decide what I wanted to do after graduation. I ultimately chose site development, because it used everything I had learned on the job.

My story began with two people taking a chance. So I have to ask, who are you going take a chance on today? They may become the ASCE SE Branch President someday, and you will be the one they thank. I personally thank Scott Thoresen (City of DePere) and Scott Ahl (City of Two Rivers) for the chance they took on me.

Sincerely,

Bridget Schuh Henk, P.E., LEED AP

April Lunch Meeting

Article By: Bridget (Schuh) Henk

The April Lunch meeting plans are in the works! Watch your emails for an announcement with the details in the very near future. If you have a topic you are interested in hearing about at future meetings, or one that you would like to present please contact ascewise@gmail.com. Our programs and meetings team would be glad to have your input.

STEM Expo

Article By: Bridget (Schuh) Henk

It is with great pleasure that I can announce that the STEM Expo will be held on October 25, 2014 at the MSOE Kern Center! Kyle Bareither and I are very excited to co-chair this event and bring Science, Technology, Engineering and Math to another generation in a fun and entertaining way.

We are looking for committee members to help with the planning. So far we have several that are taking smaller roles and we need a few more to do the same. The commitment would be less than an hour or two a month (depending on the task). I know there are several people out there that could be of great assistance to our committee. You DO NOT need to be a Younger Member. Many of the planning committee tasks do not require attendance at the monthly meetings; these are intended to be monthly progress updates.

The next committee meeting will be March 27, 2014 at 5:30 PM at Natural Resource Technology (234 West Florida Street, 5th floor). We do plan to order dinner so please let Bridget know if you are attending. (bridget.schuh@gmail.com)

New Practitioner Advisors (and one position still available)

Article By: Brian Tierney

The Southeast WI Branch Board would like to welcome two new team members: Chad O'Donnell and Adam Friedman! Chad will be filling the position of Practitioner Advisor for Marquette University's student chapter. Adam will be filling the position of Practitioner Advisor for MSOE's student chapter. The Board would like to thank both of you for volunteering your time and expertise to improve our branch.

We are still looking for a member to serve as a Practitioner Advisor for the student chapter at UW-Milwaukee. The position is held for one year. Duties and responsibilities include:

1. Attend Student Chapter meetings regularly.
2. Assist Student Chapters in planning meetings.
3. Provide guidance to Student Chapter members on professional issues.
4. Foster and encourage professionalism and ethics among Student Chapter members.

If you would like to volunteer for one of these positions or would like to learn more, please contact Brian Tierney at bltierney@ati-ae.com.

2014 Scholarship Golf Tournament

Article By: Paul Koszarek



What a terrible Winter. Snow, Ice, Snow Plows, Salt, Not Enough Salt, Roads Heaving so it feels like they installed speed bumps throughout the entire state, Potholes, Below Zero, Windchill, Accidents, Car Won't Start, People from California calling you saying, "Hey, just thought I would check in with you. I'm chillin' on my back porch and it's 85 here." That is all in our past right?

As we are planning and organizing this year's best golf outing, I start thinking about Spring. The sights, sounds and smells of Spring start to come back to me like they never left. Warning, I'm going to go on a little happy rant; Something I call the "Spring Rant". Greener than Green Grass, short cut fairways, long luscious rough, the smell of fertilizer (the granular kind not the other more natural kind), fresh cut grass, dew getting your shoes wet early in the morning, not being able to see your ball flight out because you're looking into this big fireball called the sun (we haven't seen that it seems like since last fall), golf balls, cleaning mud out of the grooves of my irons with a golf tee, fixing ball marks, replacing divots, the Masters, Green Jackets, one ball outside the right edge, downhill puts with 3 inches of break, the paint on the upper lip of the inside of a golf hole, the ping of a well struck drive, tossing a couple blades of grass in the air to see which way the wind is blowing, cleaning the fresh cut grass out of my golf shoes every 3 holes, ball washers, score cards and 3 inch pencils with erasers and finally being able to wear shorts again. Whew, I feel better already.

Hoping the Spring Rant got you in the mood for some golf. This year, we here at ASCE want to bring the best golf outing in our industry directly to you. We will again have the Bloody Mary and Screwdriver Bar to greet you in the morning and then what follows will be nothing less than 5 hours of fun and excitement on the golf course followed by more food, prizes, drinks with friends, prizes, more fun and then more prizes. We will again be giving away an IPAD as our Grand Prize for our wristband event.

NEW THIS YEAR, we will be using constant contact for sponsor and golfer registration. You will also be able pay for wristbands through constant contact. We will also be selling wristbands the day too. The link for our sponsor and golfer registrations will be available through event emails as well as on our website at <http://www.ascewise.org/golf-outing/>

Once again, the ASCE SE Branch Scholarship Golf Tournament Committee and our returning Event Sponsors Ground Improvement Engineering and Foundation Services Corporation would like to have your support for this year's event. Last year, we raised an amazing \$8,000 for the Scholarship fund. Remember, all of our proceeds go to fund the Scholarships for Civil Engineering Students of UWM, MSOE and Marquette. By Sponsoring the event, you are making an investment in the future talent pool for all of your companies and the industry as a whole.

If you have questions, contact me, Paul Koszarek at paul.koszarek@psiusa.com.

Engineer's Week Banquet

Article By: Bridget (Schuh) Henk

The STEM Forward's 61st Annual Engineer's Week Banquet was held on February 13, at the Italian Conference Center. After a captivating and well written thank you from this year's Future Cities winners, the awards for Engineer of the Year and Young Engineer of the Year were presented. This year's dynamic keynote presentation from Michael Warsaw, Vice President of Global innovation and Design for Johnson Controls took the podium. He had the whole audience asking what is innovation and how do we keep making products and designs more innovative. It was a fantastic presentation and I suggest to anyone who hasn't been to an Engineer's Week Banquet to make it a point to attend. Even my husband, who is not engineer, found it to be an inspiring event.

Spring Technical Conference 2014

Article By: Kyle Bareither

This year's Spring Technical Conference was very successful, with over 230 attendees! The conference was held in Pewaukee at the Country Springs Hotel and went smoothly through the careful planning of the conference committee and the help of the event volunteers. Presentations ranged from ethical decision making to the remarkable repair of the Leo Frigo Bridge in Green Bay. If you were unable to attend, we truly hope to see you next year. Thank you to all the committee members and volunteers for your efforts to make this conference possible!



Top Row (L to R) – Jared Wendt, Chad Shihata, David Jaromin, Nick Spitzer, Josh Mitchell, Brad Seubert, Mike Arnold
Bottom Row (L to R) – Jesse Duchow, Kenneth Mika, Kyle Bareither, Bridget Schuh Henk, Ken Yass

New Branch Members

Article By: Mike Arnold

ASCE SE Branch is pleased to report the addition of 10 new members so far this year! Please extend a warm welcome to Jacob Wagner, Paul White, Molly McMahon, Leif Jackson, Azzah Hassan, Joseph Bittner, Tolgahan Unal, Christopher Baumann, Constantine Moshi and Lawrence Buechel. We encourage you to become involved with the Branch through Leadership, Outreach and Social Activities!

If anyone has questions regarding membership or ways to become involved in our organization, please don't hesitate to contact Membership Chair Mike Arnold at mike.arnold@urs.com or anyone else on the SE Branch Board.

Rube Goldberg Competition

Article By: STEM Forward

Twenty-two teams from across Wisconsin joined us on March 07 at WCTC for the 2014 Wisconsin Regional Rube Goldberg Contest. They competed for the opportunity to represent our state at the National Rube Goldberg Competition on April 5.

The challenge was to zip a zipper in 20 or more steps. Machines boasted creative designs such as Indiana Jones, Despicable Me, a campsite and an FBI crime scene.

Six teams advanced to the finals: Waunakee, Little Chute, Saint Catherine's, Piux XI, Waupaca - Dora, and Sheboygan Falls. Saint Catherine's took first place with their Indiana Jones themed machine



Watch the winning machine here: <https://www.youtube.com/watch?v=m4ulsazEbxg>

SPEED Workshop and Intergenerational Panel

Article By: Joe Packhem

The SPEED Workshop is being held on April 26-27th at Marquette University. There are opportunities for students and industry professionals alike. For more information, see the three pages near the back of the newsletter (one for students, one for professionals and one for sponsorship opportunities).

You can also contact the event's organizer, Joe Packhem, at joe.packhem@gmail.com



SPAG Committee Forming

Article By: Jeremy Hinds

Unique Opportunity: 2015 SPAG Proposal Team is forming

The SE Branch has for some time now wanted to submit for a State Public Affairs Grant (SPAG). The SPAG Grant would help the Branch with outreach and media relations at the local level. All too often you and I are hearing negative stories about the Civil Engineering profession, however many more positive ones go unheard. This is our initial step in reversing that trend and we want your help. If you are interested in being a committee member for this unique outreach endeavor, please contact Jeremy (jhinds@bloomcos.com).

WI Section Sustainability Committee

Article By: Bridget (Schuh) Henk

In January, the Wisconsin Section determined that there was a desire within the section to start a sustainability committee. I happened to be part of this discussion and volunteered to chair the new committee. In this new role, there was an opportunity to attend a one-day sustainability workshop in Atlanta in late February.

The weather was beautiful there in comparison to our very chilly temperatures, but with it being a short trip and many items on the workshop's agenda, little time was spent actually enjoying the weather! Many of the other attendees were just beginning their committees as well and there was great discussion on how to start getting the membership involved as well as lessons learned in the establishment of other committees.

From the conference and direction from the WI Section the first step of the Sustainability Committee is to establish a mission and vision for the committee. Teresa Davis of the Northwest Branch has graciously offered to be the first committee member. If you are interested in also being a part of this committee or have feedback on what you would like to see in the mission and vision, please let Bridget (Schuh) Henk know. (bridget.schuh@gmail.com)

Crane Safety Seminar

Article By: John Fraenhoffer

Tuesday, April 29, 2014
ASCE Crane Safety Seminar
Chicago, Illinois

The American Society of Civil Engineers has many assets, and one of the best assets is the technical braintrust of its membership. The technical knowledge base is enormous, and one of the best programs we as Society leaders could create is dissemination of this technical knowledge across our regions.

Crane Safety Seminar (cont'd)

I need not remind you that one of your toils is consistently provide attractive and informative programs for your members. This is no small task. The Region 3 Board of Governors is looking for opportunities to supplement and support your programs. This is the focus of our Assembly Roundtables. One aspect of this talent search is to bring speakers from outside the region to present programs.

On the afternoon of April 29, one such seminar will be presented near O'Hare International Airport. The Occupational and Safety Administration has re-written Crane Safety regulations and proffered a grant to Dr. Chung-Suk Cho of the University of North Carolina Charlotte to create an educational program. There are wide-ranging implications to the civil engineering industry, and this seminar will prepare engineers, contractors, and crane operators for the new safety standards. Attendees will earn four Professional Development Hours.

One of the reasons that we are bringing this seminar to Chicago is that the impact of these regulations will fall not only upon the construction industry but also the design profession. This one-half day seminar will arm you with the knowledge needed to prevent:

- Costly Change Orders
- Construction Schedule Disruptions
- Re-designs

Join us in Chicago on April 29!

For more information, contact John Frauenhoffer at (217) 356-2797

YMG Social Event: Brewers Tailgate Party

Article By: Chad Shihata

This year's Brewers Tailgate Party will be on Friday, April 25th @ 7:10pm vs the Chicago Cubs.

Back by popular demand we will be hosting the party on a reserved tailgate spot so we can spread the party out!

The festivities will cost \$20 and that will include a ticket (sect 435), soda, beer, bratwurst, hot dog, or hamburger with all the fixings. Tailgating starts at 4:00pm.

Registration and payment is due by April 23rd.

As a bonus for this event part of our ticket price will be going towards supporting the next STEM Expo. No worries though, the price will stay the same. Look for more information as we get closer to the event.

YMG Outreach Event: GEM Day

Article By: Sarah Sanfilippo

GEMS: Saturday, May 3, 2014

The Milwaukee County UW-Extension is having their annual GEMS (girls, engineering, math, science) conference for middle school aged students.



For many of the students, this is the first time they will be on a college campus, and we want to provide them with an experience they won't soon forget. They are looking for volunteers to conduct a hands on session (i.e., straw bridge), for about an hour.

If you are interested and available, please contact Sarah at sarahsanfilippo@gmail.com or Mike at mike.arnold@urs.com.

Continuing Education Opportunities

Financial Management for the Professional Engineer Face-to-Face Seminar in Chicago, May 1-2

It is not uncommon for engineering firm principals, project managers and technical staff to become confused and handcuffed when confronted with firm financial matters. After all, you were trained as an engineer, not an accountant. This program is designed to peel away the layers of mystery and provide you with the necessary basics - specifically as they pertain to engineering firm management. You will return to your office energized by new found financial skills, increased confidence, and a set of simple yet powerful tools and procedures you will use day in and day out to understand and manage your firm.

Topics Covered:

- Reading and Interpreting the Income Statement and Balance Sheet
- Industry Specific Accounting and Job Costing Packages
- Accrual and Cash Basis Accounting Methods
- Key Performance Measurements
- Creating Budgets, Plans and Establishing Targets
- Utilization Rate, Overhead, Direct Labor, Effective Multiplier
- Current Ratio, Working Capital, Liquidity, Debt to Worth
- Alternative to Profit Centers
- Firm Valuation Methods
- Ownership Transition Basics
- Creating a Financial Dashboard at Your Firm
- Project Management Financial Reporting and Monitoring
- Tangible Value and Goodwill
- Cash Flow Invoicing and Collections

More info at: <http://mylearning.asce.org/diweb/catalog/item/id/183347>

A Closer Look at Road Diets On-demand Webinar

A road diet represents the rechannelization of a roadway from four lanes, consisting of two travel lanes in each direction, to three lanes, consisting of one travel lane in each direction separated by a two-way left-turn lane. A road diet represents the rechannelization of a roadway from four lanes, consisting of two travel lanes in each direction, to three lanes, consisting of one travel lane in each direction separated by a two-way left-turn lane. The additional roadway width that results from this reconfiguration is then used to establish bicycle lanes, accommodate on-street parking, or create additional separation between the motoring public and pedestrians and bicyclists.

Purchase at: <http://mylearning.asce.org/diweb/catalog/item/id/71830>

'Get to Know Your Board' – Brian Genduso

We continue this series by getting to know “yours truly”, newsletter editor Brian Genduso.

Tell us about yourself: I grew up near cornfields in the far south suburbs of Chicago trying to beat boredom with Legos, video games and neighborhood hockey games. I moved to Wisconsin following my higher education and got married a year later to my lovely wife, Ellie. We now live in the city of South Milwaukee. I am a structural engineer with Spire Engineering in Milwaukee's Walker's Point neighborhood.

Where did you go to school: After graduating high school I branched out a bit by heading east to Penn State University for their Architectural Engineering program. I also spent a semester “studying” in Leeds, England.

Do you have any hobbies: I try to find time to cook, garden (that's if spring will ever come), go bowling or golfing, play my alto saxophone, and root on my beloved but dismal Chicago Cubs. However, lately it seems like my main hobby is “putzing” around the house trying to complete my never-ending to do list!

What is your favorite television show(s): I've never been a big TV consumer, so I'll have to defer to what I watch with my 3-year-old daughter Madelyn, who is really into “Sid the Science Kid”, “Daniel Tiger”, “and “Thomas the Tank Engine”.

What is the highlight of the past year: Hands down the birth of my son, Asher, born in January.

What did you want to be when you grew up: A baker for Jewel-Osco (sort of like Pick 'n Save around here)... which explains my love of cooking.

What is the best place that you have visited: I've been blessed to have travelled the world a bit, and I really enjoyed the Cinque Terre in Italy.

A place you would like to visit before you die: South America. I'm also still holding out hope that moon tourism will be up and running in my lifetime.

How did you get involved in ASCE: I was originally super-involved with the student branch at Penn State. After graduation I decided to take a breather for several years, until I was asked by Past Branch President Chad O'Donnell if I could take over newsletter editing duties. I enjoy computer and formatting work, so it seemed to be a good fit.

What do you like best about ASCE: I like the broad reach of the organization. It's not just a technical society, or a political society, or a social society. There is something valuable for every member.

What advice do you have for ASCE members: Take pride in the work you do and don't let others put down or marginalize the good name of civil engineering.

Newsletter Publication

We welcome your articles, letters & news items for publication in the ASCE SE Branch Newsletter.

Advertisements and job postings are also accepted by contacting:

Brian Genduso, P.E. – 414.278.9200 – bjg@spireengineer.com

Deadline for next issue is the first of the month.

Benefits of Collaborating with SPEED:

International recognition for university

Globally active students

Foster multinational team collaboration

Interest students in academic career tracks

Develop students with greater understanding of the format of course educational structure

Global networking for students and universities

International mobility and exposure for students



Student Platform for Engineering Education Development (SPEED) aims to spread innovative practice in engineering education to produce higher quality engineers around the world.

SPEED allows students to change the education system that trains them. The method for changing the education system is Action Planning. SPEED Workshops are Action Planning competitions.

What is an Action Plan?

Action Plans help you get from right now to a goal. They take into account schedules, cost estimates, and stakeholders that are necessary to accomplish the goal.

Students gain experience with brainstorming, teamwork, presentation, and networking.

Sponsorship Options

Bronze:
\$250
Logo on Website, 1/4 page Advertisement in Program

Silver:
\$500
Logo on Website, 1/2 page Advertisement in Program, Display Table

Gold:
\$1000
Logo and Advertisement on Website, 1 page Advertisement in Program, Display Table, Chance of a filmed Keynote

Platinum:
\$2000
Logo and Advertisement on Website, 1 page Advertisement in Program, Display Table, 30-60 minute Keynote Speech, choice of filmed keynote on website

You can request sponsorship money going towards individual student costs. Ask students to answer in 1 paragraph: Why do they want to globally innovate course curriculum? Receive responses and choose winners.



SPEED Workshop

April 26-27, 2014

Global Innovations to Engineering Courses: Student's Stake in Engineering

Itinerary

Friday, April 25, 2014
3:00-7:00 PM: Airport Pick-Up
7:00 PM: Dinner
8:00 PM: Social Event

Saturday, April 26, 2014
7:00 AM: Breakfast
9:00 AM: Industry Visit
11:00 AM- 12:00 PM: Action Planning
12:00 PM: Industry Expert Presentation
1:00 PM: Lunch
2:00-4:00 PM: Action Planning
4:15 PM: Intergenerational Panel (Academia, Industry, and Students discuss successes of innovative and globally focused engineering courses)
5:30-7:00 PM: Action Planning
7:00 PM: Dinner
8:00 PM: Social Event

Sunday, April 27, 2014
7:00 AM: Breakfast
8:00 AM: Finalize Action Planning
9:30 AM: Keynote Speech
10:00 AM: Ask questions of keynote for Action Plan
11:00 AM: Presentation Competition
1:00 PM: Lunch
2:00 PM: Results and Global Student Forum Pitch
3:00 PM: Airport Shuttles

Contact Joe Packhem to register:
joe.packhem@gmail.com

Global Student Forum

Every year SPEED plans a Global Student Forum (GSF) in a different international location. The next GSF is in Dubai at the beginning of December.



To help plan or for more information contact info@worldspeed.org. Visit our website at www.worldspeed.org and our Facebook at [/speedinternational](https://www.facebook.com/speedinternational)

“Never doubt that a small group of thoughtful, committed citizens can change the world; it’s the only thing that only has...”
-Margaret Mead

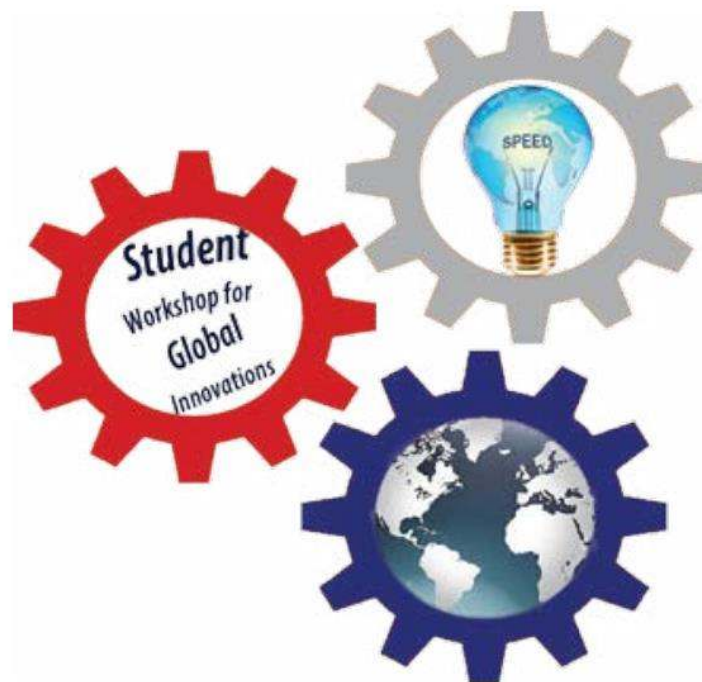


Please Participate in the Intergenerational Panel

Saturday, April 26th at 4 PM

Discuss innovative course structure with ties globally and to industry with students, academia, and industry.

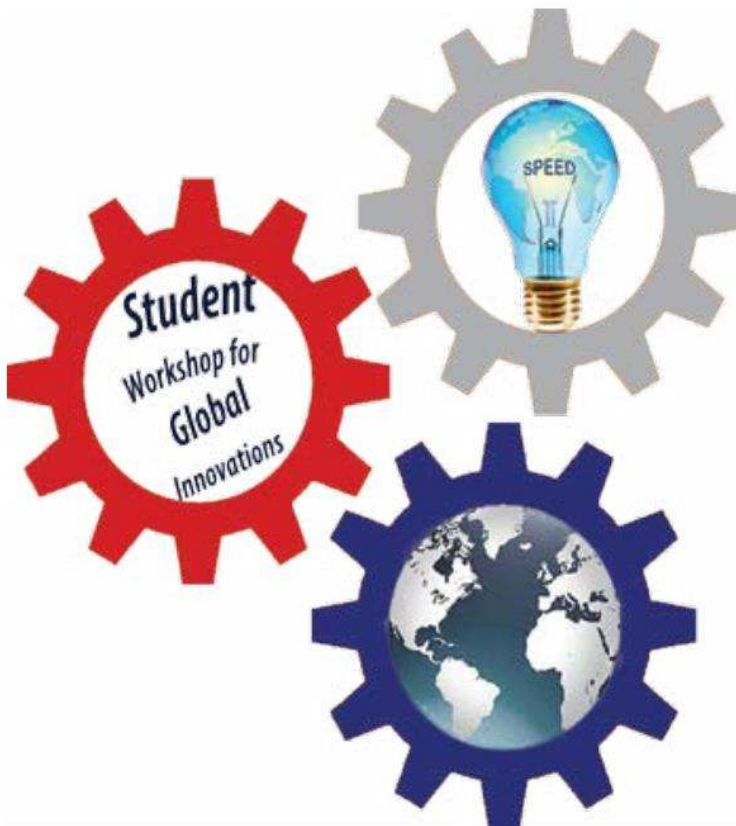
Free for industry members and professors



Contact Joe Packhem if interested:
joe.packhem@gmail.com

Engineering Student Workshop

**Global Innovations to Engineering Courses:
Student's Stake in Engineering**



Two day conference at
Marquette University
in Milwaukee,
Wisconsin.

April 26-27, 2014

Cost is \$110 per
student

**Contact Joe Packhem for more information:
joe.packhem@gmail.com**

Sponsored by the Student Platform for
Engineering Education Development

