



## WSPE eNews

A monthly publication from the Wisconsin Society of Professional Engineers

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#### 1. Record Number of Participants at WI MATHCOUNTS State Meet

By Norman Arendt, PhD, CFII

The State of Wisconsin MATHCOUNTS competition is over for another year. At the State level there were record participants and the scoring was completed in record time. There were 44 volunteers assisting with the event, eight WSPE members and 35 others of which 30 were University of Wisconsin students from Chi Epsilon, the student chapter of ASCE and from Engineering Professional Development.

Of course, counted in the 44 volunteers are Norm Arendt and family (John running the scoring room, Ilona and her fiancée running the registration and acting as runners with the exams) and Phil O'Leary professor at the Department of Engineering and Engineering Professional Development. Ed Rodden executive Director of WSPE represented WSPE during the awards presentations. Todd and Dennis Kinney, Jay Froming, Glen Schwalbach, and Paul Feller were also present from WSPE. Peter Rafferty from the Department of Engineering came out of retirement and assisted John Arendt in the scoring room.

As to the results, in the team competition it was no contest as Velma Hamilton from Madison ran away with the show easily distancing themselves from the second place Thomas Jefferson team by a whole six points. Spring Harbor was third and Lake Shore from Milwaukee rounded out the top four. Third and fourth place were decided by the tie breaker as both teams tied in points after all official rounds.

In the individual competition, Anusha Sahai of Spring Harbor was in third place in the countdown round but came back to win the competition defeating both Mathletes that were higher than her going into the countdown round. Zander Rossman from Velma Hamilton was 2nd, Samik Partha was 3rd from Thomas Jefferson and Katherine Liu from Wisconsin Hills Middle School of Waukesha was 4th.

The team representing Wisconsin will be coached by Loi Nguyen of Velma Hamilton, the coach of the winning team with the top four students named above as the official Wisconsin team. The 2015 Raytheon MATHCOUNTS

National Competition will be held at the Sheraton Boston Hotel on May 7-10, 2015. There will be 224 final Mathletes from the 50 U.S. states, U.S. territories, State Department schools and Department of Defense schools and their coaches and chaperones in attendance.

You can put March 5 on your calendar for 2016 state competition with most chapters being held on February 6 2016. (Leap year.)  
Some statistics from the State competition:

- 1 No student correctly answered number 30 on the sprint round or number 8 on the target round.
- 1 No team answered questions 8 and 9 correctly.
- 1 Highest individual student scored 36 of 46 possible points.
- 1 Highest team scored 40.50 of a possible 66 points.
- 1 There were 13 sixth graders, 43 seventh graders and 91 eighth graders in the 147 students.
- 1 There were 47 female Mathletes.

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## 2. President's Message

By Pam Mazur, PE, *Fox River Valley Chapter*

Greetings WSPE Members,

March was a busy month – the state MATHCOUNTS competition took place on the 7th and was a huge success – congratulations to all the Mathletes (and hopefully future engineers!) who competed. The organization has also been busy planning for the 2015 Discovery Conference.



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

Make sure you register early for the May 27-28 Discovery Conference which will be held in Green Bay. It's shaping up to be an excellent event. The resurgence of the Governor's New Product Awards and Banquet is an exciting addition to the event.

WSPE has partnered with the Milwaukee Bucks to provide a game-day experience for members and their families, as well as to recognize our Mathletes, on April 12. This is also an opportunity to raise funds for MATHCOUNTS. Check out the details on our website here:  
[http://wspe.org/enews/2015/MilwBucks\\_MATHCOUNTS\\_WSPE\\_Day.pdf](http://wspe.org/enews/2015/MilwBucks_MATHCOUNTS_WSPE_Day.pdf)

In reviewing NSPE Executive Director Mark Golden's Board Update for the first part of March, he shared NSPE's position about the CBS *60 Minutes* segment which aired March 1, 2015, "The Storm After The Storm". You can read the NSPE statement on their website:  
<http://www.nspe.org/resources/licensure/nspe-protects-your-pe-license>

You have an opportunity to participate in a leadership role with WSPE: for 2015-16 we need a Treasurer and a President-Elect for the Board. Fred Groth ([fred.groth@graef-usa.com](mailto:fred.groth@graef-usa.com)) is heading up the search committee so please contact him if you're interested or would like to nominate someone.

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## 3. Three MMSD Students Advance to National MATHCOUNTS Competition

Submitted by Norman Arendt, PhD, CFII

Middle school students from the Madison Metropolitan School District (MMSD) performed very well at the 2015 MATHCOUNTS State Competition this year. The competition was sponsored by the Wisconsin Society of Professional Engineers (WSPE) and was held at the Lowell Center located in the UW-Madison campus on March 7, 2015.

Read more about these special students here:

<https://communications.madison.k12.wi.us/2015-mathcounts>



*The 2015 Wisconsin MATHCOUNTS Team. Front row: Kathrine Liu (Brookfield, WI), Zander Rossman, Loi Nguyen (coach), Anusha Sahai and Samik Partha. Back row: Ed Rodden and Norm Arendt of WSPE.*

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#### 4. NSPE Update Highlights

Submitted by Ed Rodden II, WSPE Executive Director

##### **NSPE Questions Virginia Court's Decision on Liability**

NSPE files "friend of the court" brief in a case that could put professional engineers at legal risk. [MORE >>](#)

##### **60 Minutes' Report Highlights PEs and Public Safety**

A 60 Minutes' news story on the the investigation of structural failures caused by Hurricane Sandy earns praise from NSPE. [MORE >>](#)

##### **Could a Supreme Court Ruling Hurt Licensing Boards?**

A US Supreme Court ruling in an antitrust case may jeopardize the authority of state licensing boards, says NSPE. [MORE >>](#)

##### **Bridging the Gap From EI to PE**

NSPE's Engineering Body of Knowledge committee offers a tool to help engineering firms' support EIs on the path to becoming licensed professionals. [MORE >>](#)

##### **Legal Beat Q&A: Are You Honest?**

Can a state licensing board regulate a PE's level of "truthfulness" when serving as an expert or technical witness? [MORE >>](#)

##### **PE Institute: The One Stop Education Shop**

NSPE's PE Institute offers the latest lineup of webinars addressing ethics issues, emerging business trends, and reducing project risks. [MORE >>](#)

##### **The Future of the Professional Engineer**

NSPE's 2015 Annual Meeting is your opportunity for networking, continuing education, and professional growth. [MORE >>](#)

##### **Call for Forensic Engineering Papers**

The National Academy of Forensic Engineers wants your expertise. [MORE >>](#)

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#### 5. KL Engineering REcognized for Client Satisfaction Excellence

By Erin Starks

**Madison, WI / March 17, 2015** – KL Engineering is the recipient of the PSMJ Premier Award for Client Satisfaction, honoring architecture/engineering/construction (A/E/C) firms that provide their clients with top quality communications, impressive performance, and cost effective solutions.

The 5th Annual Premier Award for Client Satisfaction is given by PSMJ Resources, Inc. (PSMJ), the premier management consulting firm for the A/E/C

industry, and presented in partnership with Client Feedback Tool. KL Engineering was one of 20 firms nationally to receive this award.

"Our goal is to improve the quality of the work we provide our clients," says Kim M. Lobdell, PE, President of KL Engineering. "Progress is only possible by having a continual dialog with our clients about their needs and how well we are fulfilling them. We pride ourselves on offering an unwavering customer service ethic and are pleased to be recognized for our efforts."

Winners were selected based on both the quality of feedback received and the quantity of replies. Feedback quality is measured by score, but also by consistency and the ability to avoid abnormally low scores. The average evaluation of the award-winning firms as a group centered in the range of "Exceeded Expectations," thus making them significantly more client-focused than the other firms. In fact, none of the identified winners had a single score below "Acceptable."

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## **6. Ethics for Engineers Live Webinar, Earn 2 PDHs!**

By Brittney Lynn, Graduate & Professional Education, MSOE

Ethics for Engineers Live Webinar, Earn 2 PDHs!

May 6th 11am- 1pm Central

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

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

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## **7. NSPE 2015 Engineering Outlook Survey**

[Click here for online version.](#)

NSPE is interested in learning your views on your career, education, licensure, and other important issues affecting the engineering profession.

By taking part in our approximately 20 minute survey, you will be eligible to win one of two \$100 American Express gift cards. The survey results will be featured in an upcoming issue of PE magazine and other NSPE publications.

Please feel free to share this link with other engineers in your professional network.

<https://www.surveymonkey.com/s/NSPEEngineeringOutlook>

We look forward to your participation!  
David Siegel

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## **8. WI Valley Chapter News: Creativity Expo 2015**

By Angela Hanz, PE

The Wisconsin Valley Chapter of WSPE, along with ASCE, will be attending the Wisconsin Destination Imagination 2015 Creativity Expo at University of Wisconsin-Stevens Point. The event is scheduled for Saturday April 18, 2015 from 10AM to 3PM. As an exhibitor, the WSPE/ASCE will need to promote a creative problem solving or STEM related process, tool, method or learning opportunity to K-12 students. A teleconference planning meeting will be held the week of April 6 over the lunch hour. If you are interested in planning or helping out at the event, please contact Angela Hanz by e-mail at [Angela.Hanz@wi.usda.gov](mailto:Angela.Hanz@wi.usda.gov)

Visit: <https://www.uwsp.edu/conted/ConfWrkShp/Pages/widi.aspx> for more information on the expo.

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## **9. Need spring break project? 'Wisconsin YES!' invites**

## entries through April 6

By Cassidy Wartenweiler, WI Technology Council



Contact: Tom Still or Joy Sawatzki at 608-442-7557

Or visit: [www.wisconsinyes.com](http://www.wisconsinyes.com)

### 'Wisconsin YES!' student business plan contest open for middle, high school entries through April 6

MADISON – Wisconsin Youth Entrepreneurs in Science, a statewide youth business plan contest modeled after the successful Governor's Business Plan Contest, is open for online entries from Wisconsin middle- and high-school students through 5 p.m. April 6, 2015.

Public, private and home-schooled students across Wisconsin are eligible to turn their science- and tech-related ideas into business plans and compete for cash and prizes. The contest begins with a 250-word summary submitted through the website. Entries that advance to Phase 2 of the competition will expand their idea into a 1,000-word executive summary. Throughout the process, students get feedback from professionals across Wisconsin who will serve as judges.

As a tool for educators, Wisconsin YES! fosters interest in science and tech education, and encourages students to be independent, creative thinkers capable of problem solving.

"Leveraging technology, thinking creatively and working as a team are all important characteristics for today's entrepreneurs," said Tom Still, president of the [Wisconsin Technology Council](#). "Entrepreneurial skills are vital to the long-term success of Wisconsin's youth as well as the state's innovation economy."

The Tech Council produces the contest, with major sponsorship from [IBM](#) and [WEA Trust](#). Additional support is provided by the [Wisconsin Technical College System](#). Contest partners thus far include [Department of Financial Institutions](#), [Department of Public Instruction](#), [Make a Difference Wisconsin](#), [Project Lead the Way Wisconsin](#), [STEM Forward](#), [Wisconsin Association of School Boards](#) and [Wisconsin Society of Science Teachers](#).

To get started, students need to create a simple account at [www.WisconsinYES.com](http://www.WisconsinYES.com). All entries are submitted through the website. Students use their account to gain access to the judges' comments and feedback. Templates and sample entries for both phases are available on the website, along with other entrepreneurial resources.

Students are able to work in teams or as individuals and will be judged based upon their grade level, with the oldest team member determining the team category. Students or teams may enter multiple ideas.

Place finishers in each category – 9th grade and under, 10th grade, 11th grade and 12th grade – are eligible for cash and prizes. The grand prize winner has the opportunity to present their winning idea at the Wisconsin Entrepreneurs' Conference in Madison on June 2-3.

The Wisconsin Technology Council is the independent, non-profit and non-partisan science and technology adviser to the Governor and the Legislature. It serves as a catalyst for tech-based economic development in Wisconsin through programs such as the Wisconsin Angel Network, the Governor's Business Plan Contest and the Wisconsin Innovation Network.

To enter the contest or for more information on sponsorship and partnership opportunities, visit [www.WisconsinYES.com](http://www.WisconsinYES.com) or contact Joy Sawatzki at the Wisconsin Technology Council, [jsawatzki@wisconsintechnologycouncil.com](mailto:jsawatzki@wisconsintechnologycouncil.com) or 608-442-7557.

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**10. Thank You, WSPE Supporters!**

**Gold Level**



Silver Level



WISCONSIN UNIVERSITY OF WISCONSIN-MADISON

Bronze Level



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

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

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11. 2015 Discovery Conference

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

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

WSPE is now offering early bird registration for both events:  
<http://www.wspe.org/2015DiscoveryConferenceForm01.php>

Member pricing is \$200 for both days. If you want to join the Governors New Product Award & Banquet, there will be an additional cost of \$40 per member.

We've mailed out brochures for this event, but you can download a pdf here:  
[http://wspe.org/enews/2015/2015\\_WSPE\\_DC-GNPA\\_Brochure.pdf](http://wspe.org/enews/2015/2015_WSPE_DC-GNPA_Brochure.pdf)

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

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

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

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## 12. But First, Bring Me a Broomstick...

By Randall C. Iliff, VP at bb7

Sooner or later we all encounter some apparently ridiculous precondition that **must be satisfied before project technical progress can begin**. As in the movie, some conditions are imposed simply to deflect or deter, but a host of others are well-intentioned from some viewpoint and just badly integrated. In both cases there's entertainment value for the audience, less so for the Engineer / PM wondering what the [bleep] just happened to her cost, schedule and technical performance.

Let's divide this experience into two distinct sets. The first set contains stuff that actually needs to get done but arrives as an unwelcome surprise, the second set is stuff that makes no sense and requires a flight / fight / surrender decision.

The first case arises when we lack the insight / experience required to fully understand the nature of the work we are setting out to accomplish. We can address some of that through training and process improvement, or elect to cover the uncertainty through higher margin, iterative planning, and other risk mitigation strategies. Either way, these are tasks that need to get done and the more expeditiously they can flow from discovery to baseline the better.

The second set is very different. Arbitrary or irrelevant requirements have no value, but can hugely impact project efficiency, endanger relationships, cripple performance and even place lives at risk. In a perfect world you should block them all, but practically the best you can hope for is triage.

Rank them from "failure driver" to "noise level" based on potential impact to the project, and also from "fatal" to "nasty glare" on the employment survival scale if you dare to say no. Pick your battles accordingly.

Fight doesn't have to be open warfare of course, delaying tactics such as negotiating special dispensations, use of proxies, sacrificial messengers, and many other tricks have evolved over the eons. (Those with low pain tolerance may wish to consider the "slip away in the dark and live to fight another day" option.)

Finally, don't waste your time fighting the noise level stuff. Not only will you fail to recover the time and energy invested, you'll pick up ill will that makes it harder to implement the important stuff!

We also have two near term CE opportunities to share:

April 21, Madison

### Introducing Zen2 (8Hrs)

This class is ideal for anyone struggling to manage interacting devices, tasks, people, or processes. Based on methods used by Apollo-era engineers, Zen2 offers a refreshingly logical and practical solution for defending yourself against complexity. Zen2 enables you to describe relationships with startling clarity, enabling better engineering decision making and improved results for all stakeholders.

Session fee is \$399 and includes materials, refreshments and lunch. For more information please contact: [riliff@bb7.com](mailto:riliff@bb7.com)

April 25, Madison

### **Innovation for Engineers (8Hrs)**

This class is ideal for anyone who manages or contributes to innovation effort, particularly those disappointed with the repeatability of current methods. You'll discover that applying a few basic engineering principles works a lot better, in fact so much better you may never think of engineering in quite the same way again.

**Note:** This is a special event sponsored by bb7 and the Chicagoland chapter of the International Council on Systems Engineering (INCOSE). Steeply discounted early-bird registration rates end on April 4, and space is limited, so please enroll soon if interested. More info at: <http://www.eventbrite.com/e/incose-chicagoland-presents-innovation-for-engineers-tickets-16094233285>

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### **13. WSPE's Governors New Product Award (GNPA) Banquet**

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

WSPE's 2014 GNPA banquet and awards ceremony will be Wednesday evening, May 27, 2015. Registration will be between 6:00 p.m. and 6:30 p.m., with the banquet starting at 6:30 p.m. This banquet and awards ceremony will be very exciting and special. In our comeback year, WSPE is fortunate to have as our keynote speaker, Lt. Governor Rebecca Kleefisch. In addition, Mike Austin, co-host of the award winning Mike, Matt and the Morning News on WTAQ AM & FM Green Bay will be our Master of Ceremony.

Twelve WI companies have qualified and entered WSPE's 2014 GNPA competition. Come join the excitement as we find out which company places Best of State in each category.

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

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

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

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

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

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### **FREE 6-Month Trial Membership!**

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

Go to [www.wspe.org/WI%206%20months%20Free%20Membership%20Application.pdf](http://www.wspe.org/WI%206%20months%20Free%20Membership%20Application.pdf) to download an application.

Contact Ed Rodden, WSPE Executive Director, at [ExecDir@wspe.org](mailto:ExecDir@wspe.org) for details.

### **We Need Your News!**

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

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

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



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



"Like" us on Facebook.



[Follow us on Twitter.](#)

## We Need Your Email Address!

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

## Advertisers Wanted

Help us offset the costs of producing this eNews by placing an advertisement here! If you are interested in advertising your company here, please contact Ed Rodden, WSPE Executive Director, at [ExecDir@wspe.org](mailto:ExecDir@wspe.org) or [\(414\) 531-1129](tel:4145311129).

Thanks for your help.

## Update Your Information with WSPE

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

You can update your information yourself on the NSPE website!  
[Click this link to update your membership information.](#)

Alternatively, you can send your new information to Ed Rodden, WSPE Executive Director, at [ExecDir@wspe.org](mailto:ExecDir@wspe.org) or call him at (414) 531-1129 and he'll make sure your information is updated in both the WSPE and NSPE databases. We'd also like to include an article in the next eNews summarizing your recent change or accomplishment to inform your fellow WSPE members.

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## WSPE Mission Statement

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

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