

## A. COMMUNICATION WITH MEMBERS (25 Points Maximum)

Indicate the number of newsletter issues published annually: 10

List your Section/Branch website address, and a listing of its content, or information if applicable:

[www.asce-sd.org](http://www.asce-sd.org)

*Website includes: General meeting information, Awards event information, upcoming events, Report Card .pdf, Board member information and photos, Golf Tournament information, Local employment opportunities, scholarship information and forms, membership information and links to National ASCE website, and all group and technical group events and information.*

Discuss any other communications tools published by your Section/Branch:

### **Newsletter**

*Newslink is published monthly, except for July and August. It is delivered to members and non-members via regular mail and via email to approximately 1,800. Newslink includes General meeting information and all the information listed above in the website.*

### **Web Page – See information above**

### **Email blasts**

*ASCE San Diego Section utilizes a great resource called “Project Partners” to send email blasts to its members. Information is sent via this system by the Section, Imperial Valley branch, YMF, and Transportation Group. General meeting information and other useful activities of all these groups are sent on an average of 5-10 times per month.*

### **Flyers – for events such as seminars, golf tournaments**

*Flyers are sent via regular mail and email to advertise General Meetings, the Annual Awards event, Seminars, and the Annual golf tournament. Flyers were also developed recently for our new group, “Friends of Infrastructure,” to recruit new participants in this SPAG Grant developed program.*

### **Program at Annual Event**

*Each year, the ASCE San Diego Section Awards event gets larger, and an attractive part of that event is a 4-color program. The event program for 2007 was 20-pages in length, with 525 printed for the event. 4-color admission tickets were also printed and mailed to the attendees.*

### **Video presentation at Annual Event**

*A \$4,000+ DVD was created for the event in 2007. This production was intensive with many hours of work to create it. Award winning companies were interviewed in a recording studio, project photos were included and there was even a video taken by helicopter flying over the Project of the Year site.*

### **Press Releases and newspaper articles**

*A press release was written and submitted to the local media. The release was printed in three publications.*

## B. PROFESSIONAL ACTIVITIES/SCHOLARSHIPS/AWARDS-RECOGNITION PROGRAMS (25 Points Maximum)

List Section/Branch Professional Committees and the number of meetings and presentation topics for each.

### **San Diego Section General Meetings – 9 meetings**

*The San Diego Section 2006-2007 programs began with Alice McCauley of the League of Women Voters who discussed the propositions on the November ballot. She gave a description of each proposition followed by the arguments offered by the proponents and opponents of the measures.*

*The November program was presented by William Yee of the Centre City Development Corporation. He talked about the Park Boulevard at Harbor Drive Pedestrian Bridge Project (\$20,000,000) and the Park Boulevard at*

*Harbor Drive At-Grade Crossing Improvement Project (\$5,000,000), adjacent to Petco Park in Downtown San Diego's rapidly developing East Village residential neighborhood.*

*We joined with the Structural Engineers of California in December to listen to Sajid Abbas of T.Y. Lin International discuss his experience with the Design of Skyway Structures for the San Francisco-Oakland Bay Bridge.*

*Kenneth Steele of the San Diego County Water Authority presented The Colorado River Canal Lining Program that described efforts to conserve about 93,700 acre-feet of water per year.*

*The City of San Diego's Chief Operating Officer reviewed her activities to transform city hall during our February meeting. Ronne Froman described how she has streamlined operations, including developing consistent policies for contracting out to engineers.*

*Our March program included Will Kempton, Director of the California Department of Transportation, who described the recent Strategic Growth Plan developed for California. Last year, the state's voters authorized \$37.3 billion in general obligation bonds, which will help revive transportation and improve public infrastructure across the state. The transportation portion of the SGP will leverage \$107 billion for California's future from three sources: bonds; existing revenue (such as gas taxes and truck fees; and new revenue, including private investment).*

*SANDAG Executive Director Gary Gallegos provided an overview of activities affecting our local transportation system during the April meeting. He discussed existing plans and projects, provided timelines and schedules, highlighted future plans, and shared what San Diego is doing to compete for California infrastructure bond funding.*

*Richard Haas, San Diego's Deputy Chief for Public Works, presented his current activities affecting civil engineers. He is responsible for the core public works functions that include: water, wastewater, solid waste collection & landfill management, engineering & capital improvements, streets, facilities maintenance, fleet operation & maintenance, and storm water management. The Public Works Group has over 3400 employees and an annual operating budget in excess of \$1.3 billion.*

*September's program was a panel discussion that included representatives from industry who have gained valuable experience with the Public Private Partnership process on significant projects in the San Diego region. The diverse panel included Muggs Stoll of SANDAG, Greg Hulsizer of the South Bay Expressway, Bryan Lamb of Clark Realty Capital and Albert Rechany of Bajagua Project. Moderated by Reo Carr of the San Diego Business Journal, some of the questions that they addressed included the definition of a public/private relationship, the pros and cons of a venture, why to use this method, how best to complete a successful venture, and lessons learned from the experience.*

*Our programs were well attended by section members and guests, with audiences ranging from 80 to 120 people. The Board of Directors, together with our Executive Secretary and the Host Committee, actively participated in the planning, development and completion of the programs.*

#### **Younger Member Forum – 16 total meetings/events**

*San Diego YMF meets every third Tuesday of the month, September to June. Meetings are held at Karl Strauss Brewery and Gardens in Sorrento Mesa, north of Downtown San Diego, and begin with a half-hour social, announcements and introductions prior to a sit-down dinner, followed by a technical presentation presented by a local engineering firm or agency. SDYMF typically has between 30 and 40 younger members, including students, in attendance. Socials are held in September and December. Meeting announcements are sent to nearly 700 young engineers and engineering students via Project Partners email "blasts." A list of meeting dates and topics follows as well as technical tours:*

- 9/19/06 – Social
- 10/17/06 – Innovative Bridge Design with Joe Taglioni, TYLin
- 11/4/06 – Kumeyaay Wind Farm Technical Tour
- 11/21/06 – Fiesta Island Redevelopment with Mike Singleton, KTU+A
- 12/14/07 – Social and Toy Drive
- 1/16/07 – Field Quality Control, with Ken Mansir, Ninyo & Moore
- 2/20/07 – Stormwater and Erosion Control, with Jane Ledford, Rick Engineering
- 3/20/07 – Sustainable Building, with Josan Feathers, California State Parks

- 4/17/07 – CEO Panel
- 5/15/07 – Twin Oaks Water Treatment Plant, with Randy Hill, CH2MHill
- 6/15/07 – Seaworld “Behind the Scenes” Technical Tour
- 6/19/07 – Algerian Earthquake, with Curtis Edwards, Psomas
- 7/27/07 – Twin Oaks Water Treatment Plan Technical Tour

San Diego YMF’s most successful meeting was held in April 2007 at our usual location, Karl Strauss Brewery. During the meeting, YMF presented its first scholarships, totaling \$3500, to five local engineering students. Following dinner, YMF held a “CEO” Panel with four professional engineers representing small and large private consulting firms, San Diego’s Director of Engineering, as well as the owner of a woman-owned business. We had 30 members in attendance.

**Imperial Valley Branch – 6 meetings**

2/31/07	Curt Edwards, PE; F ASCE Vice President PSOMAS	City of San Diego MWW—Forcemain No. 1 Evaluation/Rehabilitation Project
3/28/07	Eric Magee DYK Incorporated	Prestressed Concrete Tanks—Heber Public Utility District Water Facility Project
5/30/07	Nick Andrews Geopier Foundation Company	Ground Improvement Solutions
7/25/07	Bradley Waldrup Nolte Engineering	Reno Transportation Rail Access Corridor (ReTRAC)
9/25/07	Emmanuel Sanchez Imperial County Air Pollution Control District	Proposed Rule 310—Operational Development Fee
11/30/07	Hector Mendez Imperial Irrigation District	Irrigation Canal automation

**Friends of Infrastructure**

The newly formed “Friends of Infrastructure” steering committee (formed out of the SPAG Grant) met this summer to form the action plan for the group. Since that initial meeting, more than 30 professionals have joined the group. In the coming year plans are being made to turn this group into a large, well-trained local advocacy program.

List any awards presented, scholarships provided to high school and/or college students, professional seminars or short courses conducted, and professional activities/events such as legislative activities, speakers bureau, career day, community involvement programs, etc.

**Legislative Activities**

In January 2007, with the help of an ASCE State Public Affairs Grant (SPAG), the San Diego Section implemented a 2007 government relations, education, and advocacy program to demonstrate that engineers are part of the solution to our deteriorating infrastructure. We called this program our ASCE Section Agenda for Change.

Through the program, civil engineers (and a few non-ASCE members, including a landscape architect) were trained to become more effective communicators and advocates for infrastructure improvements. Participants in the program group reached out to public agency staff and government decision-makers with effective messages designed to initiate change. We met with staff at the cities of San Diego, Chula Vista, and Escondido; the County of San Diego; and the Cities/County Transportation Advisory Committee (CTAC). A group of 24 ASCE members received government relations training in a San Diego Section sponsored workshop led by National ASCE’s Brian Pallasch, the Director of the Communications and Government Relations Division. Some ASCE members who plan to participate in the Legislative Day Fly-in attended the workshop. As part of the advocacy activities, the ASCE San Diego Section wrote two letters supporting infrastructure funding, one to City of San Diego Council President Scott Peters supporting the Mayor’s proposal to increase water and sewer rates, and

one to State Senators and Assembly Members supporting the County of San Diego's efforts to increase bond funds to the San Diego region, and distribute the funds using a formula based on facts. One of the action items developed from meeting with public works staff was the formation of "Friends of Infrastructure," a network of knowledgeable professionals who can serve as advocates and technical advisors when needed for public works projects and policies. This concept was launched at the June 26 ASCE San Diego Section luncheon. We now have a core group of more than two dozen professionals ready to support local infrastructure when public agencies need more voices advocating for increased maintenance and improvements, and are continuing to build our membership.

### **Science and Engineering Fair**

The 53rd Annual Greater San Diego Science and Engineering Fair was held at the Balboa Park Activity Center on March 28, 2007. There were over 800 projects chosen from some 12,000 projects presented at area schools. Over 115 schools were represented from throughout San Diego and Imperial Counties.

ASCE has supported the science fair by sending a professional society judging team to judge projects for over 15 years. It is a program that we believe encourages middle school and high school students to consider a career in engineering. A recent survey of former student winners indicated that more than 80% of them were in the sciences related to their science fair projects.

ASCE annually chooses three projects that are related to the field of civil engineering for recognition. The three winners this year were all from the Junior division, grades 7 and 8. In alphabetical order they are:

Oriana Di Fede, Marshall Middle – 8<sup>th</sup> grade  
What are the Effects of Wind Resonance on Structures

Maddy Goss, Rhoades – 7<sup>th</sup> grade  
Investigating Lead Levels in Water and Soil at Mission Bay

Stephanie Merrill, Warren Walker – 7<sup>th</sup> grade, Green Concrete

ASCE would also like to thank and recognize the following judges:

Roger Carlin – Caltrans, Keith Ploettner – Caltrans, Kristin Steiner – Winzler & Kelly, Jason Gornall – Winzler & Kelly, Kathy Haynes – Kennedy Jenks Consultants, Corey Young - Kennedy/Jenks Consultants, Sandra Carlson – Kennedy/Jenks Consultants, Angela Juran – Simon Wong Engineering, Mark Creveling – Simon Wong Engineering, Patrick Mulvey – IEC, Jessica Perry – CH2M Hill, Katherine Hon – Hon Consulting Inc. Maurice Sasson – retired, Bill Glaser – Nevada DOT, Leia Pugh – PBS&J

### **Honorary Members**

In April of 2007, two Life Members of the San Diego Section were given the distinction of "San Diego Section Honorary Member." The section has a similar process to the national process of honoring members where a maximum number of individuals can be recognized and letters of support must be received. Dr. Howard Chang and Mr. Joe Hill were recognized for their lifelong pursuit of excellence in engineering. Dr. Chang for his 40 years of teaching and research in fluvial hydraulics and Mr. Hill for his influence on flood plain mapping and development in San Diego County both in the public and private sectors of the industry. In September, Dr. Chang was subsequently nominated for the national recognition of Honorary member with eight letters of support submitted.

### **Scholarships**

The Section gave four students at SDSU and UCSD scholarships that totaled \$3,000. The scholarship committee evaluated the applications on Need, Educational Plans, Academic Performance, Potential for Development, ASCE activities, Other student activities and Work Experience. The section has two sources of funds for the scholarships, the CA Smith and the McMahon. These two funds are supplemented annually through specific donations, a significant raffle drawing at the annual event where thousands of dollars of goods and services are donated and \$1200 was raised this year. Additionally at every meeting with a 50-50 raffle drawing where the winner gets half the money from the raffle and the scholarship gets the other half. Many of the winners donate their winning percentage to the scholarship fund.

San Diego YMF continues to support civil engineering students at the University of California, San Diego and

San Diego State University. We provided a \$1000 grant to each student section last year. All of our YMF meetings, events and activities are open to students. YMF subsidizes student's attendance at our monthly meetings (\$5 instead of \$20). YMF hosts a resume review workshops each Fall. This year, SDYMF was proud to offer its first scholarships to local engineering students. YMF gave two \$1000 and two \$500 scholarships to students (two for each school) as well as a \$500 scholarship for a student at a local community college.

San Diego YMF helped several members attend the 2007 Western Regional Younger Member Council and Annual Conference. In February, SDYMF sent eight members to the WRYMC in Seattle: Alissa Sigala, Kimberly Hakola, Angela Juran, Leanne Abe, John Prince, Sean McCarty, Jessica Perry and Travis Hammond. In October, YMF sent two representatives to the Annual Conference in Orlando: Leanne Abe and Travis Hammond. We anticipate a strong representation at the 2008 WRYMC in Las Vegas, with twelve members currently planning to attend.

### **Seminars**

The San Diego Section Annual Awards Event was held on Saturday, May 12, 2007. It was held at the Sheraton Hotel and Marina on Harbor Island and was attended by over 500 people.

Awards were given to 22 projects with the Project of the Year Award given to Liberty Station Development. Liberty Station is a redevelopment of the former Naval Training Center in San Diego. The awards program included a video presentation of the projects with the top award winners' design teams and owners interviewed in the video. The program included presentation of Region 9 Awards for Outstanding Younger Civil Engineer, Outstanding Civil Engineer Public Sector and Project of the Year. Two Honorary Member Awards were presented for outstanding service in the Civil Engineering profession. A special tribute was given to Barbara Gabrielson, the San Diego Section Executive Secretary, who retired after 24 years of service to the Section. Entertainment for the evening was provided by a comedian/magician with a raffle for prizes rounding out the event.

The Awards Event received a considerable amount of press from The Daily Transcript, a daily business newspaper in the region. A full page in the Construction section was devoted to The ASCE Awards Event and the projects receiving the awards. In addition a President's Message from Kathy Haynes, the San Diego Section president, was included in the paper. One of the articles was primarily devoted to describing ASCE and what it is all about. There were numerous quotes in the articles from various San Diego Section officers about civil engineering and its impact on society.

### **Legislative Day National Fly-In**

ASCE San Diego Section Vice President Tim Murphy, participated in the 2007 Leadership Training in Government Relations (Legislative Fly-In) on March 6-8, 2007 in Washington, DC.

The event began with a beginners training Tuesday evening followed by a social activity. There were over 120 ASCE members attending from throughout the United States.

We received formal training Wednesday morning and met with congressional representatives Wednesday afternoon and Thursday morning. The formal training included briefings on legislation that ASCE supported and that we were to discuss during our meetings with our representatives. Tim met with Representative Brian Bilbray, and aides to California Representatives Lois Capps and John Doolittle. In addition we attended a reception for ASCE Members and Congressional representatives.

### **Legislative Day in Sacramento**

ASCE started the Legislative Day in Sacramento in 2004 under the California State Council of ASCE, before Region 9 was created. Under the new Region 9 it has become an annual event and probably the most important and most impacting program we sponsor.

The Legislative Day this year was on February 5th. Organizing for the event started in late 2006 with Mike Thornton and Chuck Spinks traveling to Sacramento on December 15th to meet with some of the Legislative Committee Chairs to identify issues and to let them know they would be back up in February meeting with many of the committee members. The committees that they met with were:

- Senate Natural Resources and Water Committee
- Senate Transportation and Housing Committee

- Assembly Water, Parks, and Wildlife Committee
- Assembly Transportation committee

They also met with several key legislators and with the Governor's Office's Director of Business, Transportation, and Housing.

A decision was made in 2006 to add an Infrastructure Symposium to the activities in Sacramento. A number of ASCE members, led by Region 9 Governor Mike Thornton, the Region 9 Legislative Committee Chair, were involved in organizing the event. The Symposium included speakers from the Governor's Office, Department of Water Resources, Caltrans, and the Army Corps of Engineers. It was a huge success and it may become a regular part of the Sacramento visit.

Organizing the appointments and visits with the legislators took an enormous amount of time. This effort was also led by Mike Thornton. He created a detailed schedule spreadsheet that showed who was visiting whom and at what time, making sure that there was no overlap and that everyone had time to get from one meeting to the next. Mike also prepared an agenda for the days activities and a discussion outline that listed talking points and ASCE's positions so that all of the members visiting with legislators would be presenting the same messages.

The purposes of the visit, as presented in the Discussion Outline, were:

- Increase awareness of infrastructure funding needs
- Present the recently-completed California Infrastructure Report Card
- Advise that ASCE is a Resource to assist legislators with future infrastructure issues and questions
- Requests for legislators to co-sponsor key current infrastructure legislation

Included with the packages that were given to all of the visiting ASCE members were copies of summaries of important infrastructure bills so they could speak knowledgeably with the legislators about ASCE positions and issues.

The day ended with a reception in the Capitol Rotunda sponsored by ASCE Region 9 for all of the legislators. It was a long day but everyone felt it was well worth their time and it was very rewarding.

The San Diego Section has been an active supporter and has been well represented at the events. Four Members attended the event including Dolores Ventura, David Akers, Bill Clevenger, and Kathy Haynes.

### C. TECHNICAL ACTIVITIES (25 Points Maximum)

List the Section/Branch Technical committees and the number of meetings and presentation topics for each.

#### **Pipeline Group – 6 meetings**

October 2006

Skip Lewis of Infrastructure Engineering Corporation and Eric McGee of DYK presented the Vallecitos Water District Twin Oaks Reservoir No.2 Project.

December 2006

Tim Suydam of San Diego County Water Authority presented their Twin Oaks Valley Water Treatment Plant project. Meeting was sponsored by Northwest Pipe and Ameron International.

February 2007

Andy Romer of Boyle Engineering Corporation, nationally recognized pipeline design expert, presented an overview of his Owens Lake Dry Lake Bed Dust Control Project using fiberglass pipe and a design/build approach.

April 2007

Steve Deering of Dudek Engineering + Environmental presented their San Elijo Lagoon Force Main Project, which included using a horizontal directional drilling process to install new pipelines within and under the San

*Elijo Lagoon, minimizing environmental impacts.*

*June 2007*

*Vallecitos Water District and Matt Tebbetts of Kennedy/Jenks Consultants hosted a tour of the VWD's Meadowlark Water Reclamation Facility Expansion.*

*August 2007*

*Over 120 local area water and wastewater industry professionals, representing both public agencies and consultants, attended a Padres game. Padres prevailed 6-4*

**Geotechnical Group – 9 meetings**

- September 13, 2006*     *Jorge Meneses, Ph.D - Kleinfelder Inc - Testing of Geotechnical systems using the World's Largest Earthquake Simulator*
- October 18, 2006*     *Dr. Mitsuo Nozu, Fudo Tetra Corporation, Inc - Liquefaction Mitigation Techniques in Japan*
- November 15, 2006*     *Scott Rugg, CEG and Jim Gingery, GE - Kleinfelder Inc - Fault Hazard Characterization for the SR-75/282 Tunnel in Coronado*
- January 17, 2007*     *John J. Murray, PE and John M. Stolz, PE - Jacobs Associates - San Vicente to Second Aqueduct Pipeline and Lining*
- February 21, 2007*     *CGEA Meeting - Dr. Peter K. Robertson - Gregg InSitu Inc - Risk Based Site Investigation*
- March 21, 2007*     *Leo Handfelt, PE - URS Corporation - Geotechnical Considerations for the National City Marine Terminal Development*
- April 18, 2007*     *Joint Meeting with SDAG - Ken Hudnut, PhD - USGS, Pasadena - The B4 Project: High-Resolution Topographic Survey Scanning of the San Andreas and San Jacinto Fault Zones*
- May 16, 2007*     *Walt Crampton, GE - TerraCosta Consulting - The Pointe Slope Stabilization Project*
- June 20, 2007*     *Brian Roche - Keystone Retaining Wall Systems - Design and Construction of Segmental Block Retaining Wall*

**Transportation Group – 12 meetings**

- Dec-07*     *Joint Holiday Luncheon (ASCE/APWA Transp & SDHDA)*
- Oct-07*     *Port Freeway Access Study - Paul Brown, Port District & Richard Leja, Boyle*
- Aug-07*     *Summer Social (KHA / Petco Park)*
- Jun-07*     *SR-94 Improvements - Sam Amen, Caltrans*
- Apr-07*     *I-805 Corridor Widening - John Rieger & Chuck Davis, Caltrans*
- Feb-07*     *South Bay BRT - Jennifer Williamson, SANDAG*
- Dec-06*     *UC/Regents Rd Alternatives - Kris Shackelford, City of SD & PDC*
- Oct-06*     *County 5-Yr CIP - Terry Rayback, County*
- Aug-06*     *Summer Social (KHA / Petco Park)*

Jun-06	North Island Access Tunnel - Gail Brydges, Coronado, PBQ&D, HMM
Apr-06	Otay River Bridge Site Visit - Lorenzo Garrido
Feb-06	SR905 & Design Sequencing - Chuck Davis, Caltrans

List Technical Seminars/Workshops, or short courses of at least 3 hours duration and the subjects/topics. State the benefits of technical/educational activities for members and other engineers.

### **Seminars**

*The San Diego Section developed and produced a local workshop on "Winning Interviews and Presentations". This half day multimedia presentation took place on March 20, 2007 at the Best Western Seven Seas Lodge in Mission Valley, and was well attended by over 50 local professionals. The presenter was noted Southern California interview facilitator and speaking coach LaVerne Caceres M.A., who engaged the attendees through speaking demonstrations, a Powerpoint presentation, case studies and meaningful exercises involving the participants. Major topics presented included Making the Shortlist, Connecting with the Interview Panel, Responding during Question & Answer Sessions, and Presentations to Stakeholder Groups. Feedback was solicited following the event and was quite positive, including comments such as "Terrific, how do we get in touch with the speaker?" and "Very good, right to the point and gave relevant examples". Although the seminar was very reasonably priced at \$100 per member for advance registration including a Continental breakfast, the Section cleared over \$3,500 in profit to further pursue outreach and educational programs in 2008.*

*On the national scale, the San Diego Section also partnered with ASCE Continuing Education in the marketing and implementation of "Financial Management for the Professional Engineer" held on March 22nd-23<sup>rd</sup> at the Radisson Hotel Harbor View in Downtown San Diego. This two day seminar focusing on business management skills for design professionals was presented by Mr. Dave Wahby and attended by 13 principal-level engineering managers. The San Diego Section assisted with check-in, announced the event at the monthly general meeting, distributed brochures, issued a local e-mail blast and posted the event on their website. The advance publicity helped clear over \$6,000.00 for ASCE Continuing Education and the local Section, and the San Diego Section looks forward to partnering with John Casazza and Continuing Education staff on future efforts.*

### **Government Relations Training**

*On June 28, 2007, the Section held a free Government Relations Training workshop as a benefit to its members. The training was conducted by ASCE's Brian Pallasch, the Director of Communications and Government Relations Division. The workshop was designed for all ASCE members interested in government relations and desiring to expand their knowledge and skills in the area.*

### **PE Review Course**

*San Diego YMF conducts a PE Review Course twice a year in advance of the April and October exams. There are three courses offered, an "8-Hour" course, which prepares students for the National Principals and Practice exam and meets for four hours each Saturday over the course of ten weeks, a seismic review course, which prepares students for the California Seismic exam and meets for a total of eight hours over two weekends, and a surveying review course, which prepares students for the California Surveying exam and meets for a total of eight hours over the course of two weekends. The course is taught by a team of nine Professional Engineers from local engineering firms. Not only does the course provide a service for our local engineers preparing for the PE exam, it has been a tremendous financial benefit for YMF. They have been able to provide significant grants to the two local student chapters and establish a scholarship program.*

## **D. MEMBERSHIP (25 Points Maximum)**

List Section/Branch actions/activities to recruit new members.

Describe the program, if any, to recognize members' employers.

*Each year, The American Society of Civil Engineers (ASCE) at San Diego State University hosts a Professional*

*Development Day. Last year's event was very successful with many opportunities for students and professionals to interact. The students at SDSU are eager to learn and enhance their engineering skills; therefore, this opportunity has been very beneficial to companies as well as students.*

*The San Diego Section also publishes and recognizes corporate sponsors at General Meetings, at the Annual Awards Event, and in the monthly newsletter.*

List Section/Branch activities to retain members and demonstrate the value of ASCE membership / Describe any special membership focus activities/events.

- *As was posted on the ASCE National website, October 1<sup>st</sup>, 2007, the San Diego Section was ranked the #1 Section in membership growth.*
- *Held membership drives before the two largest attended luncheons of the year.*
- *Sent two direct mail postcards to all registered engineers in the County of San Diego touting the benefits of membership.*
- *Active YMF recruits graduating students*
- *Section Members speak at ASCE SDSU Student Chapter meetings.*
- *This past year was the second year that San Diego YMF organized a weekend officer's retreat, which greatly benefited the group. The retreat allows officers and committee chairs a chance to get to know each other, plan for the upcoming year and encourage membership.*

Describe actions/activities to transition Student Members to Associate Members.

*Officers of the San Diego Section spoke throughout the year at the student chapter meetings (both UCSD and SDSU) encouraging them to continue with ASCE upon graduation and providing information on the section to the students. Our local YMF chapter has many joint meetings throughout the year with the student sections including tailgate parties and other social gatherings to help bridge the gap from college to professional membership. The YMF sends all of their meeting notices to the student sections and there are generally five to ten students at most YMF meetings.*

## **E. PUBLIC OUTREACH/ EDUCATION ACTIVITIES (25 Points Maximum)**

List local public outreach/educational activities, including (but not limited to) practitioner-educator partnering activities with colleges; educational outreach activities to elementary, middle, and high schools; activities in support of the ASCE student chapters/clubs in your area; and outreach to media, television, etc.

### **Engineering Day at the Mall**

*San Diego YMF hosts Engineering Day at Mall each year during Engineer's Week. This year, the event was held on February 17 due to the WRYMC. SD YMF and volunteers from the SDSU student chapter hosted five hands-on activity tables for children at Grossmont Center. Activities adapted from PBS's "Zoom into Engineering" included "Flicker," "Gumdrop Geodesic Dome" "Sail Ships" and "Puff Mobile." Children and their caretakers were able to investigate engineering principles and interact with young engineers throughout the afternoon. Many parents asked the engineers about schooling and job opportunities.*

### **Pacific Southwest Regional Student Conference "Mystery Event"**

*San Diego YMF hosted the "Mystery Event" at the 2007 PSWRC on April 14. SD YMF organized a team relay consisting of a Razor scooter course, balloon popping, Frisbee toss, and 50 yard dash while running in flippers and giving a team member a piggyback ride. This event was a great way for YMF to interact with student groups from the region.*

### **Brownie Fun Day**

*On May 19, San Diego YMF volunteered at Brownie Fun Day in Santee. Three female engineers met with three dozen Brownies and answered their questions about engineering and what it's like to be an engineer. The young engineers also helped at activity tables.*

### **UCSD and SDSU Student Chapters**

*In April of 2007, more than 1,100 5th and 6th grade students from Escondido and Del Mar schools, in the San Diego, Calif. area, put their structural design skills to the test. The students were part of a competition run by the*

*Society of Civil and Structural Engineers at the University of California, San Diego—a student chapter of both the American Society of Civil Engineers (ASCE) and the Structural Engineers Association (SEA)—in which they formed teams as design builders and constructed model steel buildings using K'NEX, a construction toy consisting of interconnecting plastic rods and connectors. (Turner Construction, Hope Engineering, and Architects Delawie Wilkes Rodrigues Barker funded the event's outreach.) The role-playing exercise allowed the students to learn and balance the roles of architect, engineer, and contractor as a design-build team, and learn about earthquakes, earthquake engineering, and the AEC industry. In addition, the students learned about liquefaction, base isolation, damping systems, the concept of ductility, buckling, and about bracing, on top of basic engineering concepts. As part of the scenario, event judges played the role of a prospective owner who wanted a tall and distinctive new high-rise building in downtown San Diego, near an active fault. The owner would choose the design with the best money-making potential, in terms of rent, and the best seismic performance. The teams produced construction documents, architectural renderings, a bill of materials, and even performed basic structural calculations. Once their designs came to fruition, they put their buildings to the test at UCSD's Englekirk Structural Engineering Center, on the world's largest outdoor shake-table (provided by the Network for Earthquake Engineering Simulation, the competition's co-sponsor.) There was one overall winning team at each of the participating schools, and winning teams in three other categories: structural, architectural, and construction. "As this is the first year of the event, we have learned a great deal about how to improve the curriculum and competition for next year," said Philip Yu, a past president of SCES-ASCE/SEA's student chapter at UCSD. "We have also learned that 5th and 6th grade students are capable of amazing work." (Modern Steel Construction, June 2007)*

### **ASCE Mentoring Pilot Program**

*The San Diego Chapter was selected by the National Career Development Committee to pilot the ASCE mentoring program. The purpose of this mentoring pilot program is to*

- *Provide a service to our members*
- *Gather data to determine the demand for and the benefits of an ASCE Section/Branch Mentoring Program*
- *Evaluate the delivery method of the program*

*Thirty-eight (38) San Diego Section and YMF members signed-up for the program. Each mentors/protégés pair committed to the 12 month mentoring relationship. The pairs were required to contact each other (e-mail or call) at least once every two weeks and meet in person (or have a longer phone conversation) once a month. In order to measure the progress of the program, the program developed three forms to track and evaluate the progress of each paired mentor/protégé team.*

*The program has helped ASCE to determine the future of the program and help the San Diego Section achieve its goals, recommend new ideas to benefit members, and provide new and additional resources as deemed necessary to encourage and expand Section membership. This mentoring program, if expanded, will be an additional ASCE member benefit on a national level and the program experience has been unique, rewarding and enjoyable for all participants.*

## **F. SPECIAL SECTION/BRANCH EVENTS & ACTIVITIES (25 Points Max)**

Describe events/ activities within the Section/Branch, such as exhibits, public service projects, i.e. Habitat for Humanity, and other events or activities to increase the awareness of civil engineering:

### **Younger Member Forum**

*San Diego YMF had several community service projects this year. In November, SD YMF sponsored a food drive in conjunction with their November dinner meeting and collected over 100 items. In December, SD YMF sponsored a toy drive and donated two dozen items to the Toys for Tots campaign. In February, SD YMF had several volunteers participate in a Habitat for Humanity event to repair and improve a youth hostel in downtown San Diego.*

## **G. DIVERSITY (25 Points Maximum)**

Describe your Section or Branch activities in the promotion and advancement of diversity in the civil engineering profession.

*In 2006-2007 there were three women officers on the San Diego Section Board. Board Members' Marc Schulte and Mark Creveling were representatives on the National Committee for Diversity.*

*San Diego YMF organized a "CEO" panel for its April meeting and invited two female engineers, the City of San Diego's Director of the Engineering and the owner of a local GIS services company (WBE), to sit on the four member panel. It was important to YMF to recognize women engineers at the top of the career ladder as well as female business owners on the panel.*

## **H. OTHER ACTIVITIES (25 Points Maximum)**

Any other activities that are not listed above that describe your Section or Branch promotion/advancement of the civil engineering profession to either your members or the public.

### **Annual Golf Tournament**

*The 2007 ASCE Annual Golf Tournament was held at the beautiful Rancho Bernardo Inn golf course. The Section had an exceptional paid registration of 140 players with just a few less than that showing up the day of the event. Local companies and vendors came through with plenty of sponsorships to help make the event successful and a whole lot of fun. YMF provided several volunteers to help with the morning rush as people arrived for the event. As always we had longest drive and closest-to-the-pin competitions. We added a hole-in-one opportunity where somebody came within 10 feet of driving home a new Toyota Tundra truck. The foursome from DBM Contractors shot an impressive 59 to win the "Low Net" competition and the foursome from the Coombs-Hopkins Company posted a score of 61 to take home the "Low Gross" prize. The weather was great and the Mexican buffet lunch was delicious. There were a ton of raffle prizes given out to conclude the event including a brand new Callaway Driver.*