

BEST PRACTICES GUIDE

FOR SECTIONS AND BRANCHES



Revised September 2013
www.asce.org/Regions-Sections-Branches

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EXECUTIVE SUMMARY

The ASCE Committee on Geographic Units (CGU) has collected successful activities of Sections and Branches and compiled them into this Best Practices Guide. The purpose is to provide new ideas and activities that your Section or Branch can use to expand your program initiatives and support the mission, vision, and values of the Society. This summary provides information on how to effectively use the Best Practices Guide, and contact information for comments or suggestions for future releases.

HOW TO USE THIS GUIDE

The guide is organized into seven major categories. Each Best Practice summary also indicates the general size of the Section or Branch that performed the activity.

The seven major categories are:

- Communications
- Continuing Education
- Government Relations
- Membership Development
- Public Outreach
- Section Operations
- Student Outreach

Sections and Branches provided general information and instructions for their activities and have shared the outcomes. They also included changes they would make the next time they organize the same activity. Section and Branch contact information is listed for each activity if you should have any questions about a specific activity.

ACKNOWLEDGEMENTS

The Leader Training Committee acknowledges all the Sections and Branches that submitted Best Practice summaries and the volunteers that assisted with the creation of this document.

CONTACT INFORMATION

The Leader Training Committee is always looking for new Best Practices to include in its guide. The Committee plans to publish an updated version at least annually. If you have a Best Practice and would like to contribute to this guide or have any feedback or comments, please contact Nancy Berson at nberson@asce.org or at 703-295-6010.

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COMMUNICATION

E-News

Section: Alabama Section

Section Size: Large

Project contact: Robert Thompson, P.E.

Contact phone number: (334) 239-3135

Contact e-mail address: rthompson@danbrownandassociates.com

General project description: Establishing a Section e-mail list for distributing news, notices, and an E-newsletter

The process – what you did, when and how: Our Section did not have a single Section e-mail list to rapidly distribute information to the entire Section. Each Branch has their own lists, but these do not include all members of the Section, only those that are regular attendees/participants in each Branch activities. There was no mechanism to ensure broad distribution to all Section members, except through regular U.S. Mail.

During an upgrade of the Section website and website hosting in 2008, we looked into various mail list programs. The program run by ASCE for the Sections was undergoing changes and we deemed it insufficient for our needs. We evaluated several mail list software programs, as well as paid services such as Constant Contact. With a list of 1500 members and not foreseeing the need to do large numbers of messages during the initial startup, we chose to setup and run the list ourselves through our website host.

The software we use is DaDa Mail. After doing the installation, we used the latest membership file for our Section to provide the initial subscribers. We sorted the CSV file by e-mail, then did a group subscribe. Since then, we have done an annual update using the membership data from Society. We are trying to do the updates in April after most everyone has renewed and before we start sending announcements for the Section Annual Meeting. During the update, we do a bulk upload and the software does not upload duplicate addresses. A message is then sent to new addresses asking if they wish to subscribe. We have had about half of the 200 potential new subscribers respond by subscribing.

The mail software allows subscribers to unsubscribe (which we have had some do), as well as track bounced addresses to eventually delete after several bounces have been received. Utilizing an e-mail address associated with our section domain name helps with Section identity. The mail software helps reduce message loss to spam filters.

The process of creating messages and managing the database are all web based with a browser interface. In addition to the mail list administrator, the website administrator and the current Section Secretary/Treasurer have access rights.

An additional feature for the Section has been to allow the Branches to use the same system to establish and manage their own mail lists. This allows for the Branches to have a more robust (using the membership data) and continuous mail list as opposed to the current Branch Secretary/Treasurer maintaining the list and sending e-mails from their own e-mail account. Two Branches and our one Institute Chapter are currently utilizing the service.



Those in charge – committee, task committee, etc.: Robert Thompson, P.E. – Mail List Administrator

Time frame – when started, when completed: Fall 2008: begin research, develop plan submit to Section Board for approval; April 29, 2009 – Mailing list launched

The parts that worked really well: So far, everything has worked well.

The administration that was important: Having someone willing to take the task on and see it through, particularly providing written instructions for future users.

The outcome: Information appears to be getting to the Section members in a timely fashion. Information concerning the two annual Section meetings is reaching the members better than through U.S. Mail.

COMMUNICATION

Newsletter

Section, Branch: Alabama Section, Birmingham Branch

Branch Size: Medium

Project contact: Bobby Nolen

Contact phone number: (205) 529.3390

Contact e-mail address: reepicheep@charter.net

General project description: The Branch publishes its electronic newsletter, The Forge, and distributes it to the membership by e-mail 10 times a year in conjunction with the monthly meetings. The newsletter consists of standard articles, such as “Meeting Information”, “Mark Your Calendars”, and “This Month’s Presenter”. In addition, committee members and YMF leaders regularly contribute articles pertaining to their activities. Finally, we allow business card advertisements to appear at the end of the newsletter.

The process – what you did, when and how: In the early 2000s, the Branch transformed its printed newsletter, which was distributed only at Branch meetings, into an electronic document that was distributed by e-mail to its membership. The printed document was often a single page with scant information and no visual appeal. The newsletter is now prepared using Microsoft WORD and incorporates text and picture boxes for a colorful and dynamic appearance. Without the expense of printing restricting the size of the newsletter and its content, it now will run for several pages, as more and more Branch members contribute articles and news.

Those in charge – committee, task committee, etc.: The Branch’s Secretary-Treasurer has traditionally served as the newsletter’s editor. Andrew Faulk initiated creation of the electronic newsletter when he served in that position in 2005.

Time frame – when started, when completed: The Branch has published The Forge since 2005. It is a continuing adventure.

The parts that worked really well: The members really appreciated the ready access and helpful information from the onset. Each issue’s lead article, “Meeting Information”, capsules meeting time and place, presents the program’s presenter and title, and provides directions to the meeting location. The article, “Mark Your Calendars”, provides bulleted information on upcoming meetings, special events, and items of interest.

The parts that did not work well: The use of text boxes to frame every article proved unwieldy and quirky. The newsletter now uses straight text that is allowed to flow around inserted picture boxes for effect. It also has not worked well to have the Secretary-Treasurer serve as editor. The Branch will use a member not in the administration to serve as the editor. Finally, not all the Branch members use e-mail, so some were not receiving the newsletter. The Branch now makes an effort to identify those members and send a hard copy by regular mail.

The administration that was important: Designating a member who is not a part of the administration will be important to avoid break-downs in transition as officer positions change.



The follow-up that was important: It is important for the editor to communicate deadlines for articles and follow up to be certain committee members, officers, and members who want to contribute submit articles in a timely manner.

What you should ALWAYS do with this project: Always publish the newsletter on time. Always have one person in responsible charge. Always proof the content of every article and have more than one person proof the newsletter before publication.

What you should NEVER do with this project: Never be late or miss a publishing deadline.

The outcome: The Branch members now enjoy a newsletter that is pleasing to view, informative to read, and timely in presenting information.

Additional comments: A sample of the newsletter is attached.



THE FORGE

Shaping the future, one design at a time!
Newsletter of the Birmingham Branch of ASCE

President
John Clark

Vice President
Karen Phillips

Secretary/Treasurer
Lori Beth Kearley

May 2010

Birmingham Branch- ASCE, P.O. Box 190366, Birmingham, AL 35219
<http://branches.asce.org/birmingham/bham.asce@gmail.com>



Meeting Information

Our monthly meetings are the first Thursday of each month at the Altadena Valley Golf and Country Club off Acton Road near Exit 17 on I-459. May's meeting will take place on May 6th. The meeting starts at 11:30 am.

The Club is located at 2651 Alta Vista Drive, Birmingham, Alabama 35243 and may be reached from the Acton Road exit (No. 17) off I-459 west of Highway 280. The club's phone number is 205-967-5322. Please visit the website for maps and directions from your location.

The price is \$14.00 per person, which you may pay to the Branch Secretary/Treasurer at the meeting or online at our website. We request that, if you plan to attend the meeting, please contact Lori Beth Kearley at 205-940-6420 or through the Branch's e-mail at bham.asce@gmail.com and indicate, no later than end of business Tuesday before the meeting, your plans to attend. Thanks.

The Branch's next regular meeting after the summer break will be on Thursday, August 5, 2010. Enjoy the summer, everyone!

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Mark Your Calendars

- May 6, 2010 - Monthly Branch Meeting at Altadena
- July 21-23, 2010 - Alabama Section ASCE Summer Meeting at the Wharf on the Gulf
- August 5, 2010 - Monthly Branch Meeting after summer break

May's Lunchtime Presenter

Frank Layton, with NHMS, will discuss products and techniques for long-term distressed concrete preservation. The rapid repair of concrete pavements damaged by fatigue, freeze/thaw, warping stress, and other structural problems prevent costly re-construction using conventional methods. Mr. Layton is the regional salesperson for NHMS, covering Alabama and Florida. He received a marketing degree from Auburn University where he played football under scholarship for Shug Jordan. He lives in Leeds with his wife, Barbara.

Officer Elections

The Nominating Committee will present its recommendations for officers at Thursday's meeting. The President will then open the floor for nominations, and the Branch will elect officers by ballot vote. Please be present to exercise your privilege to vote.

Scholarship Winner

By Susan Goertz

The Birmingham Branch ASCE is pleased to announce the winner of the \$1,000 branch scholarship: Ethan Peters of Mortimer Jordan High School, Morris, Alabama. Ethan will be majoring in Civil Engineering at Auburn University in the fall. Ethan has a resume that goes on and on, but, most notably for his success in Civil Engineering, Ethan is a member of the National Honors Society and Mu Alpha Theta (math honors society). He will have completed Honors biology, Honors chemistry, Honors physical science, AP calculus, and Honors physics by the time he graduates in May. He is an active member of his church and an active community volunteer.

Scholarship Golf Tournament

By Bobby Nolen

The cool, windy day, Monday, April 26, did not quell the enthusiasm of the participants in this year's joint Scholarship Golf Tournament held at the Pine Tree Country Club. Birmingham Branch ASCE and the Birmingham Chapter of the Construction Specification Institute (CSI) joined to host the tournament in which 16 teams played.

J. R. Prewitt & Associates Insurance provided a generous donation as the tournament sponsor. Other special event sponsors included AECOM as the lunch sponsor and Hunter Panels as the beverage cart sponsor. Hunter Panels also donated a drawing prize of several live lobsters given during the closing ceremony.

Team or hole sponsors were AMEC Earth & Environmental, Gallet & Associates (a Terracon Company), Block USA, Engineering Design Technologies, Sain Associates, Nolen Engineering Group, Malcolm-Pirnie, Mega Met Industries, John Wright & Eykon, Hanson Pipe & Precast, Alabama Power Company, Hatch-Mott Mc Donald, Barge-Waggoner-Sumner and Cannon, Sherman Williams, Fuller Thompson Olds Architects, and Robins & Morton. Altadena Golf and Country Club donated a round of golf for four. Nolen Engineering Group sponsored a set of three golf lessons from the Altadena Pro, Mr. Jeff Copeland. The Branch and CSI are grateful for the generous support and active participation of all the sponsors.

The first place tournament winner was the team of Uday Bhate, Richard Jacobs, and Andrew Lewis. Second place went to the team of Fred Hawkins, Cameron Buchina, Matt Alpine, and Tim Westhoven. Cameron Buchina won the longest drive contest. Jerry Smith and Taylor King were closest to the pins on the qualifying holes. Hunter Bruce sank a hole-in-one on No. 11 for a rare and special distinction. Bobby Nolen was the only participant to make the putt during the Younger Member Group's putting contest. Blair Hayes will enjoy the three lessons of golf. Ron Caroway will have three friends join him for the free round of golf at Altadena.

The Branch expects to net over \$2,000 from the tournament for the Branch's scholarship fund. Kerry Henneberger and Blair Hayes staffed the registration table and snapped photos of the event. Lindsey Sanders, Heather Carroll, Maggie Parker, Sara Bettinger, and Kyle Wood from the YMG conducted the putting contest and pitched in with other tournament chores. Sheila Montgomery and UAB students, Jeewon Park and Josh Phillips, hawked raffle tickets. Joe Meads and Dwight Turnipseed helped organize the event, solicited sponsors, secured door prizes, and generally assured the event would be a success. The Branch extends its heartiest congratulations and warmest appreciation to each of these for a job well done.

Pre-College Outreach Committee Update

By Sheila Montgomery

The Pre-College Outreach Committee made progress in April. We continued to finalize the strategic plan and look at the long range possibilities. To establish the basis for our first program, we spent much time deciding which age group to target. Since standardized test scores in the 5th and 6th grades and the students' and parents' wishes determine if a student will be on track to take calculus in high school, the committee chose 5th/6th graders as our first target group. To assure success the first year, we will limit our efforts to half a dozen area schools. Hoover, Birmingham, Vestavia, and possibly Trussville are primary targets. We continue to work on the details of the activity and competition. The venue will be UAB Civil Construction and Environmental

Engineering Department (CCEE). With the Engineer's Week activities already in place, all we need is to provide awards to the winners and participants.

The committee's ultimate goal is to create a yearly competition at UAB involving multiple events, similar, but smaller, in scale to ASCE Sectionals. Additionally, we will develop a mentoring program to guide students interested in civil engineering from middle school through high school and beyond. There are many opportunities for the future. Engineering academies at some schools in our area offer high school students collegiate level courses. Engineering clubs are beginning to emerge in some schools. For one local middle school, there is an engineering camp planned this summer. As the outreach program grows, we will be able to have specialized programs for the various groups.

In a recent meeting with the UAB CCEE Board of Advisors, committee members received a warm welcome. Both the UAB CCEE and its developing Alumni Leadership Council have committed to partnering with ASCE in this program. We will also approach the civil engineering honor society, Chi Epsilon, as partners. We are always on the lookout for other partnering opportunities. The program will make a larger contribution to our area's students as the team grows.

The committee welcomes Brian Ruggs of Malcolm-Pirnie, as its newest member. We also offer a farewell and our thanks to Lanka DeSilva, a recent UAB graduate who leaves the committee and Birmingham soon to pursue graduate study in ecology.

Please join us in our efforts to educate the future leaders in our industry. If you have any suggestions for the committee please contact Shelia Montgomery at sheliakmontg@aol.com or any other committee member. Also, if you know of an area K-12 faculty member who would be interested in sharing their ideas on this program with us, please let me know or feel free to share my contact information with them.

The mission of the Pre-College Outreach Program is to inform the Birmingham metropolitan area's educators, students and their parents about the civil engineering profession, and to support the educators' teaching efforts by providing educational tools, mentoring support, and establishing creative and competitive venues that challenge students and encourage their interest in civil engineering.

Younger Members Group

By Maggie Weems

The April meeting of the Younger Members Group (YMG) of the Branch was held at the office of Gallet, a Terracon Company. Ms. Nancy Hendrix of Dale Carnegie was the featured speaker, and she discussed the topic of "Goal-Setting." The meeting was very

interactive! The YMG's May meeting is be a social function. We invite interested members and guests to attend the Birmingham Baron's baseball game on May 20 at Regions Park in Hoover. The game starts at 7:05 and is a "Thirsty Thursday" event. If you are interested in attending, please contact htcarroll@terracon.com by May 17th. During June and July, the YMG will suspend regular monthly meetings. We will hold community service and social events periodically to keep in touch during the summertime. The YMG will convene its next regularly scheduled meeting August 12. Details will be forthcoming regarding summertime events and the August meeting.

On April 26, the YMG sponsored a putting contest at the joint ASCE/CSI golf tournament held at Pine Tree Country Club. Thanks to the generous participants, we were able to raise \$175! Congratulations to the putting contest winner, Bobby Nolen, who made the only putt in the contest. YMG will use the proceeds to sponsor community service activities and networking/social events. We appreciate all the support that the ASCE and CSI members and tournament participants provided to us!

Please submit nominations for YMG Secretary/Treasurer and Committee Head positions for 2010-2011 to lsanders@aerotek.com by May 21. Voting will take place at the August meeting. Remember – In order to hold a position within the YMG, you must be a member in good standing with the National ASCE and the Birmingham Branch.

Don't forget that you can now find us on LinkedIn and Facebook!

UAB Student Chapter Update

By Sheila Montgomery

Many of the UAB ASCE Chapter members are graduating this year. The group held a meeting on April 20th to solicit nominations for 2010-2011 officers. The results of the election will be available soon. Outgoing president Joey Sprague and vice president Jeewon Park have completed their service. The Birmingham Branch commends Joey and Jeewon for their efforts to lead the UAB ASCE Student Chapter in 2009-2010. Congratulations to all the graduates!

The UAB Student Chapter was eager to assist in the recent ASCE/CSI Golf Tournament. Jeewon Parks and Joshua Phillips sold raffle tickets for a round of golf for four and lessons at Altadena. Results of the raffle appear elsewhere in the newsletter. In the process they raised money for the UAB ASCE Student Chapter. Those involved in the raffle and tournament preparation greatly appreciated the students' efforts.

The new graduates are looking for employment or internship opportunities for the summer. If anyone knows of the availability of any positions for these eager and worthy graduates, please contact Shelia Montgomery at sheliakmontg@aol.com.

Dick Woodruff – A Yankee Worth Keeping

By Bobby Nolen

In 1932, armed only with a University of Alabama course catalog, a high school diploma, and an indomitable spirit, Richard Woodruff embarked from his parents' home in Binghamton, New York, to enroll at the Capstone and pursue his childhood dream – become a civil engineer. Since his graduation with a civil engineering degree in 1937, Mr. Woodruff continues to live his dream.

Upon the prompting of one of his professors, who observed that Mr. Woodruff was “a Yankee worth keeping”, Alabama Power Company hired him. During his 41-year career with Alabama Power, Mr. Woodruff served as stake carrier, structural and mechanical head engineer, and finally a principal engineer in the Power Company's hydro planning and design group. He worked on design or renovation of all or parts of 14 of the Company's hydro power plants. After retirement, Mr. Woodruff served as a hydro-consultant for a local engineering company, retiring from Hendon Engineering Associates after more than 20 years of service. Having recently celebrated his 97th birthday in March of this year, Mr. Woodruff remains active, serving as the technical director for the Village Creek Society, an organization seeking to eliminate flooding along Village Creek, and enjoying excursions on his boat on Lake Guntersville.

Mr. Woodruff joined the University's Student Chapter of the American Society of Civil Engineers and has remained active in ASCE for over 70 years. He served an integral role in establishing the Birmingham Branch in 1970. During each of the Branch's 19 fourth grade coloring competitions, Mr. Woodruff served as the coordinator and manager of the field trips to Logan-Martin dam and other Alabama Power Company sites. He worked tirelessly and graciously to be certain each student enjoyed the field trip and understood some of the significant impact civil engineers have on their lives.

If you can catch up with Mr. Woodruff, please express to him your appreciation for his steadfast service to the Branch and exemplary role model as an engineer. He is usually diligent about attending the Branch meetings, so Thursday will be your chance. I will personally express my astonishment at the zest and energy he wields as he continues to live his dream. Thanks, Mr. Woodruff.

Announcement: Letter of Map Change (LOMC) Update

The Alabama Office of Water Resources, a division of the Alabama Department of Economic & Community Affairs, will assume responsibility from Department of Homeland Security's, Federal Emergency Management Agency (FEMA) for processing Conditional Letters of Map Revision (CLOMRs) and Letters of Map Revision (LOMRs)

within the State of Alabama. Beginning July 1, 2010, all applicants for CLOMRs and LOMRs (MT-2 applications) within the State of Alabama should mail their requests to:

Alabama Office of Water Resources
Attn: MT-2 LOMC Coordinator
401 Adams Avenue, Suite 434
Montgomery, AL 36104

FEMA will maintain responsibility for processing MT-1 applications, which pertain to Conditional Letters of Map Amendment (CLOMAs), Letters of Map Amendment (LOMAs), Conditional Letters of Map Revision-based on Fill (CLOMR-Fs) and Letters of Map Revision-based on Fill (LOMR-Fs). If you have any questions or concerns about these changes, please contact Phillip Hicks at (334) 242-4991 or floods@adeca.alabama.gov.

Newsletter Sponsors

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Where else can you reach over 500 people for such a low price? Put your company on the map today!

Don't see your company's name here? Support your branch! For a fee of \$50.00 per month your company's name can reach over 500 engineers, scientists and potential clients in the Birmingham Area. If you would like to advertise in next month's issue, please contact Lori Beth Kearley @ 205-940-6420 or mail your check to P.O. 190366, Birmingham, AL 35219.

Branch Contact Information

<u>President</u>	<u>Vice President</u>	<u>Secretary/Treasurer</u>
John Clark Volkert and Associates 205-563-3137 clarkstirr@yahoo.com	Karen Phillips City of Talladega 205-541-5148 kphillips72@windstream.net	Lori Beth Kearley Sain Associates 205-940-6420 lbkearley@sain.com

PLEASE RETURN THIS STUB WITH PAYMENT:

DUES: ASCE Birmingham Branch (2009-2010) Total Due: \$20.00

MAKE CHECK PAYABLE TO: ASCE-Birmingham Branch

P.O. Box 190366, Birmingham, AL 35219

Name: _____

Email: _____

Company: _____ Phone: _____

Interested in volunteering your time? _____



COMMUNICATION

Website

Section, Branch: Kansas Section, Wichita Branch

Branch Size: Small

Project contact: Lynn Packer, P.E.

Contact phone number: (316) 660-3045

Contact e-mail address: lpacker@sedgwick.gov

General project description: The website was created and maintained as both a cost saving measure for the branch and a more efficient means of communicating with the membership. This reduced postage costs for meeting notifications and newsletters, and provided a way to keep everyone engaged and informed about our activities.

The process – what you did, when and how: The website was started with little success in 2001. It was not highly publicized with the members, and, because of monthly mailings, the website was more of an afterthought. We eventually stopped the website.

The site was given new life in 2006. It was redesigned with the intent of making it a necessity rather than an extra form of communication. We started with the basics – upcoming meeting information, calendar of events, past meeting minutes, and contact information for the branch officers. The website was advertised at the monthly meetings, and we began emailing meeting notices rather than mailing them. The website was still an extra form of communication; we took the approach to slowly implement it as a main communication tool.

In 2009 we changed the format of the email notifications. Instead of attaching a PDF copy of the meeting notification with the email, we provided a link to the meeting notification on the website. This reduced the file size of the emails and encouraged more traffic to the website, but still required an email (or phone call) to sign up to attend the meeting.

In April 2010 we started accepting meeting reservations via the website. The meeting notifications are still sent in email form, but now they link to the website where all information is collected and stored.

Those in charge – committee, task committee, etc.: The appointed webmaster; input from Branch officers.

Time frame – when started, when completed: Started in 2001 and then stopped in 2003. Restarted in 2007 and continues to evolve and progress.

The parts that worked really well: Spoon feeding the communication changes to the general membership seemed to work well. We did not want to exclude those members not up to date with current technology, and have made sure to make special arrangements with those few members who prefer more traditional means of communication.

Thus far, providing a means to RSVP on the website itself has not only made preparing meetings easier, but it increases traffic to the website, as well.



The parts that did not work well: The website cannot be an alternate means communication. It did not work to simply create the website and let members search the site on their own.

This is something off the wall that we did: The Wichita Branch has actually made using and viewing the website mandatory instead of voluntary through its web-based RSVP system.

The administration that was important: A successful website needs to be addressed continually. The content needs to be fresh and relevant. The Wichita Branch discusses the website content at each officer's meeting and keeps the appointed webmaster well informed about all facets of the branch. This ensures website content is up-to-date and dynamic.

The follow-up that was important: As with any website, you must follow-up to keep the content dynamic. A static site will simply not be useful to any section or branch. In addition, seek out comments and suggestions from the membership to ensure the information provided on the site is indeed useful to them.

What you should ALWAYS do with this project: Update, update, update. Keep the content fresh and relevant. A successful website will be useful to your membership, not simply regurgitate information.

What you should NEVER do with this project: We have learned a few things through this process, and two NEVERS are (1) Don't change things overnight; allow for some lead-in time to give the membership a chance to warm up to the changes, and (2) don't let the website get stale. If a member checks the website a few times over a month or two and sees the same information then they are less likely to return.

The outcome: The Wichita Branch has a successful website that is consistently in the top 5-6 branches for monthly hits. The site is now interactive with the web-based reservation system and we are always looking for ways to make the website more useful to the membership.

Would you do it again? Yes! The website streamlines communication, and saves the branch time and money. We are finding new ways to use it. For example, we are developing a web-based survey this summer to get valuable feedback from our members about the meetings and events we currently host.

COMMUNICATION

Newsletter

Section, Branch: Los Angeles Section, Metropolitan Los Angeles Branch **Branch Size:** Very Large

Project contact: Karen Sepulveda

Contact phone number: (818) 309-9649

Contact e-mail address: kar@sepulvedas.net

General project description: Quarterly newsletter based upon Branch activities.

The process – what you did, when and how:

The Branch identified the need to revamp the existing newsletter in format and content. We took the following steps:

- 1) Identified an individual competent in newsletter design and described our goals for the project
- 2) While the redesign was occurring, a Branch board member was assigned the task of gathering for content. The following steps were followed:
 - a. A spreadsheet was created listing potential articles per area or committee, assigned an author and decided on a due date. The due date was typically one month prior to the newsletter distribution.
 - b. The list of potential articles was modified to reflect achievable goals by the volunteers submitting or the variety required in the newsletter.
 - c. The board member emailed the assignment to each author well in advance of the deadline and sent regular reminders.
 - d. Once the articles were received, the author was also asked to ensure a photograph was also submitted, if possible. Remaining articles not received were shelved until the next newsletter.
 - e. If a potential article came to light during the process that was newsworthy or time-sensitive, the Board member added such article to the list of potential articles for the upcoming newsletter.
 - f. The Board member then compiled all information assigned including, articles, calendar updates, advertisements, announcements, etc. into a single zip folder sent to the newsletter editor/producer. The newsletter producer was asked to present a draft to the Board by a deadline.
- 3) Once the draft was received it was forwarded to all Board members and Committee Chairs for a 72 hour review. If the review was not completed by 72 hours, the comments in hand were returned to the newsletter producer who made the changes and resubmitted for approval.

- 
- 4) The final review went to Board members for their final approval. The President of the Branch was required to sign off on the newsletter before distribution.
 - 5) The newsletter was then submitted to the local agency who distributed the newsletter via email.

Those in charge – committee, task committee, etc.: The effort was managed primarily by the President and the newsletter editor. The Board and Committee Chairs were a part of the production and approval process. Most of the Branch volunteers would be asked from time to time to contribute to the newsletter.

Time frame – when started, when completed: Each newsletter tasks were assigned at the two to three months before expected distribution, collected by a month prior, submitted to newsletter editor producer with a two-week deadline and allowed for a two-week approval process. Total time = 3 months.

The parts that worked really well: Having a plan in place to completed the process.

The parts that did not work well: Putting the burden on an individual to get 12 volunteers to submit articles and photographs in a timely manner.

The administration that was important: Unfortunately, micromanaging the process. It was also important to ensure the entire Board was involved in the approval process since the document is a reflection of the Board as well as the Committees.

The follow-up that was important: Maintaining contact every week while waiting for submissions.

What you should ALWAYS do with this project: Find someone who is not bashful about following up with volunteers who have committed to deadlines.

What you should NEVER do with this project: Expect that the volunteers will submit their articles without follow up.

The outcome: A high-quality document produced at regular intervals that had a professional look and interesting content.

Additional comments: Newsletter attached.

President's Message

By Karen Sepulveda, MLAB President

I mention a professor in my last message who inspired me to seek out the sciences, which led me to a career in civil engineering. That professor's name was Lowell Karre, and he taught at Golden West Community College in Huntington Beach.



Not only did he teach with such care for the education of his students, but he taught those of us who took Science 100. I am told that the other science professors dreaded being assigned this class. We were the non-science majors who typically either didn't understand the sciences or didn't care to understand. He felt differently.

His comments prompted me to take the series of tests that identify aptitude and interest, and I was shocked to see that it identified me to be either a judge or an engineer. I thought to myself about how proud I would be to walk down the aisle and receive my degree as an engineer (once I found out what it was!).

After writing the October message I thought about how I had never thanked him for the positive impact he had on my life. I contacted the science department and received a reply. Lowell Karre passed away only a couple of years back from lung cancer, and I was too late.

I thought of all the time lost after graduation where I could have expressed to him my gratitude. Here is a man whose work and words had literally changed my life, and I had procrastinated giving my appreciation.

I believe that some people know from a very young age what their path should be, while others struggle to find our path, and sometimes never identify our passion in life. Even those among

us who knew their path must have had wonderful teachers and inspirations along the way.

Take moments you have to cherish and recognize people who were your teachers, your encouragement and often the wind behind your back when the curriculum was difficult.

Often teachers never hear that their work was life changing. So break out your old phone books or search engines, and send a message.

While one opportunity was lost, I must believe that Le Val Lund, P.E., F. ASCE, fully understood my appreciation of him and my great affection. Only four of his eighty-four years were

See **President** . . . Page 2

Announcements

- New Graduate Scholarship named in honor of Le Val Lund.
- MLAB Vice President, Serge Haddad, P.E. appointed to the Council of Younger Members.
- Julian Garcia, P.E. Chair of the Student Activities Committee, received the 2006 ASCE Region 9 Outstanding Civil Engineer in Community Service.
- The Bureau of Engineering for the City of Los Angeles receives the 2007 ASCE National Employer Recognition Award commending their encouragement of young engineers in the profession and ASCE activities.
- Branch's Hydraulics and Hydraulics Technical Group luncheon attracts 80 attendees to hear Roger Patterson from the Metropolitan Water District speak.
- Serge Haddad, Young Members Committee received the 2006 ASCE Region 9 Outstanding Young Civil Engineer.

INSIDE:

Le Val Lund

MLAB First Mixer

2008 Water Shortage

ASCE National Conference

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President . . . from Page 1

known to me, but he is yet the closest person to my heart I have ever lost.

Friday, November 30th, saw the passing of Le Val, the first President of Metropolitan Los Angeles Branch, current Bylaws Chair and President's Council Advisor, from lymphoma. More than a volunteer, I have lost my friend, dinner companion, wine-tasting cohort, and sage.

Le Val was a man unbiased toward everyone. To each he wished them curiosity for the world unknown, and to learn as much as their minds could allow. He was our teacher, even on those

trips that we'd rather lean against the bus window and sleep. His mind was a library. He was interested in others, what they knew, and what they dreamed.

He was my mentor, always encouraging me to invest myself in the promotion of the engineering profession to help others as well as myself. Le Val will be missed.

If Le Val Lund has touched your life, please write to me over the next month or two memories and sentiments will be printed into our April newsletter. Following is a small glimpse into the life and history of Le Val Lund.

Le Val Lund

Le Val was born in Los Angeles on February 24, 1923. He died peacefully at home on November 30, 2007, from lymphoma. He was the loving son of the late Dr. and Mrs. Le Val Lund, and a lifelong Los Angeles resident. After graduating from John Marshall High School, he attended Occidental College and Caltech, and was in the Navy V-12 program.

He served as an engineer in the Seebies in the Pacific during World War II. He received his Masters degree in Civil Engineering from USC. In 1947 he began a 42-year career as a civil engineer with the Los Angeles Department of Water and Power (DWP). He helped design, construct and operate many projects for the DWP including the Second Los Angeles Aqueduct, and numerous dams, filtration plants, reservoirs, water tanks, and pumping stations.

He was the director of several different divisions at the DWP. During the record Los Angeles drought of 1977, he was the co-leader of a special DWP task force that assisted Mayor Bradley's Blue Ribbon Committee on Water Conservation. That work resulted in the first water conservation plan and the language of the first water conservation ordinance for the City of Los Angeles – both are still in effect today.



After he retired in 1989, Le Val became a recognized expert in the field of the impact of earthquakes on urban lifelines (systems for water supply, electricity, gas, sewerage, and communications). He traveled worldwide visiting earthquake sites and provided consultation for various dam and water systems.

He was a skier, loved the outdoors, was always learning and a fan of all USC athletics. He enjoyed caring for his cymbidium orchids. He was a member of Water and Power Associates, the American Waterworks Association, ASCE, EERI, TECLEE and the Association of California Water Agencies. He was instrumental in founding the Greater Griffith Park Neighborhood Council. He served as president of the Caltech Alumni Association as well as president of the Caltech Gnome club, the oldest campus service club, dedicated to the principles of service fellowship, courage, loyalty and truth.

Le Val is survived by his sister, Ethel Pattison of Manhattan Beach; a niece, Le Valley Pattison and her son, Logan Le Val; and cousins Patricia Riley of Manhattan Beach; John Le Valley of Miami, Florida; Sheila Brown and Nancy Brock of New Jersey, Joan Luccisano of New York, and Thomas Pursley of Washington, D.C.

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MLAB Student Activities Committee Holds Their First Mixer of the New Year

By Julian A. Garcia, P.E.

The MLAB Student Activities Committee was created to offer ongoing support for the student chapters under the Branch by providing guidance, resources, funding, and opportunities to the students. The intent is to build a strong engineering society and create a strong future leadership for the organization by motivating our students to continue their active involvement and thus advancing themselves, their careers, and the quality of the profession.

On September 21, 2007, the MLAB Student Activities Committee held its first Mixer for the year. Representatives from CSULA, CSUN, LMU, UCLA, and USC got together with some key members of the Branch, the Branch's Younger Member Forum (YMF) and the Los Angeles Section to get acquainted, build stronger relationships, and establish some goals for the school year.

The meeting was a definite success, with students sharing ideas freely in a friendly and open environment. Among the topics discussed, students identified the difference in needs between students beginning their college years and those preparing to graduate. The participants then brainstormed the different ways ASCE could help address those needs in order to maximize

student participation at all levels and enhance the academic formation of all its members.

MLAB also took this opportunity to promote the many resources, whether offered by ASCE or some other organization, available to all the students and encouraged the students to take full advantage of them whenever possible. MLAB Vice President, Serge Haddad, gave a presentation that explained the organizational structure to the students. Outgoing Los Angeles Vice President for Student Chapters, Don Sepulveda, helped the students understand how to write their annual reports, encouraging them to see the report as an important tool for future classes to see what worked, or did not work, toward their success.

It was an absolute pleasure to watch our student chapter leaders show the kind of enthusiasm and drive that make running this Committee such a rewarding experience. The second Student Activities Committee Mixer is currently scheduled for January and will be hosted by the Loyola Marymount University ASCE Student Chapter. If you are interested in becoming more involved with student activities, please contact Julian A. Garcia, P.E. at jagarciao@gmail.com.



George Huang, Julian Garcia, and Karen Sepulveda



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Record Dry Year, Potential 2008 Water Shortages Set Stage for Southern California World Water Forum

With record dry conditions and possible 2008 water shortages serving as the backdrop, a year-long grant competition that will mobilize hundreds of college students throughout southern California to help address global water issues kicked off today. Students from nearly 30 community colleges and universities throughout the Southland joined officials from the Metropolitan Water District, MLAB, the United States Bureau of Reclamation and UNICEF to launch the Southern California World Water Forum during a five-hour workshop at Metropolitan's headquarters in downtown Los Angeles.

"This program is a great opportunity for all, especially for our next generation of great young thinkers to tackle the water problems of today and prepare for the water problems we face tomorrow," said U.S. Rep. Grace F. Napolitano (D-Norwalk), honorary chairperson of the Southern California World Water Forum, in a taped address. "I trust your participation in this program will challenge you to get more involved in addressing water issues affecting California and the western United States, with national implications of global warming," Napolitano told students.

Benita Lynn Horn, Metropolitan's manager of the Southern California Water Forum, said the interdisciplinary program will bring together students from academic applications ranging from international studies, urban planning and political science to civil engineering, economics and environmental sciences. "To qualify, these student teams must design a rendering or prototype of a technology or process that improves water-use efficiency," Horn said. "They also must develop a business plan that includes a budget and timeline, as well as addresses the environmental, financial, societal and public policy implications of their proposal."

This year's competition is getting underway as water agencies throughout Southern California plan to deal with continuing record dry conditions and potential water shortages in 2008 and beyond. Metropolitan board Chairman Timothy

F. Brick noted that the World Water Forum's principles were consistent with the district's current advertising campaign emphasizing, "It's Time to Get Serious."



"In that same serious manner, we're looking for students participating in the World Water Forum to propose ways to develop new conservation technology prototypes to save water," Brick said. "We are also looking for them to develop new approaches and policies that challenge people to think about using or allocating water differently, and to create new, innovative ways to communicate and educate people about ways to access, clean, use and save water in their everyday lives."

The United Nations estimates that more than one billion people worldwide do not have sustainable access to safe drinking water, and 2.6 billion do not have access to adequate sanitation. In response, the U.N.'s General Assembly has proclaimed 2005-2015 as the International Decade for Action, "Water for Life," which includes a commitment by all 191 member nations to reduce the proportion of people unable to reach or afford safe drinking water by half.

"A third of the world's population lives in water-stressed countries. By 2025, this is expected to rise to two-thirds. However, there is more than enough water available, in total, to meet everyone's basic needs," said Vanessa Tobin, deputy director of UNICEF's water, environment and sanitation program division. "It is recommended that people need a minimum of 40 liters of water a day for drinking, washing, cooking and sanitation, but we measure minimum standards based

See **Record Dry Year** . . . Page 7

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Annual Meeting and Awards Luncheon

By Steve Milewski, P.E., MLAB Treasurer

The big shiny ball didn't drop and there were a few people short of the million that Times Square draws, but the MLAB Annual Meeting and Awards Luncheon did have the feel of a New Year's Eve celebration as Branch Officers reflected on the accomplishments of the previous year and looked forward to the coming year. The meeting marked the end of ASCE's fiscal year and included a recap of the Branch's accomplishments along with recognition of the best local civil engineers and civil engineering projects.

After some informal mingling, current President Karen Sepulveda welcomed everyone and introduced the MLAB Board Members. Karen then turned the meeting over to outgoing President Cung Nguyen for the presentation of the 2006/07 President's Report. Cung highlighted the Branch's accomplishment including sending representatives to the ASCE Annual Conference in Chicago, the Infrastructure Symposium and Legislative Fly-In in Sacramento, and the Region 8 and 9's Workshop for Section and Branch Leaders in Washington. The Branch also held a series of luncheons throughout the year with guest speakers addressing a variety of civil engineering topics. Cung seemed most proud of the Branch's work with the future engineers as \$4,500 worth of scholarships were given out to deserving area college students, and the City of Los Angeles Bureau of Engineering continued work with Los Angeles Unified High School students on a bridge building competition of which MLAB is a partner.



Next up was the Treasurer's report where the precise amount spent on stamps was noted. Thankfully, no further questions were asked regarding excessive accounting details. Section Secretary, Jay Higgins, afterward made up for the lack of poignant questions.

Awards Committee Chairmen Hector Boras capped off the event with the presentation of the 2006-07 Award from MLAB. Deserving award winners in the following categories were:

Outstanding Government Civil Engineering Project

Greater LA County Regional Water Management Plan (IRWMP), Collaborative effort of hundreds of organizations
Technical Excellence

Solid Waste Information Management System (SWIMS), County of Los Angeles Department of Public Works

Outstanding Public/Private Sector Civil Engineering Project

Intelligent Transportation Management System, City of Santa Clarita

Outstanding Younger Civil Engineer

Julia Moye, City of Los Angeles Bureau of Engineering

Outstanding Civil Engineer in Government

Hector J. Bordas, County of Los Angeles Department of Public Works

Outstanding Civil Engineer in Private Sector

Michael Drennan, with Brown and Caldwell during the award period and currently with Michael Drennan Associates, Inc.

Randomly selected ASCE member John Burton who had put his business card in the door prize raffle won a Starbucks gift card. Keep those outstanding projects and coworkers in mind for nomination for the 2007-08 awards. Don't be shy as self nominations are also accepted.

ASCE National Conference Recap

By Serge Haddad, P.E., MLAB Vice President

The 2007 ASCE National Conference in Orlando, Florida was attended by approximately 35 members from the greater Los Angeles area. The national conference was held November 1st – 3rd and its theme was “Infrastructure for all Generations”.

I flew into Orlando on Wednesday morning to attend pre-conference meetings with the Committee of Younger Members. It was my first time in Florida. Orlando is a city that is in stark contrast to Los Angeles. Large open green spaces, clear skies, wet weather and relatively little traffic are the major differences between the two cities. Disney, however, helps bridge the two cities. Walt Disney World employs 68,000 Orlando residents and influenced much of the business in the area similar to our neighbors in Orange County.

The majority of my Los Angeles colleagues flew in on Wednesday night to attend a variety of events. Thursday’s events were divided



among all categories of ASCE membership. I joined the Younger Members in attending two symposiums: the Daniel W. Mead essay and a symposium to enhance Leadership skills. The Mead presentation was centered on the controversial issue of “imminent domain.” The topic became the catalyst for a number of discussions on either side of the issue. Some attendees expressed interest in making the Mead presentation into a debate instead of a presentation.

The Society hosted a number of other beneficial symposiums for professionals that happened simultaneously. A popular symposium with the attendees was “Sustainability, Hurricanes and Insurance”. Other events on that day included scheduled speakers who discussed Building Water Infrastructure for Sustainable Development, Ethics and Emergency preparedness. I concluded the night by joining the Los An-

geles group for our traditional private dinner. Over 30 members from the LA Section dined together at the hotel’s Outback Steakhouse. It was an opportunity for the many members of the section to meet one another. The vast size of Los Angeles makes it difficult for the membership to meet up. Any opportunity to network is a positive way to build stronger ties among all the branches.

On Friday, I joined the hundreds of ASCE attendees in the five presentations for the day. Four sessions focused on Planned Growth, Transportation, Everglades, and the Infrastructure of Space. One presentation was the most memorable. The speaker was the author of “The Why Café”. This book, he explained, challenges the reader to set five difficult goals and align the actions in their life to achieving those goals. He challenged us to set five great goals for our life and name them “The Big Five for Life”.

On Saturday morning, the Society conducted their annual Business meeting. A number of awards were handed out by President Bill Marcusson who soon after turned the Presidential responsibilities over to new ASCE President, David Mongan. David Mongan outlined his commitment to the Society and set forth his goals for the year. It was an insightful experience to hear the perspectives of each President.

A joint student and YMF meeting was held after the induction ceremony. This event gave me the opportunity to bond with students and other younger members. I learned to expand my knowledge outside of engineering by reading leadership and management books.

The 138th National ASCE Conference will be held in Pittsburgh, PA from November 6-8. I look forward to attending and I hope we have an even larger representation from the Los Angeles section next year.

Government Affairs Committee Report

By Richard G. Little, AICP – Director, USC

MLAB's Government Affairs Committee supports the efforts of USC's Keston Institute in these discussions appraising the events this past year related to the State's infrastructure bonds.

Panel Calls for Improvement in Spending Infrastructure Bonds

Local, regional, state, and national infrastructure and policy experts gathered at the University of Southern California on November 8 for a roundtable discussion titled, "One Year Later – Progress Appraisal of the 2006 Infrastructure Bonds," hosted by The Keston Institute for Public Finance and Infrastructure Policy. The event provided a public forum for discussion of what has occurred one year after California voters overwhelmingly approved over \$42 billion in general obligation bonds to fund transportation, food protection, school construction, housing, and water supply protection.

Paul Rosenstiel, Deputy Treasurer of the State of California opened up the panel discussion with a primer on the process of how the bonds process works and what happens after voter approval. Joining Deputy Treasurer Rosenstiel on the panel were: Kerry Cartwright –; Director

of Goods Movement, Port of Los Angeles; Tony V. Harris, PE – Executive Vice President, Planning Company Associates, Inc.; Chris Westlake – Deputy Director for the Division of Financial Assistance, California Department of Housing & Community Development; Lee Harrington – Vice Chairman, Los Angeles County Economic Development Authority and Southern California Leadership Council and Brian Thomas – Chief Financial Officer, Metropolitan Water District of Southern California.

"I think we need to have a bigger discussion in Sacramento on how we're going to invest in infrastructure," Rosenstiel said, citing three main issues. "How we're going to pay for it beyond General Obligation bonds, how we can better utilize infrastructure so we don't need as much, and looking into improved project efficiency." These ideas were echoed by the panelists, who also called for meaningful performance measures, more transparency, and diversity in funding sources including public-private partnerships.

Record Dry Run . . . from Page 4

upon providing 20 liters per day. Still, more than a billion people are lacking access to even that basic amount," Tobin said.

The Southern California World Water Forum program will award \$10,000 grants to as many as 18 college teams to research, develop and communicate water-use efficiency technology that can be employed cost-effectively in water-stressed regions, locally or internationally. Grant proposals are due by to Metropolitan by Dec. 14. Program co-sponsors include Metropolitan; United States Bureau of Reclamation; the Sanitation Districts of Los Angeles County; the Los Angeles Chapter of the American Society of Civil Engineers; and Water for People.

New ASCE MLAB Members

Acosta	Roxanne	Hernandez	Eduardo
Agahi	Arrash	Hernandez	Shirley
Aguilar	Jasper	Hershberg	Mark
Alarcon	Christian	Hickey	Katie
Alvarez	Veronica	Hohensee	Phillip
Atienza	Joseph	Howlader	Mohammed
Au	Jason	Jain	Sahil
Aung	Lily	Janer	Jonathan
Baad	Katherine	Jimenez	Aielo
Barrales	Luis	Jin	Kang (Joseph)
Beall	Rick Le Vern	Kalsi	Kamalpreet
Beckstrom	Katherine	Kassis	Natali
Berokoff	Daniel	Kim	Han Sang
Boardman	Robert	Kim	William
Bremser	Susan	Kinoshita	Alicia
Bustos	Amanda	Kwan	Justin
Burton	James	Kwiter	George
Cardenas	Oskar	Lagua	Michael
Carey	Sara	Lam	Lap Kei Peter
Carrillo	Emigdio	Lamson	Brittany
Carrillo	Jesus	Landon	Jessica
Casillas	Rafael	Lara	Lisett
Castro	Arturo	Lemnitzer	Anne
Catano	John	Letz	Damon
Chang	Frankie	Lin	Dong
Chelade	Jp	Lind	Alison
Chen	Guozhong	Lipio	Jonathan Paul
Cheung	Yiu	Liu	Bryan
Ching	Hamilton	Lopez	David
Cho	Austin	Luis	Molina
Clerk	Adilia	Luis	Teddy
Copp	David	Luong	William
Crisp	Spencer	Madambakkena	Paul
Culley	Steve	Maher	Alex
Cummins	Ryan	Marjanian	Seta
Diaz	Juan	Marroquin	Jesse
De Guzman	Troy	Martino	Viridiana
De jeronimo	Marco	Mattis	Edita
De Luna	Bryan	Mauricio	Omar
Edwards	Geoffrey	Maya	Roberto
Ellingsen	Erik	Medina	Juan
Enriquez	Josue	Mendez	Javier
Estrada	Virgina	Mendoza	Kristoffer
Farm	Tommy	Mendoza	Pawl
Flores	Edgar	Mino	Trevor
Garciasalas	Byron	Miranda	Mario
Garnic	Christopher	Moeini	Soheil
Gogus	Aysegul	Molina	Iris
Gonzales	Jeanette	Moring	Max
Gonzaga	Juan	Naismith	Sean
Gouveia	Mario	Nelson	Matthew
Granados	David	Nelson	Sarah
Gregson	Stephen	Ng	Alicia



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New ASCE MLAB Members (cont'd)

Ng	Raymond	Sadozai	Abdullah
Nguyen	Tri	Sakevitz	Joseph
Ni	Zhang Yuan	Salas	Antonio
Norton	Christopher	Saldivar-Lopez	Reynaldo
Nyberg	Shannan	Sanchez	Jose
Pacheco	Francisco	Santos	Mauricio
Pal	Jeremy	Satidkit	Tanat
Pang	Hector	Schlueter	Lindsey
Parga	Lisandra	Schwartz	Aaron
Parisa	Navidpoor	Serna	Hugo
Park	Mi Hyun	Sim	Youn
Patel	Arpita	Simpson	Michael
Perez	Angie	Stahl	Patrick
Perez	Jessica	Steele	Alex
Perez	Sergio	Stevens	Adam
Persaud	Amar	Stipe	Brandon
Petro	Guillermo	Strumpf	Robyn
Phung	Dennis	Suk	James
Pineda	Salvador	Sunga	Mariti
Poudyal	Sudarshan	Tan	Jocelyn
Pradillo	Agustin	Tang	Danny
Prince	Scott	Thomas	Veronica
Pulido	Jose	Tiwana	Simran
Reyes	Desi	Tran	Diana
Rez	Mustafa	Tran	Tan
Rios	Jesus	Tran	Timmy
Rodriguez	Erwin	Ushijinia	Timothy
Rodriguez	Jose	Valencia	Josefino
Rodriguez	Noemi	Wang	Jian
Rodriguez	Ruben	Woodhouse	Eric
Rodriguez	Wendy	Yang	John
Rokicki	Curtis	Yeck	Elvin
Rosenfield	Eric	Yen	Renie
Ruiz	Jahayra	Yu	Allen



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The Metropolitan Los Angeles Branch is looking for interested members to serve on the following Committees:

- | | | | |
|---|-------------------------------------|---|---|
| <input type="checkbox"/> Awards | <input type="checkbox"/> Membership | <input type="checkbox"/> Programs | <input type="checkbox"/> Student Activities |
| <input type="checkbox"/> Government Affairs | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Public information | <input type="checkbox"/> Technical Groups |

Name: _____

Phone: _____ **Fax:** _____

E-Mail: _____

If you are interested in serving on a Metropolitan Los Angeles Branch committee, please check the appropriate box, fill in necessary information below, and return to: **Karen Sepulveda, President, MLAB**

Work: 818-309-9649 **Fax:** 818-840-0651 **E-mail:** kar@sepulvedas.net

Calendar of Upcoming Events

January 2008

- 24-27 Annual Trip to Mammoth
- 28 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 29 MLAB Luncheon Meeting . . . 11:30 AM
OMNI Hotel, Los Angeles
Guest Speaker - Gary Moore, City Engineer, City of Los Angeles
- 30 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015

February 2008

- 3 MLAB Biannual Soccer Tournament
For information contact Cody Biggs CBiggs@hfinc.com
- 4 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 6 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 8-9 2008 Regions 8 & 9 Workshop for Section and Branch Leaders
Las Vegas, NV
- 11 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 12 MLAB YME Board Meeting . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015
Forensic Technical Group Meeting/Technical Presentation . . . 6:30 PM
Marriott Airport, Long Beach
- 13 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 18 PE Review Course . . . 6:30 PM
1149 South Broadway, Los Angeles CA 90015

Calendar of Upcoming Events (cont'd)

- 19 Region 9 Symposium
Sacramento, CA
- 20 Sacramento Legislative Day
Sacramento, CA

MLAB Monthly Meeting ... 5:30 PM
1149 South Broadway, Los Angeles CA 90015

PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 22 Popsicle Bridge Course
UCI, Irvine CA
- 25 PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 27 PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015

March 2008

- Branch's Bi-monthly Luncheon TBD
- 3 PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 5 PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 5-6 Congressional Fly-in Day
Washington, DC
- 10 PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 11 MLAB YMF Board Meeting ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 12 PE Review Course ... 6:30 PM
1149 South Broadway, Los Angeles CA 90015
- 19 MLAB Monthly Meeting ... 5:30 PM
1149 South Broadway, Los Angeles CA 90015

For a complete listing of seminars, please go to <http://www.asce.org/conted/seminars/>

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Disaster Training

Classes are being organized for volunteers to help in the event of major disasters under the auspices of the State of California, Office of Emergency Services (OES). Classes will be held in alternate ASCE Branch areas when there are sufficient requests. Qualified individuals are California Registered Civil, Structural, Geotechnical, Certified Engineering Geologists, or Architects. If you are interested in attending a class please contact the ASCE Disaster Preparedness Committee Chairman. The class lasts 5-6 hrs. and the cost is \$15. Classes are mid week and start at 9 or 10 am.

To register for the class submit your name along with your telephone number, fax number, e-mail address, and zip code. You will be contacted when 10 or more requests a class. The maximum number in a class should not exceed 20.

If your branch or firm would like to offer the use of its facilities for a class, please register and provide the contact person, phone, fax, and e-mail. You will be contacted to make arrangements. All of our classes have been held at a private firm or governmental office. The class should have at least 10 and not more than about 20.

Thank you for your support of the American Society of Civil Engineers

Jack W. Rolston, Chair, Disaster Preparedness Committee, LA Section, ASCE
(tel) 813-345-9199 ... (fax) 818-345-5283

Announcement of First Dinner Meeting of 2008

Forensic Engineering Technical Group
ASCE Los Angeles Metro Branch

Expectations of an Expert Witness

Guest Speaker:

Charles Harris, Esq. of Lewis, Brisbois, Bisgaard & Smith LLP

Date:

February 12, 2008 at 6:30 pm.

Location:

Long Beach Marriott
4700 Airport Plaza Drive, Long Beach, CA 90815



For more details and reservation please contact Steve Helfrich at schfun@aol.com or visit the group's newly re-launched website at www.asce-forensics.org



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Executive Board Members and Committee Chairs

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Job Opportunities



CAD Technician Position Open at Crain & Associates, West Los Angeles

Crain & Associates, a transportation planning and traffic engineering firm based in West Los Angeles, is seeking a CAD Technician I to prepare plans and illustrations. The position requires a minimum of 1 to 2 year experience with AutoCAD, the ability to understand and/or learn to work with civil engineering and traffic drawings, and sufficient artistic skill to prepare illustrations for presentations and technical documents. The CAD Technician I will use AutoCAD to prepare traffic signal, striping and street lighting plans, conceptual layouts for roads and land development, and maps for traffic studies. Job duties include some field work to conduct measures of roadway features and visits to various plan review agencies. A driver's license is required.

See our web site at www.crainandassociates.com for information about our firm. We offer a 4 1/2 -day work week and good benefits. Pay will be commensurate with qualifications. Crain & Associates is an equal opportunity employer. Contact Diana Skidmore at (310) 473-6508 ext. 117, or send resume and cover letter to employment@crainandassociates.com.

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City of Laguna Beach

Associate Civil Engineer

\$5,640 - \$7,935/monthly plus 5% for civil engineering registration and City paid PERS 2% at 55 formula. Consideration of an enhanced retirement formula is underway.

The City of Laguna Beach has an immediate opening in the Engineering Division of the Public Works Department. The Associate Engineer will work independently in managing design consultants and construction contractors for a broad range of public works projects, including streets, storm drains, beach facilities, parks and public facilities. Duties include management of design, survey, geotechnical and environmental consultants, technical review of plans and specifications, inter-agency coordination, public relations, budget monitoring, project bidding and administration of construction contracts. The Associate Engineer also conducts presentations at public meetings, interacts with community members and oversees/inspects the work of others, including department staff.

Minimum Requirements: equivalent to a Bachelor's degree from an accredited college or university with major course work in civil engineering or construction management and four years of civil engineering experience. This professional work experience must include at least 3 years working on the design or administration of public works projects. Possession of current registration as a Civil Engineer in the State of California and experience with AutoCAD or ArcView is desirable. A valid California Driver's License is required.

Application/Resume Submission: Applications and accompanying resumes will be accepted until **5:00 p.m., Monday, April 30, 2007** Submit to: City of Laguna Beach Personnel Office, 505 Forest Avenue, Laguna Beach, CA 92651. **More detailed position and benefits information** and City applications can be accessed at www.lagunabeachcity.net (949) 497-0730. An email version of our application can be obtained by contacting bsalvini@lagunabeachcity.net.



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Graduate Engineer - Structural Engineering Services Group

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Minimum Qualifications:

Master of Science in Civil Engineering with structural emphasis
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Position:

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Walter P. Moore is an equal opportunity employer.

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Membership Information

National Membership Rates (Please verify rates and grades at <http://www.asce.org/membership>).

Student:	Free
Associate Member:	\$50 year of baccalaureate year mental \$180
Member:	\$180 annually
Affiliate Member:	\$180 annually
Fellow:	\$215 annually
Section (Branch) Dues:	\$45/year

(1) National ASCE Student Membership is FREE! Contact your Student Chapter leaders or Faculty Advisor for additional information.

(2) Online membership renewal available, go to www.asce.org/renewal. For non-members, dues for MLAB Newsletter only \$45/year.

Please contact the Membership Chair for application forms, change of address and additional information. To update your information online, go to www.asce.org/myprofile.

For questions on national ASCE membership contact member@asce.org.

Advertising Rates

All advertising fees fund Branch Student Scholarships.

Business Card:

\$20/individual issue or \$100/6 issues

-Please send all business card Ads to the News letter Editor.

-Scanned business cards may be e-mailed to the editor at: andy.g.duong@hdtinc.com.

-Cards are due by the 15th of each month.

-Please send all checks (made payable to "ASCE Metropolitan Los Angeles Branch") to the Branch Newsletter Editor.

Job Listing:

Please forward job listing to the editor through e-mail to: jpark@tecolote.com

Full Page: \$150/issue

Half Page: \$100/issue

COMMUNICATION

Newsletter

Section: Louisiana Section

Section Size: Medium

Project contact: Patrick Landry, PE

Contact phone number: (337) 482-0680

Contact e-mail address: Patrick.Landry@la.gov

General project description: Section's Quarterly Newsletter

The process – what you did, when and how: We publish a quarterly newsletter to present the Section's news to our membership.

Those in charge – committee, task committee, etc.: Publications Committee. The President Elect serves as the Chairman. The Vice President serves on the committee to insure smooth transitions between ASCE years. A representative from each Branch also serves to assist with obtaining articles, editing and ad revenues. We also have an Editor that assists with the compilation and interactions with our printer.

Time frame – when started, when completed: On-going with the new President Elect responsible for the November issue every year.

The parts that worked really well: Having the Vice President sit on the committee greatly decreased the learning curve and the stress associated with taking over the journal.

The parts that did not work well: The ad revenues should all be for the same time period and expire on the same journal issue. We had quite a time keeping track of the renewals.

The administration that was important: A well organized committee greatly aids the collection of articles that is of interest to the entire Section, which in our case represents the entire State of Louisiana.

The follow-up that was important: Give your authors a stated deadline and provide regular reminders.

What you should ALWAYS do with this project: Planning

What you should NEVER do with this project: Think that things will work themselves out or people will remember your deadlines.

The outcome: An award winning newsletter/journal.

Additional comments: Our Louisiana Civil Engineer Journal won the Outstanding Newsletter Award for Large Sections/Branches. It is a black and white (greytone) magazine on glossy paper. We try to make the LCE Journal something that our membership finds interesting, while limiting our advertisements to what is needed to defray most of the publishing costs.



COMMUNICATION

Website

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Joey Coco, P.E.

Contact phone number: (225) 246-8206

Contact e-mail address: joey.coco@engensus.com

General project description: The project involved implementation of a content manager to our Branch website. The content manager allows the Branch to readily update our website to keep it as current as possible. An “e-newsletter generator” was created as part of our website to basically capture content from our website homepage and compile the content with other pertinent information or sections of the website such as board member contact information, sponsors, etc.

The process – what you did, when and how: Contacted our website and IT provider with the idea.

Those in charge – committee, task committee, etc.: Branch Director and Branch President.

Time frame – when started, when completed: 3 months

What you should ALWAYS do with this project: Provide clear direction to your IT provider on the desired product. Make sure the desired product is easy to use. Otherwise it won’t be sustainable by board members with little time to devote to maintenance of content.

The outcome: An easy to maintain website that is updated quarterly, with the recently updated content auto populated to create an electronic newsletter. Effort is not duplicated in updating a website and then having to generate the same content in the form of a newsletter -consolidation of effort. Furthermore, a central brand “theme” or “image” is developed from the e-newsletter having the same look or feel as the familiar website.

Additional comments: One main reason for doing this project was to find an inexpensive way to get content to our membership. We noticed that few people visited our website. Instead of doing nothing, we chose to push the web content to our membership through this e-newsletter mechanism.

COMMUNICATION

Website

Section: Metropolitan Section

Section Size: Very Large

Project contact: Erik Metzger

Contact phone number: (212) 465-5342

Contact e-mail address: metzger@pbworld.com

General project description: Development of a new website for the Section using the Joomla! Content Management System (CMS).

The process – what you did, when and how: We retained the services of a website consultant to assist us in developing a new website. Our consultant walked us through the process of selecting the appropriate software, registering a domain name, exploring various design options, creating a beta test site, and adding a number of custom features such as a photo gallery and a job postings board.

Those in charge – committee, task committee, etc.: The Section has a Technology Committee that manages the website, listserv and eRoom. This committee was an appropriate group to lead the development of the website; consisting of approximately six members, it was small enough to reach a consensus in making decisions yet large enough so that there were plenty of ideas on how the site could be developed. Once the committee was comfortable with the site's design and content, a beta-test website was presented to other officers in the Section for testing and feedback.

Time frame – when started, when completed: The process of redesigning the website was started in May 2007. Beta testing began in November 2007 and the new website was officially launched in February 2008.

The parts that worked really well: The CMS framework is extremely helpful as it allows each branch and technical group to have its own website account and the ability to post items and edit existing content to their respective areas. Members of the Technology Committee also have accounts that allow them to edit and manage website content. This greatly speeds up the process in which the website can be updated and allows multiple people to share the workload of keeping information accurate and up-to-date.

The parts that did not work well: We attempted to develop a process that would automatically create a PDF-based monthly newsletter based on the news articles and events posted to the website. We were unable to develop the programming required to do this and instead decided to redesign the format of the newsletter so it could be manually laid out with a minimal amount of effort, drawing content from the recent items that have been posted to the website.

This is something off the wall that we did: We felt that the event calendar was one of the most important parts of the website and selected a calendar plug-in module that had good integration capabilities. In addition to having a page with the overall event calendar, upcoming events are also shown on the front page of the website as well as the main page of each of the groups, dynamically displaying information from the main event calendar.



The administration that was important: Our Section has two branches and a number of technical groups. With new officers taking over each year, there is also turnover in the people assigned to update the website for their group. To facilitate the process to teaching new people how to use the website, we developed on-line tutorials that provide step-by-step instructions how to perform basic tasks such as adding events to the calendar, submitting news articles, and making edits to existing site content.

The follow-up that was important: It's important to ensure that each of the groups within the Section contributes material so the overall website is kept up-to-date. Some groups contribute more than others, but we work with each of them and are flexible in the design of their areas of the website to meet their needs.

What you should ALWAYS do with this project: It's important to frequently add new content to the website (such as news articles) and keep information about future events up-to-date to encourage members to visit the website on a regular basis. Sending email messages and listserv announcements with links to the website is also another effective tool in increasing the number of visitors to the site.

What you should NEVER do with this project: To launch a new website in a timely manner, you shouldn't try to include too many features in the initial release. Selecting a framework like Joomla! allows you to easily add new features in the future once the site is up and running.

The outcome: Development of the new website also allowed our Section to switch over to an electronic (PDF-based) newsletter that resulted in a lot of savings in printing and mailing costs. In adding other enhancements to the website, we were also able to install a plug-in module that allowed us to use electronic balloting for elections and conduct membership surveys.

Would you do it again? If we had to do this all over again, I don't think we would choose to do anything differently. The website has been very well received and we can continue to add many enhancements to the existing framework in the coming years without having to redesign the entire site.

Additional comments: Visit www.ascemetsection.org to see the website.

COMMUNICATION

Website

Section: National Capital Section

Section Size: Very Large

Project contact: Ranjit S. Sahai, P.E., F.ASCE

Contact phone number: (Cell) 703-401-2715

Contact e-mail address: rsahai@ram-corp.com

General project description: Update the Section's Website. ASCE National Capital Section (NCS) developed its initial website over a decade ago. Updating the Website was a laborious process as each page was hand coded in HTML. The management team at ASCE-NCS led by Mr. Fady Afif, PE, the 2009-2010 President, made a decision to update the organization's Website with these key goals: (a) Make the website consistent with the look and feel of modern websites; (b) Provide the ability for authorized content creators to update the website; (c) Enable advanced website features such as Announcements, Image Rotators, Polls, Contacts, Job Board, Events, and other pre-programmed modules; (d) Deliver a platform that can accommodate customization and programming as needed.

The process – what you did, when and how: In the Fall of 2009, Fady Afif, the Section President 2009-2010, successfully obtained support from the Section Board to work on this project. Ranjit had the technical knowledge and resources to deliver a low-cost solution. Following are the steps that led to the successful delivery of this project: (1) Implement a separate development site so the existing site stayed online during redesign effort; (2) Select and customize a professionally designed template and install chosen modules; (3) Integrate the completed template into the development site; (4) Conduct online training for authorized content creators; (5) Conduct online training for the webmaster(s); (6) Migrate content from the existing site to the new one under development; (7) Incorporate feedback on development site from NCS management team; (8) Move approved site from development to production; (9) Provide ongoing hosting and server administration services.

Those in charge – committee, task committee, etc.: Fady Afif, Section President 2009-1010 and other Section Board members and the Section's Younger Member Forum.

Time frame – when started, when completed: The core technical work on the project took a month to complete. Planning for obtaining board concurrence began in September 2009. The completed project was delivered in March 2010.

The parts that worked really well: The RCare Site Content Management System powering the Website is very feature rich and simplifies content updates and enables dazzling features such as image rotators, news flash, weather module, RSS newsfeed module, and numerous others.

The parts that did not work well: Participation from most committee chairs so they can update their content from their own Committees proved more challenging than had been hoped.

This is something off the wall that we did: Engaged RCare Solutions, a technology services firm, to guide the entire Website Update process in a professional manner.



The administration that was important: The Section Board’s yearly planning meeting, the coordination between Section Board members and cooperation between the prior hosting provider and webmaster and the new one.

The follow-up that was important: Online meetings, as needed for decision making and coordination between the Section Board (Fady), the development team (Ranjit), and Section members responsible for Website updates (YMF).

What you should ALWAYS do with this project: Commit to doing the project and then identify a capable technical resource and rely on their judgment to move and deliver the project.

What you should NEVER do with this project: If the initiative is important, never let key decisions and needed coordination sessions linger too long else the project will likely fail.

The outcome: Arguably the best Section website in the country.

Additional comments: The Case Study for this project is attached.

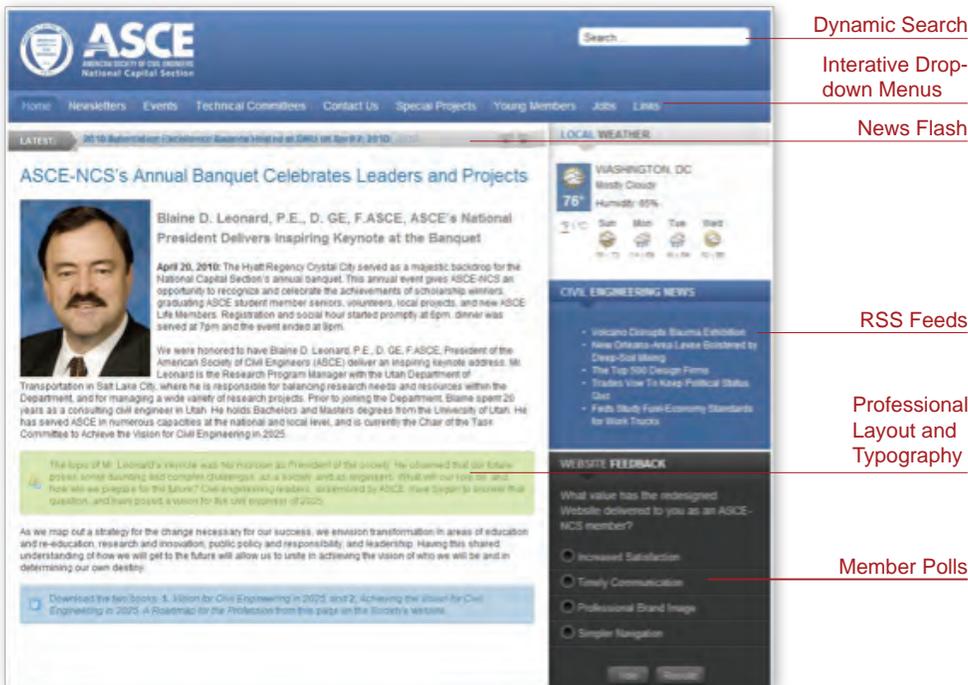
RCare™ Site Dramatically Improves ASCE-NCS Member Satisfaction

With over 3,000 members, the National Capital Section (NCS) is the largest local chapter of the American Society of Civil Engineers, the nation's preeminent professional society for civil engineers. Established in 1916, NCS serves civil engineers in Washington, DC, Northern Virginia, and several counties in Maryland. Its mission is to advance civil engineering knowledge, advocate for civil engineers in matters of policy, and to improve our community through outreach.

Solution

The National Capital Section of the American Society of Civil Engineers dramatically improved member satisfaction by implementing the hosted **RCare™ Site** solution from RAM Consulting Corporation to power its Website at <http://www.asce-ncs.org>.

Details



CASE STUDY

National Capital Section of the American Society of Civil Engineers

Industry

Non-Profit

Solutions Deployed

RCare™ Site

Customer Challenges

- Content Updates Difficult
- Feedback Tools Lacking
- Look and Feel Outdated
- Site Navigation Archaic

Key Benefits

- CMS greatly simplifies process for updating content and enables distributed work flow
- Built-in modules enable news flash, event showcase, member polls, and photo gallery
- Aesthetically designed site template projects a professional brand image
- Interactive drop-down menus and carefully placed menu links greatly simplify site navigation

ASCE-NCS developed its initial website over a decade ago. The Website was primarily HTML-based and it took specialized knowledge to update and maintain content on it. The management team at ASCE-NCS led by Mr. Fady Afif, PE, the 2009-2010 President, made a decision to update the organization's Website. Following is a list of key goals the team set for the Website Update project:

- Make the website consistent with the look and feel of modern websites;
- Provide the ability for authorized content creators to update the website;
- Enable advanced website features such as Announcements, Image Rotators, Polls, Contacts, Job Board, Events, and other pre-programmed modules;
- Deliver a platform that can accommodate customization and programming as needed.

NCS conducts almost a dozen Section meetings, hosts an annual awards banquet, and runs over a dozen Committees focused on specialized civil engineering topics. It also has a vibrant Younger Member Forum and interacts with Civil Engineering departments at local universities. The goal of the Website Update project was to better serve its constituents.

After a competitive bidding process, NCS awarded the Website Update project to RAM because of its expertise in civil engineering and in providing professional IT services for the development of websites and intranets and in the development of custom applications for civil engineers on a variety of platforms. Because RAM had won numerous awards for its work on the Environmental Monitor's Toolkit, Quality Assurance Toolkit, Contract Tracking System, and the Integrated Design System initiative, the NCS management team felt that it could entrust this important project to the capable **RCare™ Solutions** folks at RAM Consulting Corporation.

Following are the steps that led to the successful delivery of this project:

- 1) Implement a separate development site so the existing site stayed online during redesign effort
- 2) Select and customize a professionally designed template and install chosen modules
- 3) Integrate the completed template into the development site
- 4) Conduct online training for authorized content creators
- 5) Conduct online training for the webmaster(s)
- 6) Migrate content from the existing site to the new one under development
- 7) Incorporate feedback on development site from NCS management team
- 8) Move approved site from development to production
- 9) Provide ongoing hosting and server administration services

At its 2010 annual banquet on April 20, 2010, NCS recognized RAM with a certificate of appreciation for an outstanding job of re-designing the Section's Website.

COMMUNICATION

Newsletter

Branch: Los Angeles Section/Orange County Branch

Branch Size: Large

Project contact: Ziad Y. Mazboudi, PE

Contact phone number: 949-234-4413

Contact e-mail address: zmazboudi@sanjuancapistrano.org

General project description: In order to provide members with a benefit of being ASCE members, I asked local civil engineering firms that have been in the branch area for a long time, to write an article about their firm and some of their achievements. This encouraged them to be part of our monthly newsletter, and promoted their company.

The process – what you did, when and how: I started by contacting several of the companies that have been in Orange County the longest. I asked them to write an article about their company, some of their founding members, and some of their greatest achievements, including photos. I requested from them to submit the article in word format, provided them with a maximum length (one page), and asked them to submit the photos in jpg format. As the branch switched to a fully digital newsletter, the size became a non issue, and companies were encouraged to make it interesting, including YouTube video links if they have a good video to include.

Those in charge – committee, task committee, etc.: The newsletter is the responsibility of the Secretary, however, as I became President, one of my goals was to attract companies to be more interested in the branch and its activities. By promoting the companies, they had more interest in having their members be more active. After the original set up, the secretary took over and now contacts the companies encouraging them to write.

Time frame – when started, when completed: This started in November 2010. It is an on-going project that provided interesting material to our members to read about.

The parts that worked really well: Companies were really happy to share their success stories, their history in the area and some of their great projects.

The parts that did not work well: Companies were thinking of this as a free advertisement. It was in a sort, but they had to make the article interesting, and not just a static advertisement with a list of the type of projects they work on. When we received articles that were not really articles, we asked the companies to re-write their articles to make them more interesting to our members.

This is something off the wall that we did: Encouraged companies that just started to write about themselves. I figured that if they were courageous enough to start a new engineering firm in this bad economy, then ASCE OC will provide them with free promotion.



The administration that was important: There was not much administration to do, except receiving the article in the proper format, and now that it is electronic, format became a non issue.

The follow-up that was important: Making sure we receive the article on time for the newsletter is crucial. Having multiple articles early on, provide one with a selection to chose from, and eliminate the need for waiting for last minute submittal.

What you should ALWAYS do with this project: Make sure that the articles are interesting and are not just a description of the type of projects the company works on.

What you should NEVER do with this project: Charge money for it. This should be a way to help promote companies and members of the branch or the section. It should not be used as a way to raise funds. As companies realize that their local branch is helping them, they will hopefully remember it when the branch needs assistance in an event or a cause and would contribute financially to it.

The outcome: Companies that have written articles have been very appreciative of the opportunity to so, and some have asked to be part of some of our committees.

Would you do it again? Yes. Each branch could come up with their own selection criteria, oldest, youngest, life member, structures, hydrology, etc.

Additional comments (Include attachments and photos that would be beneficial): See website for a sample newsletter: www.asceoc.org

CONTINUING EDUCATION

Geotechnical Seminar

Section, Branch: New Jersey Section, Central Jersey Branch

Branch Size: Large

Project contact: Brian Mausert, 2009-2010 President

Contact phone number: (908) 236-9001

Contact e-mail address: bmausert@gpinet.com

The process – what you did, when and how: Set up a geotechnical seminar with an expert known in the field. Seminar was conducted in November 2009. It was set up by identifying a speaker known for this expertise and had a course available. Conducted a comprehensive advertising campaign a couple of months prior to the event. Branch obtained the NYSPE Continuing Education credits through PIE.

Those in charge – committee, task committee, etc.: Geotechnical Committee Chair and Branch President Elect. (2 people)

Time frame – when started, when completed: August 2008 – November 2008.

The parts that worked really well: Lecturer was great (Jerry Dimaggio). Provided documents to the class and was a good speaker.

The parts that did not work well: None – event was highly successful and raised a lot of money for the branch. It was important to conduct a lot of coordination for advertising, getting a hotel, and speaker on board months in advance.

This is something off the wall that we did: Worked with a graphic artist to produce seminar flier and mailings. Mailed to entire section not just branch members. Seminar was offered to non-ASCE members to increase attendance.

The administration that was important: Advertisement far in advance of the seminar.

The follow-up that was important: Providing continue education documents to PIE. No other follow-up was needed which made it a good event.

What you should ALWAYS do with this project: Line up speaker, advertisement, coordination well in advance (months).

What you should NEVER do with this project: Avoid last minute activities. Work within a few months of an event is not good.

The outcome: Made approximately \$10K for the branch which was used to support Section Scholarship, E-Week, and Future City activities.

Would you do it again? Yes – working on a similar event in 2009

*



CONTINUING EDUCATION

Annual Seminar

Section, Branch: Tennessee Section, Knoxville Branch

Branch Size: Medium

Project contact: Josh Corum or Michael Hogan

Contact phone number: (865) 560-2887 (Josh) or (865) 637-2810 (Michael)

Contact e-mail address: joshua.corum@ch2m.com or mdhogan@bwsc.net

General project description: Annual continuing education seminar for members and non-members.

The process – what you did, when and how: We hold the seminar the first Friday in August as an all day event. We provide the attendees with breakfast and lunch and the opportunity to gain 7 to 8 PDHs.

Those in charge – committee, task committee, etc.: It is usually the Branch officers (President, Vice-President, and Secretary/Treasurer)

Time frame – when started, when completed: First Friday in August from 8 to 4/5.

The parts that worked really well: We try to get structural topics for the morning session and that produces a good turnout. The afternoon is general civil. This allows people to choose their session so they don't have to take up an entire day.

The administration that was important: It usually involves the effort of all officers to coordinate location, food, and speakers. We also try to provide a speaker gift and door prizes to keep things interesting.

What you should ALWAYS do with this project: Try to provide a variety of topics to include the different disciplines. This includes ethics and professional development.

What you should NEVER do with this project: Don't wait until the last minute to plan, give the attendees plenty of notice to coordinate schedules.

The outcome: This has typically been a successful event with the results being good food, a little fun, and much needed PDHs.

Would you do it again? Yes, we plan the event every year.

CONTINUING EDUCATION

ASCE Workshops

Section, Branch: Hawaii Section

Section Size: Large

Project contact: Ian Arakaki, 2010-2011 Vice President

Contact phone number: 808-596-7790x22

Contact e-mail address: ian@tlcghawaii.com

General project description: In association with the Hawaii Water Environment Association (Hawaii Chapter of WEF), ASCE-Hawaii held ASCE sponsored workshops Treatment Plant Hydraulics for Civil Engineers and Pumping Systems Design for Civil Engineers by David Hanna.

The process – what you did, when and how: ASCE Hawaii contacted and coordinated with John Wyrick (ASCE National) to bring David Hanna to Hawaii for the workshops. ASCE Hawaii handled the coordination of David and volunteers for the event. HWEA secured the location, sent out flyers, and supplied volunteers for the event.

Those in charge – committee, task committee, etc.: Mike Hunnemann (Past President) for initial set-up and Ian Arakaki to coordinate and execution.

Time frame – when started, when completed: Initial contact by Mike – Late 2009. Completed June 2010.

The parts that worked really well: ASCE National (John Wyrick) was very easy to deal with. David Hanna was a good presenter and there was an interest in the workshops from the beginning.

The parts that did not work well: Not much.

This is something off the wall that we did: We are engineers...nothing was off the wall.

The administration that was important: HWEA Past President John Katahira was instrumental in coordinating and making sure our minimum attendance was met.

The follow-up that was important: Dates/Times/Head Count.

What you should ALWAYS do with this project: Have it in a venue that is convenient for the volunteers as it makes getting last minute things such as copies, flip charts, etc. easy.

What you should NEVER do with this project: None.

The outcome: Great success. Good feedback from participants and the Chapter made money to cover losses.

Would you do it again? Yes. We will look into more events.

GOVERNMENT RELATIONS

Legislative Drive-In Day

Section: Illinois Section

Section Size: Very Large

Project contact: Lou Arrigoni

Contact phone number: (847) 640-1010

Contact e-mail address: larrigoni@postl-yore.com

General project description: Organizing a legislative “drive-in” day for ASCE members to meet their legislators in Springfield, IL to talk about ASCE concerns and issues.

The process – what you did, when and how: Last year, 2008, was the Illinois Section’s first involvement in exposing ASCE to the Illinois Legislature. Illinois had not had a capital bill in almost 10 years. State budget was (and still is) in poor shape.

The Illinois Section’s goal was to make our representatives aware of the State’s infrastructure condition and to encourage our membership to dip their toes in the political process and let ASCE’s positions on infrastructure and infrastructure funding be known.

We kept our message simple – pass a capital bill.

We were given a lead of a public relations coordinator in Springfield who was able to guide us through a plan and schedule that included the selection of a date when the legislature was in session to go meet. We organized a reception at a bar about half a mile from the capital. We had a good turnout – an even split between legislators and ASCE members – 25 and 25.

We reached out to the different sections in the state – but not too hard.

This year, 2009, we organized earlier, emphasized to our membership to contact their legislators early – let them know we were coming down and invite them to a reception at the Sangamo Club – venue just blocks from the capital building and a popular hangout for legislators.

We reached out to the different sections in the state and invited them to participate and to invite their legislators as well. We used the same public relations coordinator who also setup a lunch at the Sangamo club prior to our storming of the capital building. We invited two senators who were spearheading the capital plan through the senate to speak at lunch.

The day of the drive-in, we gathered at the Sangamo Club for lunch – about 25-30 of us – Senators Sandoval and Bond joined us for lunch giving us a status of what they were doing to push the capital bill along. We gave them feedback and offered our assistance for whatever they needed in terms of support. After they left, we were given an outline of how to talk to our legislators from our PR coordinator and we went over our list of talking points. We were then turned loose on the capital and went to meet our legislators. We tried to get meetings with the key legislator’s months before but could not secure a time.

After our rounds to the legislators, we were back at the Sangamo Club for a reception where we were again able to meet with the legislators in a more relaxed setting. We again had about 25 legislators show



to our reception. ASCE members who attended were past presidents of the section, retired IDOT officials members from other sections around the state.

Those in charge – committee, task committee, etc.: Government Relations Committee consisting of Lou Arrigoni, Bryan Luke, and Dipal Vimawala

Time frame – when started, when completed:

- The initial contacting of our coordinator in Springfield began in January to discuss strategy.
- “Save the Date” post cards were sent out to legislators (to their District and Springfield by our PR coordinator).
- Follow-up, formal invite letters sent to legislators with RSVP to our PR coordinator.
- A registration flyer was put in the monthly ASCE newsletter for members to sign up.
- ASCE members asked to personally call legislators to invite them to the Legislative Reception on April 29th-any RSVPs should be forwarded to our PR Coordinator.
- Follow up phone calls to Springfield offices made by our PR Coordinator.
- The actual “drive-in” date was April 29th.

The parts that worked really well: Our PR coordinator, Dave Kelm, was – and is – a great asset to helping us with how to approach this event and make things happen. He has been a great guide in navigating us through the political maze in Springfield.

The parts that did not work well: We were challenged engaging the other Sections and Branches across Illinois. The Illinois Section represents the northern portion of the State and to truly represent the interests of everyone we needed all of our downstate members to participate. In the future we would like to use Region 3 and National support to facilitate. We did call/email leadership in the downstate areas but were met with lack of interest.

The follow-up that was important: After the “drive-in” in April, the comment from Senator Sanduval was that we needed to stay in touch - not to just meet when we needed something – be an advisor to the legislators for infrastructure.

The Illinois Section is doing a follow-up get together with Senator Sanduval at a reception in Chicago setup by the Illinois Section, this Wednesday, to discuss the progress of the capital bill and other infrastructure issues coming out of Springfield.

What you should ALWAYS do with this project: Find someone who understands the political lay of the land and who can help organize the event.

The outcome: Excellent contacts with local legislators and the Illinois Section’s ability to express our concerns for the industry in a personal face-to-face setting.

Would you do it again? Absolutely. We will begin planning our 2010 “drive-in” in the near future.

GOVERNMENT RELATIONS

Legislative Affairs Committee

Section: Los Angeles Section

Section Size: Very Large

Project contact: Jay Higgins

Contact phone number: 818 406-4896

Contact e-mail address: jay_higgins@urscorp.com

General project category: Legislative

The process – what you did, when and how¹ The Los Angeles Section (Section) of ASCE has pursued several major initiatives in the 2009-2010 year. The Section government affairs efforts and participation have continued to grow over the last several years. We have seen interest, participation, and success all grow from a low level to a more effective level while laying the ground work for even more.

In late 2009 the Metropolitan Los Angeles Branch within the Section set three major goals for the year:

- 1) Have a Los Angeles City Hall day where members meet with Los Angeles City Council and advocate for infrastructure spending
- 2) Gain a SPAG grant to educate our members on government affairs during the second annual Engineers and Politics event.
- 3) Work with other local organizations, namely the Los Angeles Private sector (ACEC) and the Los Angeles Public sector (PECG), to discuss common ground we can pursue as leading groups in infrastructure for engineers.

Planning for these events was extensive and the MLAB Government Affairs committee meets every month on the third Tuesday to report progress, set action items, ensure our direction is clear and our objectives are being met. Attendees range from 10 -16 active attendees for these meetings participating in discussion and planning of events.

First on the agenda we established a subcommittee for the Los Angeles City Hall drive-in determined to take place on Wednesday June 9th, 2010. This gave us the opportunity to address both the City Council and the Board of Public Works. Julia Moye (MLAB), Philip Johnson (MLAB) and Mike Posey (Ventura/Santa Barbara Branch) were the leaders for this event. Appointments were made with 14 members of the City Council and the Deputy Mayor of Transportation as well as a plan to make a public comment at the City Council Meeting and Board of Public Works Meeting. As the event moved closer the team was able to have City Council deem Wednesday, June 9th, 2010 “American Society of Civil Engineers Day”. This was a tremendous honor which the Section has prided itself on such a recognition. Several members of the Los Angeles City Council also made comments and recognized the service civil engineers provide to their community. The day began with an educational session to ensure the entire group was knowledgeable on the topics to discuss in the Council member meetings, including a role playing session which was very helpful to have us thinking on our feet.

¹ This “process” section prepared by Jeff Girard and edited by Jay Higgins and Karen Sepulveda



Jeff Girard making comments at the Los Angeles City Council meeting on June 9, 2010.
(For a transcript of the remarks, see the end of this report)

Comments (see attached transcript) were also made at the Board of Public Works meeting in which we received a round of applause and were asked to step behind the table to take a picture with the entire Board of Public Works. In the afternoon the group of 14 ASCE members from both the private and public sector met with 14 Council members and the Deputy Mayor of Transportation. During this time we made contacts, learned more about how City Council operates, and delivered a message of the need for more infrastructure work to be funded immediately. The three messages we delivered were as follows:

- 1) Begin a replacement schedule for water mains, an unusually high number of water main breaks have taken place in Los Angeles over the last two years.
- 2) Support for the 30/10 Initiative (30 years of transportation projects completed in 10 years)
- 3) Increase the Annual Infrastructure Budget

This event was the start of a long-term program to have a reprieve with the City of Los Angeles. Afterward the group sponsored a reception at a local venue where we were joined by one of the council members and several staff members for good conversation and to begin establishing a relationship locally. The event was very successful and gained the Section several new participants in our Government Affairs work. We utilized the following handouts at the event:

- 1) Resolution declaration of American Society of Civil Engineers Day
- 2) Water Main Leave behind
- 3) 30/10 Infrastructure Plan leave behind
- 4) Infrastructure Funding leave behind
- 5) Drive-In Discussion outline



The second event was the Engineers and Politics Event which was an extensive event to plan and coordinate. The event took place on Saturday August 7, 2010 and had over 50 ASCE members in attendance. The first planning task was to determine location, date, content, and message we wanted to deliver. As the year progressed we were able to assign at least one ASCE member to each of the five workshops and had three co-chairs in order to assist and guide the event planning and organization. The following is a brief agenda of the workshops:

Workshop #1 – Vision 2025

This workshop laid the groundwork for the day’s discussions. It established the point that to reach the vision by 2025 requires political/advocacy involvement from our members. This workshop was prepared and presented by Genaro Meija, P.E., M.ASCE.

Workshop #2 – “How Can a Non-Profit Advocate?”

This workshop showed the allowable items we can participate in as a 501(c)3 non-profit organization and also discussed other classifications such as a 501(c)6 and the likelihood that we may need to pursue this in order to achieve Vision 2025. Anthony Beauchamp, ASCE and ASCE Past President, Wayne Klotz, P.E., M.ASCE, prepared and presented the material. We were very fortunate Mr. Klotz accepted our invitation to speak during our event and felt he added a strong voice to the need to advocate.

Workshop #3 – “Legislative Procedure”

Richard Markuson, (Region 9 ASCE Lobbyist) presented and prepared this short workshop on the process and procedures involved in passing legislation.

Workshop #4 – “Reading Local and State Legislation”

This workshop was prepared and presented by Jacqueline Reed of ASCE and Darwin Vargas, P.E., M.ASCE. This workshop spent time going through a piece of legislation and dissecting its content to ensure we were able to understand it and pull out the important pieces. As was true with all of our workshops, this was an interactive discussion with the audience and required them to answer questions about the portion of the bill they read and sharing it with the group.

Workshop #5 – “What Can You Do Now?”

Chris Hudson prepared and presented this workshop to ensure every attendee knew what they could and needed to do once they left the Engineers and Politics event. Chris spent time walking through an example of a letter he wrote to his Assembly member and had marked up by the Region 9 Lobbyist, Richard Markuson, and areas which were important to include when writing a letter. Chris led the group through an exercise of having the entire group write a letter to Senator Boxer. We sent out over 25 letters to the Senator that day and many people were going to finish and send their letters out after. Chris also talked about getting involved as individuals in a local campaign, volunteering, writing Op-eds, meeting with your legislators, attend ASCE government affairs events and ultimately run for office or get appointed!

These workshops were very beneficial for the Section to continue the education process of why we as engineers must be involved in politics.

The last major goal for the year was to get more engineering organizations to work together and advocate together with a similar topic. During the year we have interacted with six different local organizations and hope to continue to make strides in the future. Although as of now we have not been able to have the



private engineering organization and the public organization sit down to focus on what we have called the “Grow the Pie Initiative” and realize if we can all focus on one or two areas to increase funding for everyone then we will all have a better infrastructure and “more pie”.

We have seen participation rise from eight members at the MLAB Government Affairs Committee to over twenty. In 2010 the establishment of the Santa Barbara/Ventura County Branch and activity at the Southern San Joaquin Branch has increased and both will continue to grow and expand. This year Scott Peterson from the San Bernardino/Riverside Branch was select as the ASCE congressional fellow and has just begun his yearlong adventure. We hope Scott will learn a great deal from the experience and be able to share valuable insight with us through this year and in the future. Tony Lusich from the San Joaquin Branch along with Jeff Girard, Mike Thornton and Dolores Ventura (Chair) participate on the Region 9 Government Affairs committee in which we are attempting to use some of the successful items Section is doing and taking this to the entire region. Namely Tony is working to put together a set of key contacts and lists of key contacts in each district so we can assign a few ASCE members to be accountable for creating a relationship with them. Jeff is working to help the other sections put on their own “Engineers and Politics” workshops through sharing best practices and offering to have MLAB members travel to the section and put the event on. Mike Thornton holds a national position within the Government Relations group at the Society level and Dolores chairs the Region 9 Government Affairs committee which is in charge of putting together the annual California Legislative Day. Last year the Section sent over twelve people to the Sacramento Legislative day and at least four people to the Washington DC Legislative day.

The Section has demonstrated its passion and drive to ensure ASCE has an active and successful Government Relations committee to ensure the safety and livability of our communities.

Those in charge – committee, task committee, etc.: The Section Legislative Affairs Committee Chair is Jeff Girard. His contact information is: 818-808-7326 (cell); JeffGirard@ndspro.com.

A subcommittee for the Los Angeles City Hall drive-in consisted of Julia Moye (MLAB), Philip Johnson (MLAB) and Mike Posey (Ventura/Santa Barbara Branch).

The President of each of the seven branches of the Section were encouraged to appoint a chair to the Branch Legislative Affairs Committee. Currently, approximately half of the Branches have appointed committee chairs.

Time frame – when started, when completed: Fiscal Year (FY) 2009-2010 and is continuing in FY 2010-2011.

The parts that worked really well: The Los Angeles City Hall day worked well because it was the extension of our past state legislative affairs activities to the local level of government.

The parts that did not work well: Getting participation and representation from all of the branches in the Section.

This is something off the wall that we did: Posted the presentation to the Los Angeles City Council on YouTube (maybe not that off the wall in this day and age, but new for Section legislative activities)

The administration that was important: Planning the rehearsal meetings, holding a role playing session, and gathering the material for the presentation and leave behind.



The follow-up that was important: Once contacts have been established, continue to build the relationships.

What you should ALWAYS do with this project: Have several planning and rehearsal meetings before: 1) presentations to the government officials, and 2) a legislative workshop for the ASCE members and invitees. Always have a concise message.

What you should NEVER do with this project: Present to government officials without a concise message and not being prepared.

The outcome: Very positive reception for the Los Angeles City Council

Would you do it again? Yes. These past efforts are being continued for FY 2010-2011.

Additional comments (Include attachments and photos that would be beneficial):

Photos included in text above.

Attachment (see following page)

**Transcript of Comments Given by Jeff Girard
on Wednesday, June 9th 2010 at Los Angeles City Hall**

Honorable City Council members, City officials and distinguished guests; my name is Jeff Girard and I am the Chair of the Government Affairs Committee for the Metropolitan Los Angeles Branch of American Society Civil Engineers and behind me are my fellow civil engineers. We are here to thank the Los Angeles City Council and Mayor Villaraigosa for working to adopt a resolution proclaiming today, Wednesday, June 9th, 2010 “American Society of Civil Engineers Day” and encouraging all Angelinos to recognize the contributions of ASCE professionals to maintaining and improving their quality of life.

Civil engineering is everywhere – from the light switch you turn on in the morning to the roads you drive home on at the end of the day. Civil engineers design and build the systems that bring us water and power. They also build bridges, roads, wastewater treatment plants and all the public works that keep a community operating. Our lives and our infrastructure are inseparable.

Civil engineers are developing and implementing some of the most exciting and innovative technologies to solve problems our country is currently facing – from our nation’s aging infrastructure to the world’s dwindling clean water supply.

On behalf of the over 4,000 members of the Metropolitan Los Angeles Branch of ASCE, I and my fellow board members would like to thank the Mayor and City Council for recognizing the contributions of civil engineers. It is important that our elected officials continue supporting infrastructure investment for the future of our city.

GOVERNMENT RELATIONS

Meetings With Legislators

Section: Tennessee Section

Section Size: Large

Project contact: Sandra Knight & Monica Sartain

Contact phone number: 423-728-7107

Contact e-mail address: sknight@bradleyco.net

General project category (e.g. Public Outreach, Legislative, Website, etc.): Legislative

General project description: Meet with Legislators and provide input and opinions on proposed legislation. Offer assistance on engineering related topics.

The process – what you did, when and how: We joined with TSPE and ACEC for the annual Engineers Day on the Hill at the Capital in Nashville, Tennessee. Monica applied for and received a SPAG grant to finance a legislative reception and provide materials about the Tennessee Report Card. The reception was held on a Monday afternoon/night at a hotel across the street from the capital and all the legislators were invited by Candy Toler, Executive Director and lobbyist for TSPE and ACEC. Position statements were given to those attending by members of ASCE, TSPE and ACEC to their respective representatives. Tuesday morning engineering members met for a briefing before going to the capital for legislative visits. The state was broken into east, middle and west and a leader was appointed for each group. The leader made appointments during the previous weeks with each legislator. Everyone was assigned Senators and Representatives to visit and deliver a folder with copies of the position statements and contact information for the societies. The group met back at the hotel for lunch and to de-brief. Documentation was logged about legislators that agreed or disagreed with our positions so that follow-ups could be made by Candy.

Those in charge – committee, task committee, etc.: The Legislative and Government Affairs committee reviewed legislation and picked a few high interest topics to support or oppose. Mrs. Toler developed position statements for each on handouts that were presented to each legislator at the reception.

Time frame – when started, when completed: Started as soon as the legislators go in session and start filing bills.

The parts that worked really well: Calling ahead and setting up appointments for visits.

The parts that did not work well: The reception doesn't get great attendance. It is expensive for the food and open bar and hard to plan a number.

This is something off the wall that we did:

The administration that was important: Having a central coordinator/lobbyist



The follow-up that was important: Sending information and finding out the specific reason for any of the bills we opposed. Negotiating changes on the proposed bill.

What you should ALWAYS do with this project: Have positions ready to hand out. Contact your own legislator. They are always willing to listen to someone that can vote for them.

What you should NEVER do with this project:

The outcome: Positive.

Would you do it again? Yes. Annually

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Monica Sartain

Address: Branch Manager
Patriot Engineering and Environmental, Inc.
109 Space Park North
Goodlettsville, TN 37072

Phone Number: 615-528-4441 office
615-528-5300 fax
615-681-1434 cell

Email Address: msartain@patrioteng.com

Additional comments (Include attachments and photos that would be beneficial):



MEMBERSHIP DEVELOPMENT

Fellow Upgrade Promotion

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Joey Coco, P.E.

Contact phone number: (225) 246-8206

Contact e-mail address: joey.coco@engensus.com

General project description: The project involved increasing the number of Fellows in the Branch.

The process – what you did, when and how: Used the Branch membership database to find qualified candidates for Fellow upgrade and notified them of the potential membership upgrade.

Those in charge – committee, task committee, etc.: Branch Membership Director

Time frame – when started, when completed: 8 hours from start to mailout, 2 hours time per interested candidate.

The parts that worked really well: Mailout and interest by those that didn't know they were qualified.

The parts that did not work well: Cumbersome ASCE membership database. Need an easier to use membership database from National.

The administration that was important: Embracement by the Branch board

The follow-up that was important: Had to follow up with National a few times to make sure newly enlisted fellow members received plaque.

What you should ALWAYS do with this project: Recognize new Fellows at Branch luncheons.

What you should NEVER do with this project: Send letters to deceased Branch members by accident.

The outcome: Many interested candidates in Fellow upgrade. 25 percent increase in total number of Branch Fellows prior to established program.

Additional comments: Very important to recognize newly enlisted Fellows at Branch luncheons. Demonstrates respect to the Fellow and reinforces the interest of the Branch to promote Fellow status.

MEMBERSHIP DEVELOPMENT

Membership Growth

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Joey Coco, P.E.

Contact phone number: (225) 246-8206

Contact e-mail address: joey.coco@engensus.com

General project description: The project involved increasing the number of new members in the Branch and raising Branch awareness.

The process – what you did, when and how: Provided free lunch vouchers to those non-members who are potentially interested in joining ASCE and become active in the Baton Rouge Branch. Visited government agencies and local engineering firms to distribute vouchers and inform “champion” members of the program.

Those in charge – committee, task committee, etc.: Branch Membership Director

Time frame – when started, when completed: 24 hours to visit 15 firms/agencies and develop/print vouchers.

The follow-up that was important: Reinforce the voucher program through the e-newsletter and website. Continue to remind current members at our branch meetings about the voucher program.

What you should ALWAYS do with this project: Identify champions who can assist you by handing out vouchers within agencies or firms to potentially interested future members.

The outcome: People using the vouchers, about a five percent success rate for those that turned in vouchers. Example, 200 distributed and 10 redeemed within a one year period.

Additional comments: Expect this to be an investment into the future of the Branch. Don’t expect an overwhelming redemption of vouchers. Hand out several hundred to get a few new faces at meetings. Response from current membership has been “good idea.”

MEMBERSHIP DEVELOPMENT

Membership Recruitment - Students

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Danielle Welborn

Contact phone number: (225) 907-7821

Contact e-mail address: brasce.ym@gmail.com

General project description: Tips on Recruiting College Students

The process – what you did, when and how: I started by contacting the presidents of the ASCE student chapters of the colleges in my area, LSU and Southern University. They were a great source to use in order to reach out to all of the student members. I attended their chapter meetings to discuss what the younger member group is all about (the socials, the service projects, etc.) as well as dedicated a specific social twice a year to the senior members. This social was focused on the graduating seniors and paid tribute to their hard work and reminded them it will all pay off soon! Since I, and the other younger members, had been through it all recently, we could relate to their struggles on projects, finals and finding a job. I talked about how there will be other struggles right after graduation but the young professionals they meet in ASCE are there struggling with them and they offer a good support system and networking system that will benefit them socially and professionally. The seniors were able to talk to the younger members who were currently employed at engineering firms in Baton Rouge and create an important relationship that could possibly result in a job opportunity.

Time frame – when started, when completed: It is an ongoing process. With each new graduating class, the younger member chair has to keep reminding the students that there is a way to stay active in ASCE after graduation that is still fun and exciting for young professionals.

The parts that worked really well: Attending the chapter meeting right before the “seniors’ social” really made an impact. A lot of the seniors attended that social because it was fresh in their minds.

The parts that did not work well: Just emailing the student chapter presidents did not work—emailing them was a good start but you need to show your face to the students so they know that you care enough about their continued involvement with ASCE to go to their meetings. It also helps them to put a face to a name so when they get the younger member emails and invites to socials, they know who it is coming from. Keep it personal!

This is something off the wall that we did: We did a service project in which both student chapters were invited to participate. There was a great turnout from the students and I think they were really impacted by the participation from the younger members.

The administration that was important: I got a lot of support from my board members. I had a very nice budget which allowed me to host socials just about once a month including the two socials that were focused on the graduating seniors. I could not have done the socials without this support.



The follow-up that was important: Thanking the students for allowing us to come to their meeting as well as thanking those students who went to the social keeps the lines of communication open for future events. I also sent the student chapter presidents the pictures that we took. They posted pictures on their website as did we. For those who were not able to attend, they were able to see how much fun we had as a group and hopefully, it encourages them to attend the next social.

What you should ALWAYS do with this project: KEEP IT PERSONAL! Go to at least one meeting each semester. It helps to bring other young professionals with you just to show that bond that the younger member group has. It also shows how committed we are to making sure that they stay involved after graduation.

What you should NEVER do with this project: GIVE UP! Keep contacting the students. Even if they are reluctant as sophomores or even juniors, by their senior year, when they are really thinking about what they want to do after graduation, what you have done up to that point will stick with them and they are more likely to get involved with ASCE after graduation.

The outcome: We have had tremendous participation from the recent graduates at our socials and at our monthly chapter luncheons. These students have told other students how much fun they are having and our number of active participants has truly grown.

Would you do it again? YES...I try to go every semester to at least one student chapter meeting. There are always new students joining so it is important to keep showing your face and reminding them about ASCE opportunities.

MEMBERSHIP DEVELOPMENT

Younger Member Recruitment

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Danielle Welborn

Contact phone number: (225) 907-7821

Contact e-mail address: brasce.ym@gmail.com

General project description: Younger Member Recruitment

The process – what you did, when and how: I set a goal for myself as the younger member chair this year—increase the number of active younger members. Our roster is quite large but very few people were coming to the socials. One of the ways I got more participation from the younger members was by having the socials at the same time each month—I chose the second Thursday of the month. Since they knew the date of each social, they were able to keep their schedules open so they can attend the social. I also committed to varying the activities each month. We do not just go to a bar for Happy Hour. We have played laser tag, gone bowling, gone to restaurants, done service projects--each month is something different which I think it keeps the younger members interested and the attendance up!

As for member recruitment, I think recruiting at the college level is the best place to start. Those who hold a position in their student chapter and are active in their student chapter are very likely to stay involved after graduation and possibly even hold a role in the branch. Attending the student chapter meetings is beneficial so they receive the personal attention they deserve. Another really good source for recruitment is the younger member group that you already have. They probably work at an office with many other young engineers so when they have a good time at the social, they will go back to their office and talk about how much fun they had and will recruit their coworkers to attend the next social.

Time frame – when started, when completed: Recruitment is an ongoing process. The younger member chair has to keep reminding the students and current younger members that there is a way to stay active in ASCE besides just attending the monthly luncheons.

The parts that worked really well: The socials at restaurants instead of bars have been some of the best attended socials! The activities (laser tag, bowling, etc.) were second best! However, it is nice to have a relaxing happy hour every once in a while!

The parts that did not work well: I do not organize socials in the summer months anymore—partly because of my budget but also because many people go on vacation so attendance usually drops in the summer. It is nice to give myself a break as well. We start fresh again in the fall with new ideas for social activities.

This is something off the wall that we did: Something that I tried but never really continued was the “Younger Member Spotlight.” This was an opportunity for younger members to nominate their fellow younger members for something special they did at work or in the community. It is up to them to acknowledge an accomplishment of a fellow yellow member and the nominee would be recognized at the

monthly ASCE luncheon. Unfortunately, I never got any nominations the first few months so I stopped trying but it is something that I would like to try again.

The administration that was important: I get a lot of support from my board members. I have a very nice budget which allows me to host socials just about once a month including the two socials that are focused on the graduating seniors. I could not do the socials without this support.

The follow-up that was important: I always send out an email to the younger members after the social to thank them for coming. I also attach a picture, if we take one, to show all those who didn't attend how much fun we had.

What you should ALWAYS do with this project: Take ideas from those who give it! Do not ignore their suggestions. After all, it is their evening that they are giving up to spend time with the younger member group so you should try to do what they want to do.

What you should NEVER do with this project: GIVE UP! Keep contacting the younger members. Even if they are reluctant at first, they might just be really busy but they may come to one social and realize what they have been missing and then attend many after that—and maybe even recruit others to come too!

The outcome: Our attendance has exploded since we have had socials every month. It is something for them to look forward to and now that they know when it will be, they don't have to worry about possibly having other plans or conflicts. It has been great! Our number of active participants has truly grown.

Would you do it again? YES...I am still doing socials once a month and they are going very well but I am always looking for new ideas of where to go and what to do.

Additional comments: Photos attached.



Habitat for Humanity Build with LSU and Southern University (November 2008)



YM Social at Tsunami (February 2009)



“Senior Night” YM Social at Walk-Ons (March 2010)

MEMBERSHIP DEVELOPMENT

Region Governor Leadership Training

Section, Branch: Boston Section (BCES)

Section Size: Very Large

Project contact: Anni Autio

Contact phone number: 617-452-6309

Contact e-mail address: autioah@cdm.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): ASCE Leadership Training

General project description: Transition from Section President to Region Governor based on Region 1 Board of Governor observations (also applicable to finding and training your successor)

The process – what you did, when and how: Maintaining continuity on the Region Board of Governors begins during the third year term of a Region Governor... first with candidate selection (Fall-Winter) followed by opportunities for job shadowing and sharing of pertinent correspondence (e.g., eRoom enrollment, mailings to Section/Branch presidents, copies of the Section Informant, Region Governor e-mails, and so forth) as well as identifying available resources including go-to contacts. The intent is to build and maintain a strong organization that has growth potential and enables everyone coming to a leadership position to build upon the foundation given (entrusted) to them. Recognition for the need was based on the limited exposure of the governor candidate to the Region Board and its activities.

Those in charge – committee, task committee, etc.: As this is a prototype project, Anni Autio (Region Historian, Past ASCE Officer and Section President) initiated the activity and engaged the current Region Governor candidate to self-tabulate and track information received prior to his formal induction. This will be reviewed later to determine what advance information was helpful so that a schedule can be drafted for the next transition.

Time frame – when started, when completed:

- Start: September 2010 (announcement of opening)
- Mid-term: April 2011 (candidate determined, start of information sharing)
- End (of cycle): September 2011 (Governor orientation/induction)

The parts that worked really well: to be determined at a later date (est: April 2012...approximately halfway through first year)

The parts that did not work well: to be determined at a later date (est: April 2012...approximately halfway through first year)

This is something off the wall that we did: not applicable



The administration that was important: This process creates the opportunity for past Region Governors/ASCE Officers to share experiences and provide guidance for incoming leaders. This also enables current Section and Region officers to remain focused on their roles without adding to their workloads and provides an opportunity for past Governors to remain active after their term expires.

The follow-up that was important: A feedback loop was developed at the onset so that the action can be tracked and refined for the next cycle.

What you should ALWAYS do with this project: Coaching continuity is important and reminders of the calendar elements. It cannot be assumed that candidates are already on established mailing lists, including the one use by the Region Board. At a minimum, monthly check-ins should be conducted.

What you should NEVER do with this project: Interaction and feedback are important throughout the cycle. The end of each session should be positive with acknowledgement and appreciation on the level of commitment the candidate has agreed to accept and the benefits that can be attained for this volunteer service.

The outcome: to be determined at a later date

Would you do it again? Absolutely. Strong leadership transitions are important to the vitality of a growing organization. Anticipating weaknesses in advance provides opportunities to make timely reinforcement.

MEMBERSHIP DEVELOPMENT

Life Member Forum

Section: Los Angeles Section

Section Size: Very Large

Project contact: Jay Higgins

Contact phone number: 818 406-4896

Contact e-mail address: jay_higgins@urscorp.com

General project description: Life Member Involvement

The process – what you did, when and how:

Formation of the Life Member Organization¹

Life Member status is generally conferred by ASCE when a member reaches age 65 and fulfills a number of years of ASCE membership. Current data indicates that there about 20,000 members eligible to become a Life Member, which is about 15% of ASCE membership, and the numbers will certainly grow in the future.

Life Members have the energy, experience and the enthusiasm to be involved in a great variety of activities that serve their desire to contribute to their chosen profession, but also is of service to the local organization membership. Getting started to create a Life Member organization for a Section/ Branch is a two-step process. First, an officer of the local organization must believe in the value of more Life Member participation and support the commitment of resources to the effort. Second, a motivated and enthusiastic Life Member champion must be selected that can contact and recruit other Life Members and foster their involvement in local organization activities. In some cases an organization may find it appropriate to create a start-up team.

Life Members add great value to ASCE, to the community in which they live, and, at the same time get a sense of contribution and accomplishment on a professional and personal level. Following are some of the activities that have already been done by Life Members at the Section and Branch level:

1. Recognize their peers through Awards Programs and/or recognition of achievement, such as becoming a Life Member.
2. Recognize Life Members through articles in Section/Branch Newsletters.
3. Volunteer for Section/Branch activities.
4. Promote ASCE initiatives at the Local/Regional or Society level.
5. Organize and/or provide speakers for a speakers bureau.

¹ The material in this Best Practices Guide section was excerpt from *Guidelines for Life Member Involvement in ASCE*, dated March 2009, prepared by the Task Committee on Life Member Involvement, Norm Buehring, Chair. A copy of the report may be obtained from the Society's Geographic Services Division.

6. Help improve communications through work on a web site or by providing hard copies for members who don't use computers.
7. Prepare a Life Members Newsletter.
8. Lead and/or participate in Engineer Week activities.
9. Organize History and Heritage projects/activities.
10. Assist Student Chapters with programs/activities. *
11. Mentor students and younger members.*
12. Involvement with engineering related public projects (speak at public hearings).
13. Lead and/or assist with the preparation and dissemination of local Infrastructure Report Cards.
14. Organize or assist in disaster preparedness programs.
15. Offer transportation to other Life Members who want to participate but can no longer drive.
16. Help with fundraising such as golf tournaments and seminars.
17. Assist the formation of other Life Member Groups.
18. Digitize Section/Branch records and important historical information.

An ASCE study on Life Members has shown that the program outlined above will result in increased Life Member participation at the local level. The keys are Section/Branch support, a motivated champion, and a program that utilizes the elements of these Guidelines that are appropriate for the specific Section or Branch.

For a more complete overview for creating a Life Member organization, go to <http://gsd.asce.org/> Life Members, and download the Society's brochure entitled *Life Member Involvement Guidelines*.

~~Los Angeles Section Life Member Forum~~²

The Los Angeles Section (Section) Life Member Forum (LMF), created in the early 1990s, has been very successful over the years, and serves as a model for the Society for Life Member involvement. The Life Members are involved in several activities with the primary event being a brunch held each year to induct those members that have reached Life Member status into the Section's Life Member Forum. The goal of the brunch, held in each year February or March, is to recognize lifetime achievements, encourage them to stay active in ASCE, and get involved in Section's Life Member Forum activities.

The Life Member Forum held its annual Life Member Brunch in 2010 on March 6th. This event provided special recognition to the dedication and service of all new Life Members. Each year it has become a Section tradition to invite the Society President-Elect to be the guest speaker at the brunch. The guest speaker at the 2010 event was then President-elect, Kathy Caldwell P.E., F.ASCE. Kathy spoke on the Vision for 2025. Each Life Member's bio was shown in the event program and each was presented a plaque by Kathy Caldwell and Jay Higgins, P.E., M.ASCE, Los Angeles Section President recognizing their new membership status.

The Section has led the Society in Life Member activities. The forum is very active in events that benefit the membership of the Section at all levels in their careers, including student and younger members. Our Life Members have been active in: history and heritage, recognition of national and local historic civil engineering landmarks; mentoring programs at the high school and college levels; providing input at public hearings for pending infrastructure projects; suggesting building code changes or implementation

² The material in this section was excerpt from the *Los Angeles Section 2009-2010 Annual Report*. A copy is available from the Los Angeles Section Secretary upon request.



of code standards to public officials; and involvement in community projects such as a habit for humanity. These activities have provided significant value to our members, public officials, and the general public.

Those in charge – committee, task committee, etc.: Larry Lewis is the current President of the Los Angeles Section Life Member Forum. His contact information is: 562 927-2088 (Home Phone); ml3lewis@gmail.com

Time frame – when started, when completed: The Los Angeles Section Life Member Forum was created in the early 1990s as a result of the efforts of Bob Bein, P.E., past President of ASCE (2001) and the Los Angeles Section (1992), and retired Caltrans District Director, Keith McKean, P.E., now deceased.

The parts that worked really well: The monthly meetings of the Life Member Forum keep the members connected and actively planning their next activity.

The parts that did not work well: With a geographic area as large as the Los Angeles Section, it is difficult to get all members involved in the meetings. We are currently investigating the possibility of forming Branch Life Member Forums to reach more of our Life Members and provide activities closer to their homes.

This is something off the wall that we did: No

The administration that was important: The use of the Section administrative services provider to support communication and arrange meetings is important aspect of the success of the LMF.

The follow-up that was important: Follow up communication to new inductees will significantly improve participation (e.g. due to better communication, a recent nuclear powered field trip/tour resulted in improved participation. Participation went from an average approximately 10 LMF members to 40 LMF members due an effort to contact the recent inductees).

What you should ALWAYS do with this project: Have person to person contact when inviting Life Member inductees to the annual brunch event.

What you should NEVER do with this project: Relay totally on e-mail for distribution of information.

The outcome: A thriving forum. The Life Member Brunch is one of the premier Section events that both our younger and seasoned members look forward to attending.

Would you do it again? Absolutely. The contributions of the Life Member Forum to our activities and Board meetings are a significant part of the success of the Section.

Additional comments (Include attachments and photos that would be beneficial):

Photo from the 2010 Life Member Forum Brunch held on March 6th



MEMBERSHIP DEVELOPMENT

Membership Survey

Section: National Capital Section

Section Size: Very Large

Project contact: Christian J. Manalo, P.E., DEE

Contact phone number: 703-377-1697

Contact e-mail address: manalo_christian@bah.com

General project description: The National Capital Section (NCS) formed a Management and Best Practices Subcommittee in September 2010 to evaluate Section activities and identify means for optimizing value of NCS membership. As part of the Subcommittee's efforts, a membership survey was conducted and the results provided in an interim findings report.

The process – what you did, when and how: The survey was performed as one part of a larger focused effort to improve benefits to our Section members. The survey was conducted via Cvent (www.cvent.com), an online service that members also use to register for section meetings. The survey began with an email announcement on December 8, 2010 and survey responses were received over a two-week period. The survey consisted of 12 mostly multiple choice questions but also included open-ended questions where respondents could provide additional input. The survey results were compiled and interpreted to identify specific areas of improvement for the section. Results were also compared to an earlier membership survey performed in 1998 to identify trends over time.

Those in charge – committee, task committee, etc.: The Subcommittee was formed upon approval of the Section Board of Directors. Work was led by a subcommittee chair and supported by members of the Section.

Time frame – when started, when completed: Subcommittee was formed in September 2010. Survey questionnaire was developed during the Fall of 2010 and conducted in December 2010. Results were analyzed throughout January 2011 and first presented to the Section leadership during its regular Board of Directors meeting in February 2011. Conclusions from the survey will also be included in a larger Subcommittee report to be completed by Fall 2011.

The parts that worked really well: The survey questionnaire was craftily developed to ensure results would be beneficial to the decision-making of the Section leadership. Issues of concern included how to improve attendance at Section meetings and greater participation among our members. Most questions dealt with providing insight into these two specific issues. The questions were vetted among Section leaders prior to releasing the survey. Additionally, results of the survey were not simply released as-is. Answers to each survey question were analyzed deeply to determine linkages with answers to other questions and identify trends among demographics and over time.

The parts that did not work well: Response rate to the survey was about 16-percent of our members, which is approximately the same percentage that responds to our Section monthly meeting announcements. A higher rate would have been preferred. A high-level analyses of the respondents'



backgrounds however correlated well with demographic information that we already possessed from our membership database (e.g., ages, gender, specialties, etc.).

This is something off the wall that we did: Among the innovative things we did was to map out the locations where members both worked and lived to find out where the optimal locations would be for meetings both in the daytime and in the evening. Another thing we did was find out what other professional or industry associations that members were a part of to identify potential organizations for joint activities and also to coordinate the timing of future events.

The administration that was important: It was important to have a Subcommittee chair and members with strong interest in organizational development and improvement. The Subcommittee met near weekly during its first three months to discuss and plan activities, including survey development, interviews of key leaders, literature review, and data interpretation.

The follow-up that was important: A fair amount of resources were required to interpret data after receiving the survey results. Even after initial presentation of the survey's findings, follow-up questions were naturally asked by the Section leadership. Questions such as which types of members answered questions in certain ways proved helpful in answering to delve into the root causes for issues that were identified.

What you should ALWAYS do with this project: This survey was largely a success not only in the results that were discovered but even the process itself. By announcing and advertising the survey, Section members were appreciative of the efforts being made by the Section leadership to evaluate its own performance in trying to improve the value of their membership.

What you should NEVER do with this project: The large amount of data received from the survey could be interpreted in many ways. The results must be looked at objectively and carefully in order to be truly reflective of the interests and needs of Section members.

The outcome: The Section leadership continues to review the results of the survey as needed when planning activities, including but not limited to the selection of topics, speakers, locations, and timing.

Would you do it again? Absolutely. Re-performing the survey every few years will instill a culture of continual improvement within the organization.

Additional comments (Include attachments and photos that would be beneficial): Survey questions and results presentation are attached.



ASCE-NCS Management and Best Practices Subcommittee

PRELIMINARY FINDINGS REPORT – Part 1

July 6, 2011

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- ▶ Member Analyses
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Executive Summary

- ▶ The ASCE-NCS Management and Best Practices Subcommittee was developed to evaluate Section activities and identify means for optimizing the overall value of NCS membership.
- ▶ Work consisted of identifying member interests, exploring best practices, and evaluating meetings and other activities. As part of this work, a membership survey was conducted and interviews were held with NCS leadership, university faculty, and other chapters and organizations.
- ▶ Overall, members expressed general satisfaction with NCS (survey showed 89-percent favorable rating), and interest in section activities has been increasing over the past few years. Several activities stand out in particular for their success, including university engagement, Young Members Forum, Sustainability Awards Banquet, and monthly section meetings.
- ▶ There are a number of areas where further gains can be made, particularly in attracting and retaining next generation of leaders and widening the scope of activities to include greater areas of interest. Many ideas are suggested within this report, including greater involvement by committees.

Executive Summary (cont'd)

- ▶ Construction was identified as the area of greatest interest per the membership survey (45%). This was followed almost equally by Transportation & Development, Environmental and Water Resources, and Structural Engineering (34-36%). Other significant areas included Sustainability, History & Heritage, Geotechnical Engineering, and Architectural Engineering.
- ▶ 24-percent of members are over the age of 65. 22-percent of members are under the age of 35.
- ▶ Meetings were most desired on Tuesdays, Wednesdays, and Thursdays. Time of day for meetings was nearly split with 45% of respondents preferring evening and 41% daytime.
- ▶ Washington DC and Arlington were the areas most members preferred as the meeting location (up to 22%), however a significant number of members selected Tysons Corner (17%). A substantial number of members also selected Rockville and Bethesda (10%).

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Introduction and Background

- ▶ The Management and Best Practices Subcommittee was formed to evaluate Section activities and identify means for optimizing the value of NCS membership. Subcommittee activities include:
 - Analysis of monthly meetings, including attendance, costs, and benefits;
 - Compiling and reviewing industry statistics and studies applicable to Section activities;
 - Developing and conducting membership survey, and analyzing responses;
 - Assessing and evaluating young member and university involvement;
 - Reviewing best practices of other ASCE chapters and organizations for potential adoption by NCS;
 - Evaluating geographic and demographic distribution of NCS members to assist in planning future activities; and
 - Identifying and evaluating potential partnerships and sponsorships.

- ▶ The Subcommittee was formed in September 2010 and chaired by Christian Manalo. Subcommittee members included Rollie Berry, Kari Kubista, Nashwa Alrawahy, and Isaias Espinoza.

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ASCE-NCS member backgrounds were evaluated to identify interests and assess their level of engagement with section activities

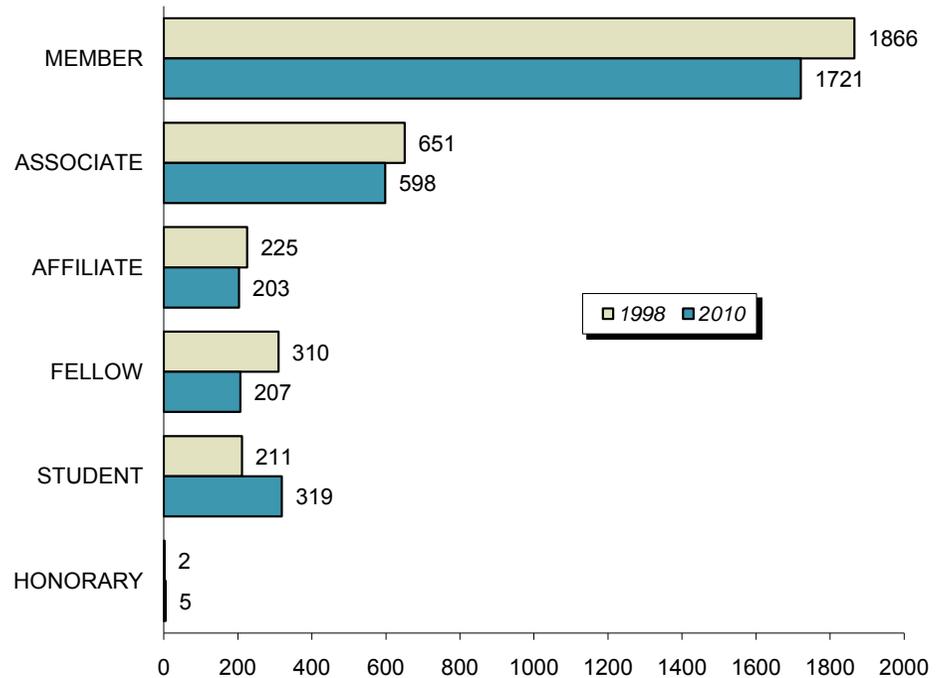
- ▶ Membership roster from August 2010 was evaluated for information regarding membership grades, institutes involvement, education levels, and other demographics.
- ▶ A membership survey was performed over a three-week period in December 2010 to further identify areas of interest, identify barriers to participation, assess member satisfaction, and gain other input for improving section activities.
- ▶ A previous membership survey was performed in 1998. Results from the previous survey were compared to current data to identify any trends.



Evaluation Statistics
<ul style="list-style-type: none">▶ 3,059 members are included in the August 2010 membership roster.▶ 488 persons responded to the December 2010 membership survey, approx. 16%. As such, the results are not fully representative of NCS members as a whole; an inherent bias exists in the results. Typical open rate for NCS general meeting announcements is 18-20%.

Membership dropped across most membership grades since 1998, with exception of Students, which increased more than 50-percent

- ▶ Overall membership dropped approx. 7% since 1998 (from 3,265 to 3,053).
 - Reductions between 7-9% occurred across most grades – Member, Associate, Affiliate, and Fellow.
 - Student membership increased 51-percent
- ▶ Life Members currently make up 22% of our membership.
- ▶ General membership reduction may be due to larger industry trend....technical persons trending toward IT professions.

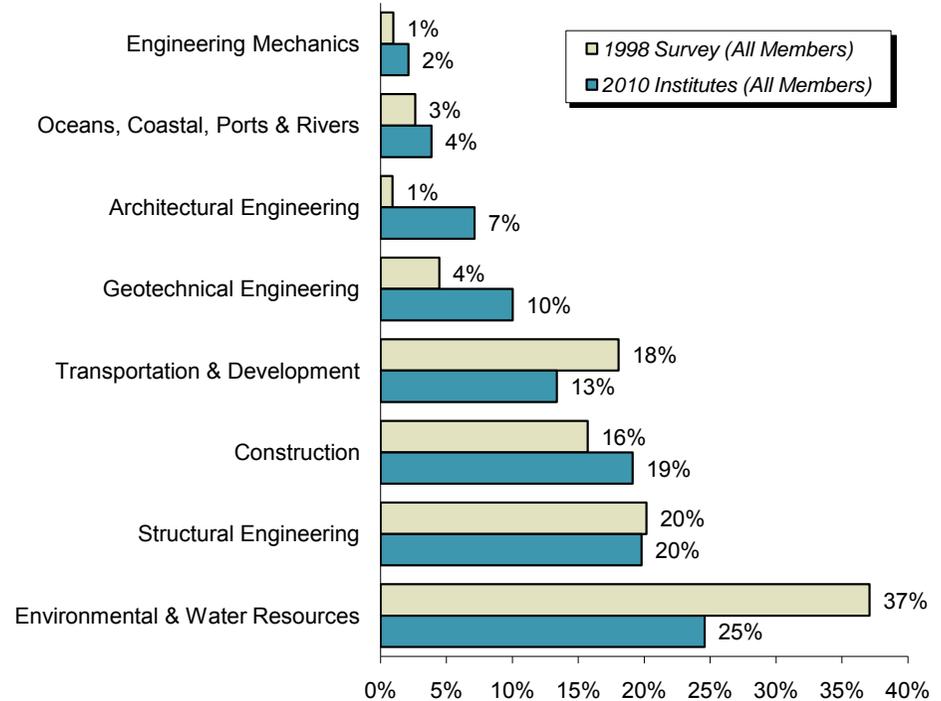


Notes:

1. 2010 values are based on ASCE-NCS membership database dated August 2010. 1998 values are based on previous membership database.

Primary interest in Architectural and Geotechnical Engineering increased significantly since 1998, while Environmental/Water Resources and Transportation/Development dropped significantly

- ▶ Contributors to changing demographic include industry trends, however committee activity and speaker lineup for monthly meetings can also play a major factor.
- ▶ Water/Environment: Approx. 20% of NCS members are also a member of a sister water organization (AWRA, FWQA, WEF, AWWA).
- ▶ Transportation/Development: Approx. 8% of NCS members are a member of a sister transportation organization (AASHTO, APTA, TRB)

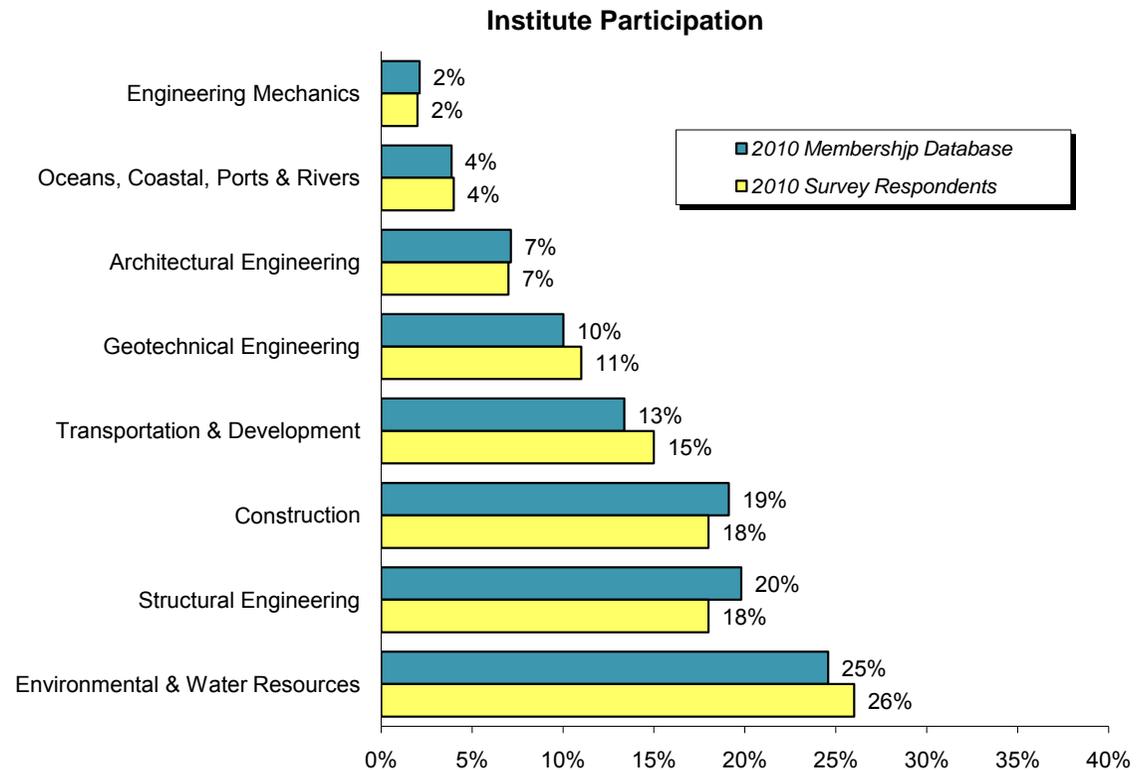


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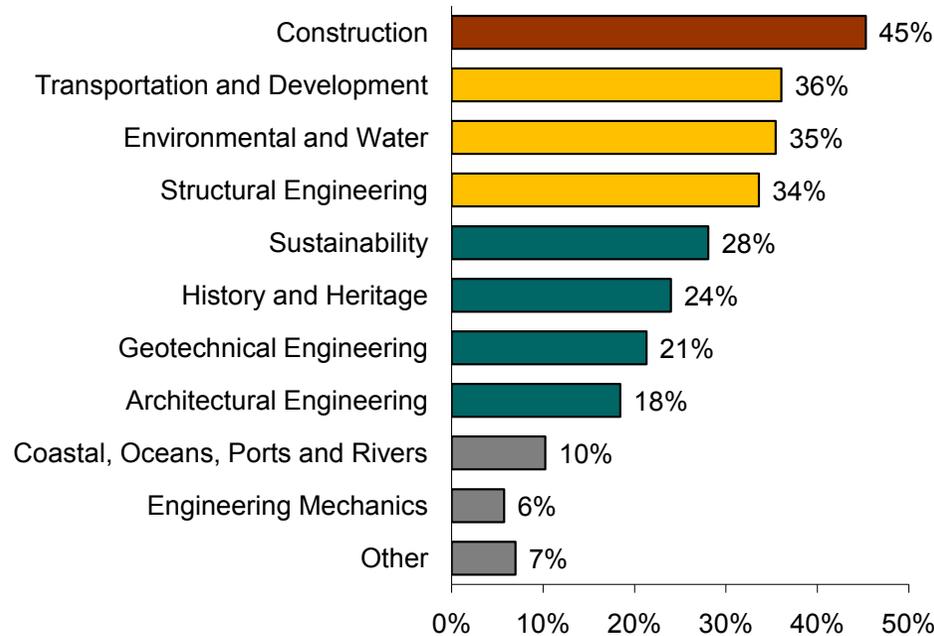
1. Members were placed in only one category of interest.
2. 2010 values are based on all NCS members in ASCE Institutes. 1998 values are also based on all NCS members, combining multiple interest areas matching the Institutes' focus.
3. 1998 Environmental/Water Resources includes Water Resources Planning & Mgmt., Water Resources Engg., and Environmental Engg.. 1998 Transportation & Development includes Transportation Engg., Urban Planning & Development, and Air Transportation.

Members responding to the 2010 survey closely match demographics of the overall NCS membership

- ▶ Institute participation among survey respondents matched very closely to proportions in the membership database (as shown in chart).
- ▶ Median age for all NCS members was 53; median age for survey respondents was 54.
- ▶ Responses to the 2010 survey must still be viewed in light of only a 16-percent response rate. Responders tend to be more active, interested, or have more time.



Construction was identified as the greatest overall area of interest, followed almost equally by Transportation/Development, Environmental/Water Resources, and Structural Engineering



- ▶ Respondents allowed to select more than one area of interest.
- ▶ Sustainability, a relatively new concept, also received a significant amount of interest.

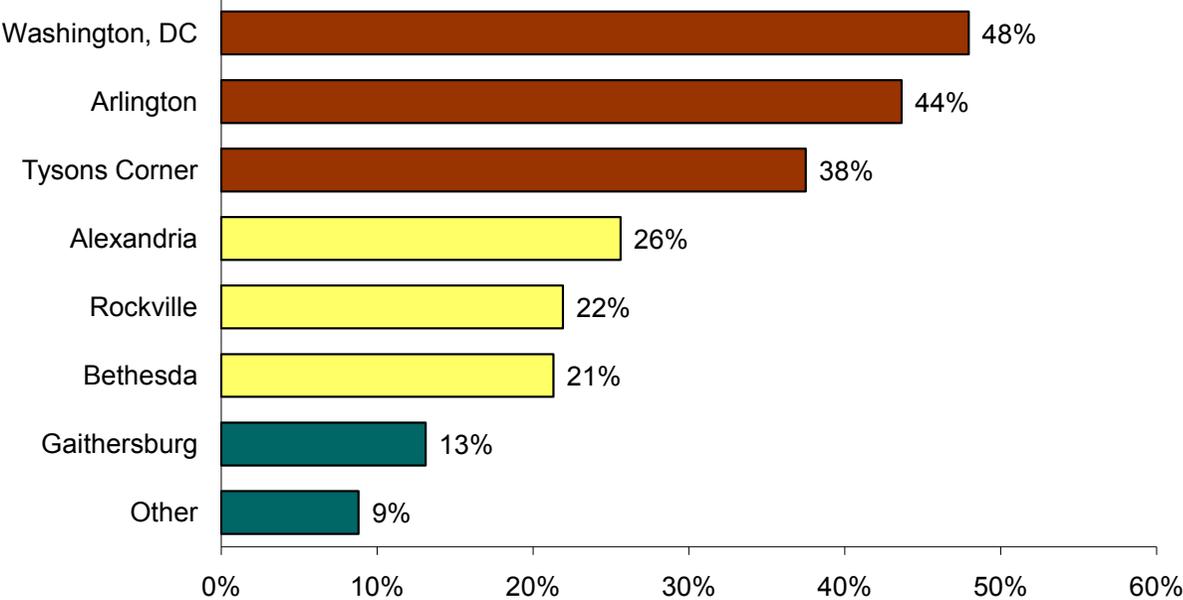
Other Areas of Interest as Identified by Respondents

- Critical Infrastructure
- Leadership & Management
- BIM (Building Information Modeling)
- Intelligent Infrastructure
- Highway retaining walls
- Project/CN Management
- Medical facilities
- Energy & energy efficiency
- Risk & reliability
- Project Management
- Airports & Railways
- Low Volume Road Development & Maintenance
- Geomatics Engineering
- Green Energy innovation
- Fire Protection
- Hydraulics & Hydrology
- Marketing
- Natural Disasters
- International development
- Conflict Resolution & Public Participation
- Engineering & Project management
- Site Design/Land Development
- Engineering & Process Automation
- Facility Maintenance
- Security
- International; management
- IT

Notes:

1. Values based on 2010 membership survey.

Washington DC, Arlington, and Tysons Corner were selected as the locations members most preferred to meet, irrespective of day or time

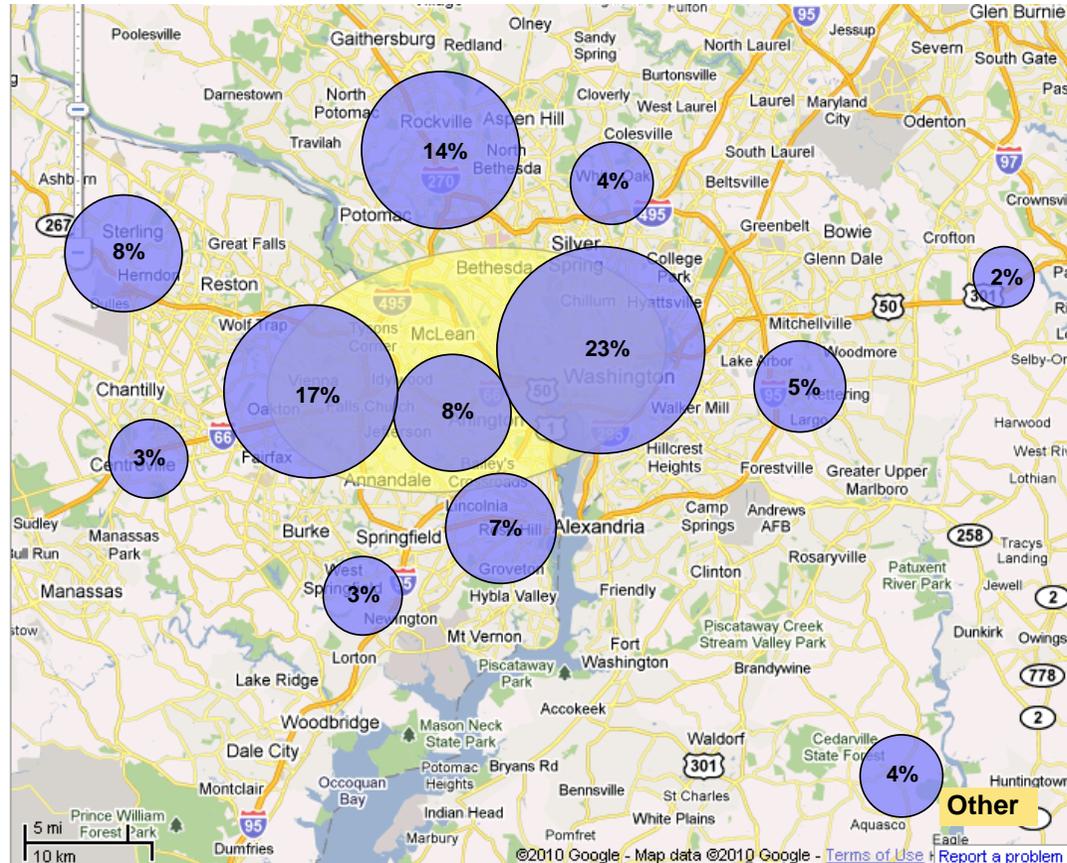


Notes:

- 1. Values based on 2010 membership survey.
- 2. Respondents were allowed to select more than one location.

The geographic distribution of members mostly centers around DC, Arlington, and Tysons Corner during the work day

- ▶ 23% of members identified their work location as DC.
- ▶ >55% of members are located within a 20-minute drive to Arlington.
- ▶ Locating a daytime meeting in Arlington may be considered an ideal location, specifically if its close to Metro and Route 66 (e.g., Rosslyn)

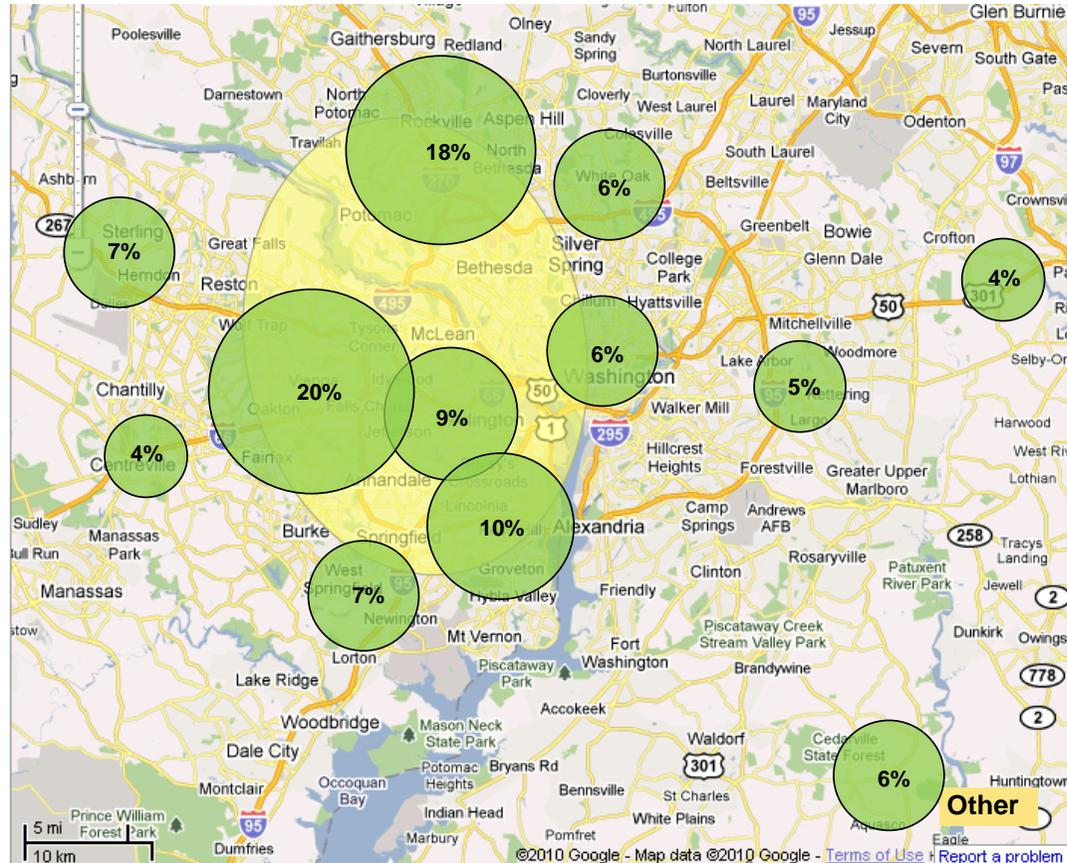


Notes:

1. Based on responses to 2010 membership survey,

In the evening, the population shifts significantly westward into Virginia and towards Montgomery County

- ▶ DC population drops substantially from 23% in daytime to 6% in evening.
- ▶ Nearly 75% of members are located within a 30-minute drive of Tysons Corner (non-rush hour).
- ▶ Locating an evening meeting en-route between Arlington and Tysons Corner may be considered an ideal location (e.g. Ballston, Falls Church). Proximity to Metro would be critical to accommodate rail commuters.

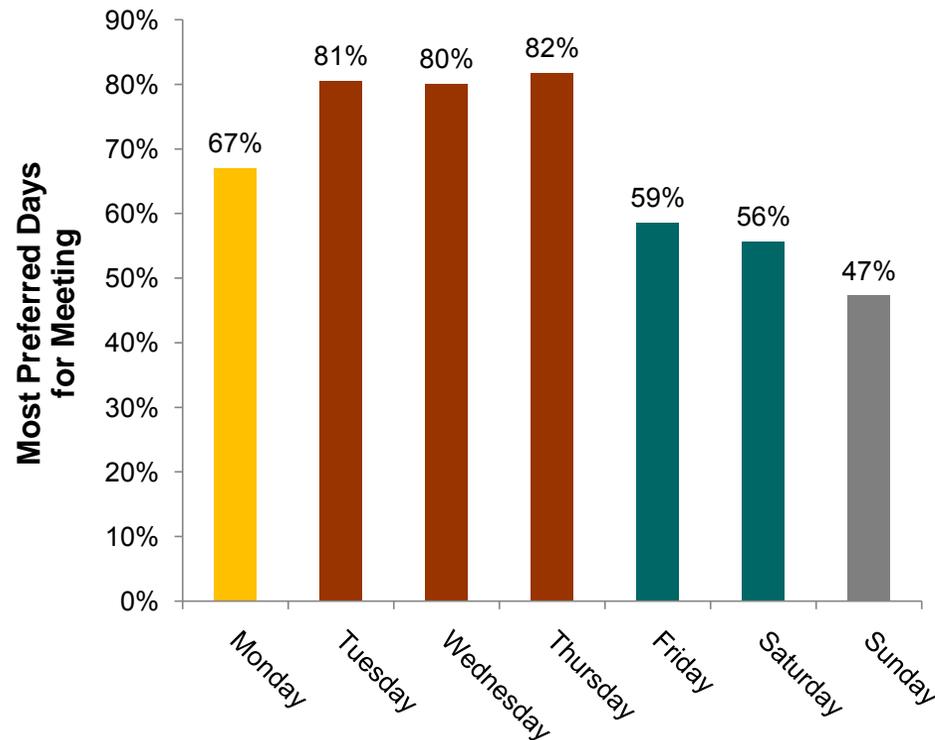


Notes:

1. Based on responses to 2010 membership survey,

Members selected Tuesday, Wednesday, and Thursday as the most preferred days for meeting

- ▶ Friday, Saturday and Sunday were the least preferred days to meet.
- ▶ Some interviewed members expressed interest in performing construction site visits on Saturdays.
- ▶ Scheduling regular meetings on the same day of the week each month generally improves attendance.

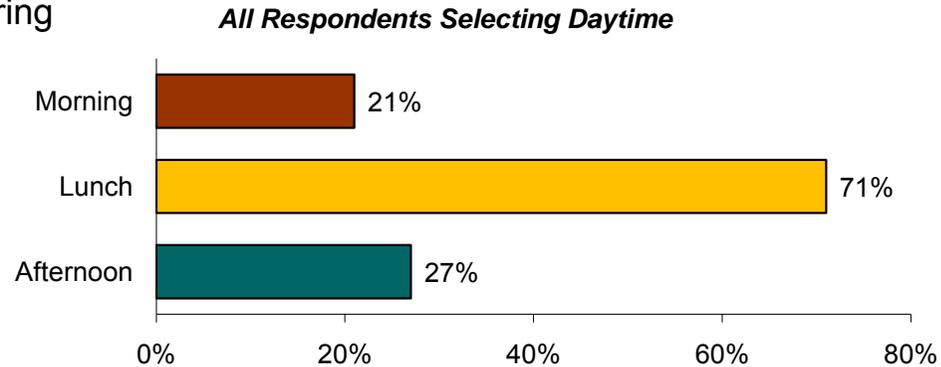
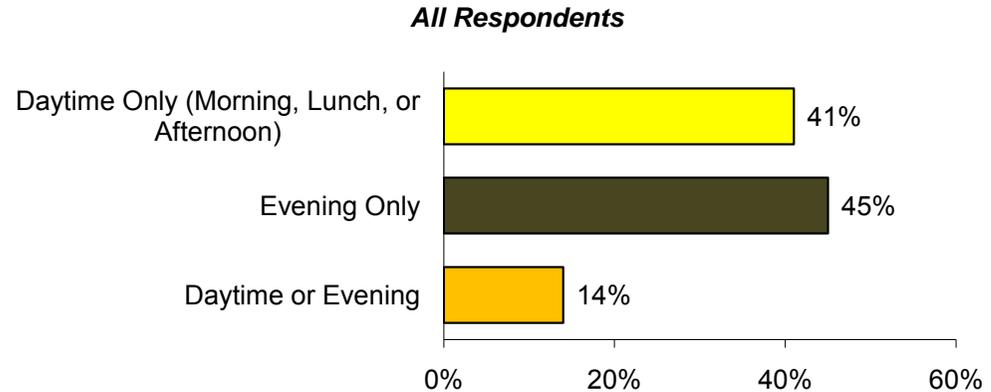


Notes:

1. Based on responses to 2010 membership survey.
2. Respondents were allowed to select more than one day.

Members preferring to meet in the daytime nearly equaled that of those who preferred the evening

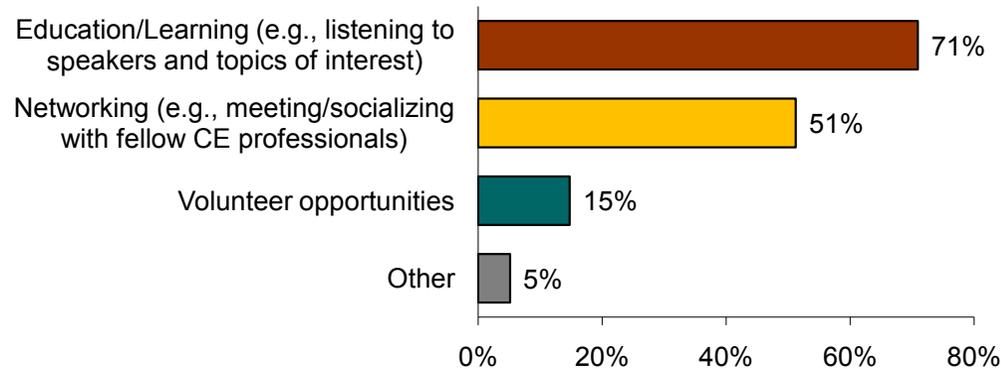
- ▶ NCS should strongly consider scheduling regular meetings in the daytime. Members also tend to be more concentrated in population centers during the day.
- ▶ Of members interested in meeting during the daytime, most preferred time was during lunch.



Notes:

1. Based on responses to 2010 membership survey.
2. Respondents were allowed to select more than one time of day. Less than 20% of respondents selected more than one time.

Education/Learning was the benefit of most interest to members, followed by Networking opportunities



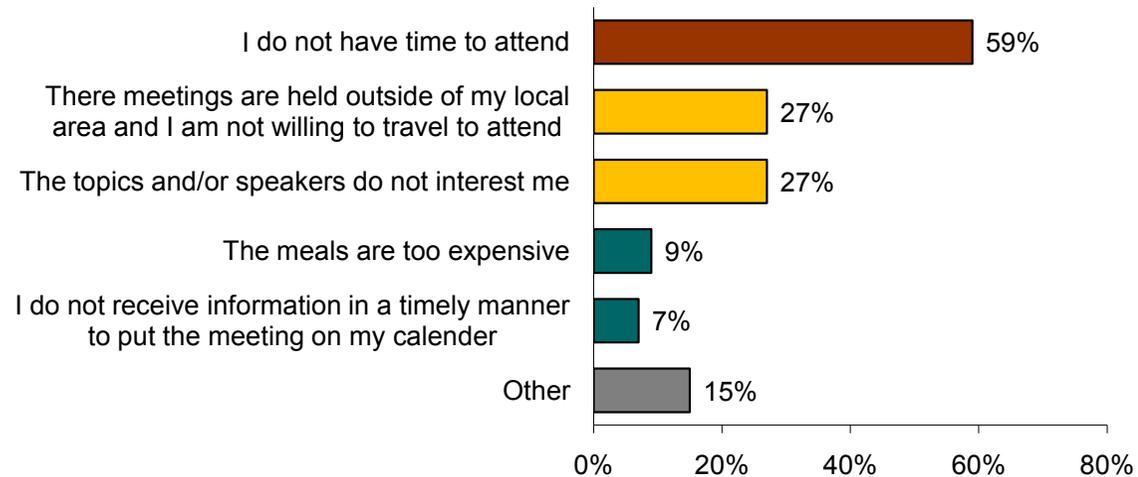
Other Benefits of Interest as Identified by Respondents
Training seminars
Engineering Articles
History & Heritage events
Observe efficacy of association
PDH Credits
Critical Infrastructure
Business development
Project Experiences and Industry Best Practices
Association
Local mailings
Newsletter
Occasional Programs
Professional Development
Publications

- ▶ Events that provide an opportunity to both educate and network are ideal in terms of receiving the greatest number of attendees.
- ▶ Education/learning is primarily a function of the topic. Topics/speakers should be selected based on members’ interests as identified in survey.
- ▶ Monthly meeting structure can potentially be modified to devote more time/attention toward networking (e.g., sponsors welcome table, recognizing special guests, approachability of speaker and Board, facilitating introductions, etc.)

Notes:

1. Based on responses to 2010 membership survey.
2. Respondents were allowed to select more than one benefit.

The main reason members are unable to attend meetings is due to time; travel and interest level are also major reasons

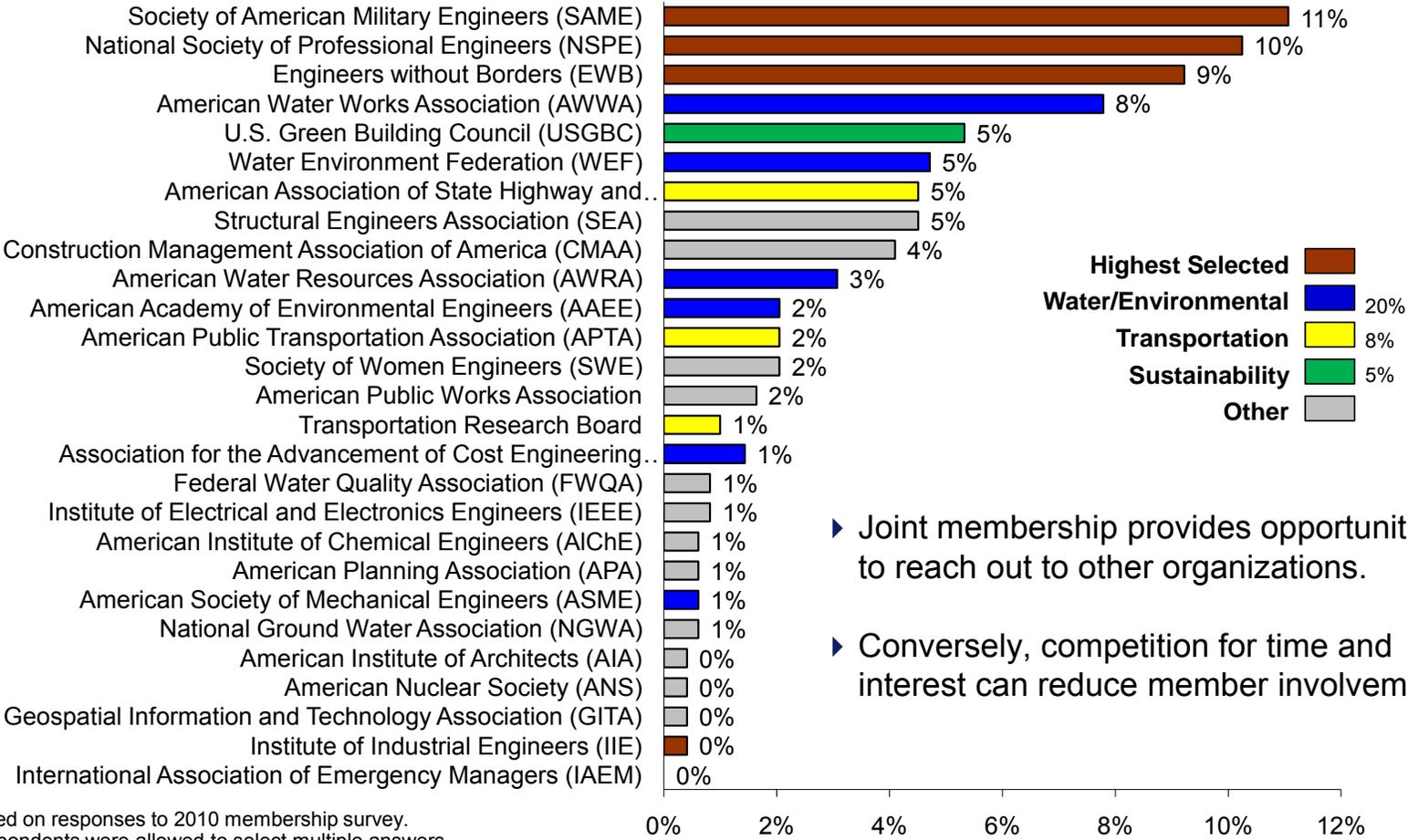


- ▶ Of those respondents that did not have time to attend, only 12-percent noted that the meetings were outside their local area, and they were not willing to travel to attend.
- ▶ 40-percent of respondents responded that they are reimbursed for registration costs.
- ▶ 31-percent would be encouraged if a guest/spouse could attend for free or at a discount.

Notes:

1. Based on responses to 2010 membership survey.
2. Respondents were allowed to select more than one reason.

Members are active in many other associations, specifically SAME, NSPE, and Water/Environmental organizations



- ▶ Joint membership provides opportunities to reach out to other organizations.
- ▶ Conversely, competition for time and interest can reduce member involvement.

Notes:
 1. Based on responses to 2010 membership survey.
 2. Respondents were allowed to select multiple answers.
 3. Approx. 130 of 488 respondents noted they were a member of an association "other" than those listed.

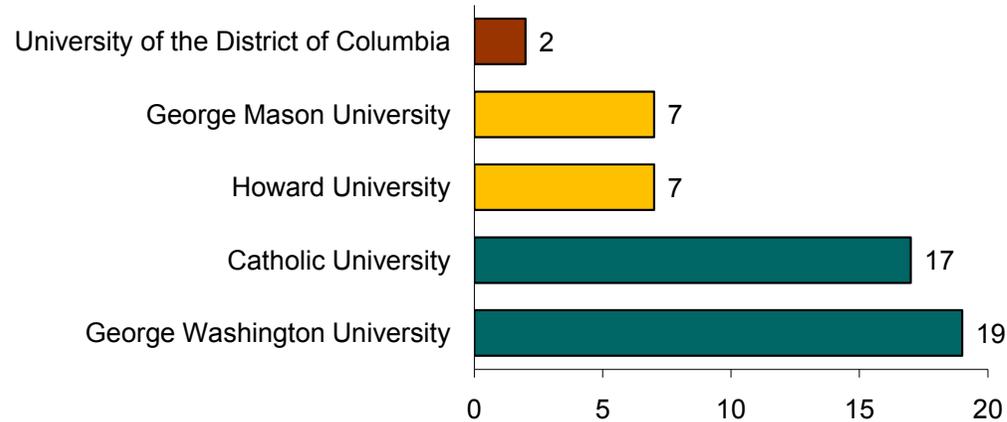
Of the highest overlapping organizations, only SAME, AWRA, and FWQA were identified as having regularly scheduled monthly or bimonthly meetings

Regular Meeting Schedule	
<u>Society of American Military Engineers (SAME)</u>	DC Post– meets 3 rd or 4 th Thursday each month at DC Navy Yard
<u>National Society of Professional Engineers (NSPE)</u>	Northern Virginia Post – meets 1 st Thursday of each month at Ft. Belvoir
<u>Engineers without Borders (EWB)</u>	DCSPE: meets 1 st Friday of each month; VSPE: no regularly scheduled meetings
<u>American Water Works Association (AWWA)</u>	DC: meets 3 rd or 4 th Thursday of each month
<u>U.S. Green Building Council (USGBC)</u>	CSAWWA/VAAWWA – no regularly scheduled monthly meetings
<u>Water Environment Federation (WEF)</u>	No regularly scheduled monthly meetings
<u>American Association of State Highway and Transportation Officials (AASHTO)</u>	NVRAC and CWEA – no regularly scheduled monthly meetings
<u>Structural Engineers Association (SEA)</u>	No regularly scheduled monthly meetings
<u>Construction Management Association of America (CMAA)</u>	Metro DC: regularly meets monthly on Wednesdays; week varies
<u>American Water Resources Association (AWRA)</u>	No regularly scheduled monthly meetings
<u>American Academy of Environmental Engineers (AAEE)</u>	Meets every other month (Sep, Nov, Jan, Mar, May); day varies
<u>American Public Transportation Association (APTA)</u>	No regularly scheduled monthly meetings
<u>Society of Women Engineers (SWE)</u>	Unknown
<u>American Public Works Association</u>	Unknown
<u>Association for the Advancement of Cost Engineering International (AACEi)</u>	DC/MD/VA Section - No regularly scheduled monthly meetings
<u>Federal Water Quality Association (FWQA)</u>	Unknown
<u>Institute of Electrical and Electronics Engineers (IEEE)</u>	Generally meets every other month (Oct, Dec, Feb, Apr); day varies
<u>American Institute of Chemical Engineers (AIChE)</u>	Unknown
<u>American Planning Association (APA)</u>	Unknown
<u>American Society of Mechanical Engineers (ASME)</u>	Unknown
<u>National Ground Water Association (NGWA)</u>	Unknown
<u>American Institute of Architects (AIA)</u>	Unknown
<u>American Nuclear Society (ANS)</u>	Unknown
<u>Geospatial Information and Technology Association (GITA)</u>	Unknown
<u>Institute of Industrial Engineers (IIE)</u>	Unknown
<u>International Association of Emergency Managers (IAEM)</u>	Unknown

Notes:

1. Information obtained primarily through website research .

ASCE-NCS members include alumni from all the local college civil engineering programs, most notably George Washington and Catholic Universities

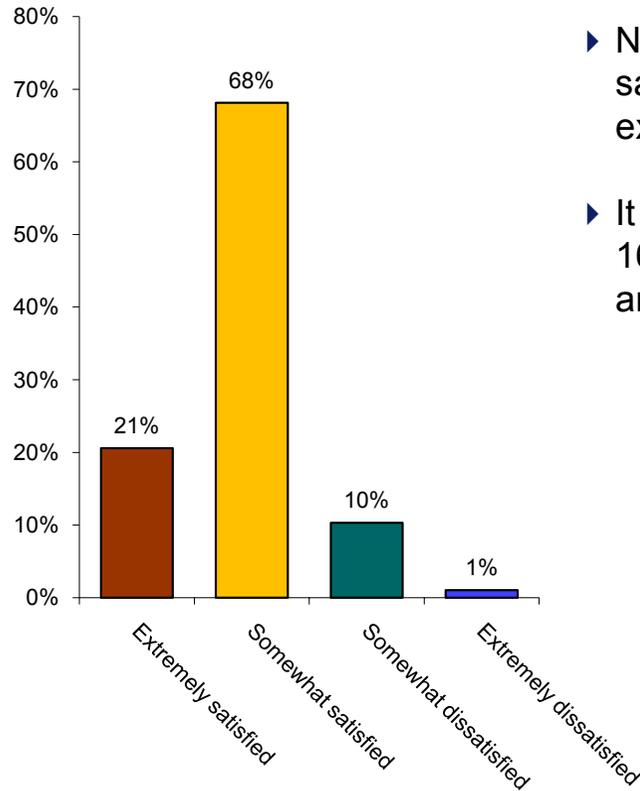


- ▶ Local alumni provide opportunities for mentorship, speaker engagements, career counseling, and networking.
- ▶ The faculty advisor for all local student chapters were interviewed during this study; strong interest was expressed in having NCS assist with identifying job opportunities, career counseling, and increased presence of professionals at campus events.

Notes:

1. Based on responses to 2010 membership survey.

Overall satisfaction in ASCE-NCS is very high, although improvements can be made



- ▶ Nearly 90-percent of respondents expressed satisfaction with ASCE-NCS, 21-percent of whom expressed extreme satisfaction.
- ▶ It should be re-emphasized that survey yielded a 16-percent response rate and level of satisfaction among non-respondents is uncertain.

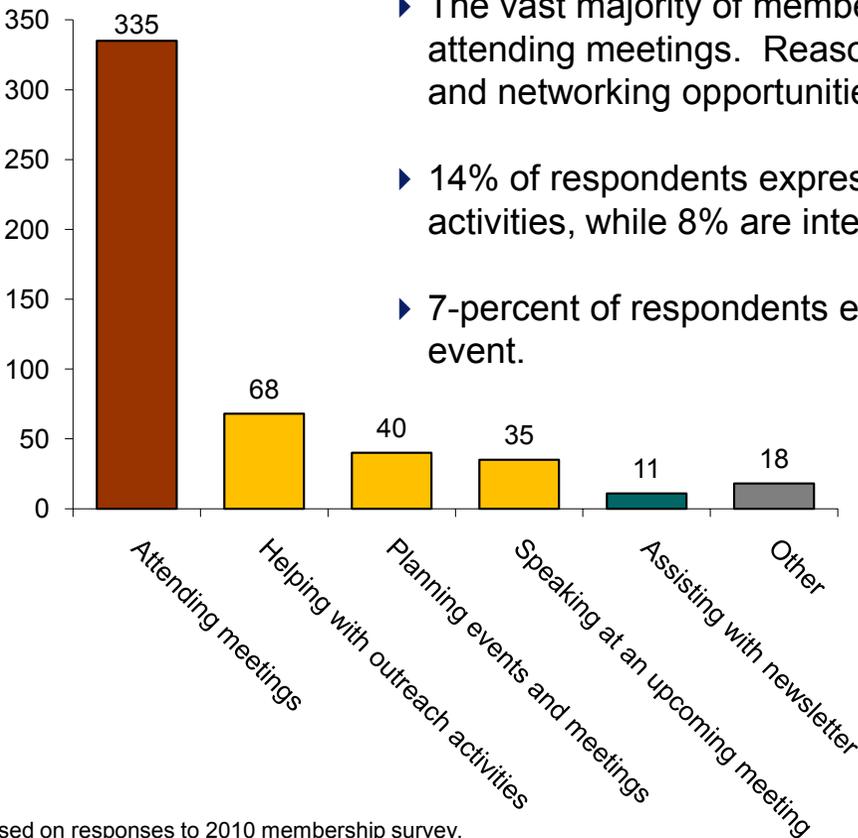
Comments Provided and Notes for Extremely Dissatisfied Members

- More appealing meeting venues with better food.
- Broader range of speakers (but maybe it's just me and my particular interests that causes your programs not to interest me).
- No reason given.
- Schedule, expensive, location
- Interested in speaking (??)

Notes:

1. Based on responses to 2010 membership survey.

Participation with ASCE-NCS is primarily focused around attending meetings of interest



- ▶ The vast majority of members would like to participate with NCS by attending meetings. Reasons for such include educational/learning and networking opportunities.
- ▶ 14% of respondents expressed interest in helping with outreach activities, while 8% are interested to help plan events and meetings.
- ▶ 7-percent of respondents expressed interest in speaking at a future event.

Others Included the Following:

- Attend History & Heritage events
- Participating in Field Trips
- Volunteering
- Advisory level to NCS Board
- Student Applied Research Competition
- Organize Annual Automation Committee/GMU Session

Notes:
 1. Based on responses to 2010 membership survey.

ASCE American Society of Civil Engineers®

NATIONAL CAPITAL SECTION



Thank you for verifying the below information.

*Work ZIP/Postal Code:

Home ZIP/Postal Code:

Which subject area(s) are of most interest to you?

- Environmental and Water Resources
- Architectural Engineering
- Construction
- Coastal, Oceans, Ports and Rivers
- Engineering Mechanics
- Geotechnical Engineering
- Structural Engineering
- Transportation and Development
- History and Heritage
- Sustainability
- Other:

Which benefit do you most like to get out of our section?

- Networking (e.g., meeting/socializing with fellow CE professionals)
- Education/Learning (e.g., listening to speakers and topics of interest)
- Volunteer opportunities
- Other

Are you reimbursed for the costs of registering for ASCE-NCS events?

No Yes

Which day(s) do you least prefer to meet

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Which time(s) of day do you most prefer to attend events, irrespective of location

- Morning
- Lunch
- Afternoon
- Evening

Which location do you most prefer to meet (please choose up to three locations)?

- Washington, DC
- Arlington
- Alexandria
- Tysons Corner
- Bethesda
- Rockville
- Gaithersburg
- Other

The main reason(s) I have not attended Section meetings in the past

- I do not have time to attend meetings when they are offered
- The topics and/or speakers do not interest me
- I do not receive information in a timely manner to put the meeting on my calendar
- The meals are too expensive
- The meetings are held outside of my local area and I am not willing to travel to attend
- N/A
- Other

If you were allowed to bring a guest or spouse to a meeting at a discounted fee (or at no charge), would this encourage you to attend a meeting?

- Yes
- No
- N/A

What other industry/trade associations do you belong to? (list all that apply)

- American Academy of Environmental Engineers (AAEE)
- American Association of State Highway and Transportation Officials (AASHTO)
- Association for the Advancement of Cost Engineering International (AACEi)
- American Institute of Architects (AIA)
- American Institute of Chemical Engineers (AIChE)
- American Nuclear Society (ANS)
- American Planning Association (APA)
- American Public Transportation Association (APTA)
- American Society of Mechanical Engineers (ASME)
- American Water Resources Association (AWRA)
- American Water Works Association (AWWA)
- Construction Management Association of America (CMAA)
- Engineers without Borders (EWB)
- Federal Water Quality Association (FWQA)
- Geospatial Information and Technology Association (GITA)
- Institute of Electrical and Electronics Engineers (IEEE)
- Institute of Industrial Engineers (IIE)
- International Association of Emergency Managers (IAEM)
- National Ground Water Association (NGWA)
- National Society of Professional Engineers (NSPE)
- Society of American Military Engineers (SAME)
- Society of Women Engineers (SWE)
- Structural Engineers Association (SEA)
- U.S. Green Building Council (USGBC)
- Water Environment Federation (WEF)
- Other

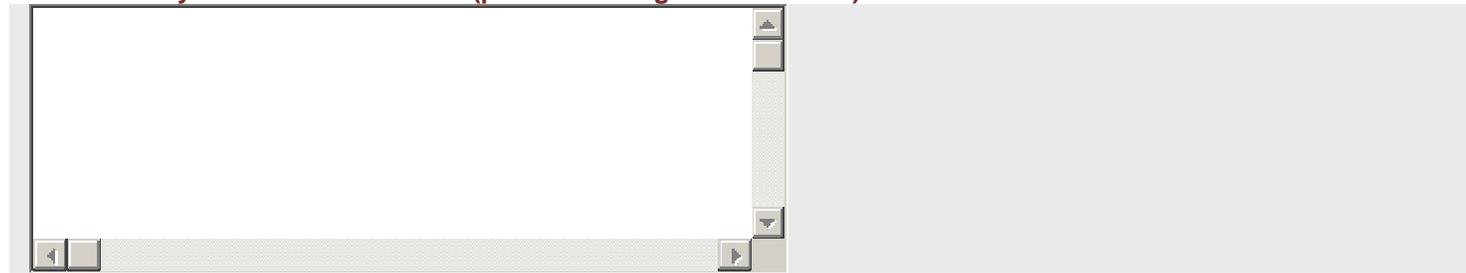
How do you rate your overall satisfaction with the ASCE-NCS?

- Extremely satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Extremely dissatisfied
- NA

Please list any areas where the NCS needs improvement:



Please list any additional comments (positive or negative feedback):



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MEMBERSHIP DEVELOPMENT

Revival of Dormant Branch

Branch: Philadelphia Section, Reading Branch

Branch Size: Small

Project contact: Christopher Menna, R2 Governor

Daniel, Klein, Reading Branch Vice President

E.J. Walsh, Reading Branch President

Contact phone number: 215-686-5573

Contact e-mail address: Christopher.menna@phila.gov

General project category (e.g. Public Outreach, Legislative, Website, etc.): Plan to Re-invigorate/
Kick start Idle Branch

General project description: Revive Dormant Branch

The process – what you did, when and how:

1) After establishing Branch Champions, Internet Survey set-up within Zoomerang free, web-based program. We went with that because it's free and it allows for more than 10 questions. We had 12. Survey Monkey is limited to 10. There will be minimal advertisement during the survey that we cannot control. We did not see this as an issue.

2) We then produced a zip code map covering about 100 zip codes for the Branch area. We had to get the Section's membership database as well and isolate the Branch's desired zip codes. The intent would not be to try and steal members, but rather to get input from them and get them to do stuff with the Branch.

3) It was agreed that going with email notification and a link to the survey would be best.

4) Membership database was split up to determine prospective members for survey.

5) After the survey was set-up and the members targeted, we discussed the next steps. We saw them as follows:

- a) Divide up and isolate main Section members for survey.
- b) Provide survey advertisement blurb to Section website
- c) Provide survey advertisement blurb to Section Editor for Section newsletter
- d) Write greeting/purpose for survey email
- e) Determine POC for survey

- 
- f) Set timeline for survey
 - g) Seek volunteers to make sense of survey
 - h) Plan kick-off event for Branch
 - i) Seek funding support from R2 and Section.

Those in charge – committee, task committee, etc.:

Christopher Menna – R2 Sponsor and Project Manager

Daniel Klein - Branch Champion and Survey Technical Guru

EJ Walsh – Branch Champion and support to Daniel Klein

Joseph Platt, Section Board member familiar with Branch Area

Ann Marie Tomalavage, Section Board member familiar with Branch Area

Philly Section President and Membership Secretary

All other Governors – Support and input

ASCE National Geographical Services – technical support, guidance, and database assistance.

Time frame – when started, when completed: Started October 2009 with team formation and Survey. Kick-Off Event held June 2010 – 8 months total

The parts that worked really well: Survey creation, electronic notification to members, data collection.

The parts that did not work well: None really

This is something off the wall that we did: Region 2 paid for the kick-off event in full – a Reading Phillies ballgame for Branch members, invited Governors, and invited Section Board members.

The administration that was important: Having a timeline, utilizing email, electronic files, beta testing web survey, and conference calls. Ensuring that a minimum of two, new, Branch Champions have been established in Branch area and that they are committed to the project.

The follow-up that was important: provided reassurance, resources, and guidance to new Branch champions

What you should ALWAYS do with this project: carry through to the end; provide resources that were promised to Branch

What you should NEVER do with this project: Do the project without help; not allow team members to be creative



The outcome: Survey was successfully created, distributed, and received decent response rate. Data collected was used to set-up first Branch activity. Branch activity took place with Region and Section Support. Branch Champions agreed to stay on as first officers. Branch re-established relations with Section and also now carries out its own yearly program.

Would you do it again? Yes. R2 Governor Gregory Scott has been identified as the sponsor for the Northwest Branch (Pittsburgh Section). The Reading Branch successes will be used as a template for the Northwest Branch.

Additional comments (Include attachments and photos that would be beneficial):

ASCE National gave much praise for the Reading Branch effort. Shared successes have already been provided to other Branches in New England and the Great Lakes Region.

Success also attributed to Region sponsorship. Region provided lots of support and resources, but did not overextend its influence on the Section/ Branch relationship.



MEMBERSHIP DEVELOPMENT

RECRUITMENT OF SECTION DUES PAYING MEMBERS

Section/Branch: Hawaii Section

Section Size: Large

Project contact: Tony Lau, PE

Contact phone number: (808) 372-7432

Contact e-mail address: tony.lau@hdrinc.com

General project description: Recruitment of members that pay National dues but do not pay Section dues.

The process – what you did, when and how: ASCE does not require its members to pay Section dues. In 2002, about 50-percent of the members assigned to the Hawaii Section did not pay Section dues. The intent of the project was to increase the amount of Hawaii Section dues-paying members.

Membership Committee Chair Stacie Saito Kaneshiro sorted through the list of members assigned to the Hawaii Section to determine which members were not paying Section dues. The list included all grades of members. The committee decided to recruit all grades of members.

The committee determined that the primary reason for members not paying Hawaii Section dues was because they did not understand the value of the Hawaii Section membership to the Hawaii Section, the local civil engineering community and to themselves. The committee drafted a letter to explain the differences between National and Hawaii Section dues and the value that their investment in Hawaii Section membership provides. The letter highlighted activities that the Hawaii Section had accomplished. With postage funding approved by the Hawaii Section Executive Committee, the Membership Committee mailed the letters to each member that did not pay Section dues. Within two months, approximately 10-percent responded with payment of Hawaii Section dues.

Those in charge – committee, task committee, etc.: Tony Lau chaired the project with assistance from Membership Committee Chair Stacie Kaneshiro.

Time frame – when started, when completed: The Membership Committee started in November 2001.

The parts that worked really well: The amount of members that started paying Section dues in addition to National dues was a valuable investment for the Hawaii Section. Explaining value of the Section membership was well received.

The parts that did not work well: None.



This is something off the wall that we did: Offered to assist members by coordinating the recording of the payment of Section dues with ASCE Membership staff. Recruited members sent their dues payment check to the Hawaii Section Membership Chair. The Membership Chair forwarded the check to ASCE Membership staff and coordinated the recording of the Section dues payment in the National Membership database. The intent was to make it as easy as possible for the recruited member to pay their Section dues.

The administration that was important: Ensure that the recruitment letter is concise but with adequate explanation of the value of Section membership to the member, the Section and the civil engineering community. With the large quantity of ASCE literature delivered to each member, it is important to capture the member's attention. Follow-up phone calls or emails to the mailed letter would have been beneficial.

The follow-up that was important: None.

What you should ALWAYS do with this project: None.

What you should NEVER do with this project: None.

The outcome: Most of the recruited Hawaii Section dues-paying members continued to pay Section dues in subsequent years.

Would you do it again? Yes. This is the second time that a Hawaii Section dues recruitment drive was completed. The first took place in 1994.

Additional comments (Please include attachments and photos that would be beneficial):
Recruitment letter attached.

2002 Hawaii Section Officers

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Tony Lau

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YOUNGER MEMBER FORUM

DIRECTOR

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e-mail: wgacutan@hotmail.com

October 13, 2012

{Title} {First Name} {Last Name}
{Address}
{City}, {State} {Zipcode}

Dear {Title} {Last Name},

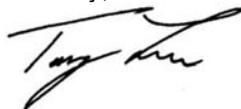
The American Society of Civil Engineers (ASCE) Hawaii Section would like to thank you for being a national member of ASCE. Included among the many benefits of national membership in ASCE are discounts on ASCE journals and continuing education courses, subscriptions to *ASCE News* and *Civil Engineering* magazine and great life and car insurance rates.

However, our records indicate that you are currently not a member of ASCE Hawaii Section because you have not paid the \$20 section dues. We would like to share why it is important to support the local section of ASCE and how it will benefit you.

The ASCE Hawaii Section is one of the more active sections in the nation. Our legislative committee has met with lawmakers to introduce bills to improve the current engineering profession in Hawaii. Our outreach committee has promoted the civil engineering profession in schools to preserve our future. Our national award winning younger member forum has organized a successful PE Refresher Course, promoted the civil engineering profession through its community activities and has assisted the engineering students at the University of Hawaii at Manoa with the transition to the working world. The funding for these and our many other activities comes directly from the number of section members each year.

As a member of the Hawaii Section, you will receive discounts on local ASCE conferences and dinner meetings. You will also receive a copy of the local engineering newsletter, *Wiliki O' Hawaii*. If you would like to become an ASCE Hawaii Section member for the year 2002, please mail a \$20 check payable to "ASCE Hawaii Section" to the address above. We will update your records with ASCE National. If you have any questions, please call Stacie Saito, Hawaii Section membership chair, at (808) 449-9195 or visit our website at www.ascehawaii.org. We look forward to your support of ASCE Hawaii Section.

Sincerely,



Tony Lau, P.E.
ASCE Hawaii Section President



MEMBERSHIP DEVELOPMENT

CAREERS ROUNDTABLE

Section: Georgia Section

Section Size: Very Large

Project contact: Melissa Wheeler

Contact phone number: 404.506.2745

Contact e-mail address: mswheele@southernco.com

General project description:

The Careers Round Table is a group of unemployed and underemployed ASCE members that meet regularly to discuss industry trends and career topics helping its members to build leadership skills and position for their next career opportunity.

The process – what you did, when and how:

In 2009 when the economy left many Section members looking for new career opportunities, it became obvious that the Section needed to step in and help our members. The Employment Round Table, which later became the Careers Round Table, was initiated to provide networking opportunities, mentoring and career support for our displaced members. Working together, the Round Table members shared experiences, conducted mock interviews, reviewed resumes, and spread the word about job opportunities that might be a good fit for someone in the group. The group organized field trips, invited speakers on career and leadership development related topics, and continued to meet during the summer months.

Those in charge – committee, task committee, etc.:

The Round Table leadership is made up of its members with oversight from seasoned Section leaders. Leading this group and organizing monthly meetings and other activities gives its members the opportunity to grow and develop new skill sets for their future careers. The leadership of the group negotiated several advantages with the Section. These included a small budget to secure several low cost speakers for the Round Table meetings and discounted or free admission for the monthly Georgia Section meetings for Round Table members who may not be able to afford the cost of the meeting.

Time frame – when started, when completed:

The Georgia Section meets between September and June, on the first Friday of each month beginning at 11:30 am. Since its inception in June - August 2009, the Round Table meets on the same day from 10-11:30 am. The event is free and requires no prior registration. Non-members, section members and employers are welcome to attend the Careers Round Table prior to joining the Section meeting which is held in an adjacent meeting room. The Round Table also meets at other events including during the summer months.

The parts that worked really well:

The use of our Section webpage to market the group was successful (<http://www.ascega.org/careers-roundtable/>). In addition, ASCE members made announcements at Section meetings and meetings of the ASCE branches and institutes. For this purpose, a brochure was created and passed out explaining the objectives of the group and inviting people to the meetings.



The Careers Round Table experienced a high rate of success. An Excel spreadsheet was used to track members and keep track of the rate of job placement. Some of the most successful initiatives included:

- Photographer sessions: Held at two Section meetings offering a professional photo for \$10 for ASCE members and free for Round Table members.
- Resume Workshops: Conducted several times a year often combined with mock interviews and presentations on the latest industry trends.
- CPA services and advice: Invited speakers presented on taxes, financial planning, deductions and other financial issues related to job hunting.
- Interviewing Sessions: Conducted several times a year often combined with resume reviews and presentations on the latest industry trends practice. During a session the members rotate so that each member can interview and be interviewed 2 to 3 times. Receiving valuable feedback and learning more about each other is appreciated by all.
- Volunteering Opportunities. Group members were encouraged to serve as “volunteers” to key events within our chapter which allowed them free access to PDH credits required for the P.E. license.
- Field Trips. Conducted several times a year usually during the summer months when the Section does not meet.

The parts that did not work well:

With the job market looking better in the Atlanta area, we did not do a good job with long-term planning for leadership of the group. However, we believe that this group is needed in the long run as a networking place for engineers in transition, hiring managers, and students or recent graduates looking for jobs. At this point we are at a rebuilding phase of the Careers Round Table.

Would you do it again?

ABSOLUTELY.

If you are a civil engineer (or related field) in transition or a recent graduate looking for employment, please join us at the Round Table for a brisk hour of discussion and networking.

We will be sharing key industry information for employment opportunities, economic indicators and trends affecting the profession to support your job search. Participants are encouraged to exchange resumes for objective, tactful reviews. We also have timely speakers and regular workshops to KEEP you employed once you've connected into a great job.

The Round Table also welcomes recruiters and employers searching for high quality engineers actively engaged in their career and supporting the profession.

**GA SECTION OF ASCE INVITES
YOU TO JOIN THE
*Careers Round Table Meeting
on the first Friday of each
month from
10 - 11:30 am***

- ✓ FREE event and no prior registration required
- ✓ Non-members, section members and employers welcome
- ✓ The section luncheon meeting starts at 11:30 in an adjacent meeting room



Contact Us

Charter Chair: [Suzanne Pylant, EIT, A.M. ASCE](#)

Phone: 404-519-0377 c

Communications: [Fabio Molina](#)

305-216-0232 c

Visit us online for upcoming meetings www.ascega.org



AMERICAN SOCIETY
OF CIVIL ENGINEERS
Georgia Section

***ASCE GA
CAREERS ROUND
TABLE***



Networking and career
development, workshops
and more for civil
engineers and
professionals in related
fields

ASCE GA
CAREERS
ROUND TABLE

*Georgia ASCE supports transitioning engineers while building YOUR future value as a professional and leader. **YOU ARE NOT ALONE.** ASCE understands YOUR work is most vital to your success after you leave the office. The Round Table provides innovative ways to help you find the BEST fit for your **UNIQUE** skills:*

▶ **NETWORKING**

workshops for effective AND efficient connections, not just to your next employer but as you grow in your field – it’s your money and your time...why waste it?

▶ **FREE** resume reviews by colleagues in YOUR field- feedback for best employers to consider, regular meetings and a “buddy” system to keep you connected.

▶ **KNOWLEDGEABLE**

speakers relevant to your job search – how recently placed individuals succeeded, key employed colleagues and leaders keep you informed of industry TRENDS, improving YOUR interviewing and marketing skills.

▶ **LEADERSHIP** training and powerful resume builders to get you noticed.

▶ **ONLINE LINKS** in one place to the resources YOU need NOW –secrets and tips for extending your money, other key network groups, and sources to guide your job search.

▶ **CERTIFICATIONS** you want and need require the synergy of TIME and MONEY-come find creative ways to obtain certifications and skills on a budget, get CEUs, PDH’s and resources to support your P.E.



PUBLIC OUTREACH

Arizona State University Fundraiser

Section, Branch: Arizona Society of Civil Engineers, Yuma Branch **Branch Size:** Small

Project contact: Marco A. Nixen, PE

Contact phone number: (928) 344-5931

Contact e-mail address: mnixen@core-e-g.com

General project description: 2nd Annual Tamale Festival

The process – what you did, when and how: This was a fundraising event put on by the local Diablo Alumni foundation of Arizona State University. We were to make 50 dozen tamales and sell them along with 50 other vendors. We could sell them in plates with sides or individual tamales along with hot chocolate. Event is held in December.

Those in charge – committee, task committee, etc.: Frank Garcia, our then treasurer and I were in charge.

Time frame – when started, when completed: Our branch started planning for the event in October. We made the 50 dozen tamales in a weekend and then prepared them for sale the day of the event. The Tamale festival lasted from 10 am to 10 pm on a Saturday.

The parts that worked really well: We had great participation and everybody contributed equally. We sold all 50 dozen tamales before 5 pm that afternoon.

The parts that did not work well: We did not generate as much fundraising money as anticipated as a result did not make as much profit.

This is something off the wall that we did: No because we did plan it as one of our activities for the year.

What you should ALWAYS do with this project: We will be part of this event every year because it is great marketing for ASCE.

Additional comments: Photo attached.



PUBLIC OUTREACH

Civil Engineering Booth at Earthfest Event

Section: Cleveland Section

Section Size: Medium

Project contact: Loretta Snider, PE

Contact phone number: (216) 776-6810

Contact e-mail address: lsnider@mbakercorp.com

General project description: ASCE Cleveland hosted a booth two years in a row at EarthFest 2008 and Earthfest 2009 at the Cleveland Metroparks Zoo. This event has taken place each year since 1990 and is Ohio's largest environmental education event. EarthFest is a forum for education awareness and global concern and is presented through exhibits, displays, and activities.

ASCE Cleveland's purpose for participating in Earthfest is to promote awareness of the civil engineering profession; specifically environmental engineering and water resources and the ASCE organization as well as the importance of civil engineers in enhancing the quality of everyday life. The display was designed to attract children of all ages and provide information about the civil engineering profession to encourage civil engineering as a career choice.

In 2008 the theme for our booth was "Clean Water is an Engineered Product" and in 2009 our theme was "Green – Engineers Make It Work." The "Green" logo was provided by the Engineer's week organization. A brief PowerPoint presentation of the 2009 event is attached.

The process – what you did, when and how: We contacted the outreach department at ASCE nationals. They supplied a display board and handout materials to use at our booth.

Those in charge – committee, task committee, etc.: Environmental and Water Resources Committee.

Time frame – when started, when completed: We submitted a completed registration form and fee to the Earth Day Coalition organization who are responsible for hosting the event about two months in advance. EarthFest is a one-day event held on a Sunday beginning with set-up at about 8:00 am and tear-down at 5:00 PM.

The parts that worked really well: There are several elements about this event that work well with our Section. First, it is relatively simple to become part of an important large event and reach the general public. The preparation and cost to participate is minimal. We set-up a schedule for the volunteers with two-hour time slots that seemed worked well. The other aspect that worked well was having an interactive display. In 2009, our booth had several K'Nex bridge kits that attracted children to our booth.

The administration that was important: The support we received from ASCE National Staff.

The follow-up that was important: As a follow-up, we prepared a photo slide presentation to scroll at the following ASCE dinner meeting to hopefully inspire future activities.

What you should ALWAYS do with this project: As with any event it is important to begin organizing well in advance of the event. We were able to offer volunteering opportunities to our Section and benefited with an ample number of volunteers.

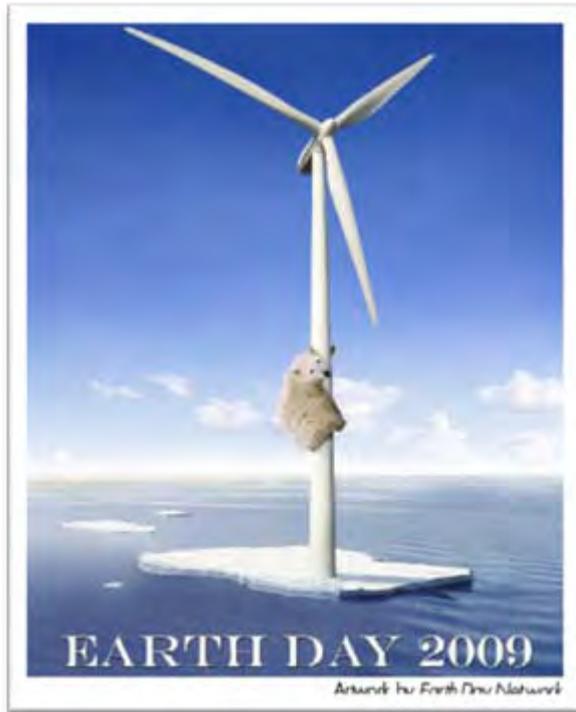


The outcome: The event received positive feedback. For example, a civil engineer who passed by the booth thanked us for participating in the event. Generally, we felt we communicated the importance of civil engineering to the general public who were interested in speaking with the volunteers and hopefully inspired a few future engineers.

Additional comments: Presentation is attached.



EarthFest 2009 - The Green Generation



Sunday, April 19 at the
Cleveland Metroparks Zoo



Thank You to the Following ASCE Members for Volunteering at EarthFest

Amy Hanna

Brian Meluch

Aaron Morford

Michael Coppage

Carolyn Young

Veronica Glashaukas

David Skeggs

Gina Beim

Loretta Snider



Loretta Snider and Brian Meluch



Aaron Morford and Michael Coppage



Carolyn Young and Veronica Glashaukas



Amy Hanna and David Skeggs





Participation in EarthFest at the Cleveland Metroparks Zoo was a chance to build public knowledge of the role of Civil Engineering in the community and hopefully inspire the engineers of tomorrow.



PUBLIC OUTREACH

Liquid Assets Campaign

Section: Kansas City Section

Section Size: Large

Project contact: Jennifer Jacka

Contact phone number: (785) 587-5094

Contact e-mail address: Jennifer.jacka@hdrinc.com

General project description: Liquid Assets Campaign

The process – what you did, when and how:

1. Airing the Liquid Assets Documentary on PBS followed by a 60min. expert panel discussion on local water, waste water, and storm water issues. We hosted a “Watch Party” at the Boulevard Brewery.
2. Planned an Issues Forum hosted by UMKC (University of Missouri at Kansas City) discussing light rail and CSO issues with the experts. This was very timely..a week before the vote on the Light Rail initiative.
3. School outreach through water quality testing with the Blue River Watershed Association. Taught 4 middle school classes about engineering and water. And volunteered to do water testing at several locations with the students.
4. Community outreach through educational booths at Waterfest (Lenexa), Aquafest (Olathe), and Mo. River Watershed Festival (KCMO).

Those in charge – committee, task committee, etc.: ASCE-KC Government and Public Relations Committee of 9 members – also teamed with the Masters of Public Administration Org. at UMKC for the Forum and the Blue River Watershed Association for the student outreach activities.

Time frame – when started, when completed: Proposed plan to local Board in July 2008, participated in Water Festivals in August and early October. We participated with students in September 15 and more throughout the year. We made a Liquid assets presentation to the ASCE Explorers Group (high school students interested in Civil Engineering) on October 23. Hosted Issues Forum October 30, 2008. KC voted on Light rail on November 3. Liquid Assets aired on KCPT on November 13 and several times after that. We hosted the watch party on November 20.

The parts that worked really well: We had just formed this committee and were not sure what to do with it, so it was great to have the Liquid Assets idea to plan around. Everyone in the group had a different idea of what they wanted to do with the Liquid Assets so we let everyone run with their own ideas and it snowballed into this campaign. This was a great way to do this because everyone took ownership and was excited about it.

It was great timing because Kansas City is planning to separate its combined sewers and this is a very hot issue for the public and every engineering company wants a part of it. It will be a 4 billion overhaul. So



all we had to do was get the City's involvement and we got the support of all the companies. Our team had great contacts with all the major players.

The parts that did not work well: Since this idea turned into a snowball we had to fund it somehow. We raised about \$28,000 in sponsorships (including \$7500 SPAG). The Section agreed to pick up the tab up to \$10,000 of what we didn't earn. The Section only had to contribute about \$2500. It was extremely important that the Section had agreed to be the bank until the cash started flowing in from donations because we had expenses before donations were received.

It was also hard to work with KCPT because they thought that the program would seem less credible if any companies were sponsoring/advertising so it was harder to convince them to donate so we had to create the "watch party" where we would give them public credit for their donation. KCPT also wouldn't let any consultants be on the panel discussion about the CSO program.

Doing this our first year as a committee has left us at the beginning again, we have to reinvent our group again this year.

This is something off the wall that we did: Included the Very controversial Light Rail Initiative in the open forum at UMKC

The administration that was important: Keeping track of who donated what and writing thanks you.

The follow-up that was important: THANK YOU NOTES

What you should ALWAYS do with this project: Just make the decision and run with it. The release of the documentary kept getting postponed. Trying to raise the funds for this program was very hard sight unseen. It was \$15,000 to get an hour panel discussion and the documentary aired on KCPT. We just had to do something regardless and just get started!

What you should NEVER do with this project: We bought advertising on KCUR the university radio to advertise the Issues forum. We only got about 60 people there. So it was kind of a waste of money. More people saw the announcement on the TV News and in the papers for free.

Don't put your email address on anything to the public! The UMKC Students we teamed with were in charge of advertising and put email addresses on things. The forum consisted of two panels; one answering questions on the CSO program and the other answering questions about the light rail initiative being voted on the next week. The light rail was very controversial! I got hate mail because I invited the experts to be panelists and the opposition to the plan did not feel like they were represented. I had to remind them that it was not a debate, but a forum to ask their questions of the experts on the subjects. They did not show up to the forum.

The outcome: It had a great response we had about 230 people at the watch party. We reached thousands of people at the three community water festival and teaching the four classes. We formed alliances with other organizations that are continuing to be fruitful. We promoted and created recognition of the profession and ASCE to the public.

Additional comments:

Kansas City ASCE Legislative Committee 2008

Background

The Legislative Committee for the Kansas City ASCE Section was formed this year. We have 9 members so far: Jason Waldron, Ernie Longoria, Sarah Fjell, Valerie Mccaw, Chris Leaton, Laura Wagner, Nick Wertz, Brian Rast and Jennifer Jacka (chair).

We defined a Goal or Mission: To enhance public awareness and understanding of civil engineering and its impact on society.

To accomplish this goal we developed a Campaign surrounding the Liquid Assets Documentary. The Release of this documentary is perfect because one of the major infrastructure concerns facing Kansas City this year is the Combined Sewer Overflow (CSO) program. This Campaign to educate our community about the CSO program and promote the documentary includes the following:

1. Airing the Liquid Assets Documentary on PBS followed by a 60 minute expert panel discussion on local water, waste water, and storm water issues. We also hosted a “Watch Party”.
2. Issues Forum hosted by UMKC (University of Missouri Kansas City)
3. School outreach through water quality testing with the Blue River Watershed Association.
4. Community outreach through educational booths at Waterfest (Lenexa), Aquafest (Olathe), and Waterfire (KCMO)

Liquid Assets Documentary and Local Panel Discussion

Liquid Assets is a documentary that seeks to inform the nation about the critical role that our water infrastructure plays in protecting public health and promoting economic prosperity. Our intention was to combine the ninety-minute documentary with a Forum Panel Discussion facilitating local involvement. The Forum Panel consisted of community leaders engaged in the water infrastructure challenges facing Kansas City and the surrounding areas. *Liquid Assets* explored the history, engineering, and political and economic challenges of our water infrastructure while the forum engaged our community in a discussion about local public water and wastewater issues.

Our local PBS channel KCPT is really excited about this idea. The documentary itself was aired several times. This aired Thursday November 13th. The watch party was held on Nov. 20th so that the panelists could attend. It was a huge success with over 150 people gathering at the Boulevard Brewery to watch this production and eat BBQ catered by Jack Stack BBQ.

Issues Forum

Issues Forum hosted by PASA Public Administration Student Organization of UMKC. Panelists were chosen to educate the public on the CSO Overflow Control Plan and the Light Rail Initiative.

The CSO Panelists included:

Terry Leeds of KCMO

Art Spratlin of EPA

Council Member Jan Marcason

Tom Jacobs of MARC



Galen Miller of Burns MacDonnell.

The Light Rail Panel included:

Council Member Russ Johnson

Dick Jarrold KCATA

John Dobies HNTB

Mell Henderson of MARC

Our wonderful Moderator was the New Dean of engineering at UMKC Dean Kevin Truman. Even though the Light Rail was not successfully passed the event was a success and our panelists were wonderful. We had over 60 concerned citizens in attendance that got a great education on these issues. The PASA students did a wonderful job preparing and advertising for this event.

School Outreach

We teamed with the Blue River Watershed Association in a program that teaches K-12 students about water quality and allows them to do hands on testing of local streams. We spent one day in the class room talking about water quality, watersheds, pollution, and another day specifically talking about civil engineering along with a hands on activity. We in America are seeing a huge shortage of students pursuing science and technology and engineering related fields. This was a great opportunity to inspire students to a career in civil engineering or science.

The next day we took the students to a nearby waterway to do the water quality tests. These tests included: pH, turbidity, Phosphates, nitrates, temperature, fecal, and BOD.

We invited our entire section to participate in these events as more volunteers are always needed. BRWA typically visits 2 to 3 schools every week during the school year. Our visit was scheduled on September 15th 2008, at St. Regis Middle School. Kate Delehunt of BRWA does a spectacular job of teaching these kids about conservation and watersheds and testing.

We also showed the Liquid Assets documentary along with an education discussion to the ASCE KC Explorers group. This is a group of High School students with an interest in Careers in Civil Engineering. This was October 23rd.

Community Outreach

We set up educational booths at 3 local/suburbs water festivals: AquaFest in Olathe,KS August 16th, WaterFest in Lenexa,KS August 8th, Missouri River Watershed Festival in KCMO on October 3rd,2008.

These booths included the ASCE display and a laptop showing the Liquid assets trailer along with save the date handouts for the KCPT Airing. We also did a hands on demonstration allowing the kids to put “pollutants” into an “inlet” then they watch as the rain washes the pollutants straight into our streams. We follow up with guided questions about how they feel about it and how they can prevent these pollutants from reaching the inlets. They also receive a mini water gun with an ASCE sticker on it for their participation. The kids and adults really seem to be engaged by this demonstration as you can see from the photos below.





PUBLIC OUTREACH

Civil Engineering History Book

Section, Branch: Nevada Section, Southern Nevada Branch

Branch Size: Medium

Project contact: Thomas Piechota

Contact phone number: (702) 217-2416

Contact e-mail address: thomas.piechota@unlv.edu

General project description: Our Life Members developed a book “From the Spanish Trail to the Monorail: A History of Civil Engineering Infrastructure in Southern Nevada”

The process – what you did, when and how: Our Life Members developed this book over a 5 year period. They worked closely with local agencies in getting information such as photos and other facts and figures.

Those in charge – committee, task committee, etc.: The Life Members were the Committee.

Time frame – when started, when completed: June 2005 to June 2010

The parts that worked really well: The final product was very well received by the community.

The parts that did not work well: It took a long time for review and final editing.

The follow-up that was important: Promoting and selling the book.

What you should ALWAYS do with this project: Set some firm deadlines.

What you should NEVER do with this project: Assume that people know what you did. Need to promote.



PUBLIC OUTREACH

Public Viewing of Liquid Assets

Section: Oregon Section

Section Size: Large

Project contact: Javier Moncada

Contact phone number: (503) 872-4125

Contact e-mail address: javier.moncada@abam.com

General project description: Javier applied for and secured a mini-SPAG for this public outreach project. The program was to put together a public showing of the documentary of *Liquid Assets*. The project made arrangements with a local theatre in the Portland, OR area for two showings. Flyers were made and distributed throughout the community and attendance was pretty good with somewhere around 100 people attending each show. The project also coordinated with local engineers and experts on drinking water to be available for questions after the showing.

The ASCE student chapter at Oregon State University heard about the project and a third showing of the documentary was scheduled in Corvallis.

The process – what you did, when and how: See above.

Those in charge – committee, task committee, etc.: Javier Moncada spearheaded most of the effort making contacts at the theatre and within the community. He also spent a lot of time developing flyers for the showings and hand distributing throughout the community.

Time frame – when started, when completed: The project was started in the spring of 2008 and complete in the spring of 2009

The parts that worked really well: Finding a location was relatively simple although our first choice, the local public broadcasting station, didn't work out. However the theatre regularly shows documentaries and independent films and was perfectly setup for our event. Plus it was really close to public transit.

The parts that did not work well: Getting the word out to as big of an audience as possible was difficult. Although we had around 100 people at each showing we were really striving for more.

The outcome: We feel that the local citizens are more informed about the status of drinking water and sanitary sewer systems in the community.



PUBLIC OUTREACH

Engineering Booth at State Fair

Section: Syracuse Section

Section Size: Medium

Project contact: Steven McCray

Contact phone number: (315) 685-4732 ext 226

Contact e-mail address: smccray@ryanbiggs.com

General project description: Booth at State Fair promoting CE as career. Geared towards elementary school aged children.

The process – what you did, when and how: Had booth with large geotrax remote control train set up with many levels. Circulating water system with storage tank, WWTP, “lake”. Distributed promotional literature and ASCE merchandise. Displayed winning 2009 Steel Bridge entry from SUNY Canton.

Those in charge – committee, task committee, etc.: Myself, Tom Horth and a committee of 4 section members.

Time frame – when started, when completed: Organization began in June. Booth open from Friday before Labor Day through Labor Day.

The parts that worked really well: Train set is a real attention grabber. Steel bridge was a good conversation piece with parents and older kids.

The parts that did not work well: Always a challenge to get the message to the kids who just want to play.

This is something off the wall that we did: Had matching red T-shirts printed with ASCE on the back in big letters. Really made the volunteers look like a team.

The administration that was important: Organizing committee members and soliciting volunteers.

The follow-up that was important: Email or website update to let entire Section know how it went. (Hasn't happened yet!)

What you should ALWAYS do with this project: Get as many volunteers as possible. Keep the display simple to avoid having to fix problems when you should be interacting.

What you should NEVER do with this project: Overcomplicate the display, booth. A very short window of attention is allowed so intricate displays are not worth the effort it takes to assemble.

The outcome: Very positive feedback from parents and kids. Hopefully the connection between the people who made the awesome train track and our careers was established.

PUBLIC OUTREACH

Public Service Announcement

Branch: Tennessee Section, Chattanooga Branch

Branch Size: Small

Project contact: Russell Moorehead

Contact phone number: 423-756-3025

Contact e-mail address: Russell.moorehead@bwsc.net

General project category (e.g. Public Outreach, Legislative, Website, etc.): Public Outreach

General project description: The Chattanooga Branch of ASCE developed, wrote, and produced five public service announcements that were broadcast during Engineer's Week on two local radio stations that promoted the role of engineers in designing projects that protect water quality.

The process – what you did, when and how: Members of the Chattanooga Branch worked with representatives of the City of Chattanooga and Hamilton County to select the preferred message. Team members met on three occasions to prepare "talking points" and write the draft scripts for the proposed messages. The team met with broadcast personnel to revise the scripts to fit the allotted time (30 seconds) and emphasize the most important aspects of the message. It was decided to utilize professional broadcast talent to record the messages, which included, "This message was brought to you by the City of Chattanooga and Hamilton County Water Quality Programs and the American Society of Civil Engineers," at the end of each message.

Those in charge – committee, task committee, etc.:

Mounir Minkara, City of Chattanooga

Tim McDonald, Hamilton County

Russell Moorehead, PE, Tennessee Section President and Chattanooga Branch Member

Brandie Cookston, PE, Chattanooga Branch President

Don Warrington, PE, Chattanooga Branch Treasurer

Mark Harrison, PE, Chattanooga Branch Member

Time frame – when started, when completed: The SPAG application was submitted in October 2010. After the grant was approved, the committee met three times in December 2010 and January 2011. The final PSA's were produced in February 2011, and the spots were broadcast during E-Week 2011 (February 21-25, 2011). The final report was submitted to ASCE in April 2011.

The parts that worked really well: The Chattanooga Branch was fortunate to "buy" the air time during a "sale". The spots cost \$25/30 seconds. Normal rates were \$50 or more per spot. The station cut the rate since it was a public service announcement.



The parts that did not work well: There was some (not much) disagreement on the message to be presented, but the 30 second limitation settled the issue for the committee. It's hard to say all that you want to say in 30 seconds.

This is something off the wall that we did: This was the first SPAG application for the Chattanooga Branch (that was off the wall enough).

The administration that was important: Coordinating with the sales person at the radio station early was very important. The sales person was very helpful and “went to bat” for us on the rate.

The follow-up that was important: We tried to gauge the public perception, but the budget didn't allow for formal polling. Informal discussions with persons who heard the spots indicated the reception was overwhelmingly positive.

What you should ALWAYS do with this project: Involve as many ASCE members as possible.

What you should NEVER do with this project: Never lose sight of the importance of the message: “Engineer protect and improve people's lives”

The outcome: Overwhelmingly positive

Would you do it again? Yes. Absolutely.

Additional comments (Include attachments and photos that would be beneficial):

ASCE and its members should do more to promote the positive aspects of engineering. Attached is a copy of the final report submitted for the grant and a sample copy of one of the PSA's.



April 11, 2011

2011 SPAG Proposal
Attn: Sharon Baber
ASCE
1801 Alexander Bell Drive
Reston, Virginia 20191

Reference: Chattanooga Branch
Report for 2011 Small State Public Affairs Grant

Dear Ms. Baber:

The Chattanooga Branch appreciates being awarded a State Public Affairs Grant in the amount of \$750 from ASCE. Attached is the report of the Branch's activities related to the Grant award. The Chattanooga Branch considers the SPAG funded project a success, and recommends that other Sections and Branches consider implementing similar projects in order to enhance ASCE's name recognition in local communities. The Chattanooga Branch is a part of the Tennessee Section. The Section President and Treasurer Contact information is listed below:

Russell D. Moorehead, P.E.
Tennessee Section President
Barge Waggoner Sumner & Cannon, Inc.
1110 Market Street, Suite 200
Chattanooga, TN 37402
423-756-3025
Russell.Moorehead@bwsc.net

Ted A. Kniazewycz, P.E.
Tennessee Section Treasurer
Gresham, Smith and Partners
511 Union Street, Suite 1400
Nashville, TN 37219
615-770-8470
Ted.kniazewycz@gspnet.com

Please contact me at 423-322-0130 or bcookston@clinardengineering.com if you have any questions regarding the report.

Respectfully,

A handwritten signature in black ink that reads "Brandie C. Cookston". The signature is written in a cursive, flowing style.

Brandie C. Cookston, P.E., CPSWQ, CPESC
Chattanooga Branch President

**Chattanooga Branch
American Society of Civil Engineers
2011 Small State Public Affairs Grant
Project Report**

Project Summary

Late in 2010, one of the Chattanooga Branch members was involved in a discussion that led to the question, "What is the definition of faith?" It was generally agreed that faith could be defined as trust and confidence in things unseen.

This discussion reminded the Chattanooga Branch member that people in Tennessee place their confidence in civil engineers daily. Most people in Tennessee haven't met the civil engineer that designed the bridge they cross in their automobile every day. They definitely haven't reviewed the calculations performed during the bridge design. Still they cross that bridge without hesitation. People in Tennessee demonstrate that same confidence in civil engineers every time they turn on their kitchen faucet or hit their light switch. They know that clean water will be delivered, and the room will be filled with light.

Civil engineers should promote our profession and the good things we do to contribute to the health, safety, and welfare of the public and our clients. We take our roles in society seriously. Rather than reading or hearing news reports that only mention engineers after catastrophic or tragic events, we should encourage expansion of the message that promotes the confidence society displays every day in the products of our services.

The Chattanooga Branch of ASCE developed, wrote, and produced five public service announcements that were broadcast during Engineer's Week on two local radio stations. The public service announcements were prepared with City of Chattanooga and Hamilton County Water Quality Program officials to promote public awareness of:

1. steps the public may take to reduce pollutants in storm water runoff,
2. opportunities for public participation in certain program elements to improve storm water quality,
3. the role engineers have in protecting the quality of our rivers and streams

Members of the Chattanooga Branch worked with representatives of the City of Chattanooga and Hamilton County to select the preferred message. Team members met on three occasions to prepare "talking points" and write the draft scripts for the proposed messages. The team met with broadcast personnel to revise the scripts to fit the allotted time (30 seconds) and emphasize the most important aspects of the message. It was decided to utilize professional broadcast talent to record the messages, which included, "This message was brought to you by the City of Chattanooga and Hamilton County Water Quality Programs and the American Society of Civil Engineers," at the end of each message. The public service announcements were broadcast on AM and FM local radio stations multiple times each weekday during Engineer's Week which was the week of February 20-26, 2011. Copies of the each PSA script are attached with electronic copies of the actual broadcast PSA.

Goals and Objectives

The Chattanooga Branch's goal was to support the efforts of local municipalities to improve water quality, and to promote the importance of engineers in protecting water resources. Although a formal poll was not conducted to assess the extent the public service announcements (PSA's), anecdotal information indicates that the messages were heard and well received by the community. In addition, the local morning talk show radio host on the FM broadcast station invited the ASCE Section President and the City of Chattanooga and Hamilton County Water Quality Managers on the Monday morning program during Engineer's Week to discuss the issue during a 20 minute segment of the program.

Target Audience

The Chattanooga Branch anticipated that a significant number of commuters heard the message each morning and afternoon due to multiple broadcasts of the message during the week. In addition, the PSA's were also run locally during nationally syndicated radio broadcasts.

Method to Reach Audience

During E-Week, the 30-second public service announcements were broadcast between 6 am and 9 am during morning commute time and between 4 pm and 7 pm during evening commute time on 102.3 WGOW-FM. In addition, the PSA's were broadcast during the Rush Limbaugh and Sean Hannity nationally syndicated broadcasts each afternoon between noon and 6 pm on 1150 WGOW-AM. Each of the 5 PSA's were broadcast a total of eight times each for a total of 40 messages broadcast during E-Week. A copy of the invoice from Citadel Broadcasting Company indicating the time and the station that each PSA was broadcast is attached to this report.

Timeline

Once the Chattanooga Branch was notified of the grant award on December 3, 2010, the team met three times to select the preferred message and write the draft scripts. The team finalized the scripts and the proposed scripts were presented to the broadcast personnel in early January to develop the final script. Each organization (City of Chattanooga, Hamilton County, and the Chattanooga Branch) approved the final scripts and the messages were produced for broadcast the week before E-Week. The audio files were approved prior to broadcast, and the PSA's were broadcast during the week of February 20-26, 2011.

Project Evaluation

Formal polling of potential broadcast listeners was not proposed. However, the Chattanooga Branch and the City of Chattanooga and Hamilton County Water Quality Program staff received several positive responses to the PSA's.



Budget and Resources

The total fee to broadcast the PSA's was \$1,000. The Chattanooga Branch provided \$250 with the SPAG amount of \$750 to fund the PSA's. The attached copy of the invoice lists the actual cost of the broadcasts.

In addition, Chattanooga Branch volunteers and Chattanooga and Hamilton County personnel that assisted with this project included:

Mounir Minkara, City of Chattanooga
Tim McDonald, Hamilton County
Russell Moorehead, PE, Tennessee Section President and Chattanooga Branch Member
Brandie Cookston, PE, Chattanooga Branch President
Don Warrington, PE, Chattanooga Branch Treasurer
Mark Harrison, PE, Chattanooga Branch Member

Attachments

Citadel Broadcasting Company Invoice
Five PSA Scripts
CD with electronic copy of PSA's



Citadel Broadcasting Company

WSKZ FM - WGOW AM - WGOW FM - WOGT FM

P.O. Box 11202 Chattanooga, TN 37401
Phone: (423) 756-6141 Fax: (423) 266-1652

RUSSELL MOOREHEAD
BARGE, WAGGONER, SUMNER & CANNON
1110 MARKET STREET
SUITE 200
CHATTANOOGA, TN 37402

INVOICE NUMBER: 134802

CBC - Chattanooga TN

INVOICE DATE: 2/28/11

PAGE: 1 TYPE: Complete

ACCOUNT: 17881

CONTRACT: Combined

PRODUCT:

Account Exec: J Motsenbocker

Terms: NET 10 DAYS

PAY THIS AMOUNT:

BY:

Times for 2/21/11-2/25/11

Times are approximate within 15 minutes.

Day/Date	Time	Len	Rate	Product	Comments
Mn 2/21 A	6:36a	30	\$25.00	DISPOSING	WGOW-FM Contract 30618
Mn 2/21 A	8:27a	30	\$25.00	LAWN & GARDEN	WGOW-FM Contract 30618
Mn 2/21 A	12:58p	30	\$25.00	DISPOSING	WGOW-AM Contract 21787
Mn 2/21 A	2:05p	30	\$25.00	LAWN & GARDEN	WGOW-AM Contract 21787
Mn 2/21 B	4:58p	30	\$25.00	CLEAN UP SPILLS	WGOW-AM Contract 21787
Mn 2/21 B	5:55p	30	\$25.00	GUTTERS & STORM DRAI	WGOW-AM Contract 21787
Mn 2/21 B	6:05p	30	\$25.00	CLEAN UP SPILLS	WGOW-FM Contract 30618
Mn 2/21 B	6:22p	30	\$25.00	GUTTERS & STORM DRAI	WGOW-FM Contract 30618
Tu 2/22 A	6:25a	30	\$25.00	RAIN BARRELS	WGOW-FM Contract 30618
Tu 2/22 A	8:25a	30	\$25.00	DISPOSING	WGOW-FM Contract 30618
Tu 2/22 A	12:25p	30	\$25.00	RAIN BARRELS	WGOW-AM Contract 21787
Tu 2/22 A	1:24p	30	\$25.00	DISPOSING	WGOW-AM Contract 21787
Tu 2/22 B	3:26p	30	\$25.00	LAWN & GARDEN	WGOW-AM Contract 21787
Tu 2/22 B	4:54p	30	\$25.00	LAWN & GARDEN	WGOW-FM Contract 30618
Tu 2/22 B	5:56p	30	\$25.00	CLEAN UP SPILLS	WGOW-FM Contract 30618
Tu 2/22 B	5:58p	30	\$25.00	CLEAN UP SPILLS	WGOW-AM Contract 21787
We 2/23 A	7:28a	30	\$25.00	GUTTERS & STORM DRAI	WGOW-FM Contract 30618
We 2/23 A	8:25a	30	\$25.00	RAIN BARRELS	WGOW-FM Contract 30618
We 2/23 A	1:58p	30	\$25.00	GUTTERS & STORM DRAI	WGOW-AM Contract 21787
We 2/23 A	2:50p	30	\$25.00	RAIN BARRELS	WGOW-AM Contract 21787
We 2/23 B	4:58p	30	\$25.00	DISPOSING	WGOW-AM Contract 21787
We 2/23 B	5:54p	30	\$25.00	LAWN & GARDEN	WGOW-AM Contract 21787
We 2/23 B	5:57p	30	\$25.00	DISPOSING	WGOW-FM Contract 30618
We 2/23 B	6:55p	30	\$25.00	LAWN & GARDEN	WGOW-FM Contract 30618
Th 2/24 A	6:36a	30	\$25.00	CLEAN UP SPILLS	WGOW-FM Contract 30618
Th 2/24 A	7:36a	30	\$25.00	GUTTERS & STORM DRAI	WGOW-FM Contract 30618
Th 2/24 A	12:25p	30	\$25.00	CLEAN UP SPILLS	WGOW-AM Contract 21787
Th 2/24 A	2:23p	30	\$25.00	GUTTERS & STORM DRAI	WGOW-AM Contract 21787
Th 2/24 B	3:59p	30	\$25.00	RAIN BARRELS	WGOW-AM Contract 21787
Th 2/24 B	4:55p	30	\$25.00	RAIN BARRELS	WGOW-FM Contract 30618
Th 2/24 B	5:58p	30	\$25.00	DISPOSING	WGOW-AM Contract 21787
Th 2/24 B	6:25p	30	\$25.00	DISPOSING	WGOW-FM Contract 30618
Fr 2/25 A	7:08a	30	\$25.00	LAWN & GARDEN	WGOW-FM Contract 30618
Fr 2/25 A	8:54a	30	\$25.00	CLEAN UP SPILLS	WGOW-FM Contract 30618
Fr 2/25 A	11:26a	30	\$25.00	LAWN & GARDEN	WGOW-AM Contract 21787
Fr 2/25 A	2:58p	30	\$25.00	CLEAN UP SPILLS	WGOW-AM Contract 21787
Fr 2/25 B	3:58p	30	\$25.00	GUTTERS & STORM DRAI	WGOW-AM Contract 21787
Fr 2/25 B	5:57p	30	\$25.00	GUTTERS & STORM DRAI	WGOW-FM Contract 30618
Fr 2/25 B	5:58p	30	\$25.00	RAIN BARRELS	WGOW-AM Contract 21787
Fr 2/25 B	6:55p	30	\$25.00	RAIN BARRELS	WGOW-FM Contract 30618



Citadel Broadcasting Company

WSKZ FM - WGOW AM - WGOW FM - WOGT FM
P.O. Box 11202 Chattanooga, TN 37401
Phone: (423) 756-6141 Fax: (423) 266-1652

RUSSELL MOOREHEAD
BARGE, WAGGONER, SUMNER & CANNON
1110 MARKET STREET
SUITE 200
CHATTANOOGA, TN 37402

INVOICE NUMBER: 134802

CBC - Chattanooga TN
INVOICE DATE: 2/28/11
PAGE: 2 TYPE: Complete
ACCOUNT: 17881
CONTRACT: Combined
PRODUCT:

Account Exec: J Motsenbocker

Terms: NET 10 DAYS

PAY THIS AMOUNT:

BY:

Product summary:	Units	Gross
CLEAN UP SPILLS	8	\$200.00
DISPOSING	8	\$200.00
GUTTERS & STORM DRAI	8	\$200.00
LAWN & GARDEN	8	\$200.00
RAIN BARRELS	8	\$200.00

Contract #0021787 2/21/11 to 2/25/11 Station: WGOW-AM
 WGOW-AM/E-WEEK PSA Est=ASCE-CHATT
 A: 2/28 10 30's @ \$25.00 \$250.00
 B: 2/28 10 30's @ \$25.00 \$250.00
 Total Charge: \$500.00
 2/28 Transfer from invoice #881 -\$500.00
 Net Due: \$0.00

Contract #0030618 2/21/11 to 2/25/11 Station: WGOW-FM
 WGOW FM/E-WEEK PSA Est=ASCE-CHATT
 A: 2/28 10 30's @ \$25.00 \$250.00
 B: 2/28 10 30's @ \$25.00 \$250.00
 Total Charge: \$500.00
 2/28 Transfer from invoice #881 -\$500.00
 Net Due: \$0.00

SUMMARY OF INVOICE #134802
 Total Charges for invoice #134802: \$1,000.00
 2/28 Transfer from invoice #881 -\$1,000.00
 BALANCE OF INVOICE #134802: \$0.00

Citadel Broadcasting is an Affirmative Action Employer.

Wicks Broadcast Solutions, LLC, Laz E-Forms

**E-Week Public Service Announcement
:30 Cut Three**

Storm water runoff is generated when rain flows over land, parking lots, paved streets and rooftops accumulating pollutants and eventually ending up in our creeks, streams, and ultimately the Tennessee River. Help protect our water quality by:

- Disposing of used motor oil, anti-freeze, paints and household chemicals properly.

February 20th thru the 26th is 'Engineers Week'. Engineers help to make the world a better place by designing projects that protect and improve water quality... brought to you by the City of Chattanooga, Hamilton County Water Quality Programs and The American Society of Civil Engineers... Clean Water, Clear Choice...

E-Week Public Service Announcement
:30 Cut Four

Storm water runoff is generated when rain flows over land, parking lots, paved streets and rooftops accumulating pollutants and eventually ending up in our creeks, streams, and ultimately the Tennessee River. Help protect our water quality by:

- Applying lawn and garden chemicals sparingly and according to label directions.

February 20th thru the 26th is 'Engineers Week'. Engineers help to make the world a better place by designing projects that protect and improve water quality... brought to you by the City of Chattanooga, Hamilton County Water Quality Programs and The American Society of Civil Engineers... Clean Water, Clear Choice...

E-Week Public Service Announcement
:30 Cut Five

Storm water runoff is generated when rain flows over land, parking lots, paved streets and rooftops accumulating pollutants and eventually ending up in our creeks, streams, and ultimately the Tennessee River. Help protect our water quality by:

- Promptly cleaning up spills such as brake fluid, motor oil, grease and anti-freeze.

February 20th thru the 26th is 'Engineers Week'. Engineers help to make the world a better place by designing projects that protect and improve water quality... brought to you by the City of Chattanooga, Hamilton County Water Quality Programs and The American Society of Civil Engineers... Clean Water, Clear Choice...

E-Week Public Service Announcement
:30 Cut Six

Storm water runoff is generated when rain flows over land, parking lots, paved streets and rooftops accumulating pollutants and eventually ending up in our creeks, streams, and ultimately the Tennessee River. Help protect our water quality by:

- Keeping litter, pet wastes, leaves and debris out of street gutters and storm drains.

February 20th thru the 26th is 'Engineers Week'. Engineers help to make the world a better place by designing projects that protect and improve water quality... brought to you by the City of Chattanooga, Hamilton County Water Quality Programs and The American Society of Civil Engineers... Clean Water, Clear Choice...

E-Week Public Service Announcement
:30 Cut Seven

Storm water runoff is generated when rain flows over land, parking lots, paved streets and rooftops accumulating pollutants and eventually ending up in our creeks, streams, and ultimately the Tennessee River. Help protect our water quality by:

- Use rain barrels to collect rainwater from your gutters to use for irrigation.

February 20th thru the 26th is 'Engineers Week'. Engineers help to make the world a better place by designing projects that protect and improve water quality... brought to you by the City of Chattanooga, Hamilton County Water Quality Programs and The American Society of Civil Engineers... Clean Water, Clear Choice...



PUBLIC OUTREACH

ENGINEERING BILLBOARDS

Date: 3/23/12

Section/Branch: Connecticut Society of Civil Engineers, CSCE **Section Size:** Large

Project contact: Jason Waterbury

Contact phone number: 860-278-7850 (ext. 3380)

Contact e-mail address: Jwaterbury@themdc.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Public Outreach

General project description: Billboard Campaign

The process – what you did, when and how: CSCE has sponsored two billboard campaigns. The first campaign was in April 2011, and the second campaign was in November 2011. The intended message for both campaigns was to raise public awareness as to what a Civil Engineer does and the impacts Civil Engineering has on the general welfare of the public. The executive board developed multiple designs, and contacted multiple local billboard vendors. Due to billboard availability and pricing, CBS Outdoor was selected. Each campaign included 10 billboards, located on State of CT Roads, throughout the state. In addition, a SPAG Grant was obtained for the initial campaign, which contributed \$1,500 of the \$5,000 cost for that particular campaign. Attached is the Billboard Summary Report for the November 2011 Campaign, which includes duration, locations, and photos of each billboard. Example photos of the April 2011 campaign are also attached.

Those in charge – committee, task committee, etc.: CSCE Executive Board

Time frame – when started, when completed: April 2011 & November 2011

The parts that worked really well: Involvement of the entire Executive Board, and buy-in by CSCE members.

The parts that did not work well: It is suggested to have the billboard designs established prior to signing a contract with the vendor. We did not do this for the November campaign, and it did create some frustrations with our vendor (CBS Outdoor).

This is something off the wall that we did:

The administration that was important: Coordination with billboard vendor.

The follow-up that was important: Spot-checking billboards by executive board members.



What you should ALWAYS do with this project: Involve as many board members, and Section/Branch Members as possible. Also communicate what you are doing to your Section/Branch members to make sure they are aware of the Value being provided by the Section/Branch leadership.

What you should NEVER do with this project: Do not do this alone, as a one-man show. The task is too big for one person.

The outcome:

Would you do it again? Yes – CSCE is currently planning on multiple campaigns in the upcoming 2012-2013 to build on the momentum provided by the previous two billboard campaigns. Currently in consideration for Future Campaigns is the Failure to Act study conducted by ASCE.

Additional comments (Include attachments and photos that would be beneficial):

Conn. Society of Civil Engineers



Summary

Name: Conn. Society of Civil Engineers
CBS Contract #: 1062342
Advertiser: Conn. Society Civil Engineers
Agency:

Duration: 10/31/2011 - 11/27/2011
Contracted Units: 10
Posted Units: 10
Total Scheduled Days: 280
Total Showing Days: 71
Total Override Days: 0



Sales Contact Info
 Thomas Novinsky
 T: 203-985-0430
 F: 203-985-0420
tom.novinsky@cbsoutdoor.com

Outdoor Display Detail

Face #	Description	Posting Market	Scheduled Dates	Sched. Days	Show. Days	Over. Days	P. Type	Area	Media	Ill.	F	7-day EOI, 18+	DEC ('000s)
000121P-0	New Haven Av 500 ft W/O Buckingham N/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	8	0	Regular	New Haven County	Posters	Y	E	42,530	10.66
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/1/2011											
000268P-0	Fitch St 25 ft W/O Onyx St N/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	7	0	Regular	New Haven County	Posters	Y	W	24,615	8.37
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/2/2011											
000341P-0	Washington Ave 1500 ft N/O I-91 E/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	8	0	Regular	New Haven County	Posters	Y	S	59,771	14.98
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/1/2011											
000403P-0	Post Rd 50 ft W/O Jackson Dr N/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	8	0	Regular	New Haven County	Posters	Y	W	47,321	16.10
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/1/2011											
000557P-0	Post Rd & Old Kelsey Point S/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	8	0	Regular	Middlesex Country	Posters	N	E	19,434	4.71
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/1/2011											
000622P-0	Rt 17 1000 ft W/O Rt 77 E/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	7	0	Regular	Middlesex Country	Posters	N	S	11,316	2.84
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/2/2011											
000734P-0	Riverside St 400 ft S/O Bank St W/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	5	0	Regular	New Haven County	Posters	Y	N	11,551	2.71
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/4/2011											

CBS Outdoor hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.



Conn. Society of Civil Engineers



Outdoor Display Detail

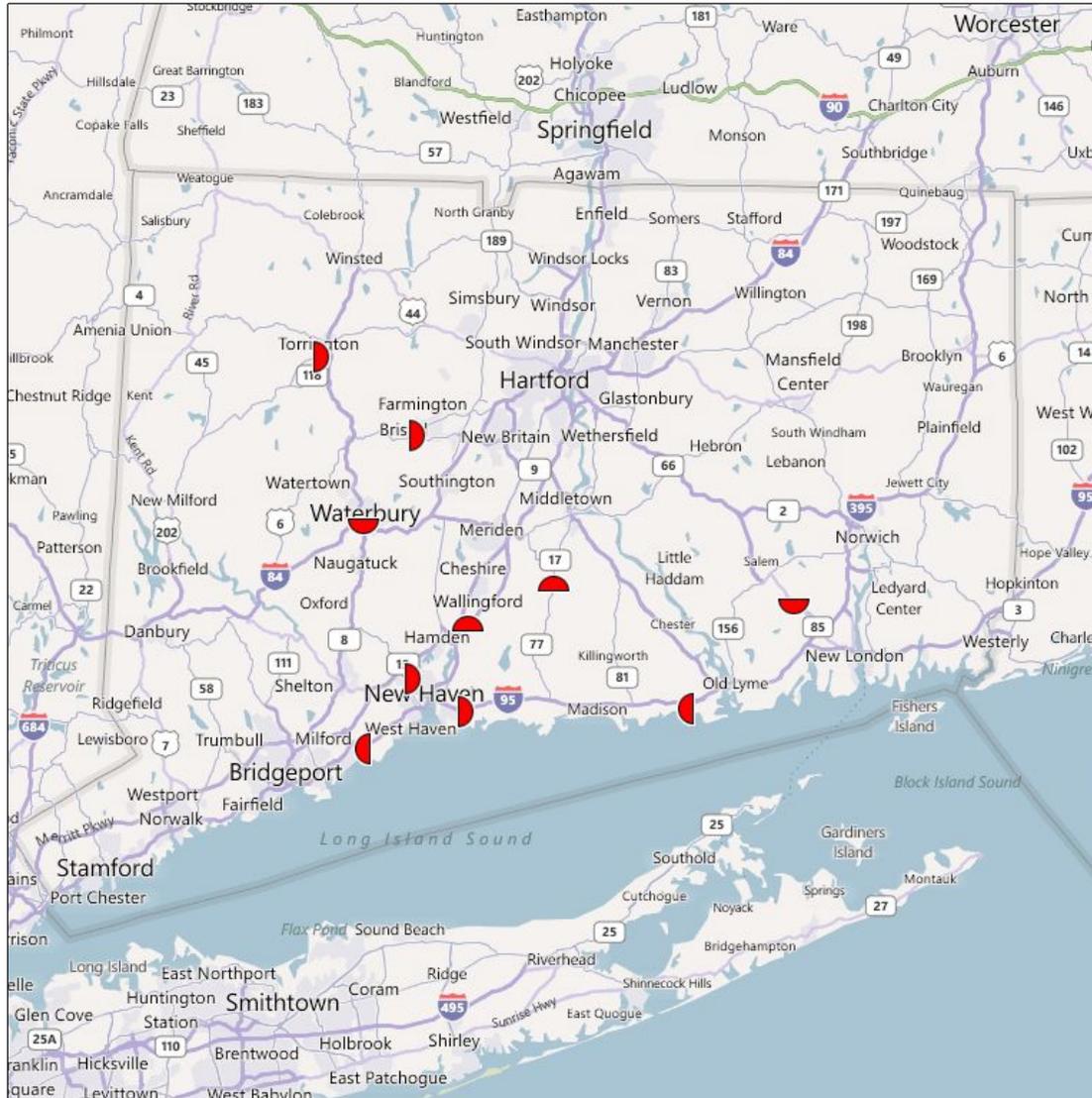
Face #	Description	Posting Market	Scheduled Dates	Sched. Days	Show. Days	Over. Days	P. Type	Area	Media	III.	F	7-day EOI, 18+	DEC ('000s)
000751P-0	Rt 85 2000 ft N/O Chesterfield Rd E/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	6	0	Regular	New London County	Posters	Y	N	28,259	9.61
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/3/2011											
001034P-0	Center St 400 ft E/O N. Main St S/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	7	0	Regular	Hartford County	Posters	Y	W	16,580	3.88
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/2/2011											
001093P-0	Rt 202 325 ft W/O Walnut St S/S	Hartford/New Haven	10/31/2011 - 11/27/2011	28	7	0	Regular	Litchfield County	Posters	N	W	13,315	3.34
	Design	Posted Date	Covered Date										
	Fix Infrastructure	11/2/2011											

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Conn. Society of Civil Engineers



Contract Map



Legend

 Posters

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Conn. Society of Civil Engineers



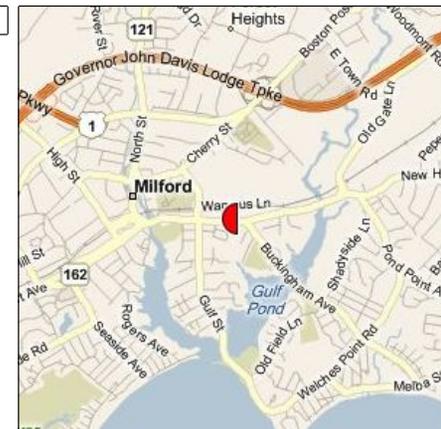
Face # 000121P-0 - New Haven Av 500 ft W/O Buckingham N/S



Photo taken on: 11/1/2011

Face Information

Media:	Posters	Posted Date:	11/1/2011	Design:	Fix Infrastructure
Area:	New Haven County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	8	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	E				
Illumination:	18 hours				
DEC (000's):	11				
7-day EOI, 18+:	42,530				



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Conn. Society of Civil Engineers

Face # 000268P-0 - Fitch St 25 ft W/O Onyx St N/S



Photo taken on: 11/2/2011

Face Information

Media:	Posters	Posted Date:	11/2/2011	Design:	Fix Infrastructure
Area:	New Haven County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	7	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	W				
Illumination:	18 hours				
DEC (000's):	8				
7-day EOI, 18+:	24,615				



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Conn. Society of Civil Engineers



Face # 000341P-O - Washington Ave 1500 ft N/O I-91 E/S



Photo taken on: 11/1/2011

Face Information

Media:	Posters	Posted Date:	11/1/2011	Design:	Fix Infrastructure
Area:	New Haven County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	8	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	S				
Illumination:	18 hours				
DEC (000's):	15				
7-day EOI, 18+:	59,771				



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Conn. Society of Civil Engineers



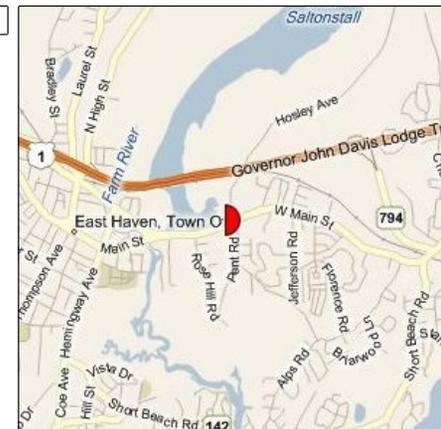
Face # 000403P-0 - Post Rd 50 ft W/O Jackson Dr N/S



Photo taken on: 11/1/2011

Face Information

Media:	Posters	Posted Date:	11/1/2011	Design:	Fix Infrastructure
Area:	New Haven County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	8	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	W				
Illumination:	18 hours				
DEC (000's):	16				
7-day EOI, 18+:	47,321				



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Conn. Society of Civil Engineers



Face # 000557P-0 - Post Rd & Old Kelsey Point S/S



Photo taken on: 11/1/2011

Face Information

Media:	Posters	Posted Date:	11/1/2011	Design:	Fix Infrastructure
Area:	Middlesex Country	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	8	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	E				
Illumination:	12 hours				
DEC (000's):	5				
7-day EOI, 18+:	19,434				



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Conn. Society of Civil Engineers



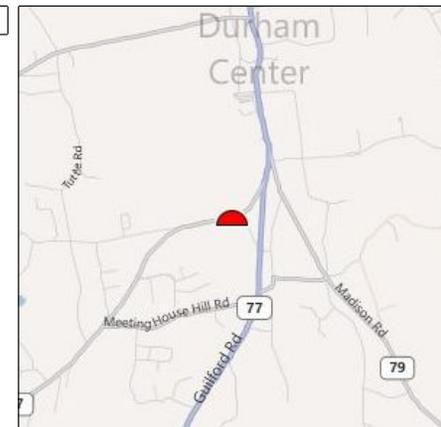
Face # 000622P-0 - Rt 17 1000 ft W/O Rt 77 E/S



Photo taken on: 11/2/2011

Face Information

Media:	Posters	Posted Date:	11/2/2011	Design:	Fix Infrastructure
Area:	Middlesex Country	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	7	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	S				
Illumination:	12 hours				
DEC (000's):	3				
7-day EOI, 18+:	11,316				



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BMS.net Proof of Performance
by **avuda**

got proof?

Conn. Society of Civil Engineers



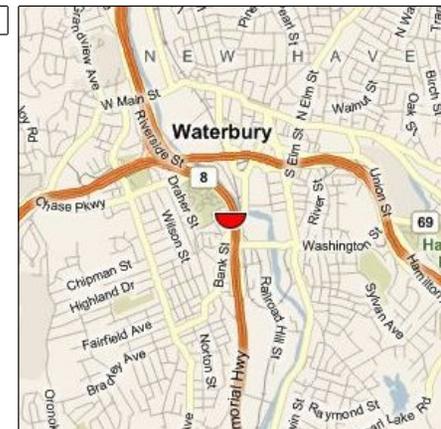
Face # 000734P-O - Riverside St 400 ft S/O Bank St W/S



Photo taken on: 11/4/2011

Face Information

Media:	Posters	Posted Date:	11/4/2011	Design:	Fix Infrastructure
Area:	New Haven County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	5	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	N				
Illumination:	18 hours				
DEC (000's):	3				
7-day EOI, 18+:	11,551				



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Conn. Society of Civil Engineers



Face # 000751P-O - Rt 85 2000 ft N/O Chesterfield Rd E/S



Photo taken on: 11/3/2011

Face Information

Media:	Posters	Posted Date:	11/3/2011	Design:	Fix Infrastructure
Area:	New London County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	6	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	N				
Illumination:	18 hours				
DEC (000's):	10				
7-day EOI, 18+:	28,259				



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BMS.net Proof of Performance
by **avuda**

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proof?

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Face # 001034P-O - Center St 400 ft E/O N. Main St S/S



Photo taken on: 11/2/2011

Face Information

Media:	Posters	Posted Date:	11/2/2011	Design:	Fix Infrastructure
Area:	Hartford County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	7	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	W				
Illumination:	18 hours				
DEC (000's):	4				
7-day EOI, 18+:	16,580				



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Conn. Society of Civil Engineers



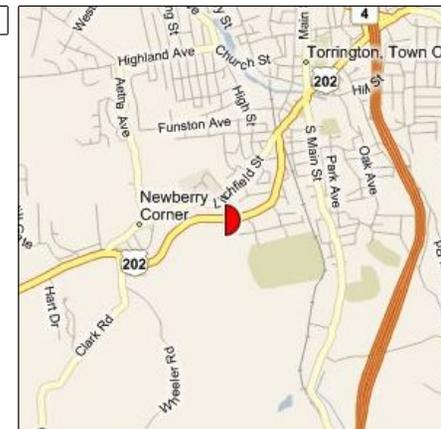
Face # 001093P-0 - Rt 202 325 ft W/O Walnut St S/S



Photo taken on: 11/2/2011

Face Information

Media:	Posters	Posted Date:	11/2/2011	Design:	Fix Infrastructure
Area:	Litchfield County	Covered Date:		First Received On:	10/31/2011 (Qty: 10)
Posting Market:	Hartford/New Haven	Showing Days:	7	Last Received On:	10/31/2011 (Qty: 10)
Direction Facing:	W				
Illumination:	12 hours				
DEC (000's):	3				
7-day EOI, 18+:	13,315				



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BMS.net Proof of Performance
by **avuda**

got
proof?

SECTION OPERATIONS

Section Operations Manual

Section: Buffalo Section

Section Size: Medium

Project contact: Angela Hintz, Past-President

Contact phone number: (716) 667-6613

Contact e-mail address: ahintz@pirnie.com

General project description: Development of a Manual that describes the duties and responsibilities of Section officers, Board members, and committee chairs.

The process – what you did, when and how: Several years ago, then Section President Dean Goodison, presented the idea and initiated the development of the Section Manual. Each officer, director, and committee chair was tasked with writing their job description and other important details to note. The submissions were then compiled into a single manual and then sent around again for review. The manual is updated once a year by current officers and committee chairs and is meant to be a living document that will be revised as policies are changed.

Those in charge – committee, task committee, etc.: Section President and other interested volunteers.

Time frame – when started, when completed: Started in 2003, ongoing process as Manual is updated every year.

The parts that worked really well: This Manual is a good tool to show Section members who may be interested in serving as an officer or committee chair, but aren't sure of what is involved. In many cases, the manual offers a step-by-step guideline or timeline that are helpful in conducting the various roles.

The parts that did not work well: It is hard to sometimes have officers and committee chairs revise their sections; however, it can be overcome as usually officers have served in various roles throughout their involvement with the Section, and so someone can usually fill this in.

The administration that was important: One key person for compiling information and following up with people.

The follow-up that was important: Reminders to officers and board members to update the descriptions.

What you should ALWAYS do with this project: Remember to update the manual on a frequent basis, as policies or procedures may change.

What you should NEVER do with this project: Never let the manual get out of date

The outcome: Ongoing, living administrative document that guides Section business.

Would you do it again? Yes, it is a continuing process.

Additional comments: A copy of the Section Operations Manual is available upon request to the Buffalo Section.

SECTION OPERATIONS

Section Planning Meeting

Section: Buffalo Section

Section Size: Medium

Project contact: Mike Bower, President

Contact phone number: (716) 604-5953

Contact e-mail address: mbower@ravieng.com

General project description: Conduct a Planning Meeting to identify goals for the Buffalo Section to accomplish for the coming year.

The process – what you did, when and how: It was recognized last year that the Buffalo Section had been run on a status-quo basis and that many ideas were brought up over the years on how to expand involvement in the community, operate the Section more effectively, conduct outreach to potential Younger Members, and better serve Section membership. Because these ideas were only tossed out verbally, often they were not accomplished.

Therefore, starting in July 2008, then president Angela Hintz, initiated a planning meeting which served as a brainstorming session for goals that the Section Board members, committee chairs and other interested Section members. Measurable goals were identified and preliminary courses of action were developed into a planning document. This planning document was then used by the Section as a guideline for accomplishing those goals.

In July 2009, current president Mike Bower, used this planning document to hold a Planning meeting for the coming fiscal year. The document was re-structured to group goals by person responsible (i.e., Section president, treasurer, committee chair, etc.) and updated to reflect new goals set for the coming year. This document continues to be used as documentation of desired goals and the plans necessary to achieve them.

Those in charge – committee, task committee, etc.: Section President

Time frame – when started, when completed:

- 1st Planning meeting: July 2008
- Document Developed and Reviewed by Section Board: July – August 2008
- Document Finalized: Fall 2008

The parts that worked really well: Planning meeting encouraged lots of good ideas, because it was more of a brainstorming session, participants felt free to suggest ideas. There was also a significant amount of collaboration with the development of the planning document, with individuals taking ownership of and thinking of ways to achieve the goals that were associated with their positions.

The administration that was important: As with anything, follow up with individuals to make sure that they got their goals and plans finished by targeted deadlines was critical.



What you should ALWAYS do with this project: Document key decisions made and goals ultimately selected for implementation, this also provides a way at the end of the year to review the Section's success with accomplishing the goals.

The outcome: Ongoing, living administrative document that guides Section business and offers measurable outcomes for easy determination of success.

Would you do it again? Yes, it is a continuing process.

Additional comments (Please include attachments and photos that would be beneficial):

Planning document attached.

ASCE BUFFALO SECTION GOALS AND PLANNING (2009 – 2010)

LAST UPDATE: 8/6/09 **ITEMS HIGHLIGHTED IN YELLOW WERE SPECIFIC TO 7/13/09 MEETING**

In July 2008, the Buffalo Section ASCE held a Planning Meeting to identify goals and assignments for 2008-2009. Individuals were assigned the task of further defining specific measurable goals. For 2009-2010, the document has been updated and is partially based on previously identified goals and anticipated goals for 2009-2010. In an effort to combine already established Buffalo Section resources, the goals have been arranged in a format similar to committee chairs and the Section Manual.

This document will be used during our budgeting session and will serve as a guideline for Section activities during the 2009-2010 fiscal year and beyond.

Purpose, Objective, Vision, and Mission and Goals

From ASCE Region 1 website:

American Society of Civil Engineers, founded in 1852, is a not-for-profit professional society incorporated in the State of New York.

Purpose

The purposes for which the Society is incorporated are educational, scientific, literary and charitable, including but not limited to:

1. The advancement of the science of engineering to enhance the welfare of humanity;
2. The furtherance of education on the science of engineering by, among other things, the publication of scientific and technical papers, books and other works, and the conduct of conferences and other forums, relating to the field;
3. The maintenance of the highest standards of excellence in the educational fields relating to the sciences; and
4. The exercise of such powers as permitted by law to organizations described in Section 501(c)(3) of the United States Internal Revenue Code.

Vision

Engineers as global leaders building a better quality of life.

Mission

To provide essential value to its members, their careers, our partners, and the public through developing leadership, advancing technology, advocating lifelong learning and promoting the profession.

Objective

The objective of the Society is the advancement of the science and profession of engineering to enhance the welfare of humanity.

Society Goals

The Society's mission will be actualized through focus on these Goals:

- **Develop Leadership** to broaden our members' perspectives and to enhance their career growth
- **Advance Technology** to enhance quality, knowledge, competitiveness, and environmental stewardship
- **Advocate Lifelong Learning** to aid our members' continued growth throughout their careers
- **Promote the Profession** throughout society to enhance its stature and to influence public policy

Goals Identified by Positions/Committees:

President

Michael Bower, (716) 604-5953, mbower@ravieng.com

Membership –Board Members

Goal: **Increase participation of Section members on the local Board and as committee chairs:**

- Action: **Send recognition letters (Mike bower)** near the start of the term to employers of board members and committee chairs thanking them for their support of their employees with active participation in the Section. Emphasize benefits to individual firms or agencies of supporting their employees in ASCE members.
- Action: Thank board members and committee chairs with certificates of appreciation and thank you notes at the end of their terms or potentially a social gathering for board members and committee chairs.
- Action: Brainstorm potential for service awards within the Buffalo Section (e.g. ASCE Buffalo Section member of the year).
- Action: Publicize Board member and committee chair involvement in local publications (local community papers, Buffalo News, Buffalo Rising, Business First, etc.). Coordinate with Public Relations committee goals. **Angela and Jason will prepare announcement for publications.**
- Action: At monthly meetings introduce BOD positions and emphasis importance and volunteer service. **Check for life members (+65 yrs old and 30 yrs w/ ASCE) and acknowledge them at meetings/email/website. Recognize 5 yr, 10 yr, etc. members at meetings.**

Section Operations Manual

Goal: The Section Operations Manual was prepared several years ago to assist incoming officers, directors and committee chair persons in understanding their basic roles and responsibilities. The document was always intended to be “live,” so that as changes occur within the Section, the manual would be updated accordingly. At the strategic planning event, the participants recognized the importance of maintaining such a document.

- Action: **Update the Section Operations Manual annually.** The outgoing President should spearhead efforts to update the manual by the close of the fiscal year.
- Action: Two to three times per year, alert membership about the existence of the manual. This will be a helpful tool in recruiting future members for “active duty,” whether as a Board member, director or technical committee chairperson.
- **Action: Add list of goals to Section Operations Manual as an appendix.**

Monthly BOD Meetings

Goal: **Utilize time most efficiently.** Discuss important items relevant to the members of the Buffalo Section.

- Action: Send agenda 1 week prior to meeting.
- Action: Follow-up with to do items within 1 week after meeting.
- Action: Develop Calendar of events and upcoming activities
- Action: Review Goals every 2 months.
- Action: Update President’s message monthly on website

President-Elect

Michelle Bodewes, (716) 882-5476, bodewesm@liro.com

Vice-President

Jason Havens, (716) 852-2100, jhavens@clarkpatterson.com

Monthly Meetings Management

Goal: Schedule monthly meeting date and identify speakers 2 months prior to meeting

- Action: Hold meetings to scheduled times.
- Action: Inform speakers of ASCE's commitment to keep meetings to time limits, i.e. 1 pdh = 1 hour.
- Action: Clearly indicate expected time frames for scheduled meetings in announcements. For tours, state allotted time may be overrun.
- Action: Jason is looking to schedule a couple of tours. Possible topics/tours this year are Contech, Ice Boom, Ward Pumping Station, Past Presidents meeting in Sept or Oct. Consider special pricing to entice more attendance.

Goal: Schedule at least 3 Joint Meetings with other professional societies.

- Action: Schedule meeting with BAPG in Jan. 2009.
- Action: Schedule meeting with SAME, ITE, APWA, ACEC in Feb. 2009.
- Action: Additional societies ABCD, ASME, NYSSPE, Architects, WNY Sustainable Energy Association.

Goal: Offer PDH credits at seven Section Meetings.

- Action: Schedule speakers and topics that qualify for PDH credits.
- Action: Take advantage of ASCE Webinars to supplement PDH offerings.
- Action: George/Jason would coordinate PDH credits and add list of requirements to Manual.

Goal: Improve interaction and support of other societies.

- Action: Help NYSSPE Promote Engineers Week
- Action: Help BEAM Promote Future City Competition

Secretary

Jeffrey Fick, (716) 883-4400, jfick@trautmanassoc.com

Board Meeting Minutes

Goal: The meeting minutes from the Board meetings provide an important historical record of Section governance; but could also be more effectively communicated to Section members not serving as committee chair or Board members.

- Action: Implement strategies to assist in efficient completion of minutes. For one, persons, who are on the agenda to must bring a prepared summary for the Secretary.
- Action: Publish approved minutes on the Section website. Distribute Draft minutes within 1 week of meeting.

Treasurer

Mark DiPasquale, P.E., (716) 856-2142, mcdipasquale@croworld.com

Treasurer Duties

Goal: Develop treasurer duties acceptable to standard accounting practices. Reports and budgets should be formatted with the Annual Report as a guideline.

- Action: Need to close/finish audit and establish starting point with accounts.
- Action: Include budget item for UB student chapter

Attendance and Hospitality

Mike Finn, (716) 655-8842, mfinn@tvga.com

Awards and Nominations

Angela Hintz (716) 667-6613, ahintz@pirnie.com

- Action: Check website for awards dates for Small Section, Website

Continuing Education

George Cotroneo, (716) 879-4278, george.v.cotroneo@usace.army.mil

Communication (new for 2009-2010)

Dean Goodison, (716) 879-4278, dgoodison@gergmannpc.com

Communication

Goal: Improve Section communications through management of the available forms of communication, website, email, postcard mailings. Email - Similar to the website, the Section currently utilizes ASCE National's system of email correspondence. Also similar, are the problems associated with it: mailing space limitations; no connection between membership database and email database – resulting in laborious effort to manage email database.

- Action: Discuss problems and limitations with ASCE National. Learn options and costs associated with ASCE National email system.
- Action: In connection with the Website task, learn about the options and range of costs associated with email management system from a reputable vendor. Website and Email systems ideally should be with same vendor.
- Action: Continue email notifications from Dean/Bergmann. Approx. 90% of members have email. About 25 postcard mailings go out. Use most recent database from national. Dean to be listed as 1 of the contacts for database.

Directory

Angela Hintz (716) 667-6613, ahintz@pirnie.com

- Action: Angela will assist Michelle. Requests for advertising need to go out in January. Reduce printing of extra directories.

Equal Opportunity

Irvine Reinig II, (716) 681-2587, reinig@ecc.edu (best contact is phone)

Geotechnical/Environmental

[Vacant]

History and Heritage

Carl Lehman, (716) 480-1907, cmlehman@verizon.net

- Action: Discussed on phone, possible Buffalo Section Civil Engineering Landmarks: Orchard Park Railroad Station, Botanical Gardens, Delaware Park/Museum buildings from Pan American Exposition.

Hydraulics and International Boundary Waters

Paul Bijhouwer, (716) 879-4377, paul.bijhouwer@usace.army.mil

Infrastructure and Legislative Issues

- Maria Lehman, cmlehman@verizon.net

Membership

Kevin Marracino, (716) 847-3195, kmarracino@dot.state.ny.us

- Action: Hold ASCE pizza party for recruitment. Check membership numbers.

Newsletter

Tim Sugrue, (716) 847-2450, tsugrue@nittec.org

Newsletter – Monthly newsletter was discontinued beginning January 2009. Postcard mailings are sent to members with no email. Consider quarterly or bi-annually.

New York State Council Delegates

Rick Kotecki, (716) 847-3196, rkotecki@roadrunner.com

[Vacant]

Goal: Review NYS Council manual for September meeting. **Jeff Fick may attend September meeting in Rhode Island.**

Past President

Angela Hintz (716) 667-6613, ahintz@pirnie.com

Program and Public Relations

[Vacant]

Outreach

Goal: Increase publicity for the ASCE Buffalo Section.

- Action: Brainstorm list of publications that we could potentially submit items to.
- Action: Submit officer election announcement to selected publications
- Action: Submit at least one longer ASCE-related article to at least one of the identified publications.
- Action: Continue volunteering at Construction Career Days to raise our visibility as a resource for students who would like to pursue engineering. **No SPAG grant for CCD. Athena will check on registration status.**
- Action: Participate with ASCE National for any future press release (Liquid Assets). Organize a press conference and/or launch party.

Goal: Increase ASCE Buffalo Section participation in activities to help the less fortunate.

- Action: Organize at least one Habitat for Humanity workday per year, strive to get at least 10 volunteers from the Section for this event (including any family members that would like to help as well). Identify a Section champion, publicize through email, newsletter, web to solicit volunteers. Publish summary after the event, include photos of Section members working and status of work progress. **Kelly will set-up 1 Habitat for Humanity in fall with UB students.**
- Action: Form a team for Brush Up Buffalo, an event that helps improve neighborhood communities by spending a couple of hours on a Saturday in June as part of a team repainting a house in the identified portion of the City of Buffalo. Strive for at least 5 volunteers, publish event summary on Section website and in Section newsletter. **Angela will coordinate in spring 2010.**
- Action: Hold at least one Section meeting where attendees bring non-perishable food items. Aim to collect at least 4 bags of groceries that would be donated to a local food bank. Publicize through email listserv, website, meeting announcement, newsletter, etc. Publish amount of food collected after the meeting via same forms of communication.

Goal: Increase participation in community events by ASCE members

- Action: Encourage 1 or 2 additional people to attend the event.
- Action: Partner/help/volunteer with other already established community organizations or events.
- Action: Make a good effort to attend ASCE organized community events.

Professional Affairs

George Cotroneo, (716) 879-4278, george.v.cotroneo@usace.army.mil

Scholarships: Julian Snyder Endowment Fund and Paul Koessler (new for 2009-2010)

John Danzer, (716) 649-8110, jdanzer@sjbegs.com

Athena Hutchins, (716) 847-2450, ahutchins@nittec.org

- Action: **Discussed on phone with John, review account balances to ensure JSEF donations are deposited.**
- Action: **Revise Paul Kessler Scholarship application, and work towards an earlier announcement date. Also, look into a plaque for UB's Ketter Hall.**

Shadow Program

Goal: Increase student and Section member involvement in the Shadow program. The Buffalo Section in conjunction with the Student Chapter at UB has established a shadow program to give students an opportunity to see what civil engineers do. Several civil engineering students do not actually know what occurs in real-life civil engineering jobs. By pairing up with a practicing engineer, they can get a feel of what the job can actually encompass. Students shall shadow a practicing engineer for an afternoon, morning, or even a couple of hours. This can include showing them what a company does, what occurs during an average work day, and anything else that is relevant to helping them develop a better understanding of civil engineering.

- Action: **Conduct the shadow program during the fall and spring semester for students.** Reach out to membership for volunteers. Work with Student Chapter ASCE Officers and UB Faculty to promote this to the students. Obtain feedback after the conclusion.

Section Historian

- Julian Snyder, (716) 688-5243, snyder@buffalo.edu

Structures and Computers

Lee Fang, (716) 688-3060, lfengineer@aol.com

Jeffrey Fick, (716) 883-4400, jfick@trautmanassoc.com

Goal: Increase member involvement in the Structures and Computers Committee and establish the Committee as a go-to resource for structural and computer issues for ASCE members.

- Action: Organize and hold at least one committee meeting to regroup and form plan for direction/goals of Structures Committee.
- Action: **Organize and hold one short course/seminar with PDH's** for Buffalo Section Membership. Possible course topics: Advances in Alternative Foundation Systems (partner with local specialty geotechnical contractor) or Structural Steel Design using New AISC Steel Specification.

Student Affairs

Jason Havens, (716) 852-2100, jhavens@clarkpatterson.com

- Tom Coyne, (716) 688-0766, tcoyne@wd-ae.com

Membership

Goal: Encourage greater Younger Member interaction with students

- Action: Hold more events - Outings, meetings and general
 - Socials Gatherings and other activity events – bowling, canoeing, fall/spring Rafting trips, etc.
 - Bar Parties (at places that accept unders – ie Pearl Street)
 - Attendance at Student Section Meetings
- Action: Have 1 or more Representative of student section attend ASCE Buffalo's Monthly Section meetings (Try to make meeting location close to UB North for students)
- Action: Have Student Section give an update at the Buffalo Section monthly meetings on what they are doing, have done and future plans.
- Action: Set up financial Account for ASCE Buffalo Student chapter.
- Action: Increase Shadow Program involvement and participation – 2-4 hour blocks and allow for those who want to see different disciplines shadow additional people.
- Action: Have a member or two from the Professional Section at Opening Day – August
- Action: Have a few members attend the First meeting
- Action: **Have a few members Present at Student meetings – maybe once a month about a project they are working on or have just completed. 10-15 minutes.**
- Action: Encourage Transition from Student Section to Local Section and Explain how that is done briefly in Fall and Detailed in Spring (at a student Meeting)

- Action: At Joint Annual Welcome BBQ – have section members attend the welcome BBQ and mingle with students establish more connection
- Action: Have Section Sponsor food for meetings from Golf Tournament fundraising.
- Action: Participate in Golf Tournament. Goal is to raise \$2000.
- Action: Resume review in Spring semester

Goal: Maintain/increase ASCE involvement with local schools

- Action: Meet with local school guidance counselors and set-up time to talk with students interested in engineering.
- Action: Continue participation in Engineering Expressions.

Student Chapter President

Nick Montaldi, 716-417-0892, nlm8@buffalo.edu

Student Faculty Advisor

Todd Snyder, (716) 645-2114, tmsnyder@eng.buffalo.edu

Technical Societies Council Delegates

George Cotroneo, (716) 879-4278, george.v.cotroneo@usace.army.mil
[Vacant]

Webmaster

Jeffrey Fick, (716) 883-4400, jfick@trautmanassoc.com

Website - The Section currently has a website, hosted by ASCE National. There are, however, technical problems, that have nagged our website coordinator: storage space; compatibility; limitations on advanced uses (e.g., registration for events).

- Action: Discuss problems and limitations of website with ASCE National. Learn options and costs associated with ASCE National as web host.
- Action: Contact private web hosting companies. Learn about options and range of costs associated with web hosting from reputable vendor.
- Action: By year's end, have new improved web site up and running. The following are some recommended modifications:
 - Website updated and revised, business card ads added.
 - Add additional photographs and write-ups of Section activities. Add interactive calendar, google calendar.
 - Add "headshots" of Buffalo Section Officers. Need Mark's headshot.
 - Add space for newsletter archives and Board meeting minutes (must continue research server space and software requirements with National).
 - Continue researching alternatives for website hosting (continue with ASCE National or subscribe to service through local company).

Younger Members

Kelly Pilarski, (716) 362-9187, pilarskik@pbworld.com

Membership

Goal: To identify the issues and interests of younger engineers and facilitate positions/responses to such issues and interests; to develop and implement interaction with area sections, branches and other younger member engineering societies.

- 
- Action: Develop a well articulated Younger Member (YM) “pitch”
 - Action: Develop a thorough YM Database with help from past committee chairs, board members, and other committees
 - Action: Promote activities: Golf Tournament/Wine Tour in August. Habitat in September. Roaming Buffalos adventure club, tailgate for UB football game, increase Facebook Participation.



SECTION OPERATIONS

Meeting Speaker Selection

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Joey Coco, P.E.

Contact phone number: (225) 246-8206

Contact e-mail address: joey.coco@engensus.com

General project description: The project involved targeting a high turnout at local Branch luncheons.

The process – what you did, when and how: Selecting speakers and topics of interest to our membership.

Those in charge – committee, task committee, etc.: Branch Outreach Director

Time frame – when started, when completed: Continual.

The parts that worked really well: Getting speakers that could provide worthy PDH topics, providing an Ethics PDH.

What you should ALWAYS do with this project: Meetings with PDH topics bring the membership together more so than those that don't provide PDH. Meetings with Public Figures also gather the membership together.

The outcome: Elevated membership turnout at branch functions.

SECTION OPERATIONS

Indoor Putt-Putt Golf Tournament Fundraiser

Section: Maryland Section

Section Size: Large

Project contact: Keith Duerling

Contact phone number: (410) 887-3764

Contact e-mail address: kduerling@baltimorecountymd.gov

General project description: An annual indoor putt-putt golf tournament is held to raise funds for college scholarship endowments. A local hotel is contracted to allow us to set up indoor golf holes throughout their ground floor and banquet facility. Fees are charged to players and hole sponsors. Food and drinks are provided to the players. A silent auction is also included.

The process – what you did, when and how: An agreement was reached with the hotel to house and cater the event. Golf putters were leased from a local golf facility. Crews are needed to set up, and break down, the holes on the day of the event.

Those in charge – committee, task committee, etc.: The Maryland Section Scholarship Committee manages the event. Funds raised are distributed to the three engineering universities in Maryland.

Time frame – when started, when completed: Advertise in the Fall, hold the event in February and the complete the accounting by Summer.

The parts that worked really well: Companies are encouraged to build and decorate their own holes. The three judged to be best win prizes.

The parts that did not work well: Making sure that there is enough help to build and break down the holes.

This is something off the wall that we did: Some of the hole designs are very innovative!

The administration that was important: Keeping records of commitments and payments. Setting up starting hole assignments for players.

The follow-up that was important: Receiving payments from firms that made commitments.

What you should ALWAYS do with this project: Get younger members and student chapters involved.

What you should NEVER do with this project: Never forget that the goal of the project is to enhance the scholarship endowments at the three universities under the Maryland Section's area of responsibility. The funds should not be diverted to other activities.

The outcome: We have raised over \$10,000 annually for our scholarship endowments.

Would you do it again? Yes, this year will be our 17th year!

Additional comments: Photos attached.



Figure 1: Sponsor designed hole.



Figure 2: Students and young engineers often assist with hole setup.

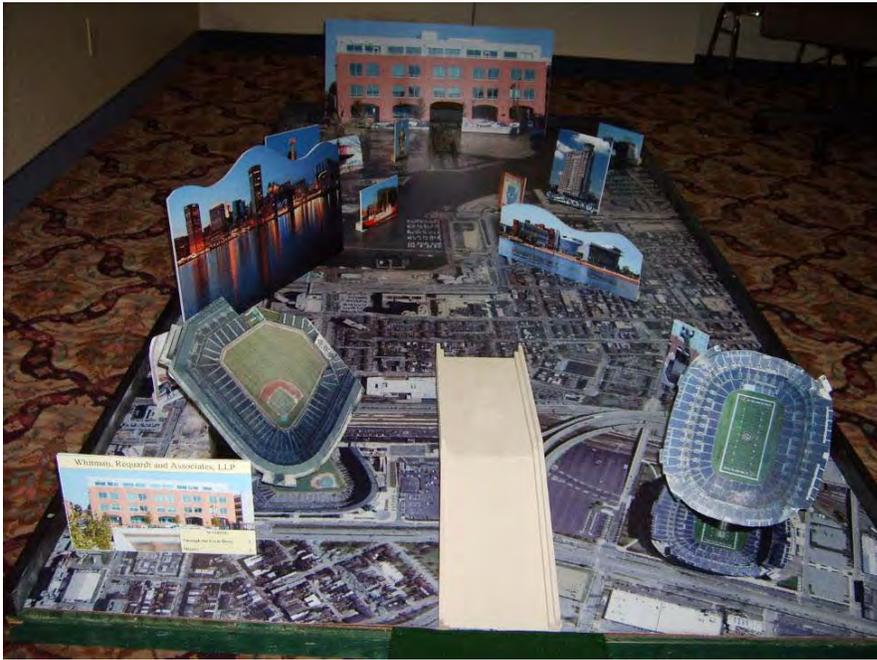


Figure 3: Baltimore themed hole from local engineering firm.



Figure 4: Hole construction often has theme's (note bridge piers and stream)



Figure 5: Silent auction setup

SECTION OPERATIONS

Section Anniversary Party and Awards Ceremony

Section: New Hampshire Section

Section Size: Medium

Project contact: Brian Vincent

Contact phone number: 603-224-4182

Contact e-mail address: bvincent@nobisengineering.ocm

General project description: 50 year anniversary celebration and Award Ceremony. Awards included NH OCEA award, Student scholarship awards and ASCE Lifetime Membership Awards.

The process – what you did, when and how: We carefully selected a venue for the event that was a central location in NH to try and get good attendance. We put some time into selecting a venue that would be more appealing than our usual monthly meeting venues. In the end, the venue we selected was a bit fancier than the usual venues and more expensive. This did mean higher ticket prices, but the food and atmosphere were better quality and perhaps that helped people justify the higher expense. It also helped with creating the atmosphere for the event that we were trying to achieve. We wanted this to be a special event.

We heavily promoted the event to the membership via email announcements and reminders, as well as through the Section Newsletter. We also sent invitations to other area sections. We had members from both the Maine, Vermont and Boston sections attend. Anni Autio, on behalf of BSCES made a special proclamation recognizing the NH Section's 50th anniversary.

We worked very hard to get a "unique keynote speaker" that would create interest and hopefully a good draw. To save on the expense of a key note speaker, we made an agreement with our speaker that in exchange for him speaking, we could commit a number of volunteers to an annual event he organizes.

The planning process began several months before the event. It seems that this is necessary if you are trying to get a top notch venue that is affordable along with a top-notch speaker. We tried to select a date that was free and clear from other events put on by the NH Section and other local engineering societies.

We requested and obtained sponsorships from local engineering firms to defray some of the costs, particularly because we invited award winners to attend free of charge.

We also made sure that we had a "full time" photographer at the event (one of our board members).

Those in charge – committee, task committee, etc.: Brian Vincent, Britt Audet, Jay Hodkinson and Ken Milender.

Time frame – when started, when completed: We began planning the event in November 2008 and the event was held in May 2009.

The parts that worked really well: The venue, dinner/food was excellent, the registration went well and awards went well. The main speaker had an excellent topic that was appreciated.



The parts that did not work well: Electronics for the main speaker did not work well, and the main speaker presentation seemed to be a little too long. There was a bit of a glitch with the number of tables/seats available, but it was quickly corrected.

The administration that was important: Staying organized with attendee sign ups, cash flow and committee coordination.

The follow-up that was important: Place photographs of the event on our website immediately following the event. Thank sponsors within our section newsletter.

What you should ALWAYS do with this project: Make sure electronics ARE going to work. Plan ahead.

What you should NEVER do with this project: Rush things and leave loose ends and hope for the best.

The outcome: Very well received.

SECTION OPERATIONS

Seattle City Light's Diablo Dam Good Dinner Tour

Section, Branch: Seattle Section, North Branch

Branch Size: Small

Project contact: Phil Cohen

Contact phone number: (360) 240 5546

Contact e-mail address: pcohen@wavecable.com

General project description: Provided a private tour opportunity to ASCE Seattle Section & branch members and their families of Seattle City Light's Diablo Dam Good Dinner Tour on Friday, May 16, 2008. See <http://www.ci.seattle.wa.us/light/tours/Skagit/>

The process – what you did, when and how: I contacted the Seattle City Light tour liaison person and asked for guidance in August 2007. I then started worked on funding, schedule, attendance, publicity, and transportation details until the week before the tour which was May 8, 2008.

Those in charge – committee, task committee, etc.: Phil Cohen, ASCE North Branch President, 2007-2008. Transportation assistance provided by Inga Drechsel, ASCE North Branch President, 2006-2007.

Time frame – when started, when completed:

August 2007 – Made inquiry for private group tour for up to 50 ASCE members & their families and got details of a 3.5 hour tour, lunch, and boat ride.

August 2007 – Contacted ASCE director for north branch and requested funding support from the Seattle Section to help underwrite part of the \$55 ticket cost

September 2007 – Started working on bus transportation for Seattle members and North Branch members

December 2007 – Confirmed reservations for private tour for May 16, 2008

February 2008 – Worked on getting charter bus for Seattle ASCE members

February 2008 – Discussed risk management aspects of the tour with ASCE Reston, VA

March 2008 – Started publicizing the tour with ASCE section and branch newsletters

April 2008 – Confirmed final tour numbers with Seattle City Light

April 2008 – Cancelled charter bus and had members carpool to save money. Selected rendezvous location in Sedro-Woolley, WA

May 2008 – Sent out last call for participants

May 16, 2008 – Went on tour

The parts that worked really well:

- 1) Using an organization that is used to giving large public tours (Seattle City Light) to engineers be our host for the museum, powerhouse and dam tour,

- 
- 2) Getting ASCE to underwrite part of the cost e.g. \$35 of a \$55 tour
 - 3) Taking all day to do the tour
 - 4) Getting lucky with the weather: clear sky – temps in the 80's and incredible alpine scenery all around us
 - 5) Car pooling

The parts that did not work well: Trying to coordinate bus schedule with people's schedule and desired pickup locations

The administration that was important: Advance planning, and announcements of the tour (publicity)

The follow-up that was important: Publicity and in depth knowledge of the tour components

What you should ALWAYS do with this project: Plan in advance by 6 to 8 months, keep the prices within reason.

What you should NEVER do with this project: Try to plan something of this size in 2 to 3 weeks. Schedule it at the same time as another ASCE event.

The outcome: Outcome was good. People relaxed during the tour and enjoyed themselves.

Additional comments:

Some hardship was brought about having the tour on Friday and it created work schedule conflicts for some members so they couldn't attend. Other members were happy to give up a work vacation day so they could have the full weekend for other activities. Seattle City Light only offered the tour on weekdays.

SECTION OPERATIONS

Automated Online Dallas Branch Survey

Section, Branch: Texas Section, Dallas Branch

Branch Size: Large

Project contact: Sean P. Merrell

Contact phone number: (214) 998-4330

Contact e-mail address: traffic@tx.rr.com

General project description: Automated Online Dallas Branch Survey

The process – what you did, when and how: Early on in the process to develop the new officers and committee chairs, we wanted to get a better understanding of where the Dallas Branch stood in the eyes of our members. This also allowed us to develop programs and speakers for our members based on their responses.

Those in charge – committee, task committee, etc.: A committee could be set up, but we believe all the leaders of the Branch have to be involved to develop a well thought out and meaningful survey. No one wants to waste their time answering a silly survey. The webmaster was important for making it user friendly online on our website. It is important for the branch president to follow up with the officers and committee chairs to ensure they utilize the information received from the survey.

Time frame – when started, when completed: 1 month to develop the survey, 1 month to take the online survey (with a few reminders to our members), 1 month to review and act upon the results and comments from the survey.

The parts that worked really well: Pretty much everything worked well

The parts that did not work well: The response rate could have been better. Next time we should encourage members to participate in the survey by offering random prizes to those who take the survey.

This is something off the wall that we did: Utilized the automated survey module from our Branch website.

The administration that was important: Developing useful and well thought out questions.

The follow-up that was important: Make sure the officers and committee chairs review the results and comments from the survey. Be sure to thank those who participated in the survey.

What you should ALWAYS do with this project: Make sure you brainstorm with all your branch officers and committee chairs on what sort of information you want to ask your members about. Then be sure to review all the developed questions (and answers) with the branch officers as well

What you should NEVER do with this project: Ask too many questions. Make the survey too long. Constantly bug them to fill it out.

The outcome: A good overview of how our members see how the branch is providing to their needs. It also gave us a good direction on what type of speakers and meeting location we should be looking for in the future. Overall it really gives you the pulse of the members.



Would you do it again? Yes, but not more than once a year at the branch level. We might even offer a random prize or two to those who complete the survey next time.

Additional comments: Survey results attached.

1. Rate the overall effectiveness of the Dallas Branch in meeting your PROFESSIONAL DEVELOPMENT needs.

Highly Effective	 12.07%	14
Effective	 41.38%	48
Somewhat Effective	 32.76%	38
Not Effective	 10.34%	12
N/A	 3.45%	4

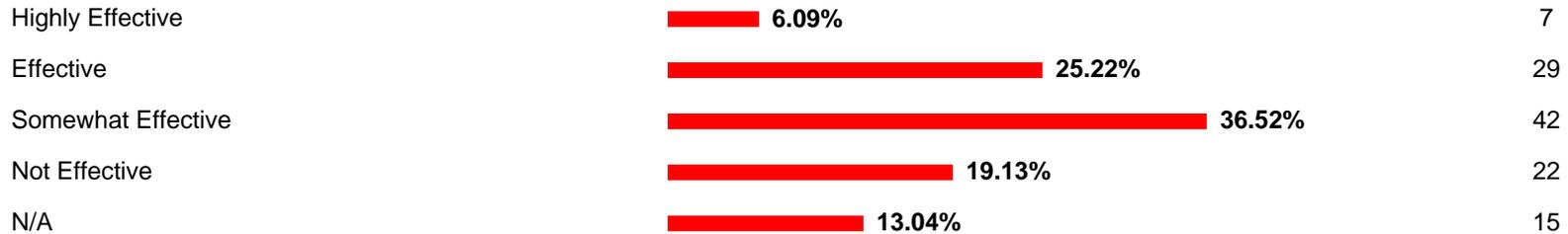
2. Rate the overall effectiveness of the Dallas Branch in meeting your TECHNICAL TRAINING and PDH needs.

Highly Effective	 12.93%	15
Effective	 33.62%	39
Somewhat Effective	 32.76%	38
Not Effective	 12.93%	15
N/A	 7.76%	9

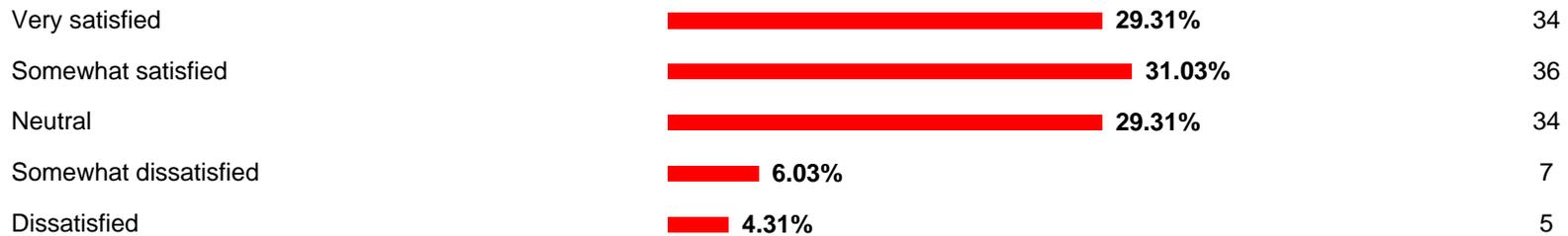
3. Rate the effectiveness of the Dallas Branch public relations and community affairs outreach (outreach to the general public, students and communities).

Highly Effective	 11.21%	13
Effective	 25.86%	30
Somewhat Effective	 43.97%	51
Not Effective	 10.34%	12
N/A	 8.62%	10

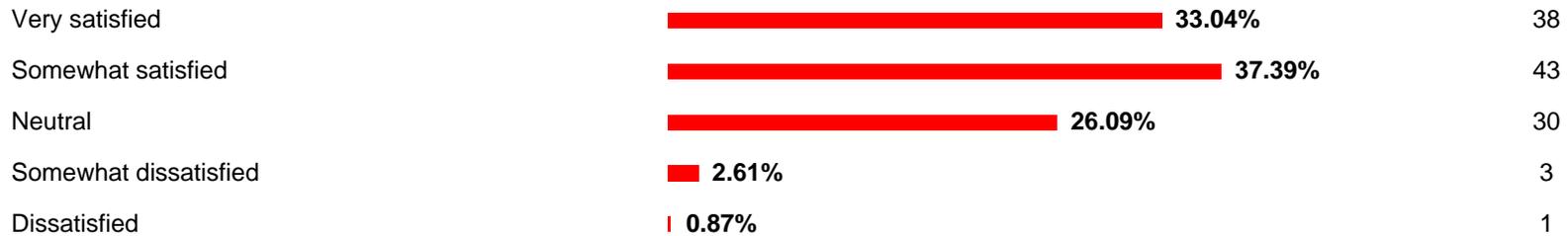
4. Rate the effectiveness of the Dallas Branch government relations outreach (outreach to political figures and government agencies).



5. How satisfied are you with the ASCE Dallas e-newsletter?



6. How satisfied are you with the new ASCE Dallas website?



7. How often do you attend monthly meetings?

Every month	 13.79%	16
Most months (9 or more per year)	 30.17%	35
Some months (3-8 per year)	 19.83%	23
Rarely (1 or 2 per year)	 31.03%	36
Never	 5.17%	6

8. If you rarely or never attend meetings, what is the reason for your lack of attendance?

Meeting location	 7.55%	8
Time constraints	 11.32%	12
Travel / out of town	 1.89%	2
Conflict with other commitments / meetings	 12.26%	13
Uninterested in topics	 14.15%	15
Other reasons	 7.55%	8
N/A	 45.28%	48

9. What is your primary reason for attending monthly luncheons?

Networking	 35.71%	40
Meeting topic / Speaker	 33.04%	37
Professional Development Hours (PDH's)	 16.07%	18
To stay current in the industry	 13.39%	15
Other reasons	 1.79%	2

10. How satisfied are you with the OVERALL format of the monthly luncheons - registration, name tags, announcements, food, service, speakers, technical institutes?

Very satisfied	 37.07%	43
Somewhat satisfied	 29.31%	34
Neutral	 19.83%	23
Somewhat dissatisfied	 5.17%	6
Dissatisfied	 1.72%	2
N/A	 6.9%	8

11. What type of speaker do you prefer for the monthly luncheons?

Political speakers (mayors, legislators)	 0.86%	1
Government agencies (public works directors, project managers from cities/counties, transit agencies, airports)	 11.21%	13
Technical presentations related to specific projects	 24.14%	28
Combination of all of the above	 62.93%	73
Other types of speakers	 0.86%	1

12. How would you rate your overall satisfaction with the Technical Institutes' continuing education seminars?

Very satisfied	 11.3%	13
Somewhat satisfied	 31.3%	36
Neutral	 21.74%	25
Somewhat dissatisfied	 5.22%	6
Dissatisfied	 3.48%	4
N/A	 26.96%	31

13. How satisfied are you with the online reservation system?

Very satisfied		44.35%	51
Somewhat satisfied		30.43%	35
Neutral		15.65%	18
Somewhat dissatisfied		1.74%	2
Dissatisfied		1.74%	2
N/A		6.09%	7

14. How satisfied are you with the online payment system using Paypal?

Very satisfied		20.18%	23
Somewhat satisfied		14.04%	16
Neutral		31.58%	36
Somewhat dissatisfied		5.26%	6
Dissatisfied		4.39%	5
N/A		24.56%	28

15. Do you believe that dues-paying members of ASCE should pay less for monthly luncheons than non-members?

Yes		62.07%	72
No		21.55%	25
Don't know / Doesn't matter		16.38%	19

16. Are you a member of ASCE?

Yes		95.69%	111
No		4.31%	5
Don't know		0%	0

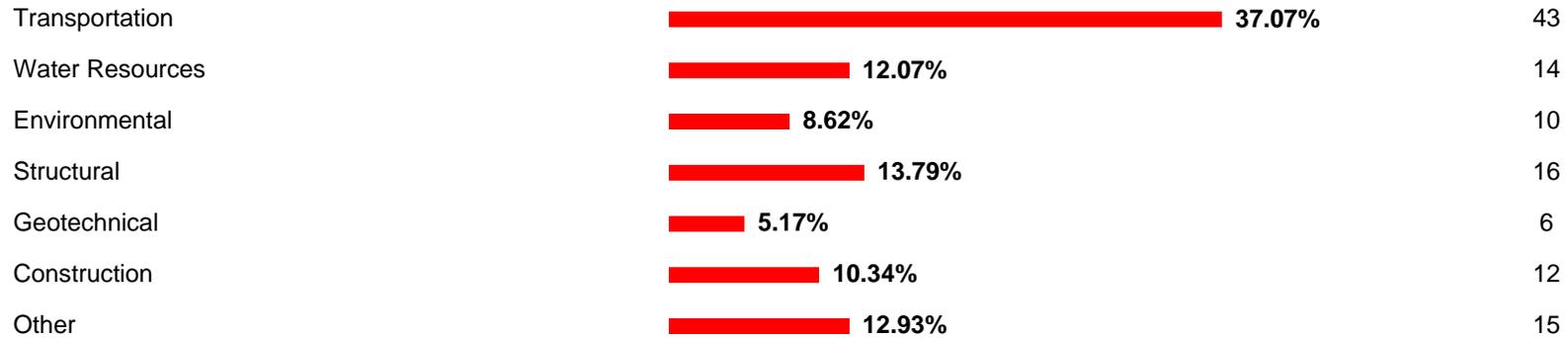
17. Do you pay Texas Section dues as well as National Dues?

Yes		87.83%	101
No		7.83%	9
Don't know		4.35%	5

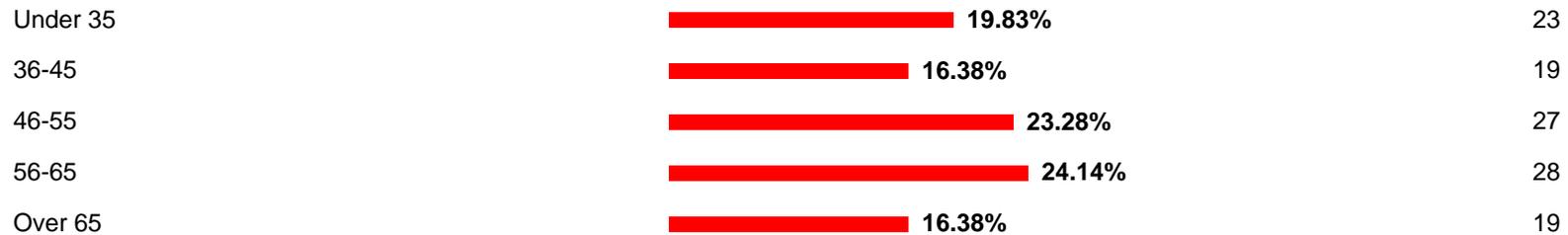
18. Do you believe that your ASCE membership is a good value for the benefits you receive?

Yes		68.7%	79
No		12.17%	14
Don't know		17.39%	20
N/A		1.74%	2

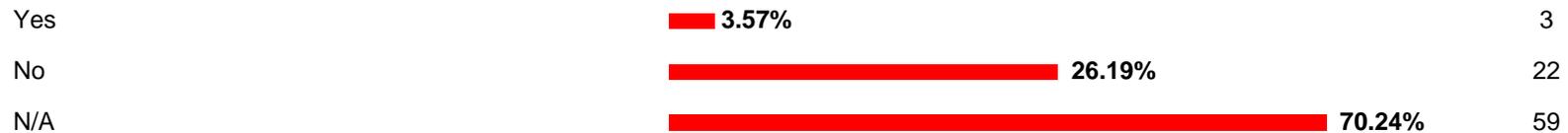
19. Which discipline of civil engineering most describes your focus?



20. Please indicate your age range:



21. If you are under 35, do you participate in Younger Member Committee Activities?



SECTION OPERATIONS

SPONSORSHIPS

Section: Nevada Section/Truckee Meadows Branch **Branch Size:** Small

Project contact: Mike Wilhelm, P.E., Branch President; Dan St. John, P.E., Branch Past-President

Contact phone number: 775-823-5215

Contact e-mail address: mwillhelm@woodrogers.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Branch Operations/Membership Development

General project description: Following a significant decline in sponsorships, the Branch developed a new approach and sponsorships were actively solicited from the local civil engineering community.

The process – what you did, when and how: In the past, we simply ran a notice in the monthly newsletters to announce that annual sponsorships were available, described the different sponsorship levels (Silver Sponsor @ \$300/yr and Corporate Sponsor @ \$100/yr) with the benefits of each (see attached), and gave the response deadline. As the economy slowed and continued to stay flat, we saw a continuous decline in sponsorships. Finally, in 2009, this approach resulted in only 5 of our 11 available Silver Sponsor slots being sold. In 2010, we decided to move away from the passive solicitation and we developed a new program where we personally contacted a Principal from each of the civil engineering firms in Reno by telephone. The new active approach resulted in all 11 of the Silver Sponsor slots being sold!

Those in charge – committee, task committee, etc.: Branch officers

Time frame – when started, when completed: The sponsorship deadline is December 31, so ran the initial notices in our monthly newsletter from November thru January, as in the previous years. Solicitation phone calls were placed during November and December. Finally, personalized thank you letters were sent out (see attached) to each firm after they committed to a sponsorship, in December and January. The thank you letters let the sponsor know what the Branch was doing with the funds we raised—scholarships to the University of Nevada ASCE Student Chapter, outreach, etc. Finally, as an addition for this year (2011) and moving forward, personal letters will be sent out to the Silver Sponsors from the previous year, thanking them again and also requesting a continuation of their support. The letters will be sent out in October/November.

The parts that worked really well: Personal phone calls. Engineering is about relationships.

The parts that did not work well: The old system—running an ad and waiting for results.

This is something off the wall that we did: Going back to a personal approach—taking time to call prospects instead of simply relying on impersonal solicitation by email and the newsletter.



The administration that was important: Setting up a list of the firms in Reno and dividing them up among the branch officers. Some of the officers knew the appropriate individual at a firm on the list and this made the phone call that much more meaningful.

The follow-up that was important: Thank you letters were the most important follow up and a timely distribution was essential. A key component of the thank you letter was to give the sponsor an open invitation to be the keynote speaker at our monthly membership luncheon and to encourage their firm's involvement in ASCE.

What you should ALWAYS do with this project: Personal phone calls and timely thank you letters.

What you should NEVER do with this project: Don't procrastinate on the phone calls. These were the key to the success of the program.

The outcome: Huge success.

Would you do it again? Absolutely.

Additional comments (Include attachments and photos that would be beneficial):



**TRUCKEE MEADOWS BRANCH
AMERICAN SOCIETY OF CIVIL ENGINEERS**

P.O. BOX 70002, RENO, NEVADA 89570-0002

December 15, 2010

Mark Gookin
Wood Rodgers
5440 Reno Corporate Drive
Reno, Nevada 89511

RE: ASCE Truckee Meadows Branch (TMB) Silver Sponsors

Dear Mark,

On behalf of the Board of Directors for the ASCE TMB, I want to extend a heartfelt letter of appreciation to you and your firm for your support this year of your local branch of ASCE. Your support is critical to our ability to carry out our annual programs including our UNR College of Engineering Scholarships, our monthly professional luncheon presentations, and our community outreach activities such as our recent sponsorship of the NNTC (Northern Nevada Transportation Coalition) Sustainability Summit. We know the times are tight and your continued support at the Silver Sponsorship level demonstrates your commitment to our profession and our local presence as an ASCE branch.

I want to encourage you to take maximum advantage of your leadership role in our Branch as a Silver Sponsor. As you know, we will feature your corporate logo prominently in our monthly newsletter and on our website. We will be asking you for a company promo that we can use at an upcoming luncheon where we will be presenting you with a commemorative plaque. We are also asking that you consider proposing a luncheon program that highlights a recent project or program of general interest to the local engineering community. And finally, we welcome your comments and suggestions on how we can improve our Branch programs and activities.

But most importantly, we welcome yours and your staffs' participation in our luncheons and other programs and in serving positions of leadership on our Board of Directors and Committees. Your encouragement to your engineering staff to be involved is extremely valuable to our Branch's future.

Again, thank you for your support as a Silver Sponsor. We look forward to working with you to help make our Truckee Meadows Branch the best we can be. And above all, we wish you, your staff, your company and your families and friends the best and most wonderful holiday season and all the luck and prosperity in the New Year.

Sincerely,


Dan St. John, P.E., F.ASCE
President, ASCE Truckee Meadows Branch
Cc: Board of Directors

CIVIL ENGINEERING: A PEOPLE-SERVING PROFESSION



IT'S TIME TO RENEW YOUR INDIVIDUAL AND CORPORATE SPONSORSHIPS

As a Truckee Meadows Branch *Corporate Sponsor* or *Silver Corporate Sponsor*, you enjoy the following benefits at a very reasonable cost

Corporate Sponsor

- Monthly corporate visibility in the TMB newsletter via a business card-sized advertisement which is seen by the Branch membership
- An in-depth highlight of your company or organization
- The opportunity to make announcements and advertise employment opportunities to a targeted audience of experienced local engineers

Silver Corporate Sponsor

- Includes all of the Corporate sponsor benefits listed above, **PLUS:**
- Corporate visibility via a link to your website on the TMB home page
- Display of your corporate logo during one of the luncheons
- Plaque of appreciation for your office

Only eleven Silver Corporate Sponsors are available each year

Individual Sponsor

As an **individual sponsor**, you enjoy the benefits of local participation in the Truckee Meadows Branch of ASCE for only **\$30** per year. In return, you receive:

- The Branch monthly newsletter
- Monthly notices of luncheon speakers
- Discounts on monthly luncheons
- Local networking
- Recognition of local outstanding engineers and projects

Your membership in the Truckee Meadows Branch of ASCE also supports and promotes the local engineering community and the University of Nevada, Reno student ASCE chapter.

A reminder – When renewing your National membership and paying your annual dues, please select the Truckee Meadows Branch on the form.

And remember, as a **National Member**, you receive the full benefits of ASCE, including:

- Access to quality information on technical and professional issues related to civil engineering
- The opportunity to voice your preferences regarding local training courses
- Discounts on local training courses
- An organization that works to improve the image and profile of civil engineers
- The career resources that you need
- Convenient, cost-saving personal benefits
- For additional information on National membership, go to www.asce.org.
- For additional information on corporate or individual sponsorships, contact Dan St. John at dstjohn@washoecounty.us.



SECTION OPERATIONS

STUDENT TRANSITION

Date: 4/10/12

Section/Branch: Lehigh Valley Section

Section Size: Large

Project contact: Gregory Kuklinski, P.E., M.ASCE

Contact phone number: 610-730-1299

Contact e-mail address: gkuklinski@benesch.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Student Transition

General project description: Student Transition techniques

The process – what you did, when and how: See attached powerpoint and word document description

Those in charge – committee, task committee, etc.: Practitioner Advisors, Student Relations Committee (Section)

Time frame – when started, when completed: Past 3 years

See attached documents for the following:

The parts that worked really well:

The parts that did not work well:

This is something off the wall that we did:

The administration that was important:

The follow-up that was important:

What you should ALWAYS do with this project:

What you should NEVER do with this project:

The outcome:

Would you do it again? Yes!! It is ongoing every day! In fact, I was talking to the Lafayette students today!



Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Gregory Kuklinski, P.E., M.ASCE

Address: 840 Hamilton St, Suite 400, Allentown, PA 18101

Phone Number: 610-730-1299

Email Address: gkuklinski@benesch.com

Additional comments (Include attachments and photos that would be beneficial):

Lehigh Valley Section Best Practice – Student Transitions

April 2012

By: Gregory Kuklinski, P.E., M.ASCE

At the MRLC in Portland, OR, Greg Kuklinski, P.E., M.ASCE gave a presentation on what the Lehigh Valley Section has been doing in the past few years to transition students from Student Members to Associate Members. As a summary from his presentation:

Introduction:

- Student Members are the future of ASCE
- Many students do not know that ASCE exists beyond the college campus
- Once students know the benefits of ASCE after college, they are more likely to stay involved

Importance of Practitioner Advisor – Student Chapter Handbook, 2011

- A Student Organization usually has a Faculty Advisor and two Practitioner Advisors (PA) appointed by their respective ASCE Section.
- PA's, along with Faculty Advisors (FA), serve as the Advisory Personnel for their respective Student Organization.
- Normally, one of the PA's is a Younger Member and a recent graduate. PA's serve as representatives of the local Section/Branch.

Importance of Practitioner Advisor – Best Practice

- Practitioner Advisor for Lehigh University from 2003-Present.
- On-campus presence and face recognition are very important. Students must know who you are. Being a graduate of the University is a plus.
- The PA should coordinate activities on campus between Section and YM's.
- The PA should recommend professionals to talk to students in class about working in the field.

Importance of Faculty Advisor – Student Chapter Handbook, 2011

- The Faculty Advisor (FA), an ASCE member, should be appointed by its ASCE Section.
- The FA is the mainstay of the Student Organization, representing continuity from year to year as Student Organization members change.
- The FA works with PA's to educate students about the CE profession.
- The FA should be an active member of ASCE and keep abreast of incentives/programs relating to student activities.

Importance of the Faculty Advisor – Best Practice

- At Lehigh U, both FA's are ASCE members as well as PE's. They encourage participation with the Steel Bridge and Concrete Canoe Competitions.
- Students hear about ASCE from their professors and see them help out with ASCE activities which is important.
- PA's as well as the Section should have a good working relationship with the FA's.

Younger Member Interaction

- Younger Members (Age 35 and Under) are the closest generation to the Students.
- Since many YMG's have social activities, these are good opportunities to interact with Student Chapters.
- Presentations about resume writing, life after college and panel discussions (ALONG WITH FREE FOOD!) on campus tend to be extremely popular.

Ideas for Joint Activities with Younger Members

- Panel Discussion (with local Civil Engineers and Professors as Panelists)
- Hershey Bears Hockey Game
- Resume Review (Before the Career Fair)
- Bowling Night
- Bridge Tour (with a Faculty Advisor)
- Minor League Baseball or Hockey Game
- If possible, try and combine activities
- with multiple Sections / Branches

Section / Branch Interaction

- Most Sections/Branches have monthly lunch/dinner meetings where students get invited.
- Section/Branch members are the future employers of the students. Many employers feel that involvement in ASCE is a benefit to the company.
- A Section/Branch Student Relations Committee is a key link between the PA, FA, and Student Chapter President.
- Section / Branch mentoring programs

Section / Branch Interaction Best Practices

- Dedicate at least one monthly meeting to students at their campus and have them give the presentation. Encourage reduced rates for students.
- Start an awards program to deserving students involved in ASCE.
- A Student Relations Committee has been a good liaison between ASCE Section and students.
- Students should be encouraged to attend monthly dinner meetings or provide a subsidy. by their FA and PA.

ASCE Membership Presentation Best Practice

- ASCE Membership Presentation to all students at Lehigh U. which included:
 - Facts about the ASCE organization
 - Costs of dues after college
 - ASCE publications
 - How to find a Younger Member Group
- I offered that I will connect students with the Younger Member Chair in the area that the student finds employment.
- "Yes there is an ASCE after college."

SUMMARY

- Make sure the PA's are engaged with the students. Having an alumni PA is a plus.
- Invite FA's to be on the Section/Branch Board.
- Have a monthly Section/Branch meeting at your local college..
- Give a yearly presentation to students about the benefits of ASCE after college. Give them contact information for a YMG in their area of employment.
- Most importantly, be PROACTIVE!
- Stay in communication, offer assistance and come to student events on campus.
- Face recognition is very important!

How to Gain Membership from Student Transitions – College to Professional

Gregory Kuklinski, P.E., M.ASCE
Committee on Geographic Units

Workshop for Section & Branch Leaders
Portland, OR
January 13, 2012



- **Introduction**
- **Importance of the Practitioner Advisor**
- **Importance of the Faculty Advisor**
- **Younger Member Interaction**
- **Section / Branch Interaction**
- **ASCE Membership Presentation**
- **Summary**



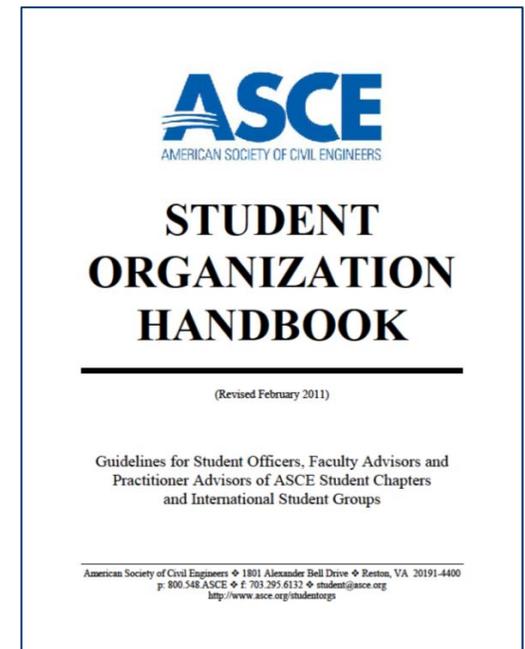


**Lehigh University & Lafayette
College Students – 2011 Lehigh
Valley Section Annual Bridge Tour**

- **Student Members are the future of ASCE**
- **Many students do not know that ASCE exists beyond the college campus**
- **Once students know the benefits of ASCE after college, they are more likely to stay involved**
- **Goal is to give all of you some Best Practices for your Section / Branch**

2011 Student Organization Handbook

- A Student Organization usually has a Faculty Advisor and two Practitioner Advisors (PA) appointed by their respective ASCE Section.
- PA's, along with Faculty Advisors (FA), serve as the Advisory Personnel for their respective Student Organization.
- Normally, one of the PA's is a Younger Member and a recent graduate. PA's serve as representatives of the local Section/Branch.



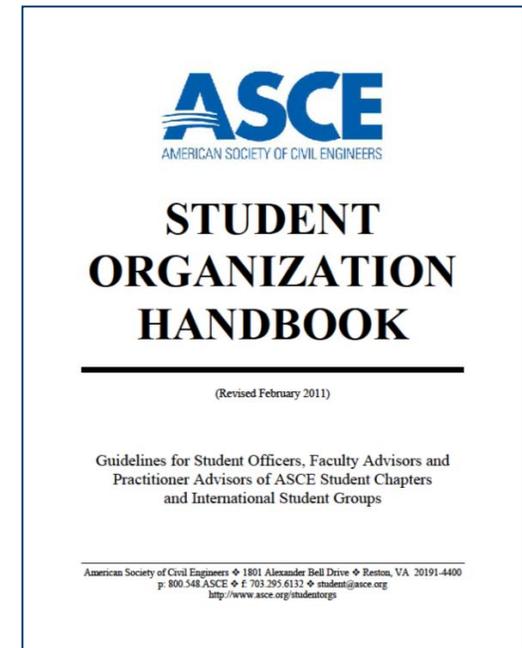
Personal Experience / Best Practices

- Practitioner Advisor for Lehigh University from 2003-Present.
- On-campus presence and face recognition are very important. **Students must know who you are.** Being a graduate of the University is a plus.
- The PA should coordinate activities on campus between Section and YM's.
- The PA should recommend professionals to talk to students in class about working in the field.



2011 Student Organization Handbook

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- The FA is the mainstay of the Student Organization, representing continuity from year to year as Student Organization members change.
- The FA works with PA's to educate students about the CE profession.
- The FA should be an active member of ASCE and keep abreast of incentives/programs relating to student activities.



Personal Experience



Concrete Canoe Competition

- At Lehigh U, both FA's are ASCE members as well as PE's. They encourage participation with the Steel Bridge and Concrete Canoe Competitions.
- Students hear about ASCE from their professors and see them help out with ASCE activities which is important.
- PA's as well as the Section should have a good working relationship with the FA's.

- Younger Members (Age 35 and Under) are the closest generation to the Students.
- Since many YMG's have social activities, these are good opportunities to interact with Student Chapters.
- Presentations about resume writing, life after college and panel discussions **(ALONG WITH FREE FOOD!)** on campus tend to be extremely popular.



Panel Discussion at Lehigh U.

Ideas for Joint Activities with Younger Members

- Panel Discussion (with local Civil Engineers and Professors as Panelists)
- Resume Review (Before the Career Fair)
- Bowling Night
- Bridge Tour (with a Faculty Advisor)
- Minor League Baseball or Hockey Game

If possible, try and combine activities with multiple Sections / Branches



Hershey Bears Hockey Game



**Lehigh U. students at
Section Dinner Meeting**

- Most Sections/Branches have monthly lunch/dinner meetings where students get invited.
- Section/Branch members are the future employers of the students. Many employers feel that involvement in ASCE is a benefit to the company.
- A Section/Branch Student Relations Committee is a key link between the PA, FA, and Student Chapter President.
- Section / Branch mentoring programs

Personal Experience

- Dedicate at least one monthly meeting to students at their campus and have them give the presentation. Encourage reduced rates for students or provide a subsidy.

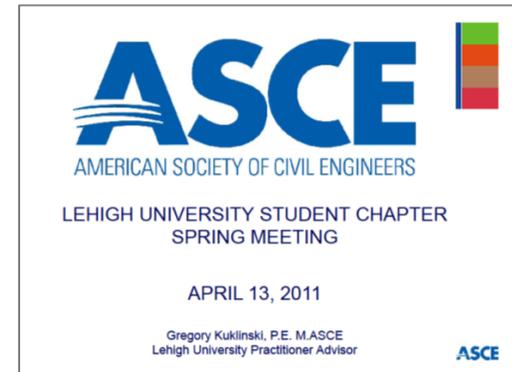


2011 Lehigh Valley Section Student Award Winner

- Start an awards program to deserving students involved in ASCE.
- A Student Relations Committee has been a good liaison between Section and students.
- Students should be encouraged to attend monthly dinner meetings by their FA and PA.

Personal Experience

- ASCE Membership Presentation to all students at Lehigh U. which included:
 - ❑ Facts about the ASCE organization
 - ❑ Costs of dues after college
 - ❑ ASCE publications
 - ❑ How to find a Younger Member Group



BEST PRACTICE: I offer that I will connect students with the Younger Member Chair in the area that the student finds employment.

- “Yes there is an ASCE after college.”

Best Practices for your Section / Branch

- Make sure the PA's are engaged with the students. Having an alumni PA is a plus.
- Invite FA's to be on the Section/Branch Board.
- Have a monthly Section/Branch meeting at your local college.
- Give a yearly presentation to students about the benefits of ASCE after college. Give them contact information for a YMG in their area of employment.
- Most importantly, be PROACTIVE!
Stay in communication, offer assistance and come to student events on campus.

Face recognition is very important!



Questions??



Gregory Kuklinski, P.E., M.ASCE
Alfred Benesch & Company
Allentown, PA
gkuklinski@benesch.com

Lehigh University Practitioner Advisor
Committee on Geographic Units

SECTION OPERATIONS

100 Year Anniversary

Section: Georgia Section

Section Size: Very Large

Project contact: Lisa S. Woods, P.E., F.SEI, M.ASCE, 2012-2013 Georgia Section President

Contact phone number: 404-274-2785

Contact e-mail address: lswpe1@gmail.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Section Operations

General project description: The Georgia Section celebrated its 100 year anniversary in 2012. The Georgia Section was proud to be able to promote civil engineering in many different ways in 2012. The celebration included electronic billboards located around Atlanta during Engineers Week in February, publishing a book celebrating 100 years of civil engineering excellence in Georgia, publishing articles highlighting different aspects of civil engineering in the *Georgia Engineer* magazine throughout the year, and hosting a historic civil engineering walking tour through downtown Atlanta. The GA ASCE Annual Meeting & Centennial Gala was held September 7th at the Georgia Tech Hotel and Conference Center with ASCE National President Andy Herrmann in attendance. Georgia Section Past Presidents were also honored. A special centennial logo and bookmarks were created for the occasion and a centennial display was produced that anchored a booth at the 2012 ASCE Annual Civil Engineering Conference in Montreal. Governor Deal declared September 7, 2012 Civil Engineering Day in Georgia and the Georgia Section also rolled out a new website during the Centennial year. Please check out www.ascega.org.

Centennial Gala

The Georgia Section celebrated its Centennial with a spectacular Gala at the Georgia Tech Hotel and Conference Center on September 7, 2012. A comedian and motivational speaker served as Master of Ceremonies and Reginald DesRoches, PhD, Chair of the Georgia Tech School of Civil & Environmental Engineering, welcomed the over 120 attendees.

Melissa Wheeler and Katherine Gurd, PE provided a picture-filled presentation showing 100 years of civil engineering in Georgia and unveiled the book *ASCE Georgia 1912-2012: Celebrating 100 Years of Engineering Excellence*. Fourteen Past Presidents of Georgia ASCE were present and recognized.

National ASCE President Andrew Herrmann, PE, SECB was the Guest Speaker, speaking on infrastructure needs in the United States. Ernie Pollitzer, PE presented project and engineer of the year awards.

The evening ended with the installation of the 2012-2013 Board of Directors and passing of the gavel. A raffle of Atlanta Falcons tickets raised over \$500 for the ASCE Georgia Scholarship Fund. The event was an outstanding commemoration of 100 years of ASCE in Georgia.

Centennial Commemorative Book

The Centennial Commemorative Book celebrates 100 years of engineering excellence in Georgia. The book showcases 31 unique projects that forever changed Georgia. Written from the unique perspective provided by civil engineers, the book celebrates civil engineering in Georgia by highlighting significant projects. In coinciding with the Georgia Section's centennial (1912 – 2012), the projects are intertwined with major events that occurred during the time period, such as World War II, the 1996 Atlanta Olympic Games, and the growth of Georgia's population from 2.5 million to nearly 10 million.

The commemorative edition features over 90 photographs, including many unique and historical images that offer insight into the growth of Georgia in the last 100 years. The book spotlights significant achievements such as construction of the tallest hotel in the western hemisphere (Westin Peachtree Plaza), the world's busiest airport (Atlanta Hartsfield-Jackson International Airport) and the fourth-busiest port in the United States (Port of Savannah). The book was written mainly by Georgia Section ASCE members.

Development of the book was spearheaded by the ASCE Georgia Section Centennial Committee, which was led by Melissa Wheeler, A.M.ASCE and Katherine McLeod Gurd, P.E., M.ASCE. The team spent countless hours digging through old records and documents to put this historic book together. All team members contributed to the development of this book, which we feel is representative of the enormous impact that civil engineers have made to Georgia's growth during this time period.

Get Your Copy!! Pick up your copy online at <http://www.ascega.org/georgia-asce-centennial-book/>.

The process – what you did, when and how: Just the book alone was a huge undertaking, so make sure that you have a nice size committee and spread out the work and dates of activities.

Those in charge – committee, task committee, etc.: The Section has a History and Heritage standing committee so we added a 100 Year Anniversary Committee underneath that. Chairs were Melissa Wheeler and Katherine Gurd.

Time frame – when started, when completed: We began brainstorming ideas about a year in advance. Each project for the centennial celebration needed its own champion/committee and schedule.

The parts that worked really well: We had an excellent committee that successfully planned and completed many events/ideas in a short timeframe.

The parts that did not work well: We have had some issues with the book. Make sure that you sign a contract and work with a reputable publisher.

This is something off the wall that we did: I know this is a stretch but off the wall for us – we hired a comedian and motivational speaker that served as Master of Ceremonies for our Gala.

The administration that was important: Finding strong, organized chairs for the committee and dedicated committee members.



The follow-up that was important: As with all projects, make sure to check-in and follow-up on all activities along the way.

What you should ALWAYS do with this project: Make sure that you have a contract no matter what you do! Make sure that you schedule the ASCE National President way in advance.

What you should NEVER do with this project: Spread yourself and your committee too thin.

The outcome: All of our events were very successful and we satisfactorily celebrated such a monumental milestone.

Would you do it again? Yes!

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Lisa Woods

Address:

Phone Number: 404-274-2785

Email Address: lswpe1@gmail.com

Additional comments (Include attachments and photos that would be beneficial):

Please find attached the presentation given at the Presidents and Governors Forum in September 2012.

American Society of Civil Engineers



a better world by design

**ASCE Georgia Section
Celebrates 100 Years of Civil
Engineering Excellence**

**Ideas for Section/Branch
Milestone Activities
Presidents and Governors Forum
September 24, 2012**



**Lisa S. Woods, P.E., F.SEI, M.ASCE
Georgia Section President**

American Society of Civil Engineers



a better world by design

About the Georgia Section

**Founded in 1912
3000 members
Georgia Section – Atlanta
Branches – Northeast
(Athens), Savannah, South
Metro (Atlanta)**



American Society of Civil Engineers



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Milestone Planning

<u>Determine List of Activities</u>	<u>Needs</u>
What?	•Committee Support
When?	•Talented Members
Who?	•\$\$\$
How?	• Sponsors
How much?	• SPAG ☹

American Society of Civil Engineers



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Centennial Activities

- Logo
- Georgia Engineer* Magazine Articles
- Billboards
- Bookmarks
- Centennial Book
- Centennial Display
- Historic Downtown Atlanta Walking Tour

American Society of Civil Engineers



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Centennial Activities

Civil Engineering Day in Georgia – Governor Proclamation

Annual Meeting and Gala

Update of Website – www.ascega.org

American Society of Civil Engineers



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Centennial Logo



American Society of Civil Engineers



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Georgia Engineer Magazine - Centennial Articles

- Introductory Article
- 100 years of Transportation (Roads, bridges, airports)
- 100 years of Environmental Protection (Env rules, erosion control, remediation, solid waste)
- 100 years of Water Resources (Water Supply, Wastewater, Dams, drinking water treatment, stormwater)
- 100 years of Growth (key buildings, geotechnical, parks, pipelines)
- 100 years of Energy



Did you have clean water today?
Thank a Civil Engineer!
Civil Engineering
- It's Everywhere

American Society of Civil Engineers
Building a Better Georgia for the Last 100 years
www.ascega.org

ASCE

American Society of Civil Engineers



a better world by design

Billboards and Bookmarks



Did you step inside a building today?
Thank a Civil Engineer!
Civil Engineering - It's Everywhere

American Society of Civil Engineers
Building a Better Georgia for the Last 100 years



American Society of Civil Engineers



a better world by design

Billboards and Bookmarks



The Georgia Section of the
American Society of Civil Engineers
*Partnering with STEM schools
across Georgia*
www.ascega.org



Georgia Tech and ASCE GA
Celebrate Engineer's Week
February 19th - 25th
www.engineersweek.com

American Society of Civil Engineers



a better world by design

Billboards and Bookmarks



Did you use the interstate highway system today?
Thank a Civil Engineer!

Civil Engineering - It's Everywhere





Did you drive over a bridge today?
Thank a Civil Engineer!

Civil Engineering - It's Everywhere



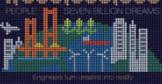


Engineer's Week is
February 19th - 25th

www.engineersweek.com

7,000,000,000

PEOPLE SERVED



Engineers can design the world

American Society of Civil Engineers



a better world by design

Billboard Specifics

- Electronic
- Clear Channel – 6 billboards – 62,842 spots - \$1500
- Clear Channel - 2 billboards - free
- Georgia Tech – 1 billboard - free
- Simple Message – Thank a Civil Engineer
- Reached 3.5 million motorists
- 9 different designs
- 11 days during Engineers Week

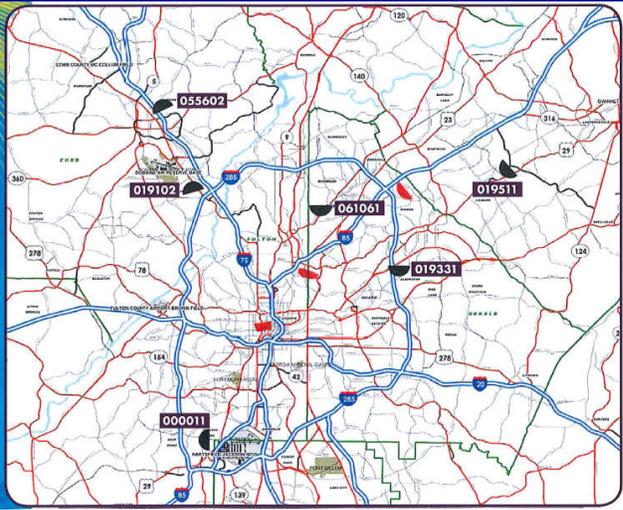
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Billboard
Map



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Billboard Photos



CC218 - ATL-19802 - 788 Pickens Dr. Extension - Marietta, GA 2012-02-17 4:21:18



CC518 - ATL02 82 - 4177 NE Expressway S/F Atlanta, GA 1970-03-02 07:08:04

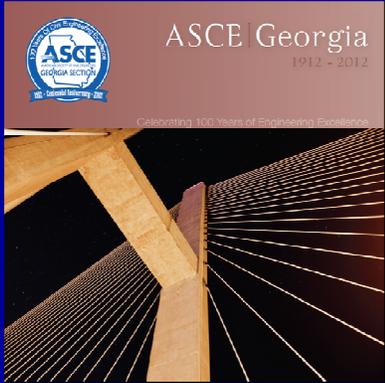
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100 Years of Civil Engineering in Georgia Book



ASCE Georgia
1912 - 2012
Celebrating 100 Years of Engineering Excellence



Books
\$15 each
\$120 for 10

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100 Years of Civil Engineering in Georgia Book



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100 Years of Civil Engineering in Georgia
Book – Lessons Learned

If It Sounds Too Good To Be True, It Probably Is!!

Sign a Contract!

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Display at ASCE National
Conference in Montreal,
October 18-20, 2012



- Post Up Stand
- \$250

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Historic Downtown Atlanta Walking Tour



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Civil Engineering Day in Georgia Proclamation by Governor Nathan Deal



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Annual Meeting and Gala – September 7, 2012

- Andy Herrmann – Guest Speaker
- Dr. DesRoches – Chair of CEE at Georgia Tech
- Recognized Past Presidents
- Slide Show Covering 100 Years of Civil Engineering in Georgia
- Sold Centennial Book
- Emcee/Pianist



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Annual Meeting and Gala – September 7, 2012



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Complete Renovation of Georgia Section Website
www.ascega.org

- Requested RFPs
- \$2500 for a complete redo of the website
- \$100/month for unlimited updates



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Other Ideas

- Centennial Lapel Pin
- Calendar
- Press Releases

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Summary – Lessons Learned

Invite the ASCE National President well in advance!

Don't Stretch Yourselves Too Thin

Sign a Contract!

Give and Take

American Society of Civil Engineers



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QUESTIONS?



Lisa S. Woods, P.E., F.SEI,
M.ASCE
Georgia Section President
lisa.woods@jacobs.com

STUDENT OUTREACH

Resume Preparation

Section: Buffalo Section

Section Size: Medium

Project contact: Kelly Pilarski, Younger Member Committee Chair

Contact phone number: (716) 853-1220

Contact e-mail address: kpilarski8@gmail.com

General project description: Younger Members offer to review the resumes of students within the University at Buffalo ASCE Student Chapter as the students are preparing to graduate and search for jobs or internships.

The process – what you did, when and how: Traditionally, every year, the students prepare a book of resumes prior to the ASCE Buffalo Section March meeting, which has been the joint Section-Student Chapter meeting for many years. It was noted that often the preparation of the resumes appeared rushed and spelling/formatting issues were noted. Also, it was the desire of the Younger Members to remain involved with the Student Chapter and hopefully, provide the transition of Student Members to full-fledged members of the Section upon graduation.

In advance of the actual review event, Kelly Pilarski, as project organizer, publicized the effort to the Student Chapter and the Younger Members through presentations at meetings, email announcements to the Students and Younger members that resumes would be reviewed and asked for volunteers from the Younger Member group. At the same time, the Students were asked to prepare their resumes and submit to the project organizer at least a week prior to the actual review event. Upon receipt, each resume was assigned to be reviewed by at least two Younger Members (to provide at least two different perspectives). A week later, the Younger members met with the Student Chapter and one-by-one, the students met with the YMs who reviewed their resumes and received comments and feedback. This allowed students to take consideration of comments and have enough time to incorporate, if necessary, into their resumes prior to the preparation of the resume book. At the same event, a general Powerpoint presentation was given by one of the YMs to highlight comments that applied to several resumes.

Those in charge – committee, task committee, etc.: Head of Younger Member Group and Student Chapter President.

Time frame – when started, when completed: Announcements for volunteers and student resumes were made in January, review event held in mid-February, preparation of resume book was completed in March in time for the joint Section-Student Chapter meeting.

The parts that worked really well: Students who came to the meeting to receive comments on their resumes were generally receptive to the feedback that they received and asked lots of questions. In some cases, their questions ranged from exactly how many jobs to put on their resumes to what amount of detail they should include.

The parts that did not work well: Some students who submitted resumes were not able to attend the meeting. Markups of their resumes were left with the student officers to pass back onto the members that



weren't there, but not sure if they ever received the comments. Also, we could have used a few more YM volunteers, but this was the first year that this was held, so we expect that as the program continues, especially with many of the former students becoming Younger Members, that the volunteer pool will expand.

The administration that was important: One project coordinator to receive all resumes and distribute to YMs for review.

The follow-up that was important: Discussions with student chapter officers to evaluate success of event. In our case, the feedback that was received was that the students in general appreciate the time and effort of the Younger Members in reviewing and provide comments on their resumes.

What you should ALWAYS do with this project: Allow enough time for YM to review resumes prior to the actual review event.

The outcome: Resume book from the students incorporated many changes and as a result, many of the previously noted spelling errors were eliminated, resumes were revised to better target the jobs that the students were looking for, and the students felt more confident about their ability in seeking internships or full-time positions.



STUDENT OUTREACH

Shadow Program

Section: Buffalo Section

Section Size: Medium

Project contact: Athena Hutchins

Contact phone number: (716) 847-2450

Contact e-mail address: ahutchins@niitec.org

General project description: Shadow Program

The program gives students an opportunity to see what civil engineers do. Several civil engineering students do not actually know what occurs in a real life civil engineering jobs. By pairing up with a practicing engineer, they can get a feel of what the job can actually encompass.

The process – what you did, when and how: Met with the Student Chapter and explained the program. Solicited volunteers from our membership to allow students to shadow them. Compiled a list of students and their area of practice they were most interested in and paired them with a member.

Those in charge – committee, task committee, etc.: Athena Hutchins and Student Chapter President

Time frame – when started, when completed: Fall and Spring Semester

The parts that worked really well: The actual day of shadowing was a success for each participant.

The parts that did not work well: Students were tasked with coordinating their schedules with our volunteers. Several students did not follow-up and schedule their shadow times.

The administration that was important: Trying to obtain volunteers for the students to shadow and pair up students with their field of interest.

The follow-up that was important: The students were asked to submit a survey on the experience.

The outcome: This was successful program that the Buffalo Section will continue.

Additional comments: ASCE Shadow Program Questionnaire attached.



ASCE SHADOW PROGRAM

Please complete the following questionnaire and email to Athena Hutchins ahutchins@nittec.org. Your feedback is appreciated.

Did you learn something about civil engineering?

Did the shadow program help you with your career direction?

What was the most interesting topic you discussed?

How long was the shadow?

Was it long enough?

Would you participate again?

Would you recommend this program to others in your class?

Do you have any suggestions on how to improve the shadow program?

Other comments?

STUDENT OUTREACH

Popsicle Stick Bridge Competition

Section: Hawaii Section

Section Size: Large

Project contact: Mike Hunnemann

Contact phone number: (808) 533-2210

General project description: Popsicle Stick Bridge Competition

The process – what you did, when and how: Annual competition between Intermediate School students as part of the University of Hawaii’s Engineering Expo. Each team is provided a box of popsicle sticks, Elmer’s Glue, and a list of certain criteria that they must follow in designing and building their bridge. Each team begins the competition by making an oral presentation to a team of structural engineers. The presentation must include a description of how they came up with their design, how they constructed it, and what they learned from their research.

Those in charge – committee, task committee, etc.: Jon Young, Belt Collins Hawaii
Joni Tanimoto, Akinaka & Assoc.
Mike Hunnemann, KAI Hawaii, Inc.

Time frame – when started, when completed: The competition is held every January, and the planning for the event begins the previous August. The popsicle sticks and glue are purchased at the back-to-school sales in August to reduce costs. Weekly planning meetings are held to update and revise the competition rules, based on the feedback and performance of the competition the previous year. A key milestone is to contact all of the schools early to allow them time to select a teacher(s) to oversee the project for their school. Travel arrangements and fund raising is necessary for the schools located on neighbor islands. The actual research, design, and construction of the bridge (often an iterative process), can take several months.

The parts that worked really well: The student’s enthusiasm is very evident during the competition. They are typically excited about showing off their design, and especially having their bridge load tested to see how much it can hold. The excitement can sometimes get rather loud with the teams from all the other schools looking on. So the part that works really well is the students, themselves. They make the project work, along with the diligence of their teachers/coaches.

The parts that did not work well: We always have to be mindful of safety. Our planning committee is not satisfied with the testing frame that is used to load test the bridges. A stronger frame is needed that will support the maximum loads with a comfortable factor of safety. Each year the winning team designs a stronger bridge. In 2009, the winning bridge held 465 lbs, so the support frame is expected to hold at least 1,500 lbs. Our mission this year is to construct a new frame. Other than that, there were no parts that did not work well.

The follow-up that was important: After sending each school an invitation to participate in the competition, following up with the school principal is important to try and enforce enthusiasm for the event. Without a strong participation from many schools the competition cannot be a success.

What you should ALWAYS do with this project: Get lots of media attention. The purpose of this project is to build interest in engineering by the students. If the students see their peers participating in a fun event like the popsicle stick competition on the nightly news, they are more likely to show interest next year.

What you should NEVER do with this project: Become complacent. An event that is held every year, and which tends to be highly successful, is easy to put on auto-pilot and become lax during the planning phase.

Additional comments: Every ASCE Section and Branch should sponsor a Popsicle Stick Bridge Competition. Photos are attached.



Students making an oral presentation of their bridge design to a team of structural engineers.



Each team is allowed to load test their own bridge in order to maximize the feeling of participation and ownership.



Some bridges are designed and constructed very well and are capable of supporting large loads.



Media coverage is important in achieving the goal of community outreach.



STUDENT OUTREACH

Elementary School Presentations

Section, Branch: Louisiana Section, Baton Rouge Branch

Branch Size: Medium

Project contact: Joey Coco, P.E.

Contact phone number: (225) 246-8206

Contact e-mail address: joey.coco@engensus.com

General project description: The project involved visiting a local elementary school to discuss civil engineering.

The process – what you did, when and how: Worked with a branch member, John Monzon, P.E., to demonstrate the load carrying capacity of a truss bridge built from rolled paper tubes and hot glue connections. Demonstrated the load carrying capacity of a rolled piece of paper versus a flat piece of paper. Provided a presentation of major engineering projects throughout the world and items they relate to on a daily basis.

Those in charge – committee, task committee, etc.: Branch Director and Branch President

Time frame – when started, when completed: Two, one-hour presentations, plus prep time

The administration that was important: School teachers

What you should ALWAYS do with this project: “Wow” factor to gain attention and interest.

What you should NEVER do with this project: No-“wow” factor.

The outcome: Young students understanding what it is that an engineer does.

Would you do it again? Yes, very rewarding.

Additional comments: Need more support from National on giveaway “trinkets” that would be entertaining and memorable for children

STUDENT OUTREACH

Watertown Competition

Section: Montana Section

Section Size: Medium

Project contact: Tor Anderzen

Contact phone number: (406) 245-5499

Contact e-mail address: tor.anderzen@kljeng.com

General project description: Watertown, an outreach activity that fits well in 4-5 grade but can also easily be used in lower and higher grades.

The process – what you did, when and how: We contact schools to ask if we can come and visit their 4-5 graders and talk about engineering and let the students do some hands on exercises that allows them to get a brief insight into what engineers do.

Those in charge – committee, task committee, etc.: We have an outreach committee in the Billings Engineers club, through which ASCE members in Billings do most of their activities. The committee is headed by Jarred Harris HarrisT@ci.billings.mt.us. Tor Anderzen has worked with various student chapters in Region 8 to spread this activity.

Time frame – when started, when completed: We typically do this exercise in the spring, but in conversation with the best time of year can be determined. Spring tends to be busy, so fall may be a better time.

The parts that worked really well: The mat allows the students to design the system and test it themselves.

The parts that did not work well: Giving the students too much time will make you lose their interest, so while we usually give the groups about 10 minutes or so, improvising is essential.

This is something off the wall that we did: Watertown was a competition event at the Regional Student chapter competitions in Helena 2009. While this outreach event is much geared to grades around 4-5, we modified the concept to be challenging at College level.

The administration that was important: Early planning with the Schools and allowing them to set the schedule. Follow up with the schools a few weeks before the event to ensure that the planned day still will work. Ensure that the engineers that are doing the class visits are comfortable with the concepts that come into play in the distribution of drinking water.

The follow-up that was important: Check in with the teachers of the classes you visited about a week later to get their comments and hopefully also request to return next year.

What you should ALWAYS do with this project: Bring the topic home to the students by talking about how they use engineered water in their lives. Invite the students' questions and comments. Make them part of the event and make them excited about science in general and engineering in particular.

What you should NEVER do with this project: Talk above the students' heads.

The outcome: When we visit schools we often hear “We did that in 5th grade - that was cool.” Or “I remember when we did that, can I try again?”

Would you do it again? Yes, Billings Engineers Club has been doing this and other outreach activities for over ten years, I’m on my third year and I love the interaction with the students.

Additional comments: Event instructions and material list are included below.

Watertown outreach setup

Attached material list is based on two setups.

The mat is a play rug, search Amazon for play rug, you may not find exactly what we used. Go for a rug with as rectangular streets as possible, easier to route waterlines.

We used 5/8” OD tubing for all pipes. The 1/2” fittings slip into the tubing nicely.

For a fountain we used a basic showerhead, connected to a 90-degree bend with one end threaded.

For the water tower we used a cereal container with flat sides, which makes it easier to drill a hole and attach the fittings at the base.

We used a 3/8” brass bushing inside the tank, connected to a 3/8” to 1/4” plastic coupler, a #9 O-ring fits snugly and with some Teflon tape the connection should not leak.

From the tank we used 1/4” OD tubing to a 1/4” valve, so the water can be connected but not on during assembly.

The valve is then connected to another 1/4” to 3/8” coupling. This is the end of the preassembled water tank. The 5/8” tubing fits nicely over the threaded 3/8” end of the tank assembly, but can be secured with a clamp if so desired.

Cut the 5/8” tubing into three 4”, three 6”, five 8”, and five 10” segments.

Watertown outreach event (Best done outdoors):

Typically this is aimed at 4th to 6th grade students.

We take 10 to 20 students at a time. Separating girls to one group may allow more girls to participate actively. As often as not it will not matter if the kids are from the same class.

Before students arrive, lay out mat and supplies; fill the water tanks and the 5 gallon pail with water.

The event takes about 15 to 20 minutes.

We give a short presentation of what a municipal engineer does. (Try to invite to dialogue rather than giving a speech, encourage questions from the students).

We talk about the fact that tap water is engineered and what all goes into getting water from the source to customer, water treatment at the source, distribution system from tank/tower to customer etc..

We also give a short summary of the benefits to placing utility lines within public Right of Way (under streets); accessibility, no need for easement from land owners etc.

Then we set them the task to find a spot for a water tower and to build piping from the tank to 3 different costumers (depending on what your play rug looks like this will differ) evenly spread over the mat. The fourth delivery point will be a fountain placed in a park etc. that is where the showerhead goes. Except for the fountain, all delivery points are plugged.

Once both groups are done we gather around the mats and allow one of their engineers to turn on the water.

As this happens we talk about the consequences of leakage, and the engineer's role as inspector during construction.

We ask if there are any additional questions.

Thank the students and their teacher for allowing us to come to their class and tell a little about Civil Engineering.

WATER TOWN SUPPLY LIST

Costs (March 2009)

<u>Item</u>	<u>Unit</u>	<u>Unit Cost</u>	<u>Quantity</u>	<u>Total</u>	<u>Location</u>
Mat of Watertown	ea	\$43.70	2	\$ 87.40	Amazon.com
5/8" OD Tubing	10 ft	\$7.26	2	\$ 14.52	Home Depot
1/4" OD Tubing	10 ft	\$2.98	1	\$ 2.98	Home Depot
1/2" Tee	ea	\$0.80	10	\$ 8.00	Home Depot
1/2" Bend	ea	\$0.73	10	\$ 7.30	Home Depot
1/2" Plug	ea	\$0.68	10	\$ 6.80	Home Depot
1/2" Coupler	ea	\$0.38	10	\$ 3.80	Home Depot
1/4" Valve	ea	\$6.98	2	\$ 13.96	Home Depot
1/2" bend for w thread for showerhead	ea	\$0.92	2	\$ 1.84	Home Depot
5 gallon bucket	ea	\$0.00	1	\$ 0.00	SK geotech
Teflon Tape	ea	\$0.99	1	\$ 0.99	Home Depot
1/4" 3/8" Quick-Connect	ea	\$1.85	4	\$ 7.40	Home Depot
#9 O-Ring Kit	ea	\$1.97	1	\$ 1.97	Home Depot
Coupling Nut	ea	\$2.02	2	\$ 4.04	Home Depot
Clamps	10 pack	\$6.50	1	\$ 6.50	Home Depot
Water Tank	ea	\$3.24	2	\$ 6.48	Wal-Mart
Shower Head	ea	\$1.97	2	\$ 3.94	Home Depot
Storage Bin (18 gal)	ea	\$8.93	1	\$ 8.93	Home Depot
3-drawer storage organizer	ea	\$3.49	2	\$ 6.98	Home Depot
Pipe storage bin	ea	\$0.99	2	\$ 1.98	Home Depot

TOTAL EXPENDED COSTS

\$ 195.81

STUDENT OUTREACH

Outreach Kits

Section: Nebraska Section

Section Size: Medium

Project contact: Marie Maly

Contact phone number: (402) 431.6330

Contact e-mail address: mmaly@schemmer.com

General project description: Outreach Kits for Classrooms, Career Fairs, and E-Week

The process – what you did, when and how:

A few individuals in the Section were receiving requests to attend everything from career days to Girl Scout meetings to talk about Civil Engineering. In response to these requests, a couple Board members developed four separate Outreach Kits (three are each contained within a standard plastic tote/bin and a fourth in a softball bag) to make available to any member of the Section. Using freely obtained copies of Zoom Into Engineering, Building Big, Fetch, etc. we selected a handful of activities for a variety of age groups. After running a quick cost estimate for the required supplies, we submitted a SPAG (State Public Affairs Grant) application to ASCE. Fortunately, we were successful in obtaining funding.

Over the course of the next several months, two Board members obtained the required materials and assembled the kits. Even with the purchase of additional supplies to replenish the outreach kits, the SPAG was not used in its entirety, so the remainder of the grant was used to purchase a Bridge Kit.

With a bit of artistic assistance, two fliers were developed to showcase the kits. One flier is aimed at Section Members who would like to check out the Outreach Kits for use with the kids in their life. The other flier's intended audience is educators who may or may not desire to "borrow" an engineer to lead the activities included.

Outreach Kit Activities:

Grades K-3 (Zoom Into Engineering) – Flinker, Gumdrop Dome, Paper Tower

Grades 4-6 (Building Big) – Paper Bridge, Straw Shapes, Suspension Bridge, Hands On Glossary

Mixed (Zoom, Building Big, Fetch) – Paper Tower, Straw Shapes, Blow It Away, Hang Time

Bridge Kit (all ages) – With the exception of hinged plywood decking, the bridge kit can be transported in a softball bag. Students help assemble the bridge while learning the parts of it and thinking about strong shapes. Once assembled and placed on chairs or risers, students can climb through the bridge.

Each kit includes copies of a letter from the Nebraska Section, leader materials, participant worksheets, participant certificates, and a USB drive with electronic copies and additional resources (such as tips for working with students on engineering related topics).

Those in charge – committee, task committee, etc.:



Essentially, the Outreach Kits were prepared by two individuals. In the first complete school year the Outreach Kits were available, several Board and other members assisted at a variety of locations.

Time frame – when started, when completed:

The Outreach Kits were planned, purchased, and assembled within less than a year (from acceptance of SPAG application to SPAG project report deadline). However, given the schedules and commitment levels of those individuals involved, they could be completed in a month, given prior budget approval. We are just beginning (August 2009) the second full school year of having Outreach Kits.

The parts that worked really well:

Selection of activities, assembling the kits, the preparation work

The parts that did not work well:

Sometimes, locating an engineer (or several) to take time out of their day for a school visit can be challenging. In the first full school year of use, we attended nine events; nine individuals from the Section were involved and most of the events required more than one person.

This is something off the wall that we did:

Based on the memory of bridge kits used in outreach by the Iowa State Student Chapter almost 10 years ago, we went on a hunt for a pattern. However, no one in Ames was able to find us what had been used. Enter the internet – we found Doug Carroll at the Missouri University of Science & Technology (formerly UM-Rolla). The 6' long truss bridge is structurally sound up to a 175 lb person, with aluminum members and a plywood deck. He usually builds around 10 kits at a time, selling only a few of them each year – when we contacted him, he had one left. Even luckier, the price worked out perfectly with our budget!
<http://web.mst.edu/~dougc/bridge/bridge.html>

The administration that was important:

Finances – monitoring the SPAG money spent and including money in future Section budgets to replenish supplies and print additional flyers.

The follow-up that was important:

Check with teachers/leaders and engineers who were involved to see if they have comments or suggestions for improvements to the program.

What you should ALWAYS do with this project:

Take advantage of free opportunities to receive activity books – ASCE conferences, PBS orders, other Section/Branch members – so you can find a good mix of activities for the age and time/space constraints you are working under.

When selecting activities, remember: how large of a bin you will transport the kit in (and how heavy is it), the size of the groups who will do the activities, whether the activities will be done in pairs, and how to best provide instruction to the teacher or Section/Branch member using the kit.

What you should NEVER do with this project:

Never try to do it alone – it’s important to have other volunteers. You only need two-three people initially, but developing a list of members interested in helping when schools call is very important.

The outcome:

We were pleased with the use the Outreach Kits saw in their first year of use.

Would you do it again?

Definitely – the Outreach Kits are an ongoing project for the NE Section.

Additional comments: Photos are attached.



Outreach Kit 1: Grades K-3 / Zoom Into Engineering



Outreach Kits 2 & 3: Grades 4-6 / Building Big and Mixed



Bridge Kit (in softball bag) and “how to” manual

Brownie Troop (3rd Graders) – Fall 2008



Introduction to Engineering Outreach Kits

Looking for a way to explain engineering?

Have you been invited to talk about engineering at your child's school? Are your Scouts trying to earn an engineering-related merit badge? Do you volunteer at an after-school or summer program?

If you have any reason to share engineering with students between first and eighth grades (or maybe even older), the Nebraska Section can help!

Outreach Kits Available – Check One Out Today!

Outreach Activity Kits

Three kits are prepared to appeal to a variety of age groups, though activities can sometimes be fun for all ages. Each kit includes leader guides, handouts, materials to complete the activities, and certificates for the kids – all packaged in an easy-to-carry bin!

Kit #1 – Zoom Into Engineering

(Grades 1-6)
Flinker, Gumdrop Dome, and Paper Tower

Kit #2 – Building Big

(Grades 5-8)
Hands on Glossary, Straw Shapes, Paper Bridge, and Suspension Bridge

Kit #3 – Mixed Activities

(Mixed Ages)
Paper Tower, Straw Shapes, Hang Time, and Blow It Away

Marie Maly, P.E., M.ASCE
1044 N. 115th Street, Suite 300
Omaha, NE 68154
402.493.4800
outreach@neasce.org
www.neasce.org

Building Big Video Series

(Grades 4+) This DVD set includes five hour-long episodes (Bridges, Dams, Domes, Skyscrapers, Tunnels) from the highly acclaimed PBS special *Building Big*. The series explores the creators and builders of amazing structures while revealing both triumph and disaster.

Bridge Kit

To learn about structures, students become the builders for a six foot long bridge that will support up to 150 pounds. Yes, that means that the builders will have an opportunity to climb through the truss when it's complete.

How Do I Borrow Outreach Activities?

- ▶ Contact the Section (contact info on the left).
- ▶ Let us know which materials you need and when you would like them.
- ▶ Explore the kit on your own and then have fun sharing it with others.
- ▶ Return the kit and let us know about your experiences.



Educator / Troop Leader Flier (one two-sided sheet, tri-fold)

Learn about Engineering with Outreach Activity Kits

Introduction to Engineering

Easy-to-use activities for elementary and middle school students... pre-assembled and ready for you to borrow. We even supply an engineer!

www.neasce.org

How to Borrow Materials:

If your classroom, Scout Troop, after school program, or church group would like to learn about Engineering:

- Contact the Nebraska Section (contact info inside)
- Let us know which materials you'd like to borrow and when. We'll match you with an engineer. (See inside for kit details.)
- Have fun learning about engineering!
- Return the kit and let us know about your experience.

Marie Malý
1044 N. 115th St., Suite 300
Omaha, NE 68154



**Outreach Materials Available
for Checkout from the
Nebraska Section, American
Society of Civil Engineers**

Outreach Activity Kits

Three kits are prepared to appeal to a variety of age groups, though activities can sometimes be fun for all ages. Each kit includes leader guides, handouts, materials to complete the activities, and certificates for the kids - all packaged in an easy-to-carry bin!

Kit #1 – Zoom Into Engineering

This kit is designed for kids in grades 1 to 5 (no scissors involved, but one activity uses water). Activities are: Flinker, Gumdrops Dome, and Paper Tower.

Kit #2 – Building Big

This kit is designed for kids in grades 5 to 8, and begins to explore "why?" Activities are: Hands on Glossary, Straw Shapes, Paper Bridge, and Suspension Bridge.

Kit #3 – Mixed Activities

This kit is for a mixed group, combining Zoom, Building Big, and Fetch activities. Activities are: Paper Tower, Straw Shapes, Hang Time, and Blow It Away.



Bridge Kit

This kit, which centers on the construction of an actual bridge, requires engineer supervision! As students discuss strong shapes and learn about structures, they become the builders for a six-foot long bridge that will support up to 150 pounds. Yes, that means that the builders will have an opportunity to climb through the truss when it's complete.



Building Big Video Series

This DVD set includes five hour-long episodes from the highly acclaimed PBS special *Building Big*. The series would best be appreciated by anyone from Fourth Grade on up. The series explores the creators and builders of amazing structures while revealing both triumph and disaster. Each episode focuses on one of five types of structures: Bridges, Dams, Domes, Skyscrapers, and Tunnels.

Founded in 1852, the American Society of Civil Engineers (ASCE) represents more than 140,000 members of the civil engineering profession worldwide and is America's oldest national engineering society.

For more information, visit: www.asce.org.



For more information or to borrow a kit, contact:

Marie Maly, P.E., M.ASCE
1044 N. 115th St., Suite 300
Omaha, NE 68154
Phone: 402.493.4800
Email: outreach@neascce.org
www.neascce.org





STUDENT OUTREACH

Scholarship for High School Seniors

Section: Quad Cities Section

Section Size: Small

Project contact: Greg Shuger

Contact phone number: (309) 764-1220

Contact e-mail address: gshuger@hrgreen.com

General project description: ASCE Quad Cities Section Annual Scholarship for High School Seniors

The process – what you did, when and how: In September/October, we ask for volunteers within the Section to participate on the scholarship committee. We revise/update the scholarship form and revisit its purpose/objective and who we are targeting. After the form is updated, we send it out to all area high schools that are geographically located in our section. The forms are due in May and the scholarship committee reviews the applications and in June/July we present the scholarship(s) at a local minor league baseball game that is in conjunction with our QC Section Family Outing day.

Those in charge – committee, task committee, etc.: Scholarship Committee

The parts that worked really well: Committee works well together. It is efficient and effective to get together via phone conference and emails throughout the year. Presenting the scholarship(s) at the baseball game is a nice touch. In the scholarship application, it states that scholarships of up to \$1000 may be given out to high school seniors. This gives us the freedom to award multiple, one, or no scholarships in a given year as well as the freedom to set the award amount. We have given out two \$1,000 scholarships.

The parts that did not work well: A few years, we set up a spreadsheet to determine the winner of the scholarship; other years, we did not. As far as the number of scholarship applications it has varied between 2 and 7, which seems kind of small. However, we are limiting the scholarship to applicants intending to go into the civil engineering field. Personally visiting a few of the high schools and promoting the scholarship may be a good idea.

The administration that was important: Getting the applications out and to the right people (ie: high school counselors) takes some coordination.

The follow-up that was important: Ensure the applications have been received.

The outcome: Great so far. However, it is always nice to receive more applications.

Additional comments: We usually publish the scholarship winners in the local newspapers. Scholarship cover letter and application are attached.

November 10, 2008

To: Potential Scholarship Applicants

From: Greg Shuger, EI
2009 Scholarship Chairperson
Quad City Section, ASCE

Enclosed are the 2009 Quad City Section ASCE Scholarship Application Forms for graduating high school seniors enrolling in an undergraduate Civil Engineering curriculum for the 2008-2009 academic year. These forms may be duplicated if you require additional copies. The forms may also be downloaded from the Quad City Section website at <http://sections.asce.org/quadcity/events.htm>

The Quad City Section intends to offer scholarships of up to \$1000 to students that enroll in a Civil Engineering curriculum at any ABET accredited engineering college or university.

Potential applicants should return this application to the postal address or email address listed below. Applications may be submitted via email in PDF format. For consideration, applications must be received at the postal address or email address listed below no later than 15 May 2009.

The scholarship winner will be notified on or before 15 June 2009.

If you have questions or need additional information, please contact the Quad City Section of ASCE at the postal address or email address listed below.

Enclosures

Forward Completed Applications to:
Greg Shuger, EI
2009 Scholarship Chairperson
Howard R. Green Company
1515 5th Ave, Suite 102
Moline, IL 61265
gshuger@hrgreen.com

**QUAD CITY SECTION
American Society of Civil Engineers
Scholarship Application Form
For 2008-2009 Academic Year**

PERSONAL INFORMATION

Full Name: _____

Permanent Address: _____

Telephone Number: () - _____

E-Mail Address _____

Are you a US citizen? Yes No

SCHOLARSHIPS

The Quad City Section reserves its scholarships for high school seniors pursuing a Civil Engineering degree at any ABET accredited college or university. Applicants that have previously received the scholarship are not eligible. Validation of enrollment will be required to obtain the award each semester or term of the year in which it applies. **The Quad City Section reserves the right to NOT award a scholarship if, in its opinion, no qualified applicants apply.**

Submitted information is confidential and will only be used by the Quad City Section Scholarship Committee. This information will be destroyed after the scholarship is granted. All decisions of the Scholarship Committee are final.

COLLEGE PREFERENCES

Engineering School	Preference (1-Highest)	Applied?	Accepted?
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

DEADLINE FOR APPLICATION: Applications must be received at the postal address or email address listed below no later than 15 May 2009.

Sent completed forms and enclosures to:

Greg Shuger, EI
Howard R. Green Company
1515 5th Ave, Suite 102
Moline, IL 61265
gshuger@hrgreen.com

Questions? Call 309.764.1220 or Email gshuger@hrgreen.com

**QUAD CITY SECTION
American Society of Civil Engineers
Scholarship Application Form
For 2008-2009 Academic Year**

STAPLE TRANSCRIPT & ESSAY TO THE COMPLETED APPLICATION

INSTRUCTIONS FOR APPLICANTS AND COUNSELORS

FORWARD

The Quad City Section of the American Society of Civil Engineers (ASCE) wishes to encourage students with the talent and commitment to succeed in an undergraduate Civil Engineering curriculum, for which the financial support and encouragement of a scholarship can make a difference. Meeting the minimum criteria for application is an indication that the applicant is capable of the challenge.

1) ELIGIBILITY AND REQUIREMENTS

- a) All applicants must enroll in an eligible Civil Engineering curriculum; and intend to earn a degree in engineering and enter the practice of Civil Engineering after graduation.
- b) Only applicants with a documented transcript and ACT and/or SAT test scores will be considered.
- c) Academic requirements are:
GPA: 3.00 (out of 4) or greater
ACT Composite Score: 22 or greater
SAT Composite Score: 1000 or greater
- d) Only current year Quad City Section Application Forms will be accepted.
- e) Applicant must be a US citizen.
- f) Applicant must be a resident of or attend high school within the Quad City Section jurisdiction (in Illinois: Carroll, Whiteside, Lee, Henry, Rock Island, Mercer, and Knox Counties; and in Iowa: Clinton, Scott, and Muscatine Counties).

2) SELECTION PROCESS

The Quad City Section Scholarship Committee will conduct the judging. All decisions of the Committee are final.

3) CRITERIA

The Quad City Section Scholarship Committee will conduct award points based on GPA, ACT and/or SAT test scores, Class Ranking, Activities & Honors, Essay, and Supplemental Credits (Computer, Chemistry, Physics, Calculus, etc.). Points will also be awarded for honors or advanced placement and college level courses completed.)

**QUAD CITY SECTION
American Society of Civil Engineers
Scholarship Application Form
For 2008-2009 Academic Year**

AUTHORIZATION TO RELEASE INFORMATION

- 1) By submitting this Application, I authorize my high school principal or counselor to make available to the Quad City Section information concerning my academic records.

- 2) I hereby certify that all statements contained herein are true and factual.

Applicant's Signature

Date

COUNSELOR OR PRINCIPAL CERTIFICATION

I hereby certify that the academic information and summary of school activities as submitted on this Application are correct, and, to the best of my knowledge, the applicant has applied for or intends to apply for admission to the schools listed on page 1.

- 1) Average GPA for the 10th, 11th, and first-half 12th grades only: _____
- 2) ACT and/or SAT Composite Score(s): _____
- 3) Applicant's class rank at the completion of the 11th grade: _____ out of _____
- 4) Transcript: Showing GPA, ACT and/or SAT, Class Ranking, and Essay are attached to this Application.
- 5) Applicant meets all academic requirements as outlined herein? Yes No

Counselor or Principal

Signature: _____

Printed Name: _____

High School: _____

City: _____

State: _____

Zip: _____

School Telephone No.: _____

Date: _____

QUAD CITY SECTION
American Society of Civil Engineers
Scholarship Application Form
For 2008-2009 Academic Year

ACTIVITIES AND HONORS

List each activity ONLY ONCE in the appropriate section. DO NOT ABBREVIATE and attach additional pages if necessary. Clearly identify which PART applies.

PART A: Technical activities (e.g., Math Club, Science Club or Fair, etc.)

Activity	School Year (Not less than 10 th Grade)			Major Office Held (yr./yrs.)
	10th	11th	12th	
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PART B: Non-Technical activities (e.g., Athletic Teams, Cheerleading, Band, Chorus, Service Clubs, etc.)

Activity	School Year (Not less than 10 th Grade)			Leadership Positions (yr./yrs.)
	10th	11th	12th	
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PART C: Special Recognition for Academic Honors or Other Special Achievements (e.g., Honor Society, Science Fair, Student of the Month, Scholarships, etc.)

Recognition/Honor	School Year (Not less than 10 th Grade)			What You Did
	10th	11th	12th	
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

QUAD CITY SECTION
American Society of Civil Engineers
Scholarship Application Form
For 2008-2009 Academic Year

PART D: Description of Employment while attending school. List only those lasting 3 weeks or more.

Employer	School Year (Not less than 10 th Grade)			No. of Weeks	Hours Per Week
	10th	11th	12th		
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

PART E: Summer Activities (e.g., Employment, College Program, etc.)

Employer/Activity	School Year (Not less than 10 th Grade)			Hrs. Per Week	Wks. Per Summer
	10th	11th	12th		
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

PART F: Volunteer, Community Service, or Other Activity NOT sponsored by your school (e.g., Scouts, Unpaid Camp Counselor, 4-H, Big Brother/Big Sister, JA, etc.)

Organization	School Year (Not less than 10 th Grade)			Hrs. Per Week	What You Did
	10th	11th	12th		
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**QUAD CITY SECTION
American Society of Civil Engineers
Scholarship Application Form
For 2008-2009 Academic Year**

SUPPLEMENTAL CREDITS (Engineering related, advanced placement, college level, etc.)

Course	School Year (Not less than 10 th Grade)			Course	School Year (Not less than 10 th Grade)		
	10th	11th	12th		10th	11th	12th
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

ESSAY (HIGH SCHOOL APPLICANTS)

Prepare a DOUBLE-SPACED, TYPEWRITTEN essay of approximately 250 words on the following topic, **“How I Was Influenced to Pursue a Civil Engineering Career.”** Essays will be evaluated based on focus on topic, supporting examples, grammar, spelling, neatness, and presentation. Place the title of your essay along with your name at the top of every page and please ATTACH YOUR ESSAY TO YOUR APPLICATION.



STUDENT OUTREACH

University of Washington Scholarship

Section: Seattle Section

Section Size: Large

Project contact: Ken DeBord

Contact phone number: (425) 237-2546

Contact e-mail address: kenneth.j.debord@boeing.com

General project description: Provided scholarship for University of Washington (UW) student

The process – what you did, when and how: I made contact with the UW Civil and Environmental Engineering (CEE) Department Chair, Craig Benson, at a Section meeting, informing him that we would like to give a \$1000 scholarship to a civil engineering student this year. He then had the UW Foundation contact me to make arrangements to fund it.

Those in charge – committee, task committee, etc.: The focal team, including myself, Steve Murphy, Jose Ramos, Karen Dix-Colony, and Mike Mohaghegh.

Time frame – when started, when completed: January to April 2009

The parts that worked really well: The focal team talked about it before I met the UW CEE Department Chair, so I was able to offer it to him when I first met him.

The administration that was important: Knowing ahead of time what funds we had to disperse and getting agreement amongst ourselves before the event presented itself.

The follow-up that was important: Keeping in contact with the UW Foundation

The outcome: A civil engineering student was able to continue his studies that quarter because of the scholarship. Otherwise he would have had to drop out (as reported by the UW Foundation).

STUDENT OUTREACH

Popsicle Stick Bridge Competition

Section, Branch: South Carolina Section, Upstate Branch

Branch Size: Small

Project contact: Tom Hill

Contact phone number: (864) 906-5195

Contact e-mail address: Thomas.e.hill@gmail.com

General project description: Popsicle Stick Bridge Competition

The process – what you did, when and how: We held a popsicle stick bridge competition that area fourth graders participated in as part of their Bridge's Across America Study. The event was held February 2009. We worked with area academia administrators to organize a competition that involved many area schools. There was a lot to the process. As of October 2009 a packet is being developed to institute the competition statewide. Interested parties are encouraged to contact Tom Hill.

Those in charge – committee, task committee, etc.: Tom Hill, Chair. Jennifer Mustar, Head Judge.

Time frame – when started, when completed: We started Oct 2008 with initial planning. The event was completed in February 2009.

The parts that worked really well: The competition went great. Children really enjoyed seeing things tested (broken/destroyed).

The parts that did not work well: Need to improve marketing skills/publicity.

This is something off the wall that we did: Nothing. Although it is exciting to mention we had approximately 1000 students work on bridges and approximately 400 students attend the breaking event.

The administration that was important: Coordination between teachers and ASCE is priceless and being improved.

The follow-up that was important: Coordination between teachers and ASCE is priceless and being improved.

What you should ALWAYS do with this project: Have fun. The event is centered on creating a positive fun image of engineering.

What you should NEVER do with this project: DON'T GET TECHNICAL.

The outcome: Kids have fun and create positive image of engineering.

Would you do it again? We are working towards having our Bridge Competition again on January 30th, 2010.

Additional comments: We would love to share our competition with anyone that is interested.

PUBLIC OUTREACH

Engineering Booth at 8th Grade Career Awareness Fair

Section: St. Louis Section

Section Size: Large

Project contact: Aaron Greenberg

Contact phone number: (314) 664-5498

Contact e-mail address: agreenberg1@mindspring.com

General project description: For about 15 years, the St. Louis Section has participated in the St. Louis Metropolitan Career Awareness Fair for 8th Grade at America's Center with an exhibitors booth. About 8,000 to 12,000 8th graders from St. Louis city and St. Louis County attend the fair.

The process – what you did, when and how: The St. Louis Section has a 10-foot by 20-foot booth at the fair. Three civil engineers in the booth answer questions from students and teachers about civil engineering and emphasize that civil engineers improve the quality of their lives. Photos illustrating civil engineering projects and civil engineering specialties are displayed along with other aides. Handouts are also available for students and teachers. About 150 students and teachers visit the booth.

Those in charge – committee, task committee, etc.: Career Guidance Committee.

Time frame – when started, when completed: The fair is held in two days in the spring.

The parts that worked really well: We have an opportunity to speak with many students about civil engineering.

The parts that did not work well: Getting more students who are interested in talking about civil engineering.

The administration that was important: You need somebody to set up the contents in the civil engineering booth. This includes signs, booth size, electrical connections, handouts, etc. You have to contact the organizers about the need for equipment. Also, you need a certain amount of volunteers to be in the booth.

What you should ALWAYS do with this project: Try to make the subject of civil engineering interesting with the use of computers, surveying instruments, plans, photos and handouts.

Additional comments: Fair brochures, instructions for fair exhibitors and handouts provided to students are attached.

CAREER & TECHNICAL EDUCATION STAFF

Frank J. Logan, Sr. Executive Director
Timothy Murrell, Supervisor Technical Programs
Paul Cady, Financial Affairs Administrator
Shonda Gray, Program Manager
Cathy Gutjahr, Program Manager
Delores Smart, Program Manager
Barb Major, ISM Specialist
Pamela Shanks-Bryant, Secretary
Angela Crawford, Secretary
Shirley Reynolds, Secretary



**2009 CAREER AWARENESS FAIR
BUSINESS ADVISORY COMMITTEE**

Patrick Adams, St. Louis Community Credit Union
Kasey Bergh, Nestlé Purina PetCare Co.
Verona Bowers, St. Louis Public Schools
Debbie Calloni, Procter & Gamble Mfg., Inc.
Johanna Carver, Edward Jones
Lillian Curlett, Consultant
Eddie G. Davis, Composite Resources, LLC
Frederick Douglas, FJ Douglas Development Company
Clifford Franklin, FUSE Advertising
Michael Franklin, FUSE Advertising
Herb Gross, St. Louis Community College @ Forest Park
Jennifer Irvin, BJC HealthCare
Lori Jacob, Junior Achievement
Dwight Johnson, Consultant
Morris Johnson, St. Louis Comm. College @ Forest Park
Susan Katzman, St. Louis Public Schools
Kristin Kohler, Enterprise Rent-A-Car
Barbara Marshall, Heartland Bank
Leo H. Ming, Jr., St. Louis Convention & Visitors Comm.
Alan Moorman, Pfizer, Inc.
Robert Powell, Portfolio Gallery & Education Center
Mary Beth Purdy, St. Louis Public Schools (retired)
Charles Shelton, Wellington School District
Armando Silceo-Roman, Microsoft Corporation
Deborah Siskink, St. Louis Public Schools
Jennifer Tiller, Lindbergh School District
Chon Tomlin, Charter Communications
Robbyn Wahby, Office of the Mayor, City of St. Louis
Charles Weeks, Fru-Con Construction Corporation
Sally Wilson-Knight, Hardee's Food Systems, Inc.
Michael Yarbrough, St. Louis Rams

**SPECIAL ADMINISTRATIVE BOARD
St. Louis Public Schools**

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Kelvin Adams, Ph.D.
Superintendent

Dan Edwards, Ph.D.
Assistant Superintendent

Charles Simms
Interim Chief Academic Officer

**To obtain a reservation form or for more details, please contact:
The Division of Career and Technical Education, St. Louis Public Schools
801 N. 11th Street • St. Louis, MO 63101 • (314) 345-5727 • FAX: (314) 345-5777**

St. Louis Metropolitan Area 25th Career Awareness Fair for 8th Grade

Investing in a World Class Workforce!



March 24-25, 2009 at America's Center

THE CAREER & TECHNICAL EDUCATION OFFICE
ST. LOUIS PUBLIC SCHOOLS
801 N. 11TH STREET ♦ ST. LOUIS, MO 63101
(314) 345-5727 ♦ FAX: (314) 345-5777

The Career Awareness Fair reinforces the Missouri Assessment Program (MAP) and literacy skill development by showing students how academic skills are applied in the work environment.

On March 24 & 25, 2009, the Career and Technical Education Division of the St. Louis Public Schools will hold its 25th annual **CAREER AWARENESS FAIR** at America's Center from 8:00 AM to 1:00 PM. We are proud that over the years, some 185,000 city and county eighth graders have had the opportunity to interact with and learn from thousands of business and tradespersons. We welcome your participation in this internationally recognized FAIR as we salute the St. Louis business community and extend this unique learning opportunity to area eighth graders.



The CAREER AWARENESS FAIR provides eighth graders with a chance to:

- plan for their futures;
- explore and understand a variety of career options; and
- meet people who perform these jobs on a daily basis.

Businesspersons, in turn, help the entire community invest in its future as they share tools, vehicles, equipment, products, and expertise with curious and inquisitive city and county eighth graders.

At the Fair, over 800 businesspersons demonstrate their jobs. Some examples include:

- ◆ hospital X-ray technologists exhibited x-ray equipment and its uses;
- ◆ a hair stylist showed chemical reactions caused by different products;
- ◆ restaurant managers demonstrated food service techniques;
- ◆ city firefighters showed the functions of their fire engine equipment;
- ◆ hotel staff demonstrated jobs found in the front of the house and the back of the house;
- ◆ archaeologists explained the use of field equipment and methods to retrieve cultural material remains;
- ◆ city building inspectors showed how to read blueprints;
- ◆ radio broadcasters demonstrated "live-on-the-air" telecasts from the Fair;
- ◆ conservationists showed how animals are tracked;
- ◆ systems analysts demonstrated computer programming techniques;
- ◆ engineers demonstrated virtual reality equipment;
- ◆ sheet metal workers cut and formed metal; cement masons troweled; painters painted; and plumbers plumbed!



The CAREER AWARENESS FAIR is an exciting way for business/community persons to support city and county educators in reinforcing:

- how important it is to master the basic skills;
- the students' motivation to learn;
- the importance of staying in school; and
- the exploration of career opportunities.



WHILE STUDENTS WILL BE ASKING A VARIETY OF QUESTIONS, THEIR FOCUS WILL BE:

- 1) how role models use academic skills on the job;
- 2) what role models like about their jobs; and
- 3) the necessary education or training for each career field.

Booth space is available to qualified role models at NO CHARGE. Each 10' X 10' booth includes a draped backdrop, side rails, a table, chairs and a company sign.



Business and community persons become involved by volunteering as career role models at the Fair and sharing the requirements for their specific career fields with students. It is helpful if role models wear their uniforms and use the tools of their trade. It is important for role models to be able to **demonstrate** to students how they perform their jobs.

The St. Louis business community excels in the variety of jobs that will be available to students well beyond the year 2025...if those students are prepared.

YOU can help meet this challenge by your willingness to "share your career" with the students, the workforce of tomorrow, and create a positive and meaningful impact on their futures.

The Career Awareness Fair is fully funded by private and public sources and is planned by the Career and Technical Education Office of the St. Louis Public Schools.

CIVIL ENGINEERS IMPROVE THE QUALITY OF LIFE

contact - American Society of Civil Engineers -- www.asce.org or

Aaron Greenberg - agreenberg1@mindspring.com -- 314-664-5498

St. Louis West Point Bridge Contest <http://bridgecontest.usma.edu> (our contest code is STL09C)

TECHNICAL SPECIALTIES OF CIVIL ENGINEERING

STRUCTURAL
HYDRAULICS
TRANSPORTATION
URBAN PLANNING
CONSTRUCTION
GEOTECHNICAL
SURVEYING
ENVIRONMENTAL

TYPES OF CIVIL ENGINEERING JOBS

- DESIGN – STRUCTURES, SEWERS
RETAINING WALLS, TRANSPORTATION FACILITIES
AMUSEMENT PARKS, ETC.
- COMPUTER ACTIVITIES – DESIGN, DRAWING,
ESTIMATING, SCHEDULING, ETC.
- CONSTRUCTION - PROJECT MANAGER, ESTIMATOR,
ETC.
- MANAGEMENT – OWNER, DEPARTMENT HEAD,
CONSULTANT, ETC.
- SALES & MARKETING
- TESTING LABS – SOILS, MATERIALS,
FIELD MEASUREMENTS
- TEACHING AND RESEARCH – UNIVERSITY AND
COLLEGE PROFESSORS, RESEARCHERS
- SURVEYING – PARTY CHIEF

SUGGESTED H.S. COURSES

- MATH – (4 years)
- COMMUNICATIONS – (4 years) READING - INTERPRETING
ORAL AND WRITTEN
- SCIENCE – (2 years) PHYSICS - CHEMISTRY - BIOLOGY
- FOREIGN LANGUAGES – (2 years)
- SOCIAL STUDIES
- COMPUTER ACTIVITIES – WORD PROCESSING,
COMPUTER AIDED DESIGN
- PERSONAL RELATIONSHIPS
- EXTRA CURRICULAR ACTIVITIES

ST. LOUIS SECTION OF THE AMERICAN SOCIETY OF CIVIL ENGINEERS - CAREER INTERVIEWS

- St. Louis County Public Works Department - Building Code Enforcement
- Aaron Greenberg – Plan Review Engineer – Civil Engineer
- 4-year college - Master's Degree is helpful.
- Review many kinds of structures for code conformance – office buildings, schools, churches, amusement structures, hospitals, etc.
- Math, English, Foreign Languages, Science – Physics, Chemistry, Biology
- Math and Physics are used in many Civil Engineering applications – structures, highways, bridges, sewers, etc. Chemistry and Biology are used in environmental problems, concrete design, water and sewage treatment plants, etc. English is used to communicate in many ways including oral and written. Many jobs are available overseas, so knowledge of a foreign language would be helpful.
- Improving the Quality of your daily life which includes transportation needs, drinking water, sewage treatment, schools, office buildings, golf courses, etc.

- Jacobs Engineering
- Jason Dennis – Civil Engineer
- 4-year college
- Design sewers, water mains, pump stations, etc.
- Reading, Writing, Math, Science, Computers and others
- Use math and science to accomplish designs. Reading/writing for effective communication
- Doing work that benefits a large amount of people.

- Jacobs Engineering
- Sara Towle – Civil /Environmental Engineer
- 4-Year college - Graduate School recommended - Internship
- Project engineer: hydraulic modeling, Excel spreadsheets, attend client meetings, write reports/memos, power point presentations, GIS (Geographical Information Systems) work, conceptual/ preliminary design
- Reading, writing, Math, Science, computers
- I use a hydraulic model to simulate the conceptual design of large underground storm water overflow tunnels.
- Ability to improve the environment in St. Louis; making St. Louis a cleaner, safer place to live.

- EFK MOEN, LLC
- Linda Moen Civil Engineer
- 4-year college – Registration as a Professional Engineer
- Engineering Design (Roads), Supervising Engineers and designers, writing proposals and reports, following budgets
- Reading, Writing, Math, Science, Computers and Teamwork
- Designing road plans requires all of the above – Ask me about specific examples
- Working with people to produce something useful

- Missouri Department of Transportation
- Deanna Venker Civil Engineer
- 4-year college - Internship
- Coordinate activities in my area such as maintenance, traffic, design, construction with the city and representatives
- Reading, Writing, Math, Science, Computers
- I have to be able to communicate with all the players to let them know what is going on
- I get to fix things! Also, I get to work on some pretty fun projects like the 2009 All-Star game, parades and I-64

- CH2M Hill
- Brittany Marron Civil Engineer/Transportation
- 4-year College
- Fulfill tasks set by the lead engineer designer. Place alignments for roads and driveways, guardrail, signs, drainage and other fixtures that you see on corridors.
- Reading, Writing, Math, Science, Computers
- Read example plan sheets, write reports on street corridors, use math to calculate slopes, etc. Use science to analyze how cars will react to alignments or look at soil types. I do CAD work on computers to actually draw the roadway out.
- I like problem solving.

AMERICAN SOCIETY OF CIVIL ENGINEERS -2009 REPORT CARD GRADES

SUBJECT	GRADE	COMMENTS
ROADS	D-	Americans spend 4.2 billion hours a year stuck in traffic at a cost of to the economy of \$78.2 billion, or \$710 per motorist. Poor road conditions cost motorists \$67 billion a year in repairs and operating costs, and cost 14,000 Americans their lives. 1/3 of America's major roads are in poor condition or mediocre condition and 30% of major urban highways are congested. The current spending level of \$70.3 billion per year for highway capital improvements is well below the estimated \$186 billion needed annually to substantially improve the nation's highways.
BRIDGES	C	More than 26%, of the nation's bridges are either structurally or functionally obsolete. While some progress has been made in recent years to reduce the number of deficient and obsolete bridges in rural areas, the number of urban area bridges is rising. A \$17 billion annual investment is needed to substantially improve current bridge conditions. Currently only \$10.5 billion is being spent.
TRANSIT	D	Transit use increased 25% between 1995 and 2005, faster than any other mode of transportation. However, nearly half of America's households do not have access to bus or rail transit, and only 25% have what they consider to be a "good option". The Federal Transit Administration estimates \$15.8 billion is needed annually to maintain conditions and \$21.6 billion is needed to improve to good conditions. In 2008, federal capital outlays were only 9.8 billion.
AVIATION	D	Despite surging oil prices, volatile credit markets, and a lagging economy, the FAA predicts a 3 % annual growth in air travel. These travels are faced with increasing delays and inadequate conditions as a result of the long overdue need to modernize the outdated air traffic control system and the failure to enact a federal aviation program.
SCHOOLS	D	Spending on the nation's schools grew from \$17 billion in 1998 to a peak of \$29 billion in 2004. However, by 2007 spending fell to \$20.28 billion. No comprehensive, authoritative nationwide data on the condition of America's school buildings has been collected for a decade. The NEA's best estimate to bring the nation's schools into good repair is \$ 322 billion.
DRINKING WATER	D-	America's drinking water systems face an annual shortfall of an least \$11 billion to replace aging facilities that are near the end of their useful life and to comply with existing and future federal water regulations. This does not account for the growth in the demand for drinking water over the next 20 years. Leaking pipes lose an estimated 7 billion gallons of clean drinking water a day.
WASTEWATER	D+	Aging systems discharge billions of gallons of untreated wastewater into U.S. surface waters each year. The EPA estimates that the nation must invest \$390 billion over the next 20 years to update or replace existing systems and build new ones to meet increasing demand.
DAMS	D	As dams age and downstream development increases, the number of deficient dams has risen to more than 4,000, including 1,819 high hazard potential dams. Over the past 6 years, for every deficient, high hazard potential dam repaired, nearly two more were declared deficient. There are more than 85,000 dams in the U.S., and the average age is just over 51 years.
SOLID WASTE	C+	In 2007, the U.S. produced 254 million tons of solid waste. More than a third was recycled or recovered, representing a 7% increase since 2000. Per capita generation of waste has remained relatively constant over the past 20 years. Despite those successes, the increasing volume of electronic waste and lack of uniform regulations for disposal creates the potential for high levels of hazardous materials and heavy metals in the nation's landfills, posing a significant threat to public safety.

AMERICAN SOCIETY OF CIVIL ENGINEERS -2009 REPORT CARD GRADES

HAZARDOUS WASTE	D	Redevelopment of brownfield sites over the past 5 years generated an estimated 191,000 new jobs and \$408 million annually in extra revenues for localities. In 2008, however, there were 188 U. S. cities with brownfield sites awaiting cleanup and redevelopment. Additionally, federal funding for "Superfund" cleanup of the nation's worst toxic waste sites has declined steadily, dropping to 1.08 billion in 2008, its lowest level since 1986.
LEVEES	D-	More than 85% of the nation's estimated miles of levees are locally owned and maintained. The reliability of many of these levees is unknown. Many are over 50 years old and were originally built to protect crops from flooding. With an increase in development behind these levees, risk to public health and safety from failure has increased. Rough estimates put the cost at more than \$100 billion to repair and rehabilitate the nation's levees.
ENERGY	D+	Progress has been made in grid reinforcement since 2005 and substantial investment in generation, transmission and distribution is expected in the next 20 years. Demand for electricity has grown 25% since 1990. Public and government opposition and difficulty in permitting processes are restricting much needed modernization. Projected electricity utility investment needs could be as much as \$1.5 trillion by 2030.
INLAND WATERWAYS	D-	The average tow barge can carry the equivalent of 870 tractor loads. Of the 257 locks still in use on the nation's inland waterways, 30 were built in the 1800's and another 92 are more than 60 years old. The average age of all federally owned or operated locks is nearly 60 years, well past their designed life of 50 years. The cost to replace the present system of locks is estimated at more than \$125 billion.
PUBLIC PARKS & RECREATION	C-	Parks, beaches and recreational facilities contribute \$730 billion per year to the U.S. economy, support nearly 6.5 million jobs, and contribute to cleaner air and water and higher property values. Despite record spending on parks at the state and local level, the acreage of parkland per resident in urban areas is declining. While significant investments are being made in the National Park Service for its 2016 centennial, the agency's facilities still face a \$7 billion maintenance backlog.
RAIL	C-	A freight train is three times as fuel efficient as a truck and traveling via passenger rail uses 20% less energy per mile than traveling by car. However, growth and changes in demand patterns create bottlenecks which are already constraining traffic in critical areas. Freight and passenger rail generally share the same network, and significant potential increase in passenger rail demand will add to the freight railroad capacity challenges. More than \$200 billion is needed through 2035 to accommodate anticipated growth.

America's Infrastructure G.P.A. = D

Total Investment Needs = \$2.2 Trillion

- A = Exceptional
- B = Good
- C = Mediocre
- D = Poor
- F = Failing

(Estimated 5 Year need) Each category was evaluated on the basis of condition and performance, capacity vs. need, and funding vs. need.

STUDENT OUTREACH

Basswood Bridge Competition

Section, Branch: Tennessee Section, Nashville Branch

Branch Size: Medium

Project contact: Nitaya Chayangkura

Contact phone number: (615) 770-8237

Contact e-mail address: Nitaya_chayangkura@gspnet.com

General project description: High school students in the region competed to design and build basswood model bridges for highest efficiency

The process – what you did, when and how: Gathered a group of interested volunteers for an initial meeting late fall; determined a set date and location for the competition day (to coincide with E-week, location coordinated with Adventure Science Center); met regularly (about once a month) with volunteers and Adventure Science Center to go over rules, volunteer duties, competition timeline and flow of events.

Those in charge – committee, task committee, etc.: Bridge Competition Chair – responsible for coordination of tasks and communication with all involved; volunteers responsible for set-up, determining as a group prizes and protocol, all involved with process on competition day

Time frame – when started, when completed: Planning stages began in November/December with initial meeting with volunteers; regular meetings with volunteers once per month until competition day; competition date coincided with E-week in February

The parts that worked really well: Regular meetings with volunteers, the full cooperation of Adventure Science Center (ASC provided many things that were necessary for the success of the event: location, space, equipment, publicity)

The parts that did not work well: Too many volunteers with too few tasks on competition day led to unnecessary roles and some confusion about procedures; timing of events on competition day and flow could have been more streamlined for better efficiency

The administration that was important: Adventure Science Center Director of Marketing, Virginia Crowe; CTE Coordinator for Nashville Metro Public Schools, Kelly Henderson

The follow-up that was important: Feedback from volunteers and teachers provided insight into what areas could be improved upon for the following year

What you should ALWAYS do with this project: Always make sure that everyone involved, including students, teachers, and volunteers, are very familiar with all rules and procedures. Be clear and up front with rules and grounds for disqualification so that everyone understands what is involved with the competition.

What you should NEVER do with this project: Do NOT try to accommodate everyone by being flexible on the procedures – inconsistency will confuse those involved and lead to different interpretations of rules and methods.



The outcome: Overall, the more thorough coordination and communication was with volunteers, teachers, and sponsors, the better the result and understanding. Students that participated were able to learn about the process of designing and modeling a structure with a given set of parameters and materials. Feedback from most teachers and students was positive, indicating the desire to see another competition the following year.

Additional comments: Students seemed to be more excited by the prospect of receiving a trophy to take home rather than a cash prize.

STUDENT OUTREACH

Student Ski Day

Section: Vermont Section

Section Size: Small

Project contact: Amanda Hanaway-Corrente, President

Contact phone number: (802) 864-0223

Contact e-mail address: amanda.hanawaycorrente@stantec.com

General project description: We organized a Student Ski Day event for the three Student ASCE Chapters in Vermont where the ski passes were provided at a reduced cost and a lunch presentation was provided. The lunch presentation was given by an associate at a local engineering firm, Greg Edwards of Stantec, about the non-technical skills necessary for engineering and management.

The process – what you did, when and how: We applied for a grant through ASCE by focusing the presentation on a couple of their strategies – The Leader Involvement Strategy and the Competency Strategy. We organized a group rate with a local ski area, Sugarbush. We contacted Greg Edwards about making the presentation. We reserved a room at Sugarbush for the lunch presentation and organized the lunch to be catered with pizza provided by Sugarbush. We knew that the only way to get a good turnout with the students was to provide the ski day at a very minimal cost (\$12). We contacted the Student Chapter Board of Directors and Supervisors and asked them to promote the event and let us know how many people will be attending from their prospective schools.

Those in charge – committee, task committee, etc.: It took the effort of the Section President, President-Elect, and the UVM, Norwich, and VTC Student Practitioner Advisors.

Time frame – when started, when completed: We started organizing in December of 2007 and held the ski day in February of 2008.

The parts that worked really well: We had a great turn-out and the students found the presentation very informative. More importantly, having a room all to ourselves all day allowed for the students from the various schools to come and go as they please and leave all their stuff in the same room. Students of different schools met each other and hung out and bonded over the experience.

The parts that did not work well: The only issue was with RSVPs. We needed a good head count to give to Sugarbush because we had to buy the tickets all together to get the group rate and to order food for lunch. In all of my experiences with students, they are completely unreliable. We had a ton of last minute additions and cancellations and no-shows.

The administration that was important: The essential administration was the Student Practitioner Advisors who kept open the lines of communication between the event organizers and the participants at all steps along the way. Also, the administrative work that went into applying for the grants was essential.

The follow-up that was important: Talking with the students about active participation in the society after graduation occurred during the event as well. We followed up with the students who showed interest and now two of them hold active positions with our section (webmaster and newsletter editor)

What you should ALWAYS do with this project: Take pictures and talk to the students about what more they can do for the society. The pictures help to get funding for future years.

What you should NEVER do with this project: Get knee surgery a month beforehand and have to sit in the lodge all day (my personal experience).

The outcome: VERY, VERY successful. We used all the grant money and had about 50 students come out for the event.

Would you do it again? We are currently drafting up a letter to send to the engineering companies in Vermont asking if they would like to sponsor the event and provide promotional material to be handed out and/or present to the students during lunch.

Additional comments: Photos attached.





STUDENT OUTREACH

Student Transportation to Engineering Exposition

Section, Branch: Wisconsin Section, Northwest Branch

Branch Size: Small

Project contact: Matthew Rynish

Contact phone number: (715) 579-2694

Contact e-mail address: rynishm@ayresassociates.com

General project description: Provided a Branch Donation and helped raise money necessary to fund a bus to take middle school students to the Engineering Expo at UW-Madison.

The process – what you did, when and how: The Northwest Branch donated \$250 and raised another \$250 through Northwest Branch Members to provide a bus to take middle school students to the Engineering Expo at UW-Madison.

Those in charge – committee, task committee, etc.: 2008-2009 Northwest Branch Board Members

Time frame – when started, when completed: Started Feb 5th, 2009 and Ended April 24th, 2009

The parts that worked really well: Branch members were very responsive to a hand written letter.

The administration that was important: One of the Branch Members that was in charge of getting the buses for the school district helped organize the project.

The follow-up that was important: Provided feedback from the students in the next newsletter including photos from the Engineering Expo.

What you should ALWAYS do with this project: Proper thank you to anyone involved.

The outcome: All of the money was raised to provide a bus for the middle school students.

Additional comments: Photos attached.





STUDENT OUTREACH

High School Student Scholarship

Branch: Montana Section, Eastern Branch

Branch Size: Small

Project contact: Pat White

Contact phone number: 406-896-6253

Contact e-mail address: patw@ctagroup.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Scholarship Program

General project description: Then Billings Engineers Club (BEC) scholarship program provides higher education scholarships. This scholarship is reserved for graduating seniors intending to study a discipline of engineering, engineering technology or related field at an accredited college or university. The amount awarded will depend on availability of funds and will be paid to the student upon verification of enrollment; however, previous scholarships have generally been \$1,000 each. Between 2002 and 2010 BEC has awarded an astounding \$52,000 in higher education scholarships!

The process – what you did, when and how: A scholarship application was prepared by a joint committee of a variety of Engineering disciplines. The application is attached. The key was to evaluate the whole individual. IE; activities, work, community service, letters of recommendation and lastly GPA and SAT/ ACT scores.

Those in charge – committee, task committee, etc.: The committee chair organizes the effort. The scholarship committee is comprised of 4 to 6 individuals whose job is to evaluate scholarship applications and host a student at the Banquet. The scholarships (certificates) are awarded at our Annual Banquet. Here the committee grows so that each scholarship recipient has a dedicated host for the evening at the banquet. The host contacts the student prior to the Banquet, meets them at the door and sits with them. Here the host can make the student and parents feel welcome.

Fundraising is a major part of this program. During the 2 months leading up to the banquet, the door prize and scholarship fundraising committee solicits door prizes and scholarship donations. This committee is comprised of 3 individuals who generally call from a historic list which contains what the company or individual has donated in past years. Donors are from our industry however we do branch out to others as well.

During August Under a full moon on a Friday night we also have a 9 hole golf tournament at a local Par 3 golf course. The tournament is a scramble format. At 7:00 PM we have a BBQ hosted this year by Famous Dave's. Each player is given a bucket of balls for Practice. Then as evening approaches directions are given. And Tee time is about 9:30 PM, This tournament is played at night with glow in the dark; golf balls, tee markers, hazard markers, green markers, pin markers and golfer markers. Think lots of Glow sticks, necklaces etc.

A sign-up sheet is attached. Because this scholarship program has been successful, The BEC has spent a year going through the process and is now a 501 C3 organization.

Time frame – when started, when completed: The timeline for the program is lengthy, yet takes a minimal amount of work spread over time. The time line is shown here and attached as a doc.

The parts that did not work well: Students often don't complete out the scholarship remittance paper work properly and need to be reminded how to complete the form entirely

This is something off the wall that we did: Glow in The Dark Golf Tournament.

The administration that was important: Getting the application to School on Time

The follow-up that was important: Sending Post card to schools 2 weeks before application are due

What you should ALWAYS do with this project: Thank your donors and volunteer committee members

What you should NEVER do with this project: Let it die

The outcome: A financial boost to students, with very appreciated parents. The committee and the entire BEC always feel great about helping students financially. At the Banquet we get to give them a glimpse of the future with a warm introduction and words of encouragement as they enter a new world.

Would you do it again? Every year

Additional comments (Include attachments and photos that would be beneficial): The entire program of documents is attached.



November 29th 2010



To: High School Counselors, Administrators, and Faculty

Re: Billings Engineers Club Scholarship

Billings Engineers Club (BEC) is pleased to announce that a higher education scholarship will once again be awarded to students in south-central Montana. This scholarship is reserved for graduating seniors intending to study a discipline of engineering, engineering technology or related field at an accredited college or university. The amount awarded will depend on availability of funds and will be paid to the student upon verification of enrollment; however, previous scholarships have generally been \$1,000 each. Between 2002 and 2010 BEC has awarded an astounding \$52,000 in higher education scholarships!

Please forward this notification and attached application form to graduating seniors meeting the eligibility requirements listed on the application. An electronic version of the application may be found on our website (www.billingsengineersclub.org/awards.html). Application packages will only be accepted in hard copy. E-mailed applications will not be considered. Please do not bind the application elaborately. Each application must dis-assembled, copied, re-assembled and distributed to the scholarship committee members for review. Your attention to this detail will be noted and appreciated. Applications are to be postmarked no later than January 21, 2011.

As in the past, recipients will be duly recognized at the Billings Engineers Club Annual Awards Banquet to be held March 4th, 2011. Successful applicants will be notified in early February and details regarding the BEC Banquet will be passed along. Recipients, along with two guests, will be cordially invited to attend the banquet and three complimentary tickets will be reserved for them, with additional tickets available for purchase. A written notice will be sent after the banquet containing information regarding the transfer of scholarship funds.

Typically scholarships have been awarded to one in every four applicants, so needless to say the chances for a \$1,000 scholarship are quite favorable! Please feel free to address questions to me via email at patw@ctagroup.com or by calling 406-896-6253.

BEC has been very pleased with the positive response and number of applicants in recent years. As usual, scholarship committee members were extremely impressed with the high



caliber students that applied in 2010. We eagerly await the opportunity to contribute to another group of well-deserving students' higher education again in 2011.

Sincerely,

Patrick J. White, P.E.

BEC Scholarship Committee Chair



BILLINGS ENGINEERS CLUB

SCHOLARSHIP APPLICATION INSTRUCTIONS

Billings Engineers Club (BEC) is a non-profit group whose members represent a conglomeration of engineering organizations brought together to share experiences, recognize engineering excellence, and support one another. BEC strives for contributing to the betterment of our communities through service and financial causes.

BEC membership is comprised of professionals from Billings, Montana and the surrounding area. Accordingly, the goal of our scholarship program is to support students in south-central Montana enrolled in an engineering or engineering-related program at an accredited institution. Scholarship amounts vary each year and are based upon annual fundraising efforts.

The attached scholarship application was prepared by a joint committee whose members represent the American Society of Civil Engineers (ASCE), Institute of Electrical and Electronics Engineers (IEEE), Institute of Transportation Engineers (ITE), and the Montana Section of the National Society of Professional Engineers (NSPE), along with other engineering-related professional organizations.

ELIGIBILITY REQUIREMENTS

To be eligible for this scholarship, an applicant must:

- Attend an engineering program at a college or university that has been accredited by the Engineering Accreditation Commission of the Accreditation Board for Engineering and Technology (ABET-EAC). A recipient may be disqualified if the program is not ABET-EAC accredited.
- Submit a properly completed application postmarked no later than January 22, 2010.
- Be a high school senior and citizen of the United States at the time of application, while attending high school in one of the following south-central Montana schools:



Absarokee	Fromberg	Park City
Belfry	Hardin	Pryor
Billings Central	Harlowton	Red Lodge
Billings Senior	Huntley Project	Roberts
Billings Skyview	Hysham	Rosebud
Billings West	Joliet	Roundup
Bridger	Laurel	Ryegate
Broadview	Lavina	Shepherd
Columbus	Lodge Grass	
Custer	Melstone	

Note: If you feel that your school or another school should be added to this list, please contact us by emailing scholarships@billingsengineersclub.org.

GOOD LUCK!

BILLINGS ENGINEERS CLUB SCHOLARSHIP APPLICATION FORM

Please send a properly completed form to the following address postmarked no later than January 22, 2010.

BEC Scholarship Committee

Attn: Pat White, PE

PO Box 1439

13 North 23rd Street

Billings, MT 59103

PERSONAL INFORMATION		
Last Name	First Name, Middle Initial	Date of Birth
Street Address		Citizenship
City	State	Zip
Name(s) of Parents or Guardians	Telephone Number	E-Mail Address

ACADEMIC INFORMATION			
High School		Telephone Number	
City	State	Zip	
Cumulative Grade Point Average	Grading Scale (Ex. 4.0)	Class Ranking	Class Size
SAT Math	SAT Verbal	Number of Times Taken	
ACT Math	ACT English	ACT Composite	Number of Times Taken



UNIVERSITY / COLLEGE INFORMATION

List the major you plan to pursue

Universities or Colleges Applied To	Date Applied

[Proceed to Next Page](#)

ADDITIONAL REQUIRED APPLICATION INFORMATION

Please read all instructions carefully. Using separate single-sided sheets of 8 ½ x 11-inch paper include the following information to support your application. Please type and assemble your information in the order listed below. Items 2 and 3 may be included on the same sheet, if necessary. Please do not use staples with your application.

Evaluation Criteria (100 pts. Total)

Letters of Recommendation	20 pts.
Grade Point Average	10 pts.
SAT/ACT Scores	10 pts.

1. Two (2) Letters of Recommendation

- One (1) letter of recommendation from a teacher.
- One (1) letter of recommendation from another member of your community other than a teacher or relative.

2. Educational Record, Activities, and Honors (Limited to Five (5) Total Pages)

- Include an official copy of your high school transcript with this application. Be sure that SAT and/or ACT scores are included on the transcript along with the number of times taken, or include a photocopy of the official test result reports. Have your guidance counselor include a school profile of the current curriculum and grading system, only if a standard 4.0 scale is not used. Clearly indicate all courses that are "Honors" or "Advanced Placement" programs. Be sure all transcripts are legible. (NOTE: Updated SAT or ACT scores will NOT be accepted after the application deadline. Processing of application begins immediately upon receipt.)
- List school related extracurricular activities in which you have participated during high school and dates of participation. Include positions held and note significant contributions and/or achievements.
- List non-school related activities in which you have participated during high school and dates of participation. Include positions held and note significant contributions and/or achievements.
- List academic honors, civic honors, awards, or scholarships you have received. Please provide a description of what you did to earn recognition.

3. Employment Record (Limited to One (1) Page)

- List all jobs you have held. Include the names of the employer, dates of employment, and a description of the type of work you performed, including hours worked and noting any supervisory positions held.

4. Essay (500 Words Maximum)

- On separate pages, discuss in 500 words or less your interest in engineering, your proposed major area of study or specialization, and the occupation you propose to pursue after graduation. This essay should include information that is relevant to your career plans, including any long-term goals and your plan to achieve them. Essay should be on plain bond paper, typed, and double-spaced. Include your name and major field of engineering at the top of the page.

APPLICANT'S CERTIFICATION / PERMISSION TO RELEASE INFORMATION

(Applications without authorized signatures will be disqualified.)

I hereby certify that all information submitted on this application is true and accurate to the best of my knowledge, in accordance with eligibility requirements listed in the instructions on Page 1. By submitting this application, I authorize my high school principal or counselor to make available to the BEC information concerning my academic records.

Signature _____

Date _____

PRINCIPAL OR COUNSELOR CERTIFICATION

To the best of my knowledge and belief, I hereby verify that the academic information and summary of school activities in this application are correct, and the applicant meets eligibility requirements outlined in the instructions on Page 1. (Information below may be written.)

Signature

Date

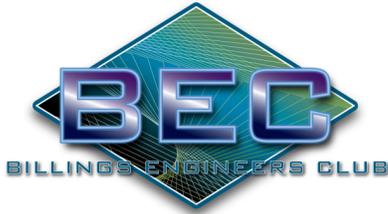
Printed Name

Title

High School Name

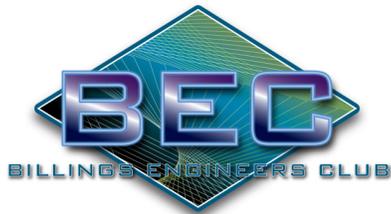
Telephone

Submit the assembled application to your guidance counselor who will in turn forward the application to the Billings Engineers Club Scholarship Committee for evaluation. Both the applicant and counselor will be notified of the applicant's award of a scholarship. The Billings Engineers Club maintains the exclusive right to award one (1) or more scholarships for any given school year. The completion and submittal of a completed application does not obligate the Billings Engineers Club to award a scholarship to any applicant.



This is a gentle reminder that submitting BEC Scholarship Applications must be post marked by January 21st, 2011. Please refer to the information sent to you in December.

<http://www.billingsengineersclub.org>



This is a gentle reminder that submitting BEC Scholarship Applications must be post marked by January 21st, 2011. Please refer to the information sent to you in December.

<http://www.billingsengineersclub.org>

[Name]

[Address Line 1]

[Address Line 2]

RE: 20XX Billings Engineers Club Scholarship

Dear [Name],

Congratulations! You have been selected as a 20XX Billings Engineers Club Scholarship recipient, an award well deserved. You were chosen not only because of your past accomplishments, but also because of your potential contributions to our engineering community and society as a whole.

You are cordially invited to the 3rd floor ballroom of the Billings Crowne Plaza for our 4Xth Annual Billings Engineers Club Awards Banquet on Friday, March 4th, 2011. The social hour begins at 6:00 PM followed by dinner and awards ceremony at 7:00 PM, during which you will be presented a \$1,000 scholarship certificate. Three complimentary tickets will be reserved for you and may be picked up at the door; however, you are welcome to invite additional guests for \$40.00 per person. Dinner selections are New York Steak or baked Salmon. A Vegetarian meal is also available by request. Attire ranges from business casual to semi-formal. Whether or not you are able to attend the banquet, please RSVP by Friday, February 25th by calling me at 406-896-6253 (daytime) or 406-697-4332 (evening). We look forward to meeting you there!

Finally, if you plan to attend the banquet, expect a phone call during the week of February 28th from your BEC scholarship host who will accompany you during the Banquet.

Enclosed you will find a remittance form, which is required to verify your scholarship eligibility. *In order to receive your scholarship, please attach a fall semester course schedule issued to you with your name printed by your college or university and return it with the completed form by September 1, 2010.* The award check will be sent directly to you after we receive the remittance form. Checks are mailed in the third week of September. Should you have any questions in the interim, feel free to reach me by calling or emailing patw@ctagroup.com.

Again, congratulations on your outstanding achievements and good luck as you near completion of your high school career. Please keep in touch, as we would appreciate hearing from you. On behalf of the Billings Engineers Club, I wish you the best in all future endeavors.

Sincerely,

Insert Name Here

Scholarship Committee Chair

Enclosure—Remittance Form

cc: [Name], Counselor

(Name), Host

Billings Engineers Club (BEC) Scholarship Time Line (Approximate dates)

Determine Banquet date with BEC Leadership (Recent years, first Friday in March)

November

- Modify application cover letter and application.
- Mail applications Monday after Thanksgiving. (Invoice to BEC)

December

- Solicit Scholarship committee at December meeting.
- Solicit Scholarship student hosts at December meeting.
- Verify BEC scholarship funds with treasurer.

January

- Modify ranking spreadsheet with committee names.
- Mail reminder postcard to Schools (Approx Jan 10th) (Invoice to BEC)
- Receive scholarship applications. Last week in January. (Approx Jan 21st)
- Scan each application as it arrives.
- E-mail scanned applications with ranking spreadsheet to committee (Approx Jan 26th)

February

- Review and rank applications.
- Committee reviews due (Approx Feb 10th)
- Meet with Committee for lunch to Finalize Rankings (Approx Feb 12th) (Invoice to BEC)
- Re-verify BEC scholarship funds with treasurer.
- Re-verify and get commitment for Scholarship hosts (Best to get Committee members to host one student)
- Mail award letters to recipients (Approx Feb 14th)
- Provide student data to person making Banquet Power Point.
- Provide student names committee names and host names to Banquet Program Chair
- Receive Student RSVP's by (Approx Feb 25th)

March

- Scholarship Hosts to call Students (March 1st)
 - Mention casual dress. (No jeans or tee shirts)
 - Host will meet and sit with student and family
 - Make them feel welcome.
- Print Scholarship Certificates. (Scholarship chair and BEC President sign the Certificate) (Mail to those not attending Banquet)
- Present certificates at Banquet.
 - Introduce students, List their high school, Accomplishments
 - Have them come to the front of the room.
 - Have someone BEC President or Committee member assist and present certificates to students.

- 
- Photograph students with Certificates. (Photos to BEC Web Site)
 - Remind Students, the checks are written 2nd or 3rd week in September after they have started school.

April, May

- Field calls from high Schools and attend their Scholarship awards presentations (If possible)
(Ask other committee members if they would as well)
 - Present Students with Copy or School provided certificate.

August / September

- Receive remittance form from Students.
 - Make sure student names is printed on Schedule.
 - Verify Student Meets Criteria to receive Scholarship.
 - Request BEC Treasurer to mail Check to Student.

Free Time

- October, June, July, August

2011 BEC Scholarship Remittance Form

Please return this form by September 1, 2011 along with a copy of your course schedule to:

CTA Architects Engineers

Attn: Pat White

13 N. 23rd Street

Billings, MT 59101

Name: _____

Last

First

Middle

Address: _____

Street or Number

City

State

Zip

College or University Attending:

Name

Location

Major Field of Study: _____

(Note: An attached copy of your fall semester course schedule issued to you with your name on it as issued by the college or university is required.)

If award is to be sent to an address different from the one shown (above), please indicate preferred mailing address below.

Permanent Address:

Street or Number

City

State

Zip

By signing this remittance form I declare that I am enrolled in the classes listed on the attached course schedule and studying a discipline of engineering, engineering technology, or related field. I further understand that this form shall be remitted on or before September 1, 2010 to receive this scholarship. Failure to fulfill these requirements may result in forfeiture of this scholarship.

Signature

Date

American Society of Civil Engineers



9th Annual BEC Scholarship Fundraiser

GOLF SCRAMBLE



WHEN: Friday, August 12, 2011-Under A Full Moon
START TIME: 7:00 PM Famous Dave's BBQ & Check-In – 9:00 PM Shotgun Start
FORMAT: Nite®LiteGolf – 4 Person Scramble
WHERE: PAR-3 Exchange City Golf Course
ENTRY FEE: \$75 Per Person (Includes green fees, glowing golf balls, player markers, range balls and BBQ)
CAUSE: Fundraiser for the Billings Engineers Club scholarships awarded to area graduating high school students entering an engineering-related program

***TOURNAMENT IS LIMITED TO 18 TEAMS. THE FIRST 18 PAID TEAMS WILL BE GUARANTEED A SPOT.**

Player(s): Sign up as a single, pair (spouses welcome!) or as a team. For those of you without four players, we can help you fill the remaining openings in your group.

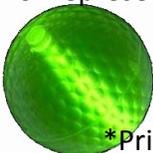
Team Name: _____

Player 1: _____
 Player 2: _____
 Player 3: _____
 Player 4: _____

Don't Forget Your Flashlight!

Mulligans will be available for \$10 with a maximum of two per person. The winning team will receive \$500 and second place will receive \$300. Flag Prizes will also be available to win!

Sponsorship: Sponsor a hole and have your company name displayed for \$250 (BBQ included for representative), or donate cash or prizes to the tournament.



Yes, we will sponsor a hole (\$250) \$ _____
 Yes, we will donate cash or prizes* \$ _____
Total Sponsorship: \$ _____

Contact: _____
 Phone: _____

*Prize Description: _____

Payment: Please make checks payable to **Billings Engineers Club**. Refunds for this tournament cannot be guaranteed after August 05, 2011, except in the case of inclement weather. BBQ is included with the entry fee, but will also be available for spectators & family.

Before August 05, 2011 _____ players @ \$75 \$ _____
 After August 05, 2011 _____ players @ \$85 \$ _____
 Extra BBQ ticket _____ @ \$10 (Adult) \$ _____
 _____ @ \$5 (Child) \$ _____
Total Amount Enclosed \$ _____

Mail Completed Form and Payment to:
Billings Engineers Club
 c/o Bryce Bennett
 3521 Gabel Rd
 Billings, MT 59102
 Questions?
 Contact Bryce Bennett @ 406.259.9933
 or bryce.bennett@eciblgs.com

STUDENT OUTREACH

High School Student Scholarship

Section: New Hampshire Section

Section Size: Medium

Project contact: Fred L. Douglas, P.E.

Contact phone number: (603)218-5445

Contact e-mail address: fdouglas@louisberger.com

General project description: High School Scholarship for graduating seniors attending an engineering college, UNH Scholarship (Russell S. Stearns Memorial Scholarship) for UNH underclassmen

The process – what you did, when and how: Advertise HS scholarship to all of the NH Public and Private High Schools by email in the month of January or sooner. Advertise the UNH/Russell S. Stearns Scholarship to the ASCE student Chapter advisor in January.

Those in charge – committee, task committee, etc.: Fred Douglas, Education Committee Chair

Time frame – when started, when completed: January or sooner

The parts that worked really well: Help from NH Section of NSPE to get the email addresses. Seeing future college students receive the scholarship at our Annual Meeting.

The parts that did not work well: It was difficult getting the address of the high schools and getting the students to respond. We seem to have worked this out but we need more responses from the high schools.

This is something off the wall that we did: Just coming up with the idea of a high school scholarship and budgeting the money to support this program.

The administration that was important: Education Committee in concert with the Board of Directors.

The follow-up that was important: Contacting all of the participants whether they are to receive a scholarship or not.

What you should ALWAYS do with this project: Have all of the applications ready and up to date with email addresses by January of each year.

What you should NEVER do with this project: Do not be late. You will not get good applications and students who need the scholarships may never know it is available.

The outcome: It is great to meet these talented individuals and see up to six students per year receive some needed resources.



Would you do it again? Yes, if time permits.

Additional comments: I would like to have up to two assistants to help with the mailings and judging the applications.



STUDENT OUTREACH

LIFE MEMBER SCHOLARSHIP

Date: 3/23/12

Section/Branch: Arizona Section/Phoenix Branch **Branch Size:** Large

Project contact: Jason Mikkelsen

Contact phone number: 602.522.7700

Contact e-mail address: jason.mikkelsen@hdrinc.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Student Outreach

General project description: Life Member Scholarships

The process – what you did, when and how:

Similar to many branches, each Phoenix Branch member who reaches Life Member status in a given year is recognized and provided an ASCE certificate for their participation in the Society. However, these Life Members are also invited to a luncheon and asked if they would like to make a donation of \$200 to provide a scholarship in their honor to a local member of the ASU Student Chapter. For each Life Member that contributes, the Phoenix Branch provides a matching amount of \$200, for a total scholarship of \$400 per contributing Life Member. The number of contributing life members determines the number of scholarships available to students. The program is funded by the excess revenue from monthly Branch luncheons.

A simple scholarship application is sent out to the local Student Chapter at the same time that the Life Members are notified of their Society status. The application is not academic-related and simply requires a short written essay describing the applicant's past, present, and future as related to civil engineering with questions such as "What inspired you to study civil engineering", "Why do you want to be a civil engineer", and "Where do you see yourself in the future". The applications are ranked independently by each Branch Board Member, and the top applicants (based on the number of scholarships available) are notified of their selection.

The selected students must attend the Life Member luncheon and are seated with the Life Member in whose honor they are receiving a scholarship, where they have an opportunity to learn about each other. During the luncheon, each Life Member is honored and presented their Society certificate, and then has the opportunity to present the student selected for the scholarship in their name with a certificate and a check. The students and Life Members are provided with contact information for each other and are encouraged to stay in touch.

Those in charge – committee, task committee, etc.: President and President-Elect



Time frame – when started, when completed: Started in 2005 by former Board Members. Provided annually, February – April. Ongoing.

The parts that worked really well: Participation and matching contributions by Life Members has been outstanding.

The parts that did not work well:

- Sometimes students have to be encouraged multiple times to apply for the scholarships.
- The Branch budget for upcoming years will have to account for a large anticipated increase in the number of Life Members, or limit the number of scholarships available.

This is something off the wall that we did: N/A

The administration that was important: Obtaining the list of Life Members and certificates from ASCE Headquarters early, and correlating the list with the local database.

The follow-up that was important: Contacting each Life Member to determine their attendance and participation. Contacting student practitioner advisors and faculty advisors to make sure that the scholarship application is adequately distributed.

What you should ALWAYS do with this project: Thank the Life Members profusely.

What you should NEVER do with this project: Take it lightly.

The outcome: Thousands of dollars awarded to students each year and a great way to honor the past and future of ASCE Members.

Would you do it again? Yes, annually.

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Jason Mikkelsen

Address: HDR Engineering, Inc., 3200 E Camelback Rd, Suite 350, Phoenix, AZ 85018

Phone Number: 602.522.7700

Email Address: jason.mikkelsen@hdrinc.com

Additional comments (Include attachments and photos that would be beneficial):



STUDENT OUTREACH

STUDENT GALA

Date: April 27, 2012

Section/Branch: Maine Section

Section Size: Medium

Project contact: Will Haskell, PE, M.ASCE

Contact phone number: 207-657-6910 or 207-318-7052

Contact e-mail address: whaskell@gorrillpalmer.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): Student Outreach

General project description: Planning a successful “Annual Student Gala: Bridge to the Profession” event

The process – what you did, when and how: Earlier versions of this event began back in 2004. The current format, which is still evolving, was started in April 2011. This event focuses on the graduating seniors at the University of Maine Civil Engineering Program. Senior civil engineering students have a class called the senior capstone project where the break into teams to complete a real engineering project. At the Gala event, the student teams present their project to a panel of judges made up of representatives from local engineering firms. There are cash prizes for the top three teams and the winning team gets their name engraved on the Gala-Cup. The presentations are followed by catered meal where the students get to network with Maine Section members and representatives from local engineering firms.

Those in charge – committee, task committee, etc.: Student Advisor/Practitioner, Student Chapter and Board Members

Time frame – when started, when completed: This is an annual event scheduled in April. Planning for the event begins in August of the prior year.

The parts that worked really well: 1. Providing cash prizes to the top three student teams and raffle prizes provided by local engineering firms; 2. Designating a master of ceremonies to keep the event rolling and on schedule; 2. Inviting the student’s parents to the event so they can participate in their student’s accomplishments.

The parts that did not work well: Scheduling the event during Maine high school vacation week, which created a conflict with several Maine Section Board members. Unfortunately, this may not be avoidable because of timing relative to final exams and the end of the semester.

This is something off the wall that we did: 1. Purchased a large trophy cup that will be engraved each year with the winning team’s name and displayed in the Civil Engineering Department awards case; 2. Hand out bundles of cash to the winning teams.



The administration that was important: 1. Scheduling the venue as early as possible; 2. Sending out invitations to the student's parents; 3. Coordinating with National to get the President or President-Elect to come to the event.

The follow-up that was important: Always coordinate and follow up regularly with the Civil Engineering Department at the college/university when setting the date for the event and planning the agenda so there are no conflicts with critical exams, or other important school functions.

What you should ALWAYS do with this project: 1. Involve the Civil Engineering Department staff in the event; 2. Coordinate the event with a visit from the ASCE President or President-Elect.

What you should NEVER do with this project: Begin planning it two months in advance.

The outcome: Provides a great way to celebrate the student's hard work and accomplishments while reiterating the benefits of continuing their involvement with ASCE.

Would you do it again? Yes

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Will Haskell, PE, M.ASCE

Address: 15 Shaker Rd, PO Box 1237, Gray, ME 04039

Phone Number: 207-318-7052

Email Address: whaskell@gorrillpalmer.com

Additional comments (Include attachments and photos that would be beneficial):

2012 Photos

Sample letter to parents

Sample table sponsor placards



Gala Cup and Swag



Master of Ceremonies with Bundles of Prize Money



Master of Ceremonies (Past Maine Section President Walter Fagerlund) and President-Elect Greg DiLoreto



Attendees at the Gala



Winning Team

March 2, 2012

Dear Parents of 2012 Civil Engineering Graduates,

On behalf of the **Maine Section** of the **American Society of Civil Engineers**, you are cordially invited to attend this year's **Senior Gala: "Bridge to the Profession"** on Thursday, April 19, 2012, from 3 pm to 9 pm.

The Senior Gala, organized by the Maine Section of the American Society of Civil Engineers (ASCE) is a must-see event, and highlights the student achievements as part of their Senior Capstone Project. This is our second Annual Senior Gala event devoted to celebrating the students and their achievements. In the past the student capstone projects were incorporated into the social hour during our regular Maine Section meeting, however this Gala format allows the students more time to shine for the entire night.

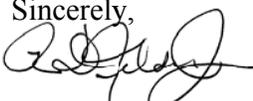
The Senior Capstone Project is a year-long assignment that represents a culmination of studies in civil engineering at the University of Maine. The Project is a required course that involves teams of students working on a specific "real life" civil engineering project, from concept to design completion. The Project requires many of the engineering and professional skills acquired over their education and is intended to represent a work scope that the student might face in their professional careers. The students will be scored by a panel of judges based on their project poster and presentation, involving a question and answer session from the judges and guests. The results of the scoring are presented at the end of the meeting accompanied by monetary awards and the award of the coveted Gala Cup. The event will also be attended by professional engineers from the Maine Section ASCE, and will be a great opportunity for students to network and discuss the real world experiences associated with our profession.

The event will take place at Wells Commons, on the University of Maine campus, and will include a buffet dinner, for the price of \$25 per plate, which is intended to just cover the cost of the event. Checks can be made payable to the Maine Section ASCE. RSVPs are requested by April 12th and can be sent by mail or e-mail to the address below:

Katrina Martin, U-Maine ASCE Student Chapter President
5711 Boardman Hall
Orono, ME 04469
katrina.r.martin@maine.edu

Please join us for the celebration of the great achievements by all the seniors in Civil Engineering this year at the University of Maine. This is a favorite event!

Sincerely,



Ralph D. Nelson, P.E., M.ASCE, President,
Maine Section American Society of Civil Engineers



This table generously
sponsored by:



Represented by: (Your company's representative)



STUDENT OUTREACH

DINNER SEMINAR

Date: Monday November 7th 2011

Section/Branch: East Branch from Central Illinois Section

Branch Size: Small Branch

Project contact: Giselle Rodriguez

Contact phone number: 217-373-3434

Contact e-mail address: socialchair@eb.centralillinoisasce.org

General project category (e.g. Public Outreach, Legislative, Website, etc.): Student Education

General project description: The east branch held a dinner seminar on Professional Etiquette. The seminar was conducted by the University of Illinois Career Services Center. Both students and professionals were invited and had an opportunity to network and partake in the presentation.

The process – what you did, when and how: Our secretary Matt Moffitt contacted the University of Illinois Career Services and coordinated the venue.

Those in charge – committee, task committee, etc.: The board members, Matt Moffitt and Giselle Rodriguez organized the event.

Time frame – when started, when completed: The evening started with a social hour at 5:30pm, followed by dinner at 6:30pm. The seminar started at 7:30pm. The event itself finished at about 9pm.

The parts that worked really well: The interaction between students and professionals. The seminar was a great opportunity for students to network with professionals. By the end of the presentation the professionals offered advice to the students with real examples from past experiences.

The parts that did not work well: Almost everything worked well. We just had an inconvenience with space because the room was smaller than expected. For future events at this venue we will request the larger room.

This is something off the wall that we did: At the end of the presentation an improvised dialog between professional and students was started. Professionals shared experiences with the students and offered examples from their pasts and provided advice on how to prevent common mistakes.

The administration that was important: Distribution of the invites to event and coordination of RSVPs making sure a good balance within professionals and students was present. Encouraging students to attend.

The follow-up that was important: At the Region 3 Assembly we had the opportunity of sharing our experience with other branches and sections.



What you should ALWAYS do with this project: You should always contact experts in etiquette to provide the presentation. Even the most experienced person could realized that what thought to be appropriate, in reality is not.

What you should NEVER do with this project:

The outcome: We were able to provide students with a great wealth of knowledge. This experience will hopefully be part of their formation as they prepare to become professionals.

Would you do it again? Yes. It was a very valuable experience.

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Giselle Rodriguez

Address: PO BOX 9005 Champaign IL 61826

Phone Number: 217-373-3434

Email Address: socialchair@eb.centralillinoisasce.org

Additional comments (Include attachments and photos that would be beneficial):



Professional Etiquette Presentation



Students Networking with Professionals



Dinner Being Served

ASCE Dinner Seminar

Professional Etiquette

Join the East Branch of the Central
Illinois Section of ASCE for our
Dinner Seminar on

Monday, November 7th
At Biaggi's in Champaign, IL

5:30—6:30 Social Hour
6:30—7:30 Dinner
7:30—8:30 Seminar

Professional Etiquette

We will have several students from the University of Illinois Career Services joining us to present on soft skills for engineers.

Topics to be included are:

- interviewing/recruiting
- technology etiquette
- professional dinners
- Stereotypes
- general speaking and socializing

There will also be "small talk" tips with a mini session assisting attendees to understand and practice their own style.

RATES

- Students: \$20
- Members: \$25
- Non-Members: \$30

See you there

Snapshot of Promotional Flyer sent to students and professionals

STUDENT OUTREACH

Civil Engineering Clubs

Date: June 29, 2013

Section/Branch: Hawaii Section

Section Size: Large

Project contact: Jon M. Young

Contact phone number: 808.754.2931

Contact e-mail address: outreach.ascehi@gmail.com

General project category (e.g. Public Outreach, Legislative, Website, etc.): High School Student Outreach

General project description: Organization of Civil Engineering Clubs

The process – what you did, when and how: The formation of Civil Engineering (CE) Clubs is an ASCE Society-wide initiative. ASCE provides a club guide, topic modules with several weeks' worth of activities in each module, and lots of free resources to help launch and run a successful club. See www.asce.org/CivilEngineeringClub/.

The Hawaii Section has taken that initiative one step further by forming an organization of CE Clubs. The main purpose for the organization is to share resources and better enable us to have students from different high schools meet each other at the club activities. The sharing of resources would minimize the time required by an engineer to lead a club. As a result, it would encourage more volunteers to serve as a club lead engineer.

By consolidating our resources into an organization, one lead engineer could coordinate an activity, such as a site visit, for multiple clubs. If the clubs were independent, the lead engineer for each club would need to make those arrangements.

For the pilot year, ASCE developed a bridge topic module that requires six to seven meetings to complete. For the upcoming school year, ASCE is developing a water topic module.

A Hawaii organization contest committee developed a Parking Lot Layout design contest for the recently completed school year. We will be doing the same contest for the upcoming school year. Concurrently, another contest committee will be developing a Water System design contest for the 2014-15 school year.

Those in charge – committee, task committee, etc.: The committees of our organization and the committee chairs are listed below.

- CE Club Coordinator: Jon Young, Hawaii Asphalt Paving Industry
- Lead Engineers: Jon Young and Taka Kimura, Parsons Brinkerhoff
- University of Hawaii (UH) Campus Visit: Jon Young

- Site Visits: Taka Kimura
- Career Shadowing: Taka Kimura
- Guest Speakers: All lead engineers
- Service Projects: Kapiolani Street and Leanne Sakamoto from the UH ASCE student chapter.
- Design Contest: Mark Rau, dck pacific construction, LLC
- End of Year Gathering: Jon Young

With only two clubs and a few volunteers, the leaders had to chair multiple committees. As more clubs are formed, there will be more lead engineers that can serve as committee chairs, reducing the burden of each leader. It takes many volunteers to make the organization work. A full list of the volunteers for the 2012-13 school year is attached.

Time frame – when started, when completed: A CE Club is an annual activity that is aligned with the school year calendar. The 2012-13 school year was the pilot year for the clubs across the nation.

The parts that worked really well: The students that participated in club activities on a regular basis found the club to be informative and educational about the field of civil engineering and what engineers do.

The parts that did not work well: We did not have the support of the faculty advisor at one of the two clubs (see “administration” below for the role of the faculty advisor). Without the faculty advisors active involvement, it was very difficult to get participation by the students.

This is something off the wall that we did: None.

The administration that was important: It is critical that the faculty advisor play an active role in the clubs as they see the students daily. The faculty advisor needs to encourage students to attend club meeting and participate in activities outside of school such as site visits. The faculty advisor also needs to ensure that the students are working on their design project between meetings. Faculty advisors also provide valuable insight into the schools culture and guidelines.

The follow-up that was important: This year Jon Young served as the lead engineer for the two clubs. For the next school year, four others have committed to become lead engineers. With the projected increase of volunteers, it will be critical for the lead engineers to coordinate with each other and be responsive. For the next school year, we are experimenting with a Facebook group to serve as a coordination platform for the lead engineers. A LinkedIn group is also being considered.

What you should ALWAYS do with this project: It all starts by obtaining the commitment of a lead engineer. Once a person has committed to be a lead engineer, a school is selected. Generally, the school selected is either in close proximity to the lead engineer’s work place or the lead engineer’s Alma Mater.

In addition, it is important to register your club with ASCE to take advantage of the resources available. Contact outreach@asce.org for details.

What you should NEVER do with this project: A club should never get started without a lead engineer. Successful clubs have a lead engineer, a committed faculty advisor and strong volunteer support.

The outcome: For the pilot year, the organization of CE Clubs was a success. Our organizational plan was presented in an ASCE national webinar as a case study for starting clubs and may someday be used as a model for other states.

Would you do it again? This past school year was the inaugural year of the organization of CE Clubs in Hawaii. We started the year with three clubs and ended with two clubs. For the next school year (2013-14), we have four schools committed with possibly two others. We plan to continue our program for the years to come and anticipate the number of clubs to increase each year.

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name: Jon M. Young, PE, LEED AP

Address: 1287 Kalani Street, Suite 202, Honolulu, HI 96817

Phone Number: 808.754.2931

Email Address: outreach.ascehi@gmail.com

Additional comments (Include attachments and photos that would be beneficial):

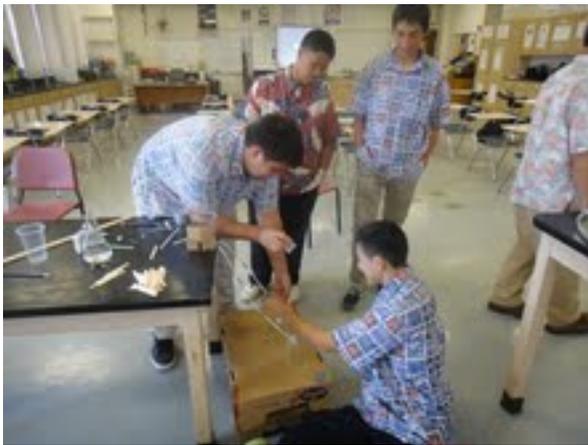
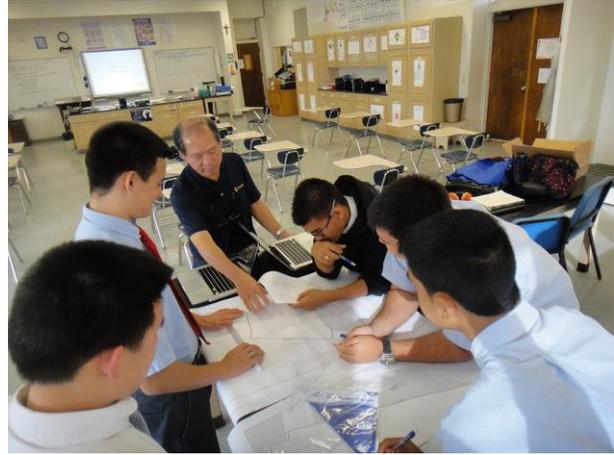
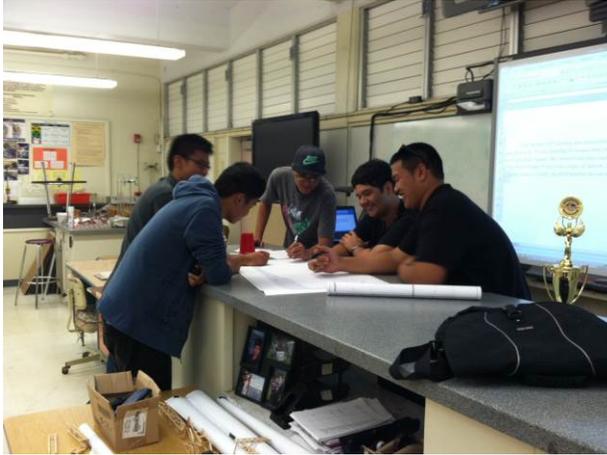
Attachments:

- Overall Program for the CE Clubs in Hawaii
- List of Volunteers for the 2012-13 School Year
- Career Shadowing Day Guidelines
- Student Handout for the Parking Lot Layout Design Contest

Links to our monthly newsletters:

- December 2012: <http://p0.vresp.com/FQcQ1T>
- January 2013: <http://p0.vresp.com/L8RJJa>
- February 2013: <http://p0.vresp.com/4AgWb4>
- March 2013: <http://p0.vresp.com/2RnDzs>
- April 2013: <http://p0.vresp.com/3RYG72>

Photographs representing main activities of the clubs:



Club Meetings: Club meetings were held twice monthly on campus and after school. The typical meeting was between 60 to 90 minutes. Hands-on activities are the key to keeping students engaged. The ASCE CE Club guide has several activities with detailed instructions to get you started.



Guest Speakers: Professional engineers and others related to civil engineering took time out of their busy schedule to be guest speakers at the club meetings.



University of Hawaii Campus Visits: The club members had the opportunity to tour the engineering facilities at the University of Hawaii.



Career Shadowing: Engineering companies donated their time to provide the club members with a “day” in the life of a civil engineer.



End of Year Gathering: The End of the Year Gathering was attended by the clubs from Farrington High School and Saint Louis School and the ASCE University of Hawaii Student Chapter. Jon Young welcomed everyone to the event and got started by acknowledging all of the volunteers that made the year possible. Next, the two clubs presented their Parking Lot Layout Designs. While the judges tallied their results, the members of the clubs and the student chapter engaged in a 3D Tic Tac Toe competition. The judges provided critique of the designs and announced the Farrington High School CE Club as the winner of the contest. The day ended with a pizza lunch.



Civil Engineering CLUB



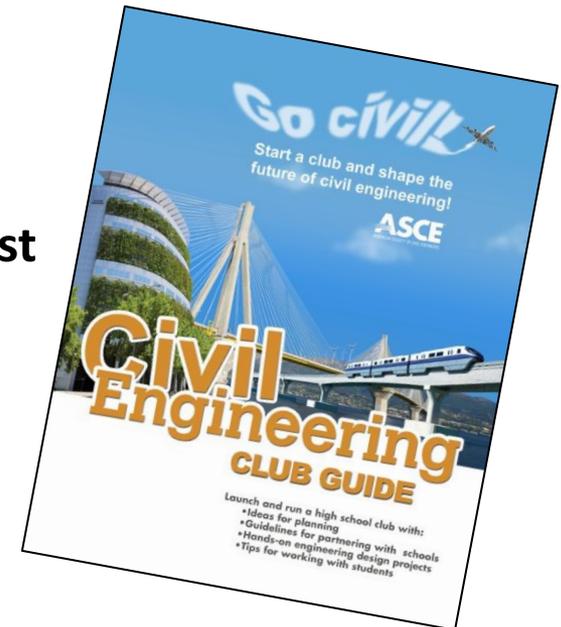


Civil Engineering Club

- sponsored by ASCE

What is Civil Engineering Club?

- After-school club for **High School** students
- Recommended for Students with expressed interest in engineering/STEM
- Student Centered
- Activity Based
- Vehicle for creating a sustainable partnership





ASCE Hawaii Clubs

Hawaii Club Goals

- Develop an organization
- Provide an uniform experience
- Share resources
- Interact between schools

Hawaii Club Presentation

- Club activities
- Club schedule
- Newsletter



Goals for the Students

The club activities will accomplish the following goals:

- Learn the design process
- Improve problem solving abilities
- Improve written and spoken communications
- Improve time management
- Practice team work and respect for others
- Show appreciation
- Value giving back to your community
- Learn about college – opportunities, meet students

Club Activities

Club Meetings

- After school
- 60 to 90 minutes long
- Twice monthly



Meeting Agenda Items:

- Club Business
- Guest Speakers
- Brain Teasers (i.e. SO ND JF ??)
- Activity (i.e. marshmallow tower)
- ASCE Module (i.e. bridges)
- Design Contest (i.e. parking lot layout)

University of Hawaii Campus Visit

- Visit Holmes Hall -- UH Manoa Campus
 - Learn about the college
 - Engineering labs
 - Classrooms
 - Meet college students



Priority are Juniors

Career Shadowing

- Visit Consulting Companies
 - Small group – 5 students maximum
 - See the inside of a consulting firm
 - Learn what engineers do
 - Understand the other professions that are needed to operate a consulting firm

Priority are Seniors



Site Visits

- Possibilities:
 - Construction Sites
 - Existing Facilities
 - Manufacturing Sites
- Where Applicable –
Discuss the
design process



Possible Site Visit:
Rail Project in Kapolei

Service Projects

- Club members are encouraged to participate in service projects to give back to the community
- Join the ASCE Student Chapter on their service projects
- Opportunity to meet UH students



Hahaione Stream &
Street Clean Up

Guest Speakers

- All speakers:
 - High school
 - College
 - Explain their decision
- Topics:
 - Careers
 - Project affecting their school
 - Other topics of interest to the clubs
- Guest speaker once a quarter



ASCE 2013-14 Engineering Module

Water Module:

- Water Sense Activity -- 1 meeting
- Engineered Water Supplies Activity -- 1 meeting
- Irrigation Activity -- 1 meeting
- Water Filtering Activity -- 2 meetings
- Optional speaker, field trip, or community service activities -- 1 – 3 meetings

The Saint Louis School club participated in the testing of the “Irrigation Activity”

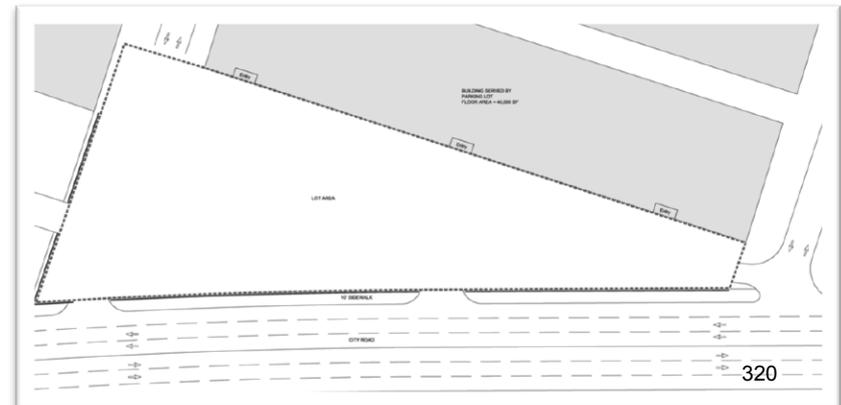


2013-14 Design Contest

Parking Lot Layout Design:

- Practice Lot -- 1 meeting
- Lot #1 and regulations -- 1 meeting
- Lot #2 and report format including costs -- 1 meeting
- Lot #3 and judging score sheet -- 1 meeting
- Select lot and CPM schedule – 1 meeting
- Work on project -- 1 – 4 meetings
- Top 3 designs will make a presentation at the end of year gathering

This year's parking lot
to layout



Introduction to Parking Lot Design

Your Challenge:

Layout the stalls in a parking lot which best utilizes the available space for both vehicles and pedestrians. The goal is to maximize the number of parking stalls within the given area. The design must comply with all applicable design standards, as listed below.

Materials:

- Drafting Equipment
- SketchUp Drafting Software
- PowerPoint Presentation
- Final Design Display Board

Design Standards:

- City and County of Honolulu Land Use Ordinance (LUO)
 - Chapter 21 Article 6
 - Chapter 21 Article 4
- ADA Accessibility Guidelines
 - Section 4.1.2
 - Section 4.6

Other Considerations:

- Ease of vehicular movement
 - How many entries and exits
 - One-way or two-way traffic
- Ease of pedestrian movement
 - Create path between vehicles

Connection to the world:

Parking lots are part of everyday life. They are found at schools, businesses, shopping centers and other facilities. The goal of this exercise is to prepare a site and striping plan that could be incorporated into an actual set of construction plans used to build the parking lot.

You probably use a parking lot everyday. Have you ever wondered why the stalls were laid out the way they were?

The following will be part of the parking lot design contest:

You will learn and use the standards associated with the design of parking lots. Many requirements must be satisfied when you design a parking lot. You will use the design process to optimize and improve your design.



Brain Storm and Design

Go out and look at parking lots:

- Are stalls diagonal or perpendicular?
- Where are accessible stalls located?
- Can the driver easily maneuver?
- Is it easy for vehicles to get in/out?
- Where do the pedestrians walk?

Remember design requirements:

- What are the dimensions of the stalls?
- How many accessible stalls required?
- When are trees required?
- The access aisle must be how wide?
- Can the vehicles make all the turns?

Club T-Shirt Design Contest

- One design for the Hawaii clubs
- Club shirts will be in their school colors
- Design contest between clubs

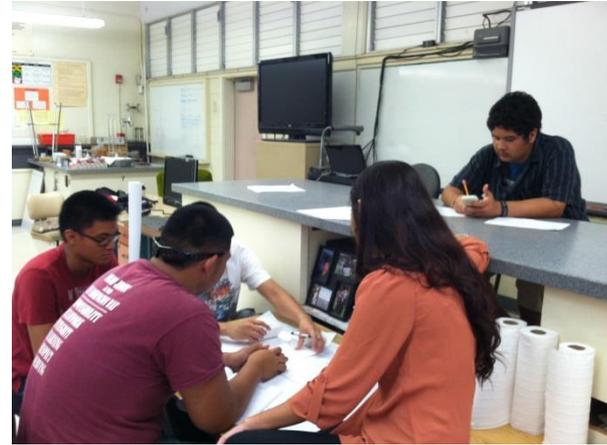


2012-13 Club t-shirt: design by Farrington High School

Club Schedule

1st Quarter

- Club sign-up
- Club meeting (2 per month)
- Guest speaker
- UH campus visit (juniors)
- Club t-shirt design contest
- Start ASCE module
- Service projects (on-going)



2nd Quarter

- Club meeting (2 per month)
- Guest speaker
- Site visit
- Complete ASCE module
- ASCE student chapter fun and games
- Service projects
(on-going)



3rd Quarter

- Club meeting (2 per month)
- Guest speaker
- Career Shadowing (seniors)
- Start design contest
- Service projects
(on-going)



4th Quarter

- Club meeting
(2 per month)
- Guest speaker
- Complete
design contest
- Service projects (on-going)
- End of year gathering



End of Year Gathering

- Welcome and acknowledgements
- Design contest presentations
- 3D tic tac toe competition
- Awards:
 - 3D tic tac toe competition
 - West Point Bridge Design contest
 - Judges assessment of design contest entries
 - Design contest awards
- Lunch



CE Club Monthly Newsletter

Content:

- Message from the CE Club Coordinator
- Reports from each school written by the students
- My First Engineering Job
- Calendar of events for upcoming month
- Sponsors logos



ISSUE NO. 1
DECEMBER 2012

CE Club Monthly Newsletter

Distribution:

- Club members
- Club faculty and administration
- Club leaders in Hawaii and the other states
- University of Hawaii STEM staff
- Sponsors
- ASCE student chapter executive committee
- ASCE parent chapter members
- ASCE National CE Club staff

Hawaii Civil Engineering Clubs - 2012-13 Volunteers

Faculty Advisors

Farrington High School

- Bebi Davis, Physics/Robotics Teacher
- Bob Miller, Building and Construction Teacher
- Jeremy Seitz, IET Core Teacher
- Sunghwan Yi, Chemistry Teacher

Saint Louis School

- Dwayne Yamaguchi, Science Teacher
- Eric Young, School Community Liaison

Waipahu High School

- Bill Speed, Director, Academy of Engineering

Lead Engineers

- Farrington High School – Jon Young, Hawaii Asphalt Paving Industry
- Saint Louis School – Jon Young, Hawaii Asphalt Paving Industry
- Waipahu High School – Taka Kimura, Parsons Brinkerhoff

Parking Lot Layout Design Contest Team

- Mark Rau, dck pacific construction
(leader, student handout, report format, scoring sheet)
- Kristi Grilho, Belt Collins Hawaii
(practice lot)
- Jami Hirota, Sam O. Hirota, Inc.
(plans for lots 1, 2 and 3, judge)
- Clifton Miyasaki, Fukunaga & Associates, Inc.
(regulation handout, judge)
- Alan Okamoto, Hida, Okamoto & Associates, Inc.
(sample plan, unit costs, judge)
- Jon Young, Hawaii Asphalt Paving Industry
(scoring sheet, description of costs)

Career Shadowing

Taka Kimura, Parsons Brinkerhoff – Organizer

Participating Companies:

- AECOM
- CH2M Hill

University of Hawaii Campus Visit

Jon Young, Hawaii Asphalt Paving Industry – Organizer

University of Hawaii at Manoa, College of Engineering

- Myhraliza Aala, S.T.E.M. Marketing and Public Affairs Officer
- Student Ambassadors:
 - Jonathan Kutsunai
 - Amanda So
 - Jacob Soares
 - Cathy Wong

Guest Speakers

- Martha Dawiczky, Saint Louis School
- Beverly Ishii-Nakayama, SLSH
- Lara Karamatsu, Parsons Brinckerhoff
- Taka Kimura, Parsons Brinckerhoff
- Mark Watase, Mark Development, Inc.
- Jessica Wiggs, U.S. Army Corps of Engineers
- Michael Yee, Howard Hughes Corporation

Service Projects

ASCE Student Chapter, Community Service Committee:

- Kapiolani Street
- Leanne Sakamoto

Financial Support

- ASCE National
- ASCE Hawaii Section
- Geolabs, Inc.
- Sam O. Hirota, Inc.

End of Year Gathering

- Registration – Lynn Young, Substitute Teacher
- 3D Score Keeper – Michael Young, Math Teacher, Niu Valley Middle School
- Photographer – Lindsay Nakashima, Belt Collins Hawaii

ASCE Hawaii Section - Civil Engineering Club™ Activities Corporate Job Shadowing

INTRODUCTION:

For the 2012-13 school year, ASCE National has started a pilot program of civil engineering clubs in the high school. In Hawaii, three schools – Farrington High School, Saint Louis School, and Waipahu High School – are participating in the pilot programs. Each club meets twice a month and does activities such as field trips, visit to the Holmes Hall and design contest. Corporate job shadowing is another activity that would be great to incorporate into to program.

The ASCE Civil engineering Club Guide states that *“Civil Engineering Clubs are a great way for students to get to know civil engineering in an up close and personal way.”* One method of providing this experience to the participating students is to hold job shadowing days where students visit local civil engineering firms to see what happens in an actual engineering office and to speak with practicing civil engineers about their jobs. This provides a real world connection that allows students to see what their lives might be like if they pursue a career in civil engineering. It also allows them to ask questions and delve deeper into specific civil engineering disciplines that may interest them.

THE JOB SHADOWING PROGRAM:

The specific details of the job shadowing day will be largely up to the host company but the following are guidelines that should be followed to provide a similar experience for all students involved. Note that these guidelines are for the minimum that should be done during a shadowing day. Additional activities can be planned at the company’s discretion.

- Students participating in the Job Shadowing program will be high school students with a priority given to seniors.
- The recommended group size visiting any company on a given day is 5 students. However, each company has the discretion to have a smaller or larger group.
- Students will be responsible for transportation to and from the host company.
- Students will visit with multiple professionals during the day. A good guide is to have the number of participating professionals at least equal to the number of participating students. To get the most from their visit, it is suggested that each professional have a different role at the company to give the students a broad perspective. In addition to engineers, students can visit with CADD operators, planners, contractors, project managers, etc.
- A suggested time for visits with each professional is between 30 minutes to 60 minutes to be determined by the host company. Professionals are encouraged to have an interactive discussion with the students.
- Each company will assign a liaison to serve as the host. The liaison’s responsibilities will be:
 - Greet the students when they arrive
 - Give an introductory presentation that should include some company background, a short bio of each of the engineers that the students will shadow, and an explanation of day’s agenda.

- Facilitate the Job Shadowing flow by indicating when sessions are done and escorting students to the next visit. If desired, the host company may elect to assign one host engineer to each student who will be responsible for escorting their student from visit to visit.
- Hold a short closing meeting with all the students to thank them for coming, solicit feedback, answer any lingering questions, and ask for suggestions on how the experience could be improved.
- Take a group picture with the students and include the participating professionals if they are available.

Introduction to Parking Lot Design

Your Challenge:

Layout the stalls in a parking lot which best utilizes the available space for both vehicles and pedestrians. The goal is to maximize the number of parking stalls within the given area. The design must comply with all applicable design standards, as listed below.

Materials:

- Drafting Equipment
- SketchUp Drafting Software
- PowerPoint Presentation
- Final Design Display Board

Design Standards:

- City and County of Honolulu Land Use Ordinance (LUO)
 - Chapter 21 Articles 4 and 6
- ADA Accessibility Guidelines
 - Sections 4.1.2 and 4.6
- Federal Highway Administration (MUTCD)
 - Section 2B

Other Considerations:

- Ease of vehicular movement
 - How many entries and exits
 - One-way or two-way traffic
- Ease of pedestrian movement
 - Create path between vehicles

Connection to the world:

Parking lots are part of everyday life. They are found at schools, businesses, shopping centers and other facilities. The goal of this exercise is to prepare a site and striping plan that could be incorporated into an actual set of construction plans used to build the parking lot.

You probably use a parking lot everyday. Have you ever wondered why the stalls were laid out the way they were?

The following will be part of the parking lot design contest:

You will learn and use the standards associated with the design of parking lots. Many requirements must be satisfied when you design a parking lot. You will use the design process to optimize and improve your design.

Brain Storm and Design

Go out and look at parking lots:

- Are stalls diagonal or perpendicular?
- Where are accessible stalls located?
- Can the driver easily maneuver?
- Is it easy for vehicles to get in/out?
- Where do the pedestrians walk?

Remember design requirements:

- What are the dimensions of the stalls?
- How many accessible stalls required?
- When are trees required?
- The access aisle must be how wide?
- Can the vehicles make all the turns?



STUDENT OUTREACH

Mock Interview Sessions

Date: July 17, 2012

Section/Branch: Pittsburgh Section

Section Size: Large

Project contact: Greg Rumbaugh/Linda Kaplan

Contact phone number: 412-386-6910/412-922-5575

Contact e-mail address: rumbaugh.gregory@dol.gov

General project category (e.g. Public Outreach, Legislative, Website, etc.): Employment

General project description: Mock interview sessions were held for local university students in the Pittsburgh sections. The workshops were held at the University of Pittsburgh and Carnegie Mellon University. All Pittsburgh section students were invited to attend.

The process – what you did, when and how:

A speaker opened the workshop for a 30-45 minute discussion on the do's and don'ts of interviewing (attire, etiquette, etc.). All students from local universities were invited to attend this portion of the workshop. Based on the number of volunteer interviewers, students participated in multiple mock interviews. When the number of students significantly exceeded the number of volunteers, priority for the mock interviews was given to graduating seniors. The goal was to give each student the opportunity to interview with a minimum of 2 different "employers". Interviewers were typically more experienced younger members and section members. Students submitted their resumes prior to the event for distribution among their assigned interviewers. The event closed with an opportunity for the interviewers to provide general comments back to the students.

The opening speaker was arranged approximately two months ahead of schedule. At that time, a venue was obtained through coordination with the hosting student chapter. Solicitations for volunteers were sent to section members through email approximately 1 month prior to the event. More experienced members and those with hiring experience were encouraged to attend. Although it was not the intent of the program, local company representatives volunteered since the event would also provide an opportunity to reach out to prospective new hires. Students within the section were initially contacted through their respective practitioner advisors approximately three weeks prior to the event. The week before the event the students and mock interviewers were paired. The resumes were also collected from the students and distributed to their interviewer(s) during this same time frame.

Those in charge – committee, task committee, etc.: The event was organized by an event chair. The YMF outreach and technical committees, practitioner advisors, and student chapters all played a role in the organization of the event.

Time frame – when started, when completed: The event took approximately two months to organize. A “keynote speaker” and venue was secured two months before the event. Three to four weeks before the event volunteers and students were contacted to sign-up to participate. During the week before, students and interviewers were paired up and resumes were distributed.

The parts that worked really well: The students gave great feedback on the event. They seemed to appreciate the “mock” interview setting to develop confidence in their ability to interview. They also were able to receive feedback on how they could demonstrate their abilities better on their actual interviews. The number of interviewers who volunteered to participate made the events outstanding. On average, over 15 section members and younger members attended the events.

The parts that did not work well: Pairing students and interviewers proved to be difficult at times. Cancellations at the last minute or no-shows required last-minute overhaul to the proposed schedule.



The administration that was important: It is important to have one event chair that can coordinate the students and volunteers. Due to the high number of participants in the event, this was one of the most challenging components to the event. This point of contact also provided the resumes to the interviewers after pairing the individuals on the event schedule and be available to help moderate the event (not volunteer as an interviewer).

The follow-up that was important: Students were given a survey after the event to share their thoughts on the experience and provide thoughts on ways to improve future mock interview events. Discussions were also held with volunteers on ways to more effectively use the time allotted and set maximum time allowances for each interview.

The outcome: The students indicated that the event was extremely successful in helping them to prepare for future interviews and built self-confidence whether they were searching for



internships or entry-level positions. The event also provided a networking opportunity for more experienced section members, younger members, and students.

Contact information for a person from your Section/Branch who would be willing to speak about the Best Practice:

Name:

Address:

Phone Number:

Email Address:

Additional comments (Include attachments and photos that would be beneficial):