



# SOUTHWEST CHAPTER

## Wisconsin Society of Professional Engineers

### PRESIDENT'S MESSAGE

BY NORM ARENDT

OCTOBER 2007

"Explaining the game" fulfills a basic need that today's employee has – to see the meaning or impact of his/her work as well as the importance of memberships in organizations. However, leadership research supports an "explanation gap." A Harris Poll of more than 11,000 households found that:

- Only 15 percent of workers could identify their organizations' most important goals.
- A majority of workers (51 percent) did not understand what they were supposed to do to help the organization achieve its goals.
- Less than half of available work time (49 percent) was spent on the organization's most important goals.

When you explain the game, you help employees see how they fit into the big picture. People will naturally feel more accountable for their performance when they clearly understand they are a part of something bigger than themselves.

Powerful leaders explain the game by consistently answering four questions today's employees commonly ask:

- What are we trying to achieve? (Goals)
- How are we going to achieve it? (Plans)
- How can I contribute? (Roles)
- What's in it for me? (Rewards)

How clearly are we explaining these? Your answers to the Fundamental 4 create a bridge that connects today's possibilities to tomorrow's results. This is the bridge of accountability. Without this bridge, you are dead in the water. With it, you have the necessary platform to boost your organization's performance.

At the speed of today's business and information overload, it can be quite challenging to decide what to communicate to employees and what to withhold. It's easy to say (usually to ourselves), "They don't really need to know all that." or "My team won't really understand." or "I don't think they can handle that news right now." But the truth is that leaders who underestimate the power of their employees generally overestimate their own. Whether an ancient Viking ship captain or a current day leader, answering the Fundamental 4 saves everyone time and effort and helps your organization perform at the highest levels.

We have a great program this month, and using the Fundamental 4, let's try to obtain great attendance.

<i>Chapter Officers</i>	
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### *October Chapter Meeting*

<i>Topic</i>	<b>Tour of University Square.</b> Matt Breunig and Eric Plautz of Findorff Construction Co. will lead a tour of the 820,000-square-foot University Square building. This is a mixed-use building with 120,000 square feet for general retail, 360 apartments, 250,000 square feet for University Services, including room for 600 Student Organizations, University Health Services, Bursar's Office, Financial Aid Office, and Registrar's Office. There will also be 260 retail-dedicated parking spaces. The building is expected to be fully occupied by August 2008.
<i>When</i>	October 24, 2007. The tour will begin at 5:30 PM, and we will meet for dinner immediately after at the Nitty Gritty, located at 223 N. Francis Street.
<i>Where</i>	Meet at the Johnson Street construction entrance across from Sellery Hall by the construction trailers. Parking is available at the Lake Street parking ramp off University Avenue. Please bring a hard hat if you have one.
<i>Menu</i>	We will order off the menu with separate bills.
<i>Price</i>	There is no cost for the program. Each person will just pay for his/her own parking and dinner.
<i>RSVP</i>	Please RSVP to Brian Kehrl at <a href="mailto:bkehrli@msa-ps.com">bkehrli@msa-ps.com</a> or 608-355-8887. RSVP by 4 PM, October 19.



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## October 2007 Newsletter

### SOUTHWEST CHAPTER- WISCONSIN SOCIETY OF PROFESSIONAL ENGINEERS

<b><i>Chapter Meeting Schedule</i></b>		<b><i>Board Meeting Schedule</i></b>
October 24, 2007	Tour of University Square	November 6, 2007
December 4, 2007 (Tue)	Scholarships and Networking (UW Platteville)	December 4, 2007
January 2008	Topic and date to be determined	January 2, 2008 (Wed)
February 2008	Engineer's Week, Joint with ASCE	February 5, 2008
March 2008	Topic and date to be determined	March 4, 2008
April 2008	Topic and date to be determined	April 8, 2008
May 2008	Topic and date to be determined	May 5, 2008 (Mon)
<i>All Meetings Thursday Unless Otherwise Noted</i>		June 3, 2008
		<i>7 AM Tuesdays Unless Otherwise Noted</i>
<b><i>Upcoming Events Schedule</i></b>		
February 2, 2008	Mathcounts Chapter Competition - Lowell Center, Madison	
March 1, 2008	Mathcounts State Competition - Lowell Center, Madison	
<b>April 17, 2008</b>	<b>2008 Discovery Conference and Governor's New Product Awards</b>	