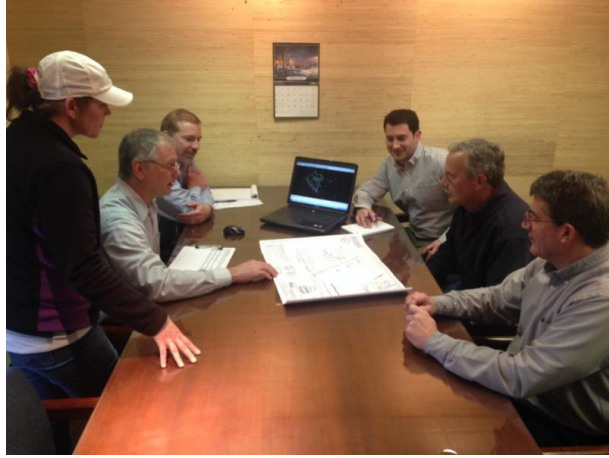


Scrimmage with Communications

by Nick Cirilli, PE

During this Super Bowl season, football terminology seems to fit the day. In the case of scientists, when communicating and trying to persuade their peers of a breakthrough, the *"line of scrimmage"* is usually across from other scientists.



However, in our business, the code official, the surveyor or the practicing engineer, is usually *"across the line"* from a non-technical person or group. It is what I call the social-technical interface.

Getting that *"first down"*, i.e. effectively communicating, is not an easy task. Robert T. Kiyosaki's book, **Why "A" Students Work for "C" Students**, triggers the challenge. I take from the book, a somewhat different application to make the point.

Before I proceed, we ALL are "C" students at one time or another. For instance - in the Doctor or Lawyer's office, or talking to our plumber or electrician, or even our dance or tennis coaches, they (the professionals) are the "A" students and we are the "C" students.

"A" students *do* work for "C" students. Look at a Jury of our peers - the engineer or medical expert must convince a jury, not another expert. The Township or Borough Manager must persuade an elected official, or a resident, not another municipal manager. And yes, the Township Engineer must communicate with the Planning Commission, Supervisors and Township Staff.

Why the gap? Because sometimes the "A" student doesn't take the time to *communicate like* the "C" student. The *"goal"* is to *connect* more in alignment with the person you are communicating. Just my opinion, but Aristotle put it best some 2300 years ago: "Know your audience, know their point of view (aka Pathos)".

"Fourth and inches"... you don't have to *"punt"*, *go for it*... think like a "C" student!

In the News

By Danielle Stoltzfus

Chuck Jackson, III was recently appointed to the **Uwchlan Township Historical Commission** for a (2) year term. Chuck has always had a passion for American History and is an avid collector of historical books and maps, and how our nation's history is connected locally. Want to know what it was like in Chester and Montgomery Counties in 1874, the birth of Yerkes? Just ask Chuck.

Congratulations Chuck, Uwchlan Township is lucky to have you!!

Want to Build a *Minimum* Quality House? Follow the Code

By Nick Cirilli, PE

Now that I have your attention, perhaps you will see it is not so much an exaggeration. In the 2009 IRC, Preface, Introduction it states; "This comprehensive, stand-alone residential code



establishes *minimum regulations* for one- and two-family dwellings and townhouses using prescriptive provisions.”

That’s correct! “*Minimum* standards of construction, and is not intended to achieve anything more than a minimum level of safety and comfort for the occupant.

For example, take the deflection of a beam supporting the second floor of a house...the code allows an acceptable sag of 1/2” for a 16 foot beam span. Could that sag crack the drywall ceiling and leave an unsightly appearance at some point in time? That’s acceptable under the code. It’s the *minimum!* Oh, but what about a beam 23 feet long; it can have a 3/4” sag?

Take the railing around an ordinary rear yard deck...the code requires the posts and railing to resist a 200 pound concentrated load. It’s the minimum! What about two 200 pound teenagers having fun on such a deck, and leaning against the rail with impact?

At Yerkes, we can help guide you through the confusion, develop specifications and plans which go beyond the bare minimum, to give you a quality structure built to last.



Stephen Carreon, E.I.T.

Stephen Carreon, EIT joins Yerkes Team

Please join me in welcoming **Stephen Carreon, EIT**, as we announce the newest addition to our Engineering Department. A recent graduate of Temple University in December, 2016, with his BS Civil Engineering, Steve impressed our staff with his excellent communications and interpersonal skills, along with excellent work experience during his college years. Having served four (4) years in the United States Navy prior to college, Steve also brings an added sense of team organization.

Under the guidance of Fran Greene, PE, Steve will serve in a variety of capacities assisting various Project Leaders in our cross-functional team approach.

In his spare time, Steve enjoys spending time with his family, especially his two wonderful nieces, as well as hiking on the Wissahickon trails with his 8-month old pup. Steve is also an avid swimmer and hopes one day to compete in a triathlon in the distant future. When it comes time to kick off the football season once again, Steve has ambitions to assist in coaching at PMYC, Phoenixville, where he first began playing organized football. He hopes to bring teamwork lessons, both on the field and off the field, to the youth of today.

We are excited as Steve represents the addition of another highly talented professional, as Yerkes continues to grow, keeping pace with the increasing demands of our clients.

Thank you,
Nick Cirilli, PE, PLS, President/CEO

***"A pessimist sees the difficulty in every opportunity;
an optimist sees the opportunity in every difficulty."***

Winston Churchill

NextIssueJohn B Yerkes,PE, PLS reflects on the company, his career and the future. You don't want to miss it.



For additional information about Yerkes services, please visit our website, www.yerkes-assoc.com LinkedIn or Facebook page



orcontact:

- Editor: Alice Kenworthy (akenworthy@yerkes-assoc.com)
 - Assistant Editor: Joanne Caso (jcaso@yerkes-assoc.com)
 - Layout-Photography-Articles: Danielle Stoltzfus (dstoltzfus@yerkes-assoc.com)
 - Contributors: Nick Cirilli, PE (ncirilli@comcast.net)
Danielle Stoltzfus (dstoltzfus@yerkes-assoc.com)
-

Disclaimer: This newsletter may contain information about engineering, surveying, technical matters, leadership, and project management. This information is not advice, nor a solution to any particular project, and should not be treated as such. Yerkes will not be liable in respect of any special, indirect or consequential loss or damage. If a section of this disclaimer is determined by any court or other competent authority to be unlawful and/or unenforceable, the other sections of this disclaimer continue in effect. Without prejudice to the generality of the newsletter, we do not represent, warrant, undertake or guarantee that; (1) the information is correct, accurate, complete or non-misleading and (2); that the use of the content herein will lead to any particular outcome or result.

Yerkes Associates, Inc. | 1444 Phoenixville Pike, West Chester, PA 19380

[Unsubscribe](#)

[Update Profile](#) | [About our service provider](#)

Sent by jcaso@yerkes-assoc.com in collaboration with



Try it free today