

# 28<sup>th</sup> Annual Environmental Engineering & Science Symposium



## Keynote Speaker



### Brian Shoener

Ph.D., P.E., Certified Data  
Analyst (he/him)

**Black & Veatch**

AI/ML & Digital Water  
Applications  
Development Leader

Operations | Engineering  
& Development Services

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**3:00 pm, Newmark 1310**

### Work Smart AND Hard!

**Abstract:** Ideas are powerful. They can be the spark that ignites a revolution, or they can languish in obscurity. For graduate students, ideas have an even greater significance; they represent our potential to make meaningful contributions to society and create lasting change. But what do we do when our idea is met with hesitation or skepticism? How can we ensure that it reaches its full potential? The answer is simple: We work smart, and we work hard. While the adage “work smart, NOT hard” is a timeless one, combining both working smart AND working hard enables us to minimize our chances of failure with any project we undertake. Working smart requires an understanding of the task at hand and the ability to plan out how it will be accomplished in a timely manner. It also involves having the foresight to anticipate any potential issues that may arise along the way and developing strategies for dealing with those problems before they become insurmountable obstacles. Working hard, on the other hand, means putting in effort without compromising quality or accuracy; it demands dedication even when progress seems slow or nonexistent. Together these two elements form a powerful combination that can help propel you forward towards success. As part of this keynote, several case studies will be presented that serve as representative examples of working smart and hard. Ideas are powerful tools capable of creating real impact if properly utilized by those willing to put forth effort into realizing them fully. With dedication comes reward - so don't give up on yours!