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WSPE eNews

A monthly publication from the Wisconsin Society of Professional Engineers

May 2015 Edition

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1. You Know a Lot More Than You Think You Do

By Randall C. Iliff, VP at bb7

I'd like to propose a wager.

I'm going to bet you know a lot more than you think that you do. If I win, you promise to be more forgiving of yourself. If I lose, you get credit for remarkable self-awareness and I'll go back to my day job of designing products for people.

First, since you are reading this give yourself credit for literacy, a critical threshold skill that grants you access to the stored knowledge, wisdom and whimsy of all humanity.

Second, you are operating an enormously complex device that in turn operates within an enormously complex system of devices. You have learned this skill not just once, but many times. Give yourself credit for at least basic competency on every device you own, each OS and application you've ever loaded, and for all the obsolete generations that came before.

Third, if you noticed that the title of this article is "different" somehow, give

yourself credit for awareness. You probably didn't analyze the title and determine that it consists only of words with five letters or less. Or that capitalization gives a visual pattern of repeating tall and short letters. Or that there is an intentional cadence to the sound the words make when read.

All of those factors make sense when you see them listed, but they probably aren't how you reached your conclusion. To "just know something" with confidence is a prized level of mastery in any sport. Fast reactions are a critical tool for thriving under pressure. Give yourself a franchise player bonus.

My point is that we are all good at an enormous number of seemingly trivial things. When we examine those "trivial" things they all turn out to require quite remarkable skill sets. Even the least technical of us routinely do incredibly complex things right almost all of the time.

It's the "almost" part that gets us in trouble. Nearly all of us focus on our mistakes, and in the process ignore the true magnitude of our accomplishments.

No wonder we feel overwhelmed. It's fine to look for ways to improve but debilitating not to occasionally honor what you already do well. Realize that you are building on a foundation of excellence.

Be kind to yourself, you've earned it.

While you're at it, recognize that everyone else belongs to the same elite team. Whatever differences exist among us are a paper thin layer resting atop a mountain of shared accomplishment. You are never as far ahead or behind as you might feel, and always close enough to reach out and help someone else.

Be respectful of others, they've earned it too.

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2. President's Message

By Pam Mazur, PE, Fox River Valley Chapter

WSPE Colleagues,

Now that it's May we are focused on finalizing the details for the Discovery Conference and Governor's New Product Awards Banquet at the end of the month. I am looking forward to this exciting educational event and hope to see many of you there.



*Pam Mazur, PE
WSPE President, 2014 – 2015*

Wanted: WSPE officers for 2015-16! We need members to fill our President-Elect and Treasurer positions next year. These are great leadership opportunities so please consider volunteering – your state society needs you. [Refer to Ed's article #4 below.](#)

The National MATHCOUNTS competition takes place May 7-10 in Boston. Let's wish our Wisconsin team good luck – and have fun.

NSPE has recently issued a public comment that opposes a proposed rule which affects requirements for a professional engineer concerning regulations for deepwater ports. For more information and to take action please follow this link: <http://www.regulations.gov/#!documentDetail:D=USCG-2012-0061-0001>

Have you ever wanted to be on TV? Apparently there is going to be a new series

developed which will investigate structural collapses, and they're looking for a professional engineer to host. If you're interested contact adam.treitler@papernyentertainment.com

Several members of the House of Representatives are sponsoring the Educating Tomorrow's Engineers Act of 2015. As noted on the NSPE website "The Educating Tomorrow's Engineers Act aims to increase student achievement and interest in engineering and to align K-12 curricula with the skills needed in the 21st century workforce." This act has bipartisan support and it certainly makes sense to be able to infuse engineering concepts into science and math classes. Here is the link for more information:

<https://www.votervoice.net/NSPE/Campaigns/39955/Respond>

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3. Discovery Conference is Very Soon!

By Ed Rodden II, Executive Director

**2015 Discovery Conference
(Radisson – Green Bay, WI)
May 27 & May 28, 2015**

*WSPE BoD meeting held on May 26, 4-6pm at Radisson.
Members are welcome to witness decisions by the Board.
DSPS Secretary Ross will be joining them.*

WSPE early bird joint registration ends Monday, May 4th for the Discovery Conference & Governors New Product Award. If you need extra brochures please contact at execdir@wspe.org (414) 531-1129. Please invite a nonmember with you so they can see the great event we have put on over the past several years. Click here to register:

<http://www.wspe.org/2015DiscoveryConferenceForm01.php>

Member pricing is \$200 for both days. If you want to join the Governors New Product Award & Banquet, there will be an additional cost of \$40 per member. After May 4th, regular fees for members are \$250 & \$50, respectively.

We've mailed out brochures for this event, but you can download a pdf here:

http://wspe.org/enews/2015/2015_WSPE_DC-GNPA_Brochure.pdf

Discounted rates of \$92 per room are available and you can reserve your room at the Green Bay Radisson now. Visit www.radisson.com/wspe or call 920-494-7300.

WSPE is glad to reintroduce the 38th Governors New Product Award Banquet on the evening of May 27th at the Radisson. Registration begins at 6pm with the WI Lt Governor Rebecca Kleefisch at the podium around 6:45pm.

A special thanks to Fox River Valley liaisons including: Bob Bath, Dale Cherney, Shelly Cornelius, John Davel, Mike Gigl, Mike Lefebvre, Leon Engler, and Glen Schwalbach.

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4. WSPE's Governors New Product Award (GNPA) Banquet

By Dale R. Swenson, P.E., WSPE GNPA Chair

WSPE's 38th Annual GNPA banquet and awards ceremony will be Wednesday evening, May 27, 2015. Registration will be 6:00-6:30 pm, with the banquet starting at 6:30pm. This banquet and awards ceremony will be very exciting and special. In our comeback year, WSPE is fortunate to have as our keynote speaker, Lt. Governor Rebecca Kleefisch. In addition, Mike Austin, co-host of the award winning "Mike, Matt and the Morning News" on WTAQ AM & FM Green Bay will be our Master of Ceremony.

Twelve WI companies have qualified and entered WSPE's 2014 GNPA competition. Come join the excitement as we find out which company places Best of State in each category. Early registration ends today, May 4th. Register today to take advantage of the discounted registration fee of \$40.00 for WSPE members with the same price for their spouse.

NOTE- the GNPA banquet and awards ceremony will be during WSPE's Discovery Conference both held at the Radisson Hotel and Conference Center, Green Bay, WI, Wednesday May 27th and Thursday May 28th, 2015. The Radisson is attached to Oneida Bingo and Casino and both are across the street from Austin Straubel International Airport. Please sign up for the GNPA banquet when you sign up for the Discovery Conference. You do not have to be a WSPE member to attend the GNPA banquet.

<http://www.wspe.org/gnpa.shtml>

Contact myself or Ed Rodden if you have any questions. Thank you.

Dale R. Swenson, P.E., WSPE GNPA Chair
gnpa@wspe.org (262) 366-5686

Ed Rodden II, E.I.T., WSPE Executive Director
ExecDir@wspe.org (414) 531-1129

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5. Membership Meeting

By Ed Rodden II, Executive Director

(Radisson – Green Bay, WI)
Tuesday May 26 2015 4-6pm

Members are welcome and encouraged to be present at the WSPE Board of Directors meeting being held in advance of the Discovery Conference and Governors' New Product Award on Tuesday May 26th 2015 from 4-6pm. This membership meeting will be held at the Radisson, so please plan to come with questions. In addition to discussing WSPE business, we would like to hear from the chapter officers around WI.

WSPE Board of Directors will welcome two special speakers: DSPS Secretary Ross and NSPE President Harve Hnatiuk, PE, F.NSPE.

Contact Ed at execdir@wspe.org (414) 531-1129 if you plan to attend, so he can provide enough copies of the business meeting materials.

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6. International Food Technology Exhibition Opportunity

Submitted by Dale R. Swenson, PE

The 2015 *International Food Technology Expo* will be held this July 12th-14 th at McCormick Place, in Chicago.

The International Food Technology Exhibition or IFT15 is an annual trade event attracting 20,000+ attendees (<http://www.am-fe.ift.org/cms>). Exhibitors at the show typically interact with food scientists. A large majority of exhibitors are ingredient or additive companies. Other categories of exhibitors include additives, food services, equipment, or contract manufacturers.

Through our relationship with the United States Department of Agriculture and the State of Wisconsin, New Composite Partners (NCP) has been asked to facilitate some activities related to the show.

First, the Wisconsin Economic Development Corporation (WEDC) is offering (free) mini-spaces to qualified companies interested in participating in the 20'x30' Wisconsin Exhibit. Companies selected as "Booth Guests" will use the Wisconsin Exhibit as a "home base" from which they can promote their product and work the floor to visit with potential suppliers, customers, etc.

Booth Guest companies also receive access to renowned product development experts and industry leaders partnering in the exhibit. Two industry showcases (Dairy and Meat) highlight industry best practices. Partners from the Food Research Institute; Center for Dairy Research; Meat Sciences; Food Science; & Food Packaging Departments from the UW System are also included. Tying it all together are economic development professionals with knowledge and access to resources supporting Wisconsin's production diversity, infrastructure, workforce, and business climate.

Next, through our relationship with the United States Department of Agriculture, New Composite Partners (NCP) is facilitating one-on-one meetings on July 11th and 12th with qualified buyers from around the world who come to the United States to attend this show. The meetings are ½ to one hour long one-on-one meetings with pre-screened buyers who, in most cases, are decision makers within their respective companies. These meetings will allow "Booth Guests" to position his products and services in front of international buyers who continue to seek the latest trends in products and services from the United States.

Buyers who have confirmed meetings:

- Brazil - China - Colombia - Guatemala - Jamaica - Japan - Philippines - Saudi Arabia - South Korea - Vietnam

PARTICIPANTS IN THE 2014 IFT BUYERS MISSION REPORTED:

Actual Export Sales of \$2.95 million
Projected Export Sales of \$3.6 million!

32 Distributorships Established
6 First-Time Export Sales to a New Market
13 Companies with >20% Sales Increase

If you have a client, or know of someone who may have an interest in becoming a "Booth Guest" and would like to take advantage of this first-time opportunity to use the Wisconsin Exhibit and these international Buyers Meetings as a launch pad for growing their business, *please contact me before Thursday, April *30th so I may be able to provide more information.

Kindest regards,

Melody Johnson
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7. Upcoming WSPE Officer Elections

By Ed Rodden II, WSPE Executive Director

The upcoming officer elections are near! The Executive Board would like you to consider a position on the ballot. The duties of the positions are outlined below, which include the Executive Board and Practice Divisions.

We are looking for individuals who would like to run as an officer and serve on the Executive Board and Board of Directors for the 2015-2016 fiscal year. The term runs from July 1, 2015 through June 30, 2016. If selected by majority vote, you have the opportunity to earn up to 4 PDHS. The Committees meet once a month, with meetings lasting around 60 minutes. They are held via conference call but there will be opportunities to meet in person.

If you are interested or have any questions, contact Ed Rodden II at ExecDir@wspe.org or (414) 531-1129.

You may download and print the pdf ballot by clicking here:
http://wspe.org/enews/2015/WSPE_2015_Exec_Committee_Ballot.pdf

May 12, close of business is the deadline to cast your vote, so vote today!

Email pdf or fax ballots to execdir@wspe.org (414) 454-8729

WSPE Executive Board
(2015 – 2016 Term)

Only those members who are current members of National and their State Society(ies) shall be eligible to serve in the position of President, President-Elect and Vice President of Wisconsin Society. Incumbents will maintain their respective positions if no running mates are determined.

Duties and responsibilities for each Officer are defined as follows:

President

The president shall preside at all meetings of the Society and of the Board of Directors; shall be, ex-officio, a member of all committees; shall appoint chairs and members of all committees; and have general direction of the business of the Society. The President shall exercise supervision over the operations of the executive director, and keep the Board apprised concerning that office.

President-Elect

The President-Elect shall act as president in the president's absence, and shall undertake assignments at the request of the president, the Executive Committee, or the Board. The principle activity of the president-elect shall be an examination of the Society and the development of plans for the following year.

Vice President – Membership Portfolio

In the absence of, or in the case of the inability of the president and president-elect, it shall be the duty of one of the three vice presidents, in order of precedence, to perform all the duties of president. Each vice president shall serve as chair of a Membership portfolio and liaison to a group of chapters as determined by the president.

Vice President – Governmental Affairs Portfolio

In the absence of, or in the case of the inability of the president and president-elect, it shall be the duty of one of the three vice presidents, in order of precedence, to perform all the duties of president. Each vice president shall serve as chair of a Government portfolio and liaison to a group of chapters as determined by the president.

Vice President – Education Portfolio

In the absence of, or in the case of the inability of the president and president-elect, it shall be the duty of one of the three vice presidents, in order of precedence, to perform all the duties of president. Each vice president shall serve as chair of a Image & Marketing portfolio and liaison to a group of chapters as determined by the president.

Treasurer

It shall be the duty of the treasurer to protect all funds and records of accounts of the Society, making an annual report of receipts and disbursements to the Society; give such bond, to secure the faithful discharge of duties as may be determined from time to time by the Board. The fee for this bond shall be paid by the Society. At the expiration of the term of office, all books, papers, and money belonging to the Society shall be turned over to the successor treasurer, who shall give the preceding treasurer a receipt therefore.

Secretary

The secretary shall record proper proceedings of meetings and perform such duties as are required by law, or assigned by the Board.

**WSPE Practice Divisions Openings
(2015 – 2016 Term)**

Practice Divisions, comprised of members having common professional concerns and interest, shall operate under the Constitution and Bylaws of the Society. The American Council of Engineering Companies of Wisconsin (ACEC WI) shall be the designated practice division for professional engineers in private practice (PEPP). Operating rules of the practice divisions, and any changes thereto, must have the approval of the Board before becoming effective. The Board may dissolve a practice division after conducting a hearing on the need for such action.

Professional Engineers In Private Practice**Professional Engineers In Government**

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8. Ethics for Engineers Live Webinar, Earn 2 PDHs!

By Brittny Lynn, Graduate & Professional Education, MSOE

Ethics for Engineers Live Webinar, Earn 2 PDHs!

May 6th 11am-1pm Central

Engineers are confronted with a variety of ethical situations. It is important to be familiar with the relevant ethical codes that govern engineers in their response to these situations. A review of the strengths and weaknesses of ethical codes as well as state and Federal laws will be discussed. Case studies in engineering ethics will be discussed as well as the steps in making an ethical decision.

[Learn more and register](#) for this course at MSOE.

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9. UW-Platteville's Distance Learning Center Garners \$630,410 National Science Foundation Grant for STEM Scholarships

By Karen A. Adams, UWP

The National Science Foundation (NSF) awarded a grant of \$630,410 to the University of Wisconsin-Platteville's Distance Learning Center to increase access to online master's degree programs in the STEM (science, technology, engineering, math) disciplines. The five-year project will provide 10 annual scholarships to full-time online students pursuing graduate education in STEM fields. The overall goal is to increase the number of students in STEM disciplines and the number of employees in STEM fields, especially underrepresented populations.

"This funding is a tremendous opportunity not just for the students who will receive scholarships, but to improve the learning environment for all students in

our programs,” said Dr. Lisa Landgraf, the grant’s Principal Investigator. “By improving diversity, retention, and graduation rates for the graduate programs, we are providing these students with an educational experience that will enrich their personal and professional lives.”

In addition to providing significant scholarship opportunities, the grant will also allow UW-Platteville to provide increased support services for online students including faculty advising and mentoring, peer mentoring, faculty/student research, and networking with STEM professionals. The impact of these activities on student retention will be reviewed under the terms of the grant funding. “Partnering with the National Science Foundation is a great honor and will allow UW-Platteville’s online programs to continue as leaders in the STEM disciplines,” said Dawn Drake, Executive Director of Alternative Delivery Systems at UW-Platteville. “But even more importantly, this partnership allows us to create opportunities for our online master’s degree students that will result in high quality employees who are in demand and uniquely relevant to today’s workplace and economy.” Additional information on scholarship details, including criteria and application instructions, can be found at GoUWP.com/STEM.

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10. WI Valley Chapter News: Leaning Towers of Pizza

By Angela Hanz, PE

The Wisconsin Valley Chapter of the Wisconsin Society of Professional Engineers (WSPE), along with the American Society of Civil Engineers (ASCE), attended the Wisconsin Destination Imagination 2015 Creativity Expo at University of Wisconsin-Stevens Point. The event was held on Saturday April 18, 2015 from 10AM to 3PM. As an exhibitor, the WSPE/ASCE had to promote a creative problem solving or Science Technology Engineering Mathematics (STEM) related process, tool, method or learning opportunity to K-12 students. The event was expected to draw over 1000 students throughout Wisconsin.

The WSPE/ASCE Team promoted the “Skyscraper Challenge.” The rules of the challenge were to construct the tallest skyscraper possible which also had to support the load of a golf ball at the top without falling over. Teams or individuals were supplied the following materials to construct the skyscraper:

- 1 – paper plate
- 2 – 3x5 index cards
- 2 – 5x7 index cards
- 4 – flexible drinking straws
- 3 feet of masking tape
- 4 sheets of 8 ½ x 11 paper.

The students then were given a prize based on height of the skyscraper and the names of the students with skyscraper heights were posted at the conference along with the name they gave their creation. Samples of Skyscraper names were The Leaner, The Tripod, The Stubbie, The Green Monster, The Coolio, and the Skyview.

WSPE/ASCE Team Members were: Angela Hanz - USDA Rural Development, Kevin Staus – U.S. Public Health Service, Scott Martin - MSA Professional Services, Andy Walters – American Engineering Testing, and Daniel Borchardt - MSA Professional Services.

Images below: Top left: The winning tower team proudly measuring their tower; Top right: the WSPE/ASCE Team Members; Bottom: A Sturgeon Bay student working on a skyscraper with her mom.



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11. Thank You, WSPE Supporters!

Gold Level



Silver Level



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Bronze Level



Are you interested in having your company support Wisconsin Society of Professional Engineers? See our webpage dedicated to this initiative <http://www.wspe.org/sponsors.shtml>

Contact Ed at execdir@wspe.org (414) 531-1129 to understand this program further.

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FREE 6-Month Trial Membership!

Interested in WSPE but not sure if you want to join? Try a 6-month FREE trial membership, courtesy of WSPE.

Go to

www.wspe.org/WI%206%20months%20Free%20Membership%20Application.pdf

to download an application.

Contact Ed Rodden, WSPE Executive Director, at ExecDir@wspe.org for details.

We Need Your News!

- Is your chapter hosting an event?
- Did your chapter get some new members?
- Have you started your own business?
- Is your company taking on a really challenging project?

If you said "yes" to any one of these questions, or would like to share anything even remotely newsworthy with the rest of WSPE, please contact Ed Rodden, WSPE Executive Director, at ExecDir@wspe.org.

We look forward to including your news in our monthly updates!



Join the discussion at [WSPE's LinkedIn Group](#) or



["Like" us on Facebook.](#)



[Follow us on Twitter.](#)

We Need Your Email Address!

If you are reading a paper copy of the WSPE eNews, you're missing out! Send your email address to Ed Rodden, WSPE Executive Director, at ExecDir@wspe.org or call him at (414) 531-1129 to receive electronic eNews.

Advertisers Wanted

Help us offset the costs of producing this eNews by placing an advertisement here! If you are interested in advertising your company here, please contact Ed Rodden, WSPE Executive Director, at ExecDir@wspe.org or [\(414\) 531-1129](tel:(414)531-1129).

Thanks for your help.

Update Your Information with WSPE

Did you...

- ...get a new job?
- ...get promoted?
- ...get a new phone number or email address?
- ...get your PE license?

You can update your information yourself on the NSPE website!

[Click this link to update your membership information.](#)

Alternatively, you can send your new information to Ed Rodden, WSPE Executive Director, at ExecDir@wspe.org or call him at (414) 531-1129 and he'll make

sure your information is updated in both the WSPE and NSPE databases. We'd also like to include an article in the next eNews summarizing your recent change or accomplishment to inform your fellow WSPE members.

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WSPE Mission Statement

WSPE is an organization of licensed Professional Engineers (PEs) and Engineering Interns/Engineers in Training (EIs/EITs).

WSPE enhances the image of its members and their ability to ethically and professionally practice engineering through education, licensure advocacy, leadership training, multi-disciplinary networking, and outreach.

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