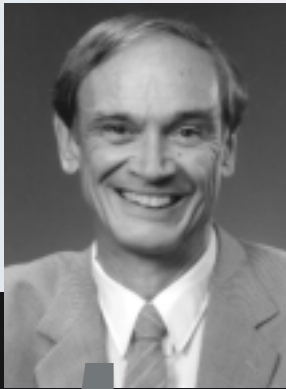


*In Structural Engineering
a Name Synonymous with*



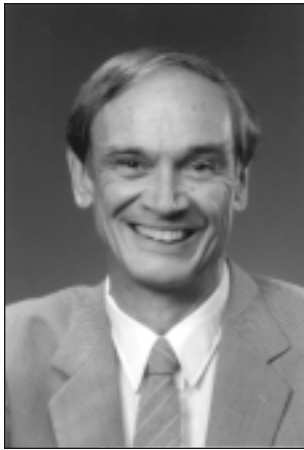
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E *The College of Engineering
University of Wisconsin-Madison
Department of Civil and Environmental Engineering*

Introducing

The Charles G. Salmon Professorship

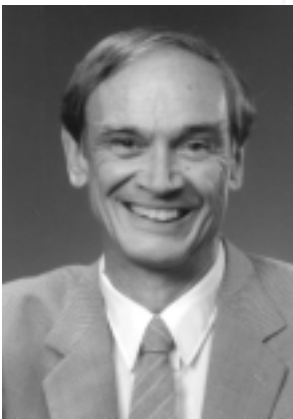


Friends, colleagues and former students
of Professor Salmon have joined in partnership
to establish a professorship in his name.

You are warmly invited to join in this worthwhile endeavor.
Your contribution will enhance the tradition of excellence in
structural engineering at the University of Wisconsin.



In structural engineering, one name stands out among all others. One name, forged through time and tenure, to define and develop structural engineering as we know it today. The individual we speak of is Professor Emeritus Charles G. Salmon, of the Department of Civil and Environmental Engineering at the University of Wisconsin-Madison.



Professor Salmon is widely known for his undergraduate and graduate courses in structural analysis, and in steel and reinforced concrete design. He continues to contribute to his profession through his activities in professional societies, the byproducts of which include building code revisions and a comprehensive handbook for practicing engineers.

His special areas of expertise include design of reinforced concrete structures, steel structures, highway bridges and stability of structures. The hallmarks of his lifelong contributions to the concrete and steel industries include education, research and technical leadership. The fact is, Professor Salmon influenced not only the structural design industry itself, but the minds of a new generation of engineering practitioners.

Visionary Leadership

in Anyone associated with the field of structural engineering in the **Structural** past four decades will undoubtedly recognize the significance and **Engineering** impact of Professor Salmon's contributions to his chosen field. Our effort for the College of Engineering is not a large-scale campaign. Rather, it's a personal appeal to his circle of friends, colleagues and former students, as well as to the companies whose business revolves around the field of structural engineering.



"I still remember that difficult concepts became easier to understand when he explained them to his students. At that time, Professor Salmon had yet to publish his famous text book on "Steel Structures, Design and Behavior," and used instead the manuscript typed by Mrs. Salmon for his lecture. All his lectures were so thoroughly prepared and taught that when the course was over we all felt as if we had already become the steel design experts."

Chung-Hyun Nam, PE, PhD
President

Daewoo Engineering Company
Seoul, Korea

Professor Salmon received his PhD in civil engineering in 1961. He began his remarkable career at the UW as an instructor in the Department of Civil Engineering in 1956. He progressed to full professor in 1967 and achieved emeritus status in 1989.

His academic career was at all times underscored by worthy contributions to the art and science of structural engineering, by his leadership in the development of codes and textbooks, and through his lifelong teaching and mentorship of students.

Professor Salmon has long been regarded as a prolific author, and creator of learning and reference materials in structural engineering. He collaborated with numerous structures faculty members. One such collaboration, with Professor C.K. Wang, resulted in the widely referenced text, *Reinforced Concrete Design*. Professor Salmon authored or co-authored additional internationally known texts including *Steel Structures: Design and Behavior* and *Introductory Structural Analysis*. He served as

senior- or contributing author to more than 40 professional papers on many aspects of steel and concrete design and construction.

He has also contributed through the years by participating as an invited lecturer at sessions of the American Institute of Steel Construction, the American Concrete Institute and many others.



"I have had the privilege of working with Professor Salmon in ASCE and watching his career as one of the most respected and beloved faculty members in our nation."

Luther W. Graef, PE
National President

American Society of Civil
Engineers (ASCE)

and Chairman, Graef, Anhalt
Schloemer and Associates, Inc.

Milwaukee, WI

Professor Salmon's research and keen insight has given us greater capabilities in structural engineering. The human relationships he fostered—such as those between student and teacher, young professional and mentor—provide the understanding we need to best apply them.

A Tribute to

A Distinguished Teacher Perhaps even more noteworthy than his many presentations and publications were the lives—and eventual careers—of the students he touched. Always an effective teacher, Professor Salmon's

"I took courses from Professor Salmon during my bachelor's, master's and doctoral programs in Madison. He was truly one of the outstanding teachers I have had and provided a real intellectual and professional model for me."

Karl M. Romstad, PE, PhD
Professor and Acting Chairman

Department of Civil and
Environmental Engineering

University of California

Davis, CA

enthusiasm for his subject and vast knowledge of current engineering developments motivated his students and stimulated their interest in structural engineering.

One of the greatest satisfactions any teacher can aspire to with his students is the inspiration and drive to succeed and to refine current practices. To that end, Professor Salmon gained widespread admiration for his dedication and perseverance. He possesses an enthusiasm for structural engineering that is nothing short of contagious. Among Professor Salmon's hundreds of students, many have achieved prominent positions in professional and academic fields.



Of Coffee

Commitments and Collegueship To the hundreds of students who learned in Professor Salmon's structures courses, he is warmly regarded for his professional commitments, collegueship, and—coffee.

"Professor Salmon's teaching was thorough and rigorous. Yet he always maintained a relaxed atmosphere in the classroom. And who else made a big pot of coffee every day for his 7:45 a.m. classes?"

Mark Blaskey, PE, President
Abacus Consulting, Inc.
Altoona, WI

Arriving each morning before his class, Professor Salmon brewed fresh coffee and served it to students in his first lectures of the day. It's a kindly gesture that his students have remembered well through the years.

His dedication to teaching, however, did not end in the classroom. Throughout his remarkable career, and to this day, Professor Salmon remains an individual committed to structural engineering. His honors and awards include:

- He is one of just 170 honorary members of the American Society of Civil Engineers, which has more than 130,000 members worldwide. Such a distinction is granted to just a few ASCE members who have achieved acknowledged eminence in their fields.
- He served as national president of Chi Epsilon from 1994-96 and as a district counselor for 12 years. In addition, Professor Salmon is a former president of the Wisconsin Section, ASCE.
- Among his many professional awards are the 1982 UW Emil H. Steiger Award for distinguished teaching, the 1983 American Concrete Institute Joe W. Kelly Award for outstanding contributions to education in concrete as an author and teacher, and the 1984 Delmar L. Bloehm Award from the American Concrete Institute for his contributions to the field of reinforced concrete design.

"Rather than blindly following the designed formula contended in the conventional teaching approach, he added ways of analytic thinking to his students, which, in turn, paved a solid background for further study."

Surakhuang Asavanich, PE, PhD
President and CEO
Thai Sumiden Engineering and
Construction Co., Ltd.
Bangkok, Thailand

The True

Measure

"His lectures on structural dynamics were always full of excellent expressions."

C.Y. Loh, PE, President
C.Y. Loh Associates, Ltd.
Vancouver, B.C.

"I'd have to say that Chuck was one of the most influential men in my career development. He did not teach his students structural design. He taught his students how to analyze a problem and how to think."

Roger Anderson, PE
Senior Project Manager
Wheelabrator Environmental
Systems, Inc.
Hampton, NH

The true measure of any educational organization rests on the foundation of its faculty. Through the Charles G. Salmon Professorship, the Department of Civil and Environmental Engineering seeks to endow a professorship in his name. Faculty members who hold such professorships are scholars of international reputation. Such endowments make it possible for them to enhance their teaching and research programs, and to introduce and involve their students in the same vigorous pursuit of knowledge.

Your support of The Charles G. Salmon Professorship assures that your name, or that of your organization, will be associated with the growth and development of structural engineering for years to come.

"Chuck Salmon was the rare professor who demanded the utmost from his students in the classroom and gave the most back to them in their education, in and outside of the classroom. I am proud to consider Chuck a mentor, a colleague and a friend."

David R. Fletcher, PE, Associate Director
Alliance for Transportation Research Institute
The University of New Mexico
Albuquerque, NM

Extra Measures

of Excellence The UW College of Engineering seeks to support the Charles G. Salmon Professorship with an endowment of \$1,000,000. The endowed gifts will be invested to generate sufficient income to support the designated purpose in perpetuity. Endowments such as this provide an extra measure of excellence in the College and serve as an enduring example for the College's alumni and friends.



How You

Can Participate The Charles G. Salmon Professorship is funded by the Salmon Professorship Fund of the University of Wisconsin Foundation. Colleagues, former students of Professor Salmon, corporations and foundations have joined to contribute to this fund to honor one of the most respected leaders in structural engineering.

Please join us in this sterling tribute to Professor Salmon. A pledge card and return envelope are enclosed for your convenience.

Gifts to the UW Foundation for the Salmon Professorship may be in the form of cash, appreciated securities, personal or real property. Pledges may be made over a period of years. Gifts to the UW Foundation are fully tax deductible.

For further information please contact:

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For more information about the Salmon Professorship, graduate fellowships or other industry reinvestment opportunities, please contact:

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