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2016-2017

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[www.ascewise.org](http://www.ascewise.org)

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](http://WWW.ASCE.ORG)

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

## PRESIDENT'S MESSAGE

Greetings,

ASCE has released the 2017 Infrastructure Report Card (<http://www.infrastructurereportcard.org/>). As a country we have received a D+ grade, and the only way to improve our grade is to; 1) invest in our infrastructure by having appropriate funding sources through user generated fees, fix the highway trust fund by raising the fuel tax, and pay the true costs of use for infrastructure, 2) have appropriate leaders in place to develop the plans for sustainable infrastructure projects, past, present and future, and 3) prepare for the future by reviewing trends for future climate change, emerging technologies, and social shifts. If you are not already one, I encourage all members to become ASCE Key Contacts (<http://www.asce.org/keycontacts/>) to help inform our leaders of our infrastructure needs.

This month the Wisconsin Section will be hosting the Spring Technical Conference at the Crowne Plaza in Madison, WI on March 30. I encourage everyone to attend this event. The Plenary Address is by Mr. Henry Petroski of Duke University on *Infrastructure in Perspective* and the evening speaker is Mr. John McHugh speaking on *Ethical Leadership*. Two students from the Wisconsin Section will be honored as Outstanding Senior Civil Engineering Students for their dedication to ASCE and their communities during their college careers.

In April our Younger Member Group will be hosting their annual Milwaukee Brewers game outing. They have selected Friday, April 28th 2017 as the Brewers host the Atlanta Braves. This event is open to all Branch members and I encourage everyone to attend, as this is a great networking event for both students and younger members to meet other members in the Branch and to potentially forge connections for mentorships and/or future employment opportunities.

Lastly, as stated in a prior message, this is the time of year when we start seeking out members to serve as officers of the board next year. If you are interested in being an officer, let us know. If you feel an officer position may be too much of a time commitment, consider serving on one of our committees. While I feel the Branch is a great asset to our members, it still can be improved. This only can be done through diversification, which starts with new leaders joining the board and committees.

Ken

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**Save the Date: April Branch Meeting with STEM Forward & SWE**

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Mark your calendars for Tuesday April 11th, and plan to join fellow engineers and scientists for a viewing of the recently released movie “Dream Big”. This movie was developed in part with contributions from the ASCE Foundation, and features stories of young engineers pursuing their dreams of helping people by utilizing their STEM skills. The showing will be held in the evening at Discovery World on Milwaukee’s lakefront. More details to follow in early April.



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**Save the Date: 2017 YMG Brewers Tailgate**

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Article By: Dave Jaromin



The annual Brewers game and tailgate outing is right around the corner. This year's installment will be held on Friday, April 28th 2017 as the Brewers host the Atlanta Braves (Free-Shirt Friday: first 20,000 fans get a long sleeve t-shirt).

Join the ASCE crowd to network, tailgate and enjoy an evening at the ballpark. Save the date now and look for the event invite and registration in the near future.

Hope to see you there. Go Crew!

**2017 Wisconsin Section Spring Technical Conference**

Article By: ASCE Wisconsin Southwest Branch

The Southwest Branch cordially invites you to attend the Wisconsin Section 2017 ASCE Spring Technical Conference. The Technical Committee Chairs have gathered a wide variety of interesting technical presentations for your enjoyment. We are excited to have Dr. Henry Petroski, Professor of Civil Engineering and History at Duke University, deliver the plenary address *Infrastructure in Perspective* and Mr. John McHugh, Director of Corporate Communications for Kwik Trip, Inc., speak on Ethical Leadership (1 Ethics PDH) following dinner. In addition, ASCE National President-Elect Kristina Swallow will be in attendance and provide an update on ASCE National.

## Wisconsin Section 2017 Spring Technical Conference

Thursday, March 30th, 2017

**Plenary Address*****Infrastructure in Perspective***

*Mr. Henry Petroski, P.E., Professor of Civil Engineering  
Professor of History  
Duke University*

**Evening Speaker*****Ethical Leadership***

**Mr. John McHugh  
Director of Corporate Communications  
Kwik Trip, Inc.**



For additional information, including a full brochure of speakers and events, along with registration, please visit:

<http://events.r20.constantcontact.com/register/event?llr=s748eqkab&oeidk=a07edr52i2v086ebd59>

## 2017 Scholarship Golf Tournament

Article By: Paul Koszarek

The 2017 ASCE Southeast Branch Scholarship Golf Tournament will be held again at **Ironwood Golf Course** in Sussex on **Friday June 9th**.

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 \$10,000 for the Scholarship fund.



Multiple sponsorship opportunities are also available. New this year, we are offering multiple opportunities to get one or two golf registrations FREE with your sponsorship at the \$500 and \$600 levels, respectively. With the popularity of this event growing by leaps and bounds over that past several years, sponsorship opportunities have already started to fill up.

The proceeds from the event allow the ASCE Southeast Branch the ability to offer scholarships to local civil engineering students in Southeastern Wisconsin. Due to the success of our golf outing and the generous and loyal sponsorships, we are now able to provide four \$2,500 scholarships to deserving civil engineering students. We could not have provided these without your support.

Don't miss this opportunity to give back to the civil engineering community! See the flyer on the following page for more information, or visit [www.ascewise.org](http://www.ascewise.org)

For a link to sponsorship opportunities, visit:

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07edwveklu51602b7a>



2017  
ASCE SE BRANCH  
SCHOLARSHIP  
GOLF TOURNAMENT  
FRIDAY, JUNE 9, 2017  
10:30AM SHOTGUN, IRONWOOD GOLF COURSE, SUSSEX, WI



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VISIT [WWW.ASCEWISE.ORG](http://WWW.ASCEWISE.ORG) FOR MORE  
INFORMATION AND TO REGISTER

**YMG News**

**Student Chapter Updates**

**Great Lakes Student Conference at MSOE**

Article By: Aaron Schramm

As a reminder, Milwaukee School of Engineering (MSOE) will be hosting the Great Lakes Student Conference (GLSC) this year from March 31st to April 1st. They are in need of volunteers to help with both the mini competitions and also the major competitions such as concrete canoe and steel bridge. Please feel free to email Karissa Brunette ([brunettek@msoe.edu](mailto:brunettek@msoe.edu)) if interested in volunteering at the event. Also, they are still looking for companies to help sponsor the conference, please feel free to email David Burt ([burt@d@msoe.edu](mailto:burt@d@msoe.edu)) if your employer would like to help sponsor the conference.



For more information about our conference please check out the website at: [www.asceglsc.org](http://www.asceglsc.org). Please stay tuned for more information regarding this year's upcoming GLSC as the date approaches.

**Upcoming Outreach Events**

**STEM Day**

Article By: Kyle Bareither

On Saturday March 25th, the YMG will be participating in a STEM Workshop for local middle school students, organized by the University of Wisconsin, southeast region. The STEM Workshop will be held at the University of Wisconsin - Waukesha from 9:30AM to 2:00PM.

The YMG will be giving a presentation on cantilevers, followed by an Egg Cantilever Challenge! We did this last year, and it was a great time, so come help us promote the Engineering in STEM!



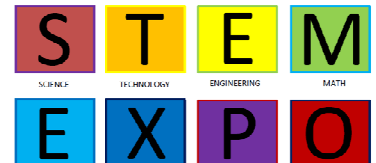
To register:

<http://events.r20.constantcontact.com/register/event?llr=8wbor5kab&oeidk=a07edwtmrgfd14ab235>

**2017 STEM Expo - Planning Committee Members Needed**

Article By: Pat Flaherty

It's official; planning for the 2017 STEM Expo has begun! The first meeting for the planning committee will be in early-mid April (final date still pending) to begin setting goals and milestones, as well as evaluate the planning processes for this year's event.



The YMG is looking for anyone who may be interested in helping to organize activities, help promote the event and/or facilitate the event's logistics on the day of. We're hoping to pursue some great new opportunities this year so we hope that this year's event will be bigger and better than ever! Anyone interested should contact Pat Flaherty at [patrickf@rileycon.com](mailto:patrickf@rileycon.com).

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**ASCE Member Spotlight: Michael West**

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This month we shine a spotlight on Michael West, an ASCE Fellow and Life Member. ASCE Fellows have made substantial contributions and developed creative solutions that change lives around the world, an honor held by fewer than 3.5% of ASCE members. Life Members have made a commitment to ASCE and the civil engineering profession by remaining a member for the full length of their professional career.

Michael A. West received a Bachelor of Architecture degree from the University of Illinois-Urbana in 1971 and a Master of Business Administration from the University of Wisconsin-Madison in 1977. He is registered in Wisconsin, both as an Architect and as a Professional Engineer, and as a Professional Engineer in Michigan and Ohio.

Mr. West joined Computerized Structural Design, S.C. in 1978, was made an Associate in 1981, and a Principal in 1985. He retired from CSD in 2016 with the title Emeritus Vice President. He is the co-author of several design guides and lectures, and serves on numerous AISC, ACI, and ASCE committees. Mr. West was honored with AISC's *Lifetime Achievement Award* in 2013, as well as ASCE's *Civil Government Award* in 2014.

Mr. West is a trustee in the Village of Fox Point, and has served as Village President since 2001. Speaking about this interactive role, he noted, "In our community everybody participates; they all come to meetings. We have public comment periods at meetings, citizens call me at home, they write me letters. It's real democracy, just like Thomas Jefferson envisioned it."

Since 2006, Mr. West has also served as a Commissioner of the Milwaukee Metropolitan Sewerage Commission, holding the positions of both Vice Chair and Chair during his tenure.

He encourages engineers to become involved in their local government. "The skill set that you get as an engineer—educationally, in practice and in professional registration—these three aspects are very helpful to the community. And it's not necessarily in purely engineering matters. Our community and the District hire engineers to do our design work, but what I'm really talking about are the analytical skills and decision-making skills—being able to weigh multiple alternatives and find the best way through to the solution that folks can understand, because it's their money."

**Q&A with Michael West:****Why did you choose to become a Civil Engineer?**

I was probably influenced by the train layout I had as a child. It featured a portal truss bridge, a tunnel (paper mache made by my father), and a truss tower airport beacon.

A true story... In the seventh grade, we were assigned a project to describe our future calling in life. I chose Architect, but as a seventh grader I was less than clear as to what an architect did vs. what an engineer did. Not long after I started at the U. of Illinois, Urbana, School of Architecture, I switched from the Design option to the Engineering option. Upon graduating in 1971 I quickly found that employment opportunities were better for starting engineers than for starting architects.

My first job was in the structural department of Flad and Associates. The rest is history!

**ASCE Member Spotlight: Michael West (cont'd.)**

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**What do you consider the most interesting/notable project you have worked on?**

UPS - Chicago Area Consolidation Hub (CACH), Hodgkins, Illinois, 1.9 million square feet. Notable for its size and complexity due to the automated sorting equipment and for its aggressive schedule. When you use UPS tracking you'll likely find that at some point in its journey your package went through CACH. The architect, engineering team and construction manager were subsequently brought back together by UPS to design and build UPS's Rockford Air Hub. That major project was completed nine months after ground breaking.

**What is your advice to young engineers?**

Think and think creatively! Don't start solving a problem until you've carefully considered and validated the problem. Most times the problem statement limits the range of solutions. A little more advice, go out to lunch with your colleagues, take a full hour, the discussions are bound to be interesting.

**Anything else you'd like to add?**

Now that I've mostly retired I am spending more time on travel, reading and other interests. These are the same interests as when I was working, the available time is the only difference! Best wishes to all for long and successful careers in 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](mailto:bjg@spireengineer.com)**

Deadline for next issue is the first of the month.