

### ASCE, PHILA. SECTION MEETING SCHEDULE 2012-13

The Section Meeting program for the upcoming season is being finalized at this point. We will continue to provide the TENTATIVE dates of meetings, since, particularly with the joint meetings sponsored by other groups, these can change. We would suggest that you use this to mark your calendar at this time and hold the dates. In coming issues of *THE NEWS*, this information will be “fine-tuned” to provide updates as they are available. We also suggest you visit the Section website for the latest changes in our meeting program.

We will continue to provide the detailed information on the upcoming month’s meeting along with as much information as is available for a “look ahead” for the following month’s meeting, and the look-ahead schedule will show details that are available at that time for your advance awareness.

We also noted the success of the varied locations of meetings and will continue to schedule a mix of Center City and suburban venues to make them as convenient as possible for you. More details will be provided on meeting locations as they are set.

Dinner meetings generally follow a schedule of a cocktail hour starting at 5:30PM, dinner at 6:30PM, and the meeting presentation following at approximately 7:30PM, unless otherwise noted. We also intend to follow our second-Thursday pattern except where joint meetings will preclude this. As always, you are welcome to attend the meeting presentation without dinner at no cost if you prefer to do so.

The remaining dates as of this printing are:

**2013**

**February 14**

**March 14**

**April 11**

**May 4** (NOTE: Saturday) – annual Spring Social/  
**100th Anniversary Gala**, Franklin Institute

### **SORRY!**

The hard copy of the November edition of *THE NEWS* was mailed late because of a printing issue. We apologize for any inconvenience this may have caused.

## DECEMBER JOINT DINNER MEETING

American Society of Civil Engineers, Philadelphia Section  
Engineers’ Club of Philadelphia  
Society of American Military Engineers, Philadelphia Post  
Construction Management Association of America, Mid-Atlantic Chapter  
(16 additional groups participating)

### THURSDAY, DECEMBER 13, 2012

Loews Hotel, 12th & Market Streets, Center City Philadelphia  
Cocktails 5:30PM • Dinner 6:30PM • Meeting 7:30PM

**SUBJECT:** The Making of the Philadelphia Flower Show

**SPEAKER:** Sam Lemheny, Chief Designer and Coordinator, Philadelphia Flower Show, Pennsylvania Horticultural Society

**RESERVATIONS MUST BE SUBMITTED BY FRIDAY, DECEMBER 7.** The cost will be \$65 per attendee. A reduced rate of \$35 is available for government agency employees and students. For reservations made after December 7 and “walk-ups” without prior reservations paying at the door, the cost will be \$75 and will be on a space-available basis. PLEASE NOTE THAT THERE ARE 20 SOCIETIES PARTICIPATING IN THIS EVENT AND A LARGE TURNOUT IS EXPECTED, thus we do not anticipate that those not reserving in advance will be able to be accommodated. As always, you are welcome to attend the meeting without dinner at no cost, space permitting.

Reservations for this meeting will be handled by the Engineers’ Club. Please reserve in one of the following ways: On-line at: <http://engrclub.org/to/multi-society>; E-mail at: [reservations@engrclub.org](mailto:reservations@engrclub.org); Call: 215-985-5703; Mail to: Engineers’ Club of Philadelphia, 215 S. 16th Street, Suite 16, Philadelphia, PA 19102

Reservations will NOT be accepted through the Section’s reservation system for this meeting.

PLEASE NOTE — TOYS FOR TOTS COLLECTION — CMAA has arranged for a **Toys for Tots collection** to be conducted as part of this meeting, as has been done for several years. Representatives of the Marine Corps are scheduled to stop at the meeting to collect the toys for distribution. Please bring one unwrapped, unused toy/item for this purpose.

Join **Sam Lemheny** for a lively behind-the-scenes look at the creation of the nation’s oldest and

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## JANUARY JOINT DINNER MEETING

American Society of Civil Engineers, Philadelphia Section  
American Society of Highway Engineers, Delaware Valley Section

### WEDNESDAY, JANUARY 16, 2013

Radisson Hotel, Valley Forge, 1st Avenue and Gulph Road, Valley Forge, PA  
Cocktails 6:00PM • Dinner 7:00PM • Meeting 8:00PM

**SUBJECT:** Gustine Lake Interchange Reconstruction

**SPEAKER:** Information on the meeting speaker will be provided in the January edition of *THE NEWS*

**COST:** \$35 through January 11 (\$20 for government employees and students), \$45 January 12 and after and at the door

PLEASE NOTE: RESERVATIONS MUST BE MADE THROUGH DELAWARE VALLEY SECTION, ASHE. **The Philadelphia Section will NOT be accepting any reservations for this meeting. Reservations will be accepted starting January 2.**

Walk-ins will be subject to acceptance on a space-available basis. **THERE IS NO GUARANTEE THAT SPACE WILL BE AVAILABLE IF YOU DO NOT RESERVE A SPACE.**

More information will be provided in the January edition of *THE NEWS*.



## PRESIDENT'S MESSAGE

As this edition of *THE NEWS* goes to press, our region is just beginning the recovery effort following Hurricane Sandy – one of the worst natural disasters to ever hit the East Coast. This event impacted every member of the Section in one way or another. To all of our members who have experienced a loss, we extend our thoughts and prayers.

As Civil Engineers we are responsible for the built environment. We understand the impacts on our infrastructure and we have the knowledge to best protect our populations. As a professional society, ASCE recently sponsored the first ever Hurricane Conference with a focus on Structural Engineering aspects. In addition, ASCE has commissioned a Task Committee on Flood Safety with the specific goal of evaluating necessary changes in public policy and engineering practice. You may have read the message from ASCE President Greg DiLoreto which noted that ASCE has made select papers on hurricane storm surge available free of charge. As with any tragedy, we have an opportunity to learn and advance our profession.

In the days and weeks to come, we will have the opportunity to review what worked and what didn't. We can evaluate our policies and our codes. We can use our collective expertise to move the profession and our communities forward.

As we begin the effort to re-build our shore towns and the associated economy, we have an opportunity to make it better. We can incorporate the latest approaches and technologies. We can reconnect communities in a safe, smart and sustainable fashion. We can re-invigorate the shore as a destination for generations to come. In many ways, Sandy will serve as a teacher in the classroom of our profession.

Sincerely,  
Jeremy Colello, P.E.  
President, ASCE, Philadelphia Section

## PSPE PHILADELPHIA ENGINEERS WEEK BANQUET

The Pennsylvania Society of Professional Engineers (PSPE), Philadelphia Chapter, will conduct its **2013 National Engineers Week Banquet** on **Saturday, February 23, 2013** at the Springfield Country Club (400 West Sproul Road, Springfield). This event will recognize, promote and celebrate the role that Engineers fill in the Greater Philadelphia and Delaware Valley Region. **Derek Gillman**, Executive Director of the Barnes Foundation, will offer the keynote address.

The price per person is \$60.00 for reservations received before February 15, 2013 and \$75 for reservations received afterward. Reservations can be made on the Chapter's website, [www.pspe-philly.org](http://www.pspe-philly.org), using PayPal. Sponsorships and table-top exhibits are also available, and information on these can be found on the Chapter's website.

## NEWS FROM ASCE NATIONAL CELEBRATE ASCE'S 160TH ANNIVERSARY WITH OUR T-SHIRT

While our ASCE, Philadelphia Section turns 100 this season, National celebrated its 160th birthday on November 5 (to save you from doing the math, National was founded in 1852). You can commemorate the occasion with your own ASCE 160th Anniversary T-shirt; short (\$12) or long sleeve (\$17), sizes men's small to 3X. These shirts were the hit of ASCE's Annual Conference in Montreal and have been very popular on Facebook, so don't delay — order today! Visit [www.asce.org/giftstore](http://www.asce.org/giftstore) and scroll toward the bottom to get your own.

## MEMBERS IN THE NEWS

Several ASCE, Phila. Section Members who are employed at Pennoni Associates have recently received promotions.

**Dave Lowdermilk** has been named Principal of the firm's Intelligent Infrastructure Systems (IIS) division.

**John Zarsky** has been promoted to the newly-created position of Deputy Regional Vice President and Principal for the Transportation Technology, overseeing management of transportation operations throughout the company.

Past Section President **James Markham** has been appointed as Regional Technology Principal for Eastern Pennsylvania, filling the position created by John Zarsky's promotion.

ASCE, Phila. Section President **Jeremy Colello** has been named Division Manager for the Philadelphia Transportation division, filling the position created by James Markham's promotion.

Congratulations to Dave, John, Jim and Jeremy!

## 100TH ANNIVERSARY HISTORICAL PERSPECTIVE

In keeping with our 100th Anniversary celebration, here are this month's historical references, snippets, trivia and odd facts for your reading enjoyment and to show what we've done over the past one hundred years that we've been around:

**1941** — Ironically, two weeks after the Pearl Harbor attack, a Section meeting was held on Civil Defense.

**1949** — The Constitution and Bylaws of the Delaware Sub-Section were approved by National and the Sub-Section officially came into being as an offshoot of the Section. The Sub-Section became the Delaware Section, completely independent of our Section, in 1953.

## ASCE, PHILADELPHIA SECTION OFFICERS AND BOARD OF DIRECTION – 2012-13 SEASON

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### SEND COPY TO:

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215 S. 16th Street, Suite 16  
Philadelphia, PA 19102

**COPY DEADLINE FOR  
JANUARY 2013 ISSUE  
DECEMBER 16, 2012**

## SECTION SCHOLARSHIP PROGRAM OPEN FOR APPLICATIONS

The ASCE, Philadelphia Section's Scholarship Program is open for applications for the 2012-13 season. The Section offers three distinct undergraduate scholarships annually:

ASCE Delaware Valley Engineers Week Scholarship

ASCE Student Scholarship

ASCE Section Member Scholarship

Scholarship winners will be recognized as the Section's guests at our March 2013 dinner meeting.

### ENGINEERS WEEK SCHOLARSHIP

As part of the Delaware Valley Engineers Week celebration, the Section will continue to offer one \$2,000 undergraduate scholarship. The application deadline for this Scholarship has passed (November 19).

### STUDENT SCHOLARSHIP

At least one \$1,000 scholarship will be awarded by the Section to an undergraduate Civil Engineering student who meets the following requirements.

The applicant must be matriculating in a full-time Civil Engineering or Architectural Engineering program at one of the five colleges which have Student Chapters in the Philadelphia Section: Drexel University, Swarthmore College, Temple University, Villanova University, or Widener University.

The applicant must be an active participant in the ASCE Student Chapter.

The applicant must be in their sophomore or junior year (and Pre-Juniors at Drexel).

#### Application Requirements:

The applicant's name, GPA and/or class rank, and an address/telephone number where they can be reached must be included with the scholarship application. Additional information for consideration (such as need) is allowed. A letter and/or resume is an acceptable means to provide this information.

A recommendation letter from the applicant's faculty advisor is not required but is strongly suggested.

The applicant will be required to submit an essay, limited to 1,000 words, on ONE of the following topics:

- 1) When there are publicly-noted failures in Civil Engineering designs (i.e. New Orleans levees, Minnesota bridge collapse, etc.), how do you think the Civil Engineering profession should respond?
- 2) Why do you want to become a Civil Engineer? As part of your education what course has been your favorite? Why? How does it relate to your desire to be a Civil Engineer?

#### Submittal Deadline:

Applications (including recommendations) must be submitted by January 28, 2013.

Scholarship winners will be notified by **February 25, 2013.**

Applications and recommendations should be submitted by mail or email to:

Mr. Jeff Bade, Scholarship Committee Chair

American Society of Civil Engineers

215 South 16th St., Ste. 16

Philadelphia, PA 19102

jbade@hardesty-hanover.com, (609) 538-8233

### SECTION MEMBER SCHOLARSHIP

At least one \$1,000 scholarship will be awarded by the Section to an undergraduate Civil Engineering student who is the child of an active Philadelphia Section member and meets the following requirements.

#### Eligibility Requirements:

The applicant must be the child of an active Philadelphia Section member.

The applicant must be matriculating in a full-time Civil Engineering or Architectural Engineering program at an accredited college or university.

The applicant must be an active participant in the ASCE Student Chapter at his/her school.

The applicant must be in their sophomore or junior year (and Pre-Juniors at Drexel).

Application requirements and submittal deadline are the same as for the Student Scholarship above.

We encourage all eligible students to apply. Good luck!

## YOUNGER MEMBER FORUM NEWS

Amanda Kessler, Forum Editor

Kazi Hassan, Forum President 2012-13

Pennoni Associates, Inc.

3001 Market Street, 2nd Floor

Philadelphia, PA 19104

215-222-3000

kazihassan@pennoni.com

## JOINT HAPPY HOUR WITH ASHE DELAWARE VALLEY SECTION – DECEMBER 4

The YMF has coordinated with the American Society of Highway Engineers (ASHE), Delaware Valley Section for a joint happy hour at **Rock Bottom Brewery** in King of Prussia. Come join your fellow Young Engineers for an evening of casual networking on **Tuesday, December 4**, starting at 6:00 PM. In addition to Rock Bottom's usual specials, the happy hour includes free appetizers! Additional information is available on the YMF events page. Please RSVP at the YMF Event Registration website: <http://www.ymfphilly.org/rsvp.htm>

## WINTER SOCIAL – JANUARY 28

The YMF will be hosting our annual Winter Social event on **Monday, January 28** from 6:00 to 9:00 PM at **McGillin's Olde Ale House** in Center City. This event regularly attracts over 150 Young Engineers in the Philadelphia area. The YMF is currently soliciting donations for raffle prizes. If interested, please contact **Chris Gray** by email at [cgray@timhaahs.com](mailto:cgray@timhaahs.com) or by phone at (484) 472-3421.

## CANSTRUCTION

The YMF is looking for volunteers to assist with the **2013 Canstruction Project**. Several teams in Philadelphia will participate in a competition

entailing the design and construction of a structure which will be made completely out of cans. Last year was a huge success for team YMF Philly as they won the "Best Meal" Award and this year should shape up to be even better! We need Young Engineers who are willing to help develop ideas for the Canstruction design, solicit donations, help move cans, and assist on the build night which will be in the beginning of May. Contact **Steve Maakestad** at [stephen.maakestad@hatchmott.com](mailto:stephen.maakestad@hatchmott.com) if you are interested in joining the ASCE Canstruction team.

## TEENS4GOOD TROLLEY TOUR – RECAP

YMF President **Kazi Hassan** and Outreach Coordinators **Jesse Gormley** and **Kolleen Backlund** were invited to the **Teens4Good Trolley Tour** that took place on October 24. The tour was organized by Federation of Neighborhood Centers (FNC) with a generous donation from Philadelphia Trolley Works. During the tour, YMF officers visited three of five farms in Philadelphia and met some of the Teens4Good youth and farmers/educators. YMF was also able to learn about the impact FNC is making with respect to increasing access to healthy food, greening local communities, and promoting the positive development of our youth. This is one of the programs that FNC is planning to integrate into the STEM learning program. This year, Philadelphia YMF is planning to support the STEM program that will be integrated into the existing Teens4Good Program. To find out more about Federation and Teens4Good program, visit <http://www.federationnc.org/> and <http://teens4good.orbius.com/>

## YMF JOINS FOW FOR TRAIL BUILDING DAY

November 17 saw the union of the YMF and **Friends of the Wissahickon** for a day in the woods. Sixteen members and students continued the construction of a new trail through the Andorra Nature Center section of the Park by constructing grade reversals to control the flow of water across the trail and prevent future erosion. This new trail will last longer and will be more scenic as well. Thanks to everyone who participated!

FACEBOOK: <https://www.facebook.com/YMFPhilly>

TWITTER: [http://twitter.com/Philly\\_YMF](http://twitter.com/Philly_YMF)

QR CODE:



**A GOOD SCIENTIST IS A  
PERSON WITH ORIGINAL IDEAS.  
A GOOD ENGINEER IS A PERSON  
WHO MAKES A DESIGN THAT  
WORKS WITH AS FEW ORIGINAL  
IDEAS AS POSSIBLE.**

– Freeman Dyson

## NOVEMBER DINNER MEETING

November 15, 2012

Loews Hotel – Center City, PA

### *Enhancing Communities Through Innovation*

*by Robert Wright, Editor*

The second meeting of our 100th anniversary season felt like November, temperature- and chill-wise, so that, combined with the earlier darkness now that Daylight Savings Time is over, helped get slightly over 50 attendees indoors to participate. The views from the Commonwealth Room on the 2nd floor of the Loews Hotel were nowhere near as good as those from the 33rd floor, where our October meeting was held (and the meeting room had no windows anyway), but the networking and camaraderie that are hallmarks of our ASCE, Phila. Section meetings were there, and those who took part enjoyed the cocktail hour, dinner, and an informative presentation.

The meeting was advertised as *Design of Livable Communities*, but our speaker, **Todd Helmer**, Vice President of TimHaahs, revised that slightly to reflect the case studies he intended to present. Once all were prodded to end the cocktail hour and enter the meeting room, President **Jeremy Colello** welcomed everyone and dinner was served. As dinner wound down, President Colello returned to make a few short announcements and then welcomed Mr. Helmer



to the podium for his presentation.

Mr. Helmer explained that he would highlight two projects his office is presently handling to show how the proverbial bar has been raised with the integration of parking structures into their surroundings, beyond their parking purposes, and how this is evolving into deliberate design decisions on development to use parking structures to enhance and invigorate sites.

His first example was *The Wave*, a \$31 million, 1200-space garage at the gateway to Atlantic City near the end of the Atlantic City Expressway. Mr. Helmer outlined how its design was changed from a precast concrete structure to a cast-in-place, post-tensioned one. The client for this effort, the Casino Reinvestment Development Authority (CRDA), implemented the project using the design-bid-build method, with TimHaahs as the prime designer. He explained how the original concept, borne from CRDA's master plan for the area, was "tweaked" to better fit the overall site. It evolved into a pedestrian-friendly area with shops and activity, resulting in a "Main Street"-type development that offered attractions to draw people to this previously somewhat-desolate area.

Creative use of streetscape elements and lighting combine to create a sense of place despite the busy streets at the "front door" of the development which lead to and from the Atlantic City Expressway. Shops and outlet stores contribute to offer attractions for people to stop and walk around the development, as Mr. Helmer illustrated in his slides, and this helps to create a busy and attractive gateway feature for the City.

Mr. Helmer segued into his second case study, the Centennial District Transportation Center adjacent to the Philadelphia Zoo. The facility, the first zoo in the United States, has a very constrained footprint and suffers from a lack of parking capacity. This often results in congestion and gridlock, with the Zoo traffic mixing with busy Girard Avenue and the adjacent I-76 interchange. The Zoo was able to obtain federal and state transportation funding to finance a \$13 million, 700-space garage being implemented in a design-bid-build setup. The site of the garage is currently a surface parking lot with a 370-space capacity, thus the garage will nearly double the parking supply.

Similar to the situation at *The Wave*, the original plan for the garage did not fully meet the Zoo's needs and was more real estate/development oriented. The Zoo, not being in the real estate

## ENVIRONMENTAL AND WATER RESOURCES TECHNICAL GROUP

### JANUARY DINNER MEETING

**TUESDAY, JANUARY 8, 2013**

**SUBJECT: Green Roofs for SWM**

**SPEAKERS: David Plechner, GRP**, Design Sales Manager, C.M. Jones Inc.

**TIME: 5:30 PM**, Registration/Networking

6:00 PM, Dinner; 6:45 PM, Presentation

**LOCATION: Michael's Restaurant and Delicatessen**; 130 Town Center Rd.; Valley Forge Center, Route 202; King of Prussia, PA 19406

**COST: \$25.00 per member/nonmember; \$15.00 per full-time student**

The presentation will include an overview of the growing practicality of designing and building green roofs as a cost effective method of storm water management for commercial sites. Examples of green roof projects in both the private and public sectors will be highlighted during this informative and very interactive discussion. Topics of discussion will include cost, benefits, materials, specifications, green roofs and water management as well as types of roofing systems.

Mr. Plechner has a degree in Landscape Architecture and has been working in the commercial construction industry for the last 22 years. He has studied and become a proponent of green roofs over seven years ago. He also has the distinction of being one of the first accredited green roof professionals (GRP designation) in North America.

**DIRECTIONS** to the restaurant can be found at <http://www.michaelsdeli.com/directions.asp>

**RSVP: 1:00 PM, Friday, January 4, 2013**

Post reservations to the website: [www.asce-philly.org](http://www.asce-philly.org). Payment by PayPal can be done from the ASCE reservation website. Payment by check or cash can be provided at the meeting. Checks should be made payable to "Philadelphia Section ASCE." Reservation cancellations must be made 48 hours in advance or you will be charged for the meeting. Contact **Eve D'Onofrio** at **610-630-1660** if you have any questions.

Attendees are eligible for one (1) Professional Development Hour (PDH) for attending this presentation.

management business, looked to an alternative solution. Mr. Helmer explained how TimHaahs was able to redesign the proposed garage to address the needs and concerns of the Zoo, and how garage construction must be carefully phased to retain as much existing parking capacity as possible in the surface lot during the work. The garage is one part of an overall transportation improvements package that will result in better traffic circulation around the Zoo, green streets, pedestrian-friendly and transit-accommodating measures, and streetscape. The garage can also accommodate a possible new station for SEPTA's regional rail system which, if

*Continued on page 8*

## CONSTRUCTION TECHNICAL GROUP, TRANSPORTATION TECHNICAL GROUP AND ENGINEERS' CLUB OF PHILA.

### LUNCHEON MEETING

**TUESDAY, JANUARY 29, 2013**

**SUBJECT: Estimating Construction by the Numbers**

**SPEAKER: Jeffrey D. Given, P.E.**

**TIME: Tuesday, January 29, 12:00–1:30 PM**

**COST: \$15**

Mr. Given is the Director of Procurement for Loftus Construction, Inc. He will present estimating techniques utilized by contractors in today's market place. A discussion on the importance of a detailed and defined scope of work will be examined and how the lack of the same can lead to vast cost ranges. A full view into the direct expenses that drive the project costs will be discussed, including labor, material, equipment and the use of specialty subcontractors. Soft and indirect costs will be examined such as supervision, overhead, schedule, owners payment terms, and unique project conditions. The impact of current trends in the construction industry will be considered and how they have impacted bid proposals.

Participation in this presentation entitles each attendee to one (1) PDH for the Commonwealth of Pennsylvania's Professional Engineer Continuing Education Requirements. PDH certificates will be distributed at the end of the presentation.

Lunch will be served starting at 12:00 noon.

More information on the location and method for reservations will be provided in the January edition of *THE NEWS*.

## PLANNING FOR ENGINEERS WEEK

The Delaware Valley Engineers Week Committee will be celebrating **Engineers Week 2013** from **February 15 through February 23** and will continue its schedule of three events which will highlight the various contributions of Engineers and Engineering students in the Delaware Valley. Please note this information in your calendar and plan to participate.

### AWARDS AND PROCLAMATION LUNCHEON FRIDAY, FEBRUARY 15, 2013

DoubleTree Hotel, Center City

The Awards and Proclamation Luncheon will include:

- A poster session with presentation of student paper winners from 11:00 am to 12 noon, prior to the Luncheon
- The Awards and Scholarships presented at the Banquet in previous years will now be featured at the Luncheon
- Engineers Week proclamations will be displayed
- Project and individual awards of all participating Engineering societies in the Delaware Valley will be recognized
- The Engineer of the Year and Young Engineer of the Year will make brief remarks

### YOUNG ENGINEER SOCIAL EVENT TUESDAY, FEBRUARY 19, 2013

Fado Restaurant, Center City

This event will be a happy-hour type event geared to younger Engineers. The **Young Engineer of the Year** will make brief remarks.

### CELEBRATION OF ENGINEERING RECEPTION THURSDAY, FEBRUARY 21, 2013

Widener University, Chester

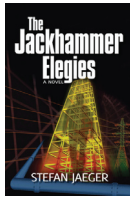
The culminating event of Engineers Week will be a social/networking gala event to celebrate Engineer-ing, with cocktails, appetizer stations, and dessert stations. Other features of the event include:

- Award recipients will be honored with posters/exhibits/running PowerPoint in the networking area
- Future City Competition Regional winners will display their first place model
- The **Engineer of the Year** and **Young Engineer of the Year** will provide brief remarks, followed by a brief recognition of the Hall of Fame, Outstanding Service, and Engineering Achievement award recipients

The **2013 Delaware Valley Engineer of the Year, Charles Clerecuzio**, was elected on November 13, and will be formally installed and recognized at the Awards and Proclamation Luncheon.

More information will be provided on price, location, and other details in the coming months. Please visit [www.dvewc.org](http://www.dvewc.org) for up-to-date announcements.

As always, volunteers are needed! If you are interested in volunteering for one of the many activities of Engineers Week, please visit [www.dvewc.org](http://www.dvewc.org).



## IS IT TIME FOR PRIME TIME FOR CIVIL ENGINEERS IN POPULAR ENTERTAINMENT?

*A Newly Released Thriller Makes a CE the Hero*

*If you're the Engineer who has proverbially everything and those who buy you Christmas gifts are always struggling to find a gift for you, here's something that you may want to drop hints about. Stefan Jaeger, author of "The Jackhammer Elegies" and Managing Director of Member & Corporate Communications at ASCE National, kindly provided this information on his recent book.*

If you try to count the number of movies that have an Engineer as a major character, you probably won't get off the fingers of one hand. I know of Arlington Road (the Engineer, played by Tim Robbins, is a terrorist), Falling Down (the Engineer, Michael Douglas, goes berserk), and Mr. & Mrs. Smith (the cover profession of the assassin, Brad Pitt, is an Engineer), just to name a few. The problem with these is that the silver screen Engineer hardly fits the bill as someone you'd want to invite home for dinner.

Movies are of course only one genre. In the 27 years I've worked with Engineering associations, the last seven at ASCE, the most repeated refrain I've heard from Engineers is, "Why can't we have a TV show L.A. Engineer?" (For those of a younger generation, L.A. Law was a popular TV series in the late '80s and early '90s that featured a cast of characters from a law firm in Los Angeles.) The problem with popular entertainment (or the attraction of it, depending on your point of view) is that you often have to toss in sex, violence, intrigue, and oddball personalities to get an audience. For a Civil Engineering firm setting, that might imply you have to make the firm's Engineers corrupt, or have bad designs kill people, or fill the office with philanderers to give the L.A. Law treatment. The possibilities are of course limitless, but that might not be the image you'd want to project for CEs.

Nevertheless, that refrain of L.A. Engineer stayed with me, and given my ongoing interest in writing fiction, I got to wondering whether I could write something to address the popular entertainment void for Engineers. That speculation, after a long off-and-on road, resulted in my newly released thriller *The Jackhammer Elegies*, which features a Civil/Structural Engineer as the main character and hero.

I started planning my novel in the '90s, getting my initial plot hook from a story I heard about a New York City Professional Engineer who'd been caught in an elevator after the 1993 World Trade Center bombing and his ordeal in getting out. A fictionalized version of his experience became the opening scene in *The Jackhammer Elegies*, where the location is transported to Rosslyn, VA (across the river from Washington, DC), and the man trapped is Scott Carter, a Structural Engineer who had designed the steel frame to the building. In the novel, that powerful basement blast rocks Carter from his everyday life into the media limelight—and ultimately into the crosshairs of a technically cunning terrorist.

Carter's knowledge of the building's structural framework helps him alert the city about potential collapse, but that turns him into the conduit of threats from the mastermind of the attack, alias Jackhammer. Carter becomes a consultant to the FBI as it investigates the Engineering angles to the case, teaming up with Special Agent Michelle Taylor, whose striking presence pulls Carter into the complications of a growing love. The partners soon find themselves matching wits with an elusive mastermind targeting the lifelines of a city's public works.

Besides trying to build an engaging plot, I hoped to paint the world of Civil and Professional Engineering through Carter's character and his active participation in ASCE activities. However, I didn't want to portray Carter or the profession in idealized terms. He fights self-doubts about his move into management to make more money when his true passion is design, and health issues can at times undermine his confidence as he faces the stresses of his hunt for the public works terrorist. As one PE reviewer of the novel said, "The book... portray[s] the Engineering profession with all of its strengths, weaknesses, and foibles."

You may be asking yourself whether I'm an Engineer. I'm not, but I did start my adult life with a physics and astronomy degree, so I've enjoyed the ability to relate to technical questions even though my work with Engineers has generally been focused on professional and policy issues. While I enjoyed bringing those issues into my book, the one aspect that provides a bit of unease is that in promoting the novel I'll come across as simply wanting to make a buck through book sales. The pleasure is getting a story about Civil Engineers and PEs in front of Engineers and the public.

I only hope my thriller can do its part in shining the spotlight a bit brighter on Civil Engineers and ASCE.

Stefan Jaeger, CAE is author of the new thriller *The Jackhammer Elegies* and can be reached at [sjaeger@thejackhammerelegies.com](mailto:sjaeger@thejackhammerelegies.com). His novel is available on Amazon.com (paperback and Kindle) and on BN.com (Nook Book).

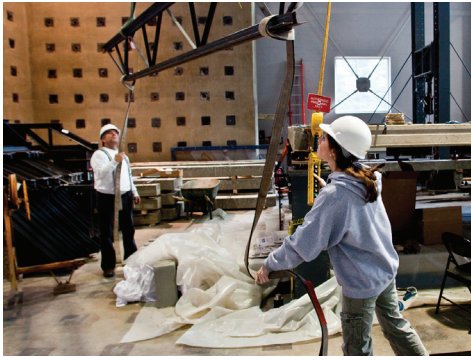
## ANACE\*

### MEAN STREETS — ICE CREAM WARS...?

New York is a tough town. Its history is filled with conflicts and out-and-out duels between and among any number of parties, including rival politicians, sports teams, street gangs, Mafia families, you name it. Even in fiction, the Sharks and the Jets fight in a well-choreographed fashion and the Corleones and their various rivals tussle. Apparently, this has worked its way to the soft serve ice cream market. Despite how unlikely it sounds, Mister Softee and Yogo have been squaring off lately in a battle over who is the dominant provider of the swirled treat.

These two companies "rule" the streets as far as ice cream truck service goes. Things started in 2010 — before then, Mister Softee, that otherwise friendly-seeming guy with the cone head and ice cream swirl hair, had a strong upper hand in the

*Continued on page 7*



## SPONSOR PROFILE — VILLANOVA UNIVERSITY

### EARN A MASTER'S DEGREE OR CERTIFICATE FROM VILLANOVA UNIVERSITY'S COLLEGE OF ENGINEERING

If you are a practicing Engineering professional and want to prepare yourself for the next stage in your career, then consider earning a master's degree or certificate in Civil, Environmental or Sustainable Engineering from Villanova University. Whether the objective is a degree or certificate, graduate-level education in the College of Engineering follows the same respected process where professors maintain a balance between theory and application, stress modern Engineering methods for the solution of detailed and complex problems, and emphasize the concepts of analysis and design coupled with Engineering judgment.

Civil and Environmental Engineering programs offer environmental, geotechnical, structural, transportation, and water resources fields of concentration. Individual courses include Hazardous Waste Management, Transportation Planning and Operation, Foundation Engineering, Bridge Design, Earthquake Engineering, and Open and Closed Hydraulics.

Students in these programs have access to some of the top labs in the region, including Villanova's Structural Engineering Teaching and Research Lab and the Environmental Microbiology and Biotechnology Lab. These and other labs, as well as student research, are supported through a variety of grants from industry and government entities. The work conducted in these laboratories often is presented at national and regional conferences and published in peer reviewed journals.

The master's in Sustainable Engineering is designed to be a multi-disciplinary degree that can be completed with or without a thesis. In the alternative, a certificate in Sustainable Engineering, which can complement other Villanova master's degree programs in Engineering, can be earned upon completion of a set of core courses plus electives.

The master's in Sustainable Engineering also has a track for some students who do not hold an Engineering degree. An applicant from a non-traditional field may be eligible to pursue the degree upon providing evidence of proficiency in mathematics, basic science or Engineering science. Absent such evidence, an applicant may receive provisional admission to the program pending satisfactory completion of undergraduate

prerequisite courses that are selected on the basis of the applicant's background and intended track. These courses, though required, do not count toward the graduate degree.

Villanova's graduate Engineering programs are a melting pot of knowledge and interests. Students come from a variety of industries and possess wide ranges of experience. Some students have been working only a relatively short time, while others have been in the Engineering field for decades. The faculty, in turn, includes working professionals with many years of experience, as well as Villanova professors who are actively involved in advanced research.

If you are interested in learning more about these programs, please visit [www.vuengineering.com](http://www.vuengineering.com).



## DECEMBER DINNER MEETING

*Continued from Page 1*

largest indoor flower show. Mr. Lemheney, now in his eighth year as designer, is a dynamic speaker, whose role is to guide the multi-acre show from sketch pad to show floor, overseeing a team of designers, floral arrangers, and horticulturists. He will also offer a sneak peek of the 2013 Show titled *Brilliant!*, to be held **March 2-10, 2013**, at the **Pennsylvania Convention Center**. The 2013 Flower Show — in its 183rd year — will be a celebration of the contemporary culture, design, gardens and landscapes of Great Britain. The Show covers more than 10 acres at the Convention Center. It is a floral extravaganza and horticultural fantasy that includes the creation of more than 50 full-scale garden displays as well as 4,000 individual amateur plant and floral design entries.

Sam Lemheney is the designer of the Philadelphia Flower Show and Senior Vice President of Shows & Events for the Pennsylvania Horticultural Society. His life-long love of horticulture began as a child working alongside his grandfather, a nurseryman and his father, a floral designer. He attended the University of Delaware where he studied Plant Science with a concentration in Ornamental Horticulture and worked in the horticulture program at Epcot's Land Pavilion at the Walt Disney World Resort in Orlando, FL. After completing his degree, he continued to work throughout Walt Disney World in horticulture and events, eventually becoming Area Manager of the Epcot International Flower & Garden Festival. In 2003, he joined the Pennsylvania Horticultural Society's Philadelphia International Flower Show as Director of Design. He is an active member of the International Festivals and Events Association and served on its World Board of Directors from 2002-2008. He has also judged various Flower Shows and Events worldwide.

## THANKS TO OUR SPONSORS (AND, ARE YOU ONE?) !

Our "enhanced" ASCE, Phila. Section Sponsorship Program is underway. The "enhanced" part is that we have revised it to raise additional funds to support planned activities and commemoration of our 100th Anniversary year. Details on the "enhancement" are provided below.

We thank those who have made the financial commitment for this season so far, and the business cards of our 14 sponsors as of this printing are included in the sponsor section of *THE NEWS* along with their levels of support. We have set a goal of \$50,000 to be raised to support our plans for this season, and we are proud to note that we are just over a third of the way there. Your help to get us to the top is very much appreciated.

As has been done for the past several years, sponsor logos are displayed in a special Sponsors section of our website. Through a click on the particular sponsor's logo, we provide direct links to its own website so prospective employees can review all available and up-to-date positions being offered by that firm.

The "enhanced" sponsorship available for this season includes several levels of contribution, as follows:

**Section Sponsor:** \$300 ("standard" Section Sponsorship, the same as what has been offered for the past several years); Company business card ad in *THE NEWS*; Company logo listed on Section website

**Frankford Avenue Bridge Sponsor:** \$500  
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**City Plan Sponsor:** \$1,000  
Same benefits as Frankford Avenue Bridge Sponsor, plus...  
Company name listed in press releases for 100th Anniversary events; Company name listed on Boards to be displayed at all events throughout the year during 100th Anniversary events

**City Hall Sponsor:** \$2,000  
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Company name listed in the Landmark Guide Book; 2 Tickets to the 100th Anniversary Gala Event

**Waterworks Sponsor:** \$5,000  
Same benefits as City Hall sponsor, plus...  
One table of 10 to the 100th Anniversary Gala Event; One copy of the Published Landmark Guide; Spotlight article on your Company in an edition of *THE NEWS*.

We will also be starting an individual sponsorship level to allow all members to be part of this. More details will be provided in upcoming editions of *THE NEWS*.

If you have an interest in joining our sponsorship program, please contact **Bob Wright** at [newseditor@asce-philly.org](mailto:newseditor@asce-philly.org) for more details.

## TECHNICAL GROUPS/CHAIRS

Information on the ASCE, Philadelphia Section's Technical Groups is given below. Director **Eve D'Onofrio** will be coordinating the activities of the Groups. If you have any topics that you think would be of interest to the Groups, please feel free to pass this information along to the appropriate Group Chair.

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### ANACE

*Continued from Page 5*

market – when a rogue group of Mister Softee drivers defected and founded Yogo. This past summer, things appeared to get particularly ugly. A Yogo driver alleged that some of the Softee crew tried to cut his brakes with a crowbar. Another said that a Softee operator came to his side window while he was stopped at Columbus Circle and, instead of asking for a cone, produced a gun and told him that he would be shot if the Yogo truck was seen there again.

There is apparently a good reason for this. The soft ice cream trade is lucrative – on a good day, a vendor can gross up to \$1500, with about \$300 of

## LAST CHANCE — SECTION RENEWAL RACE

National ASCE has announced a membership renewal drive for 2013 and our ASCE, Phila. Section has decided to make a run at it. The challenge is a fairly easy one — the Section with the highest percentage of membership renewals by December 14 will win \$1000. You probably already received an e-mail on this, but here it is in print for your further reading.

So, you were going to renew anyway, right, so maybe you do it a little earlier than you planned (there are other individual incentives being offered for this by National – please check [www.asce.org](http://www.asce.org) for more details on this).

As an added incentive along these lines, our Section is having our own contest. The companies and agencies in our Section with the highest percentage of employees renewing for the 2013 year will be featured in an upcoming issue of *THE NEWS*, on our website ([www.asce-philly.org](http://www.asce-philly.org)), and at an upcoming Section dinner meeting!

If you're up to the challenge, here's all you need to do:

1. Renew your membership by **December 14** by either:

- Visiting [www.asce.org/renewal](http://www.asce.org/renewal) and renewing on-line.
- Calling **800-548-ASCE** (2732), toll free.
- Return the form you may have received in the mail with your check for payment.

2. While you're renewing, update your employer information. Be sure to provide your company's name.

It's that easy!

It will take our Section approximately one month to announce the winners. This contest will calculate the percentage of current members for each employer who renew their membership for the 2013 year. If you have any questions on this, please contact our Membership Secretary, **Cathy Farrell, P.E.** at **215-442-5316** or [cfarrell@mbakercorp.com](mailto:cfarrell@mbakercorp.com).

that going to the driver. (It can get expensive, considering the investment in the truck is over \$25,000 and there is a \$3000 annual franchise fee.) Like many other seasonal items, the money has to be made while the product is in demand, which is not year-round. And then there's the route – drivers tend to be very protective of the more productive ones, and there is a gentleman's agreement of sorts to keep out of the "turf" of another vendor.

The competing companies are attempting to resolve their differences between themselves, thus police have not yet gotten involved. It is hoped that the cooler weather that usually results in the trucks "hibernating" until spring will provide a time for differences to be worked out.

And your Editor thought getting that coveted "lucky number" cone, which entitled one to a free banana split (something he long sought in his youth but never realized), was the tough part of this business...

Thanks to *Roads and Bridges* for this information.

\*ANACE – Almost Nothing About or Concerning Engineering

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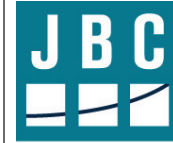
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NOVEMBER DINNER MEETING

Continued from Page 4

built, would open an entirely new transit alternative for visitors to the Zoo.

Mr. Helmer summarized the results that he believes are key to successful community enhancement and integration of parking facilities into their surroundings. These include facing and understanding the challenges, understanding the client's business and needs, planning for future development, and having all elements working cohesively.

After a short question/answer period, President Colello thanked Mr. Helmer for his interesting presentation and gave him a token of the Section's appreciation for his efforts.



Thanks to Kazi Hassan for the photos of the meeting.

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