

June 2017 ENews

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**Wisconsin Society of
Professional Engineers**

A state society of the National Society of Professional Engineers

WSPE eNews

A monthly publication from the Wisconsin Society of Professional
Engineers

June 2017 Edition

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In this Month's eNews:

1. WSPE President's Message

By: Angela Hanz, P.E.

2. 2017 NSPE Educational Foundation Scholarship Fundraiser

By: John Parisi, P.E., Foth & Van Dyke LLC

2 Business Bridges

3. BUSINESS BRIDGE

By: Kevin Walsh, P.E.

4. Industry-University Partnership

By: Rathindra DasGupta, Adjunct Professor, MSOE

5. Other Important Information

1. WSPE President's Message

By: Angela Hanz, P.E.



Greetings Everyone,

My term as WSPE President will come to an end on June 30. Please welcome the new WSPE leadership that will serve you for 2017/2018:

President Elect: Martin Hanson, P.E.

Nancy Schultz, P.E. - Secretary

Larry Steingraber, P.E. - Vice President of Education Portfolio

Glenn Schwalbach, P.E., F. NSPE – Vice-President Government Portfolio

Brandon Ebent, P.E. – Vice President Membership Portfolio

James Buggs, P.E., F. NSPE - Treasurer

Angela Hanz, P. E. - National Delegate

The 2017 NSPE Professional Engineers Conference will be held July 19–23 in Atlanta, GA. The conference is a great opportunity for PEs and those on the path to licensure to connect with like-minded professionals, earn continuing education credits, and learn about the profession's top issues.

This spring, I had the opportunity to visit Grey Towers National Historic Site. Grey Towers is the ancestral home of Gifford Pinchot, first chief of the US Forest Service and twice Governor of Pennsylvania. Today, Grey Towers serves as a conservation education and leadership center. I left Grey Towers with a copy of Gifford Pinchot's 11 Maxims. This Guide to the Behavior of Foresters in Public Office was originally proposed by Gifford Pinchot during his lectures at the Yale School of Forestry, 1910-1920.

To close out my year of serving as WPSE President, I would like to share these Maxim's with you as they are still hold value today for those in public service:

1. *A public official is there to serve the public and not run them.*
2. *Public support of acts affecting public rights is absolutely required.*
3. *It is more trouble to consult the public than to ignore them, but that is what you are hired for.*
4. *Find out in advance what the public will stand for. If it is right and they won't stand for it, - postpone action and educate them.*
5. *Use the press first, last, and all the time if you want to reach the public.*
6. *Get rid of an attitude of personal arrogance or pride of attainment or superior knowledge.*
7. *Don't try any sly, or foxy politics. A forester is not a politician.*
8. *Learn tact simply by being absolutely honest and sincere, and by learning to recognize the point of view of the other man and meet him with arguments he will understand.*
9. *Don't be afraid to give credit to someone else even when it belongs to you. Not to do so is the sure mark of a weak man, but to do so is the hardest lesson to learn. Encourage others to do things; you may accomplish many things through others that you can't get done on your single initiative.*
10. *Don't be a knocker. Use persuasion rather than force, when possible. [There are] plenty of - knockers to be had. Your job is to promote unity.*
11. *Don't make enemies unnecessarily and for trivial reasons. If you are any good you will make plenty of them on matters of straight honesty and public policy and will need all the support you can get.*

2. 2017 NSPE Educational Foundation Scholarship Fundraiser

By: John Parisi, P.E., Foth & Van Dyke LLC



Donate now to provide general support to the NSPE Educational Foundation to fulfill its vision to be a major source of support for the educational and ethical practice needs of engineering students, engineering teachers, and practicing professionals

Suggested Donation: \$50

Prizes:

- A. **Apple Watch** sponsored by MSA, PC
- B. **Amazon Echo and \$50 Amazon Gift Card** sponsored by ROWE PSC
- C. **FitBit Alta HR w/Leather Band** sponsored by Freese and Nichols, Inc.
- D. **Go Pro Camera and Accessories** sponsored by MWM DesignGroup
- E. **6" Kindle** sponsored by Foth and Van Dyke



Prizes may vary slightly from those pictured above. Donations are tax deductible less the value of any goods received. Donations are not required to participate in the prize drawing. You do not need to be present to win.

**Drawing: Saturday, July 22, 2017 at 12:30pm
at PECON Installation Lunch**

Contact John Parisi @ John.Parisi@Foth.com if you'd like to purchase a ticket.

3. Business Bridge

By: Kevin Walsh, P.E.

Business bridge:

A collaborative new program aims to make young engineers savvier about the business world they'll soon engage.

As Keyes Dean of Business Administration at Marquette University, Dr. Brian Till says what his college often hears from businesses that employ engineering majors “is that these graduates are very competent engineers, but they don’t have enough appreciation for the business side.”

To address that shortcoming, the Opus College of Engineering, the College of Business Administration and Milwaukee-based manufacturer Rexnord have joined forces on a concept that Till says has been “bubbling up for years.” The result: Bridge to Business for Engineers -Sponsored by Rexnord, an immersive, 14 day experience to give early career engineers business fundamentals.

“As engineers advance in their careers, their leadership of major projects and new ventures is greatly influenced by their business acumen and their ability to see how

innovation and technology development fit into the bigger picture,” says Dr. Kristina Ropella, Opus Dean of Engineering, in further explaining the rationale for the program, which is supported by a \$1 million gift from Rexnord.

The first session is set to begin this June. Through a blend of classroom and real-world interactive learning opportunities, students will study the integration of business disciplines, including finance, marketing, supply chain management and information technology — all with an engineering overlay.

“Bridge to Business was designed specifically with engineers in mind with input from faculty and leadership from both colleges, as well as our business community partners,” adds Kevin Walsh, P.E., Director of Executive Education and a professional engineer who helped lead the program’s development. “What’s more, it represents an excellent example of the productive partnership between engineering and business to advance Marquette’s vision of innovation and collaboration.”

4. Industry-University Partnership

By: Rathindra DasGupta, Adjunct Professor, MSOE

Industry-University partnership matters!

In an earlier article published in the March WSPE eNews, I outlined the benefits derived from industry/university collaboration to both university faculty and industry.

This article deals with a few of the common barriers (see below) to collaboration with industry for university researchers/faculty. The next article will list the common barriers to collaboration with universities for industry, and the Lessons Learned from industry-university partnerships.

1. **Lack of understanding of objectives, timelines, deliverables and costs:** with industry’s focus largely on short term goals and costs, it is important that university researchers be fully aware of the goals/objectives/anticipated deliverables of industry sponsored projects prior to start of work. Frequent engagement between university researchers and industry representatives is, therefore, necessary to keep all parties informed of the progress being made and issues/challenges that arise during the work period. Also, since industry sponsored projects are usually worked on by graduate students, the time to completion of such projects may be longer than anticipated. Thus, setting realistic timelines for those projects and alerting the sponsors of these timelines is a must prior to start of the work.
2. **Intellectual property (IP) negotiation:** universities are often perceived to be not “flexible” (too aggressive) in navigating/exercising IP with industry representatives. Thus, having an agreement on IP ownership prior to start of any collaborative work with industry is definitely desirable. For example, an agreement could involve a royalty-free license to technology resulting from the sponsored work.
3. **Giving away confidential information:** while publications in peer-reviewed journals/presentations at technical conferences are considered very important to universities, industry partners often view publications/presentations from their sponsored projects as giving away their “secret recipes” to their competitors. However, based on prior written agreements between the two parties, universities could delay publications to allow for review of papers (for disclosure of confidential information/trade secrets) by industry sponsors, and/or filing relevant patent applications.
4. **Lack of time and resources:** teaching load, preparing writing papers for publications, participation in select university committees, and pressure to prepare grant proposals and win research grants from federal agencies are frequently viewed by university faculty as a hindrance to devoting time and resources for involvement in collaborative projects with industry. If industry-university partnership is to be taken seriously, the university leadership must be engaged in breaking down barriers within the university system, thereby supporting faculty interested in industry relevant projects.

5. **Lack of mutual trust:** developing “mutual trust” (“happy marriage”) in industry-university collaboration is a MUST for a long term, robust partnership. Working hand-in-hand with industry as well as with other faculty to develop a mutually beneficial research portfolio is a great start! This requires not letting egos get in the way, being good listeners, being aware of limitations of all stakeholders, and encouraging all to be engaged and upfront.
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5. Other Important Information

ARE YOU ACTIVE ON TWITTER?

If so, we encourage you to follow our new Twitter account @WISPE_Comm for information about WSPE and our upcoming events & conferences!

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.

Click here:

www.wspe.org/WI%206%20months%20Free%20Membership%20Application.pdf to download an application. Contact Ed Rodden, WSPE Executive Director, at ExecDir@wspe.org for details.

We Need Your News!

Is your chapter hosting an event? Did your chapter get some new members? Have you started your own business? Is your company taking on a really challenging project? If you said "yes" to any one of these questions, or would like to share anything even remotely newsworthy with the rest of WSPE, let us know! We'd also like to include an article in the next eNews summarizing any recent changes or accomplishments to inform your fellow WSPE members.

Please contact Jordan Rasmussen, WSPE Communications Intern, at communications@wspe.org to share any news. We look forward to including your news in our monthly updates!

WSPE Mission Statement

WSPE is an organization of licensed Professional Engineers (PEs) and

Engineering Interns/Engineers in Training (EIs/EITs). WSPE enhances the image of its members and their ability to ethically and professionally practice engineering through education, licensure advocacy, leadership training, multi-disciplinary networking, and outreach.

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