



# Society of Women Engineers

## Philadelphia Section Newsletter

April 2000

### **PRESIDENT'S LETTER**

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Dear SWE Members and Friends-

Oh, Baby! Every time I turn around, another friend is having a baby, SWE members included. I'm not sure if it's a Y2K baby boom, or just that I'm at that age where my friends are already married (or divorced) and approaching this next chapter in their lives. Anyway, congratulations to all of you out there that are pregnant, recently given birth, or endeavoring to conceive. Hopefully we're giving birth to a new generation of engineers.

All members should have received information about the upcoming National SWE Conference in Washington, D.C. Please let me know if you're planning to attend whole or part of the Conference. People will be interested in sharing a room or carpooling. I am planning to go, probably only for a few days. I want to go on the FBI tour and the "private" White House tour. Oh yes, and network with other SWE members.

I hope everyone is enjoying the nice spring weather, and thinking about which positions or committees you would like to be involved in next year.

So far, I have received offers to take over the Moorestown Project and Secretary, and I'm certainly expecting a lot more phone calls and e-mails from prospective officers and committee chairs. If you would like to find out more about a position before volunteering, please contact the current chair or contact me. Current committee chairs are also welcome to resume the same position or switch with someone else. If you want to invent something new, like having your own column in the Newsletter, I would love to hear your ideas. Being an officer, committee chair, Section Rep, or SWE Counselor is a great way to develop your leadership and organizational skills in a supportive atmosphere, and to meet other members. Please consider it!

Happy Spring!

*Susan A. Sciarratta, P.E.*

### **SWE Philadelphia Section FY 00 CALENDAR**

<b>DATE</b>	<b>EVENT</b>	<b>LOCATION</b>
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April 5	Delaware Valley Science Fairs	Fort Washington Expo Center
April 5	Career Day	Drexel University
April	Deadline for Applications	
April ?	Take Your Daughter to Work Day	Various
April 18	Awards Banquet and 50 <sup>th</sup> Anniversary Celebration	Williamson's Restaurant Horsham
April TBD	Program on Business Etiquette	Widener University
May	Beginner's Golf Outing	TBD
May - various	Sub-section Meetings	TBD
June 27 – July 1	SWE National Conference - Beyond 2000: Exploring Perspectives	Washington, D.C.

## ANNOUNCEMENTS

- **Region E volunteers needed** for the following FY01 Offices:

**Deputy Director** - Anyone can run; this is a good office for someone who is thinking about running for Region E Director (next term is July 01-June 03)

### Secretary

**Student Coordinator** - one of our current coordinators would like to retire from the position

**Continuing Development Committee Rep.**

**Women in Academia Committee Rep.**

**Fund Development Committee Rep.**

**Multi-Cultural Committee Rep.**

**Membership Committee Rep.**

- The **NJPE (NJ Professional Engineers) Annual Conference** will be held on May 19-21 at Headquarters Plaza in Morristown. For more information, contact Joanne Lombardi (Assistant Executive Director) at 609-393-0099.

- **Certificate of Merit Presenters Needed**

As of April 1<sup>st</sup>, Certificate of Merit nominations have been received from 28 high schools. Four schools have requested a member to present the Certificates at the school award assembly. Please call Barbara Faust if you are willing to participate in this fun event.

Pottstown High School	Mon, May 8, 7PM
Conestoga High School	Thurs, June 8, TBD time
Upper Moreland HS	TBD date, time
Olney High School	Wed, June 7, TBD AM

- SWE E-Mail Alias

If you are a SWE member and have an e-mail address, you may request set-up of a SWE alias e-mail address. This SWE alias will have the form Jane.Doe@swe.org (or jane.doe@swe.org, the e-mail address is not case sensitive). Any e-mail sent to the SWE alias will be sent to your actual e-mail address. Should your e-mail address change, you can contact SWE to have the SWE alias point to your new address. To obtain a SWE alias, send a request to swe-admin@swe.org. In the message include your name, SWE membership number, and the e-mail address to which you want the SWE alias to point.

## APRIL EVENTS

### 50th Anniversary Celebration and Section Awards Banquet

Place: Williamson Restaurant  
Easton and Blair Mill Rds.  
(500 Blair Mill Road)

Horsham, PA 19044

Date: 18 April 2000

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Time: 6:00P.M  
Cost: \$30 members (\$35 non-members)  
\$15 Students

Please RSVP with dinner selection to Carole Stowell by Wednesday, April 12th.

Phone: (610-531-5320);  
e-mail: carole.n.stowell@lmco.com

Entrée: ROAST TOP SIRLOIN OF BEEF  
or STUFFED BREAST OF CHICKEN

Join us as we honor our FY 00 scholarship award winners and celebrate the 50<sup>th</sup> Anniversary of the Society and of the Philadelphia Section, which was one of the founding sections. We will have memorabilia, including our original charter, on display. We hope to have several of our charter and early (i.e., members from the 50s) in attendance to share their memories with us as we compile a history of the Philadelphia Section. It is very interesting to note what in engineering has changed and what has essentially remained constant over the course of a half century.

## Business Etiquette Program at Widener University

The **Widener Student Section** would like to have a **program on business etiquette**. The students are looking for someone willing to visit Widener to make a short presentation and answer questions on what is expected in the workplace. The girls seek advice on what's appropriate behavior (and what's not) when it comes to business meetings, business trips, and just relating to coworkers and supervisors in general.

The program format could be a one-person presentation or a panel discussion with several women. The timing is fairly flexible - late afternoon (4 or 5 o'clock) followed by an informal dinner might

## Judging at the Delaware Valley Science Fairs

Philadelphia Section Members will serve as Special Awards judges at the Delaware Valley Science Fairs to be held on April 5<sup>th</sup> and the Fort Washington Expo Center. Names of the award winners will be published in the May Newsletter.

## SWE Continuing Development Seminar

The Continuing Development Seminar organized by the DelMar Peninsula and Philadelphia Sections and made possible through funding from Dupont was held March 4, 2000 at the Concordville Inn and Conference Center in Concordville, PA. The 16 attendees included eight members from the DelMar Peninsula Section, four

or BABY STUFFED FLOUNDER

Appetizer: fruit cup  
Salad: tossed garden salad  
Vegetables: string beans almondine, baked potato  
Dessert: chocolate mousse

Directions: PA Turnpike to Exit #27, Willow Grove. North on Rte 611 (Easton Rd) for about four blocks. Left onto Blair Mill Road. Restaurant is on the right. Restaurant sign is readily visible from Rte 611. Restaurant phone number is 215-675-5454.

be the best way to fit both the speaker's and our students' schedules. It might also be possible to set something up mid-day to include lunch, but we didn't think that would be very convenient for the speaker. Any weekday except Friday would work for us. We'd like to schedule the program for the week of April 17 or April 24.

We would be very grateful to anyone willing to come and speak to the Widener SWE section. If you'd like to volunteer, please contact Vicki Brown at (610) 499-4607 work, (610) 692-6776 home, or e-mail Vicki.L.Brown@widener.edu

## Scholarship Fund-Raising

We are in the midst of our annual scholarship fund-raising activity. Please see the article on page 6 for more information. Because Section Members were notified by e-mail rather than by written request this year, a donation form is included as an enclosure with this newsletter. Please help us carry our Scholarship Program forward to its Seventh Year.

## March Event Highlights

members from the Philadelphia Section, four non-members, and six Dupont employees. The major events are summarized below.

**Keynote Speaker Roberta Brown** spoke on being Off-Track 90% of the time. Roberta Brown is the Delaware Engineer of the Year 2000. She shared with us the paths that her career has taken. It was

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interesting to learn about the choices she made along the way and how those choices have affected her course. She was also open about her personal life and how she has been able to manage her role as wife and mother as well as that of Vice President at Conectiv.

## 15+ Ways to Persuade with Rae Gorin Cook

Rae shared with the group effective ways to use persuasion in presentations as well as in every interaction. The focus was on using persuasion with management. The key points of her presentation were

- 1) Persuasion is not manipulation.
- 2) Persuade obviously and throughout your presentations by improving content and style.
- 3) To be persuasive, practice being persuasive in everyday life.

Rae Gorin Cook can be contacted at:  
Gorin and Cook, Inc.  
4571 Kirkwood Highway, Suite 400  
Wilmington, DE 19808  
800-510-2122 or 302-368-3377  
www.gorin.com

## Stepping up to Management with Pamela Tudor

Pamela discussed with the group some of the major concerns with the switch from engineering to management. She presented ten skills needed for management, and a self-evaluation to determine your weakspots in the management skills.

Pamela can be reached at:  
Organizational Consulting Associates  
2046 Cherry Street  
Philadelphia, PA 19103  
215-523-5914  
ptudor@earthlink.net

## Styles of Leadership with Audrey Helfman, Ph.D.

Through a series of questions Audrey provided the group with insight into their leadership styles during both good and conflicting circumstances. Exercises showed how the different styles interact; while offering suggestions on ways to adapt styles in order to work with those of different styles.

The planning committee for this event included:  
DelMar Peninsula Philadelphia  
Jennifer Haar Frann Shore  
Stacy Dedinas Lisa Colosimo  
Pam Zucaro Susan Best  
Vicki Land Susan Sciarratta

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## Region E Conference

The Mid-Atlantic Region (Region E) Conference hosted by the NJ Section was held at the Double Tree Hotel in Somerset, NJ on March 3rd through April 2nd. Students and Members enjoyed networking at the social events on Friday and Saturday evenings. The keynote speaker at the Saturday lunch, Ms. Lois Benjamin-Bohn, gave a moving talk that inspired us to rise above and make the most of the adversities we encounter in life. Society President Sherita Caesar had a tough act to follow when she went to the podium to give us an overview of what is going on at the SWE National level. See her special message on page 11.

We each had the opportunity to attend a series of three of the 15 Saturday Seminars that were offered. These seminars provided a variety of interesting and useful information for personal and professional development.

Susan Best, Maggie Schwartz, and Barbara Faust attended the Region meeting on Saturday afternoon. There was much lively discussion concerning the decision by SWE National the release of our dates at the PA Convention Center because of changes occurring in the way the conferences will be run (see page 5). Other meeting topics included the new Distinguished Service Award (see page 6), the availability of funding from the Region as well as from Headquarters (see page 9) for new Section projects, a request for volunteers to serve in Region Offices for FY01, and prizes to be awarded to members for the current membership drive campaign (see page 6).

The Conference wrapped up with technical tour of the Princeton Plasma Physics Laboratory where we learned about progress being made in the efforts to control the energy released in nuclear fusion reactions.

## The 2004 National Conference...That Might have Been

As many of you know, the Sections of the Delaware Valley, which include the Philadelphia, Lehigh Valley, New Jersey, and DelMar Peninsula Sections, were selected to host the 2004 National Conference. Over the past year or so, SWE has been working to revise many aspects of the National Conference. These efforts have included exploring the possibility of moving the date to another time of year and making more use of professional meeting planners.

We knew that the 2004 National Conference might not be held in Philadelphia if the date was changed to a different time of year. While the timing of the conference still has not been resolved, the SWE Executive Committee has decided that holding the 2004 National Conference over the Fourth of July weekend, as we had proposed, was not acceptable and they released the June/July dates with the PA

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Convention Center. There are no other dates available in 2004 at the Convention Center.

In conjunction with this action, the Executive Committee is proposing that 2004 be the first year of using a professional planner to plan the National Conference. The exact role of the local Section and the manner of selecting conference sites have yet to be determined.

While the SWE National Conference may come to Philadelphia at some time, there is no longer a specific year planned. I know many of you had volunteered to assist on the Conference Committee. If the SWE National Conference does come to Philadelphia, there will be some role for us to play, although it will be less than we had previously anticipated.

In the grand scheme of things, I believe that for the National Conference it is appropriate for the Society to move away from the heavy reliance on member volunteer planning and move toward use of a consistent professional planner. This movement started several years ago when Show Management Services was hired as the Conference Management Firm (CMF). This new direction will either expand the

role of the CMF, involve hiring a professional planner at headquarters, or possibly a combination of both. This new direction will allow us as engineers to do the job that we are trained to do and have meeting planners do the job that they are trained to do. And we will suffer much less burn-out when a conference does come to town.

The Conference Management Committee, of which our Conference Core Committee remains as members, will be working at the next meeting to formulate a plan for developing a Program Board and defining responsibilities of Headquarters, the CMF, and the local host Section(s) for future conferences.

Now that we aren't planning a Convention, I hope that you will look at the activities in our Section and the Region and volunteer to help in some way. Our SWE Sections and Regions are only as strong as the involvement of our members.

Thank you for your past support.

Susan Best

(Former) 2004 SWE National Conference Committee Chair

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## PHILADELPHIA SECTION SCHOLARSHIP FUND SOLICITATION

At our Annual Awards Banquet on April 21, 1999, the Philadelphia Section was proud to award seven \$1,000 scholarships. This is the fifth time we have been able to provide financial assistance to women engineering students.

The Philadelphia Section scholarship program awards \$1,000 to selected applicants who are women enrolled in an engineering or related science program at a local ABET-accredited university or college. The criteria for selection are science/math/engineering activities, teamwork, leadership, scholarship, and an essay on why they chose to study engineering.

In addition to requesting corporate donations, we are asking for contributions from Section members. Donations are deductible under U.S. Internal Revenue Code Section 501(c)(3). Donors have the option of having their donation placed in the Dorothy Hoffman Memorial Endowment Fund or be distributed at this time. All money donated for scholarships goes to the recipients; administrative costs are paid by the Section and all staff is volunteer. Donors of \$1,000 or multiples thereof may have the scholarships named for them, if designated for immediate distribution.

We are counting on your support. Our corporate fundraising will be more successful if we can show our membership supports the program. If your company has a matching gifts program for which SWE is eligible, please include the appropriate form with your donation. For more information, please contact Susan L. Best, P.E., Fund Development Chair by phone at 610-444-6522 or by e-mail at Susan.Best@swe.org. For your convenience, a scholarship donation form is enclosed with this newsletter.

## Distinguished Service Award Unveiled

The Society wishes to honor its members who have shown their enthusiasm, commitment to SWE's Mission and dedication through sustained service. It is only fitting that this award is first given at our 50th celebration.

The Distinguished Service Award was developed to recognize SWE members who have made a significant contribution(s) to the Society of Women Engineers at the regional and/or national level. Their prolonged committed service, leadership, and devotion to SWE have enabled the Society to successfully fulfill its mission and their contribution became part of the framework upon which SWE has been built over the years. The nominee must be a SWE member in good standing with at least 20 years as a Member or at least eight years as a Senior Member and be active in local, regional or national activities of SWE. A maximum of five awards may be made annually.

Nomination packages must be postmarked by April 15th and mailed to SWE Headquarters. The nomination package can be found on the Awards section of the SWE web page. The nomination form for the individual SWE awards should be used. Letters of reference should come from:

1. The nominating section (signed by two officers of the section including the Section President or Section Rep) or nominating region (signed by the Region Director and either Section President or Section Rep of a section within that region or a MAL Representative).
2. A Society member (different from the two who signed the nominating section or region letter) who is familiar with the nominee's contributions to the Society and their effects on the Society.

Nominees will be judged on the basis of the information presented in the package. Section D of the nomination form should include the contribution to SWE and the effects of this contribution on the Society.

**In Celebration of SWE's 50<sup>th</sup> Anniversary .....**

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## Society of Women Engineers History Award

This one-time award from SWE Headquarters is in conjunction with the Society of Women Engineers' 50th Anniversary Celebration. The purpose of this award is to acknowledge SWE's heritage and women engineers through documentation of historic women in engineering, SWE Section history, Society history, other engineering organizations, community success stories and corporate success stories.

In addition to recognizing nominators for their outstanding nominations, the entries will provide valuable information that will:

-Help current Section leaders understand their history and boost interest and excitement in SWE and for women in engineering

-Provide information to complete or enhance SWE's historic records

-Provide information that could be used for public relations campaigns or promotions

-Provide information on SWE programs such as the scholarship and awards programs.

The medium used for the nomination packages can include, but is not limited to, video, booklet, web-sites and photographs. If a web-site is submitted, screen prints will be required.

Research may be on any category related to women in engineering and/or SWE. Examples include, but are not limited to:

-History of an outstanding individual member

-Follow-up on Achievement or other SWE Award Recipients. What have they all been doing since they received their awards?

-History of women engineering students at your university

-History of women engineering professors at your university

-Follow-up on women who received SWE scholarships at your university over the past years

-History of women engineers at your employer

-History of women engineers in other engineering societies

-Research on women with engineering degrees who have pursued careers in other fields

-Research on the founders/past leaders of your Section/Student Section. Where are they now?

-Research on women in engineering in other countries. How does their progress (or lack thereof) compare to ours in the United States?

There will be an award of \$500 given to the best overall submission. Multiple awards may be given. The monetary award will be accompanied by a certificate. Honorable Mention certificates may also be awarded.

The following criteria will be used by the judges:

-Overall impression

-Significance to SWE and/or to women in engineering

-Style/content : how the nomination is presented; layout; readability

-Effort expended to prepare the nomination.

A section or person may submit more than one entry. All copies become the property of SWE without restriction on use. Copyright and other similar privileges remain with the nominator or nominating section.

A complete list of references must be attached to the award submission. This must include full citations of all information sources used: books, journal and magazine articles, electronic and broadcast media. In the case of personal interviews, the interviewer, interviewees and date of interview must be listed. Personal diaries and journals are also acceptable sources and when utilized should be listed with the references. Sources may be checked at the discretion of the award committee.

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**SWE History Award** continued from page 7

The award submission package must include the following information:

Society of Women Engineers History Award Title Page

Person Submitting This Entry:

Name  
Address  
Telephone  
E-mail  
Date  
Signature

Section Name and Number

Summary Statement (50 words or less)

Five copies of the award nomination must be submitted to the SWE 50<sup>th</sup> Anniversary Award Committee Chair, postmarked by April 15, 2000, at the following address:

Beth Silverman  
SWE 50th Anniversary Committee Chair  
296 Homer Street  
Newton MA 02459 USA

For questions concerning this award, please contact Beth Silverman at [beth.silverman@swe.org](mailto:beth.silverman@swe.org)  
617-964-8540 home  
978-658-2231 work

This message from Beth Silverman, SWE 50th Anniversary Committee Chair, serves as a reminder that the award package must be submitted by April 15, 2000 to be eligible for the prizes. Unfortunately, we have not publicized this activity in previous newsletters. As Philadelphia Section plans to continue our 50<sup>th</sup> Anniversary Celebration into the fall of 2000, we will be happy to receive any Member submissions that are too late for the SWE National Celebration. This historical information for our Section can become a resource for local use and could eventually be incorporated in the National data base. Please contact Barbara Faust regarding information that you wish to be included in a Philadelphia Section History document: phone 215-257-6463, e-mail [Barbara.Faust@swe.org](mailto:Barbara.Faust@swe.org), regular mail 330 South 4<sup>th</sup> Street, Perkasi, PA 18944

## 50th ANNIVERSARY TIME CAPSULE

Most of you know that SWE turned 50 this year, and that we are planning to seal a Time Capsule at the National Conference in Washington DC this June. The capsule will be opened at SWE's 100th Anniversary in 2050.

I invite each SWE Section to choose one item that they hope to have included in the Capsule. (I say "hope" because space in the Capsule is very limited. The 50th Anniversary Committee Chair will have final say over what is and is not included.) We won't, unfortunately, have room for a T-shirt from each Section! I would suggest a copy of your Section's Charter, or a photo of your Executive Committee, or.....??? Use your imagination, but please think very small! You can either send your item to me any time before the Conference this June (preferred) or bring it with you to DC.

Beth Silverman SWE 50th Anniversary Committee Chair

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## Call for Program Development Proposals

The National Program Development Resource Committee is pleased to announce a call for proposals for new projects from subgroups of SWE for projects or programs that support the goals of the Society and meet the necessary requirements. Proposals are due in by 5PM PST on the specified dates. Decisions will be announced and funding is expected to be available at the dates indicated below.

Proposal Due	Decisions Announced	Funding Available (approx.)
June 1, 2000	July 15, 2000	September 15, 2000
September 15, 2000	November 1, 2000	January 15, 2000

The fund, which was established in FY98, provides the Society with a long-needed cohesive funding vehicle to financially support activities at the local level. The proposals should be for programs that are dedicated to:

- Encouraging women and girls of all ages to pursue engineering studies,
- Engaging practicing women engineers in professional development activities, or
- Providing a positive forum for Diversity Issues and Training.

Proposals should be for **new** programs that are oriented toward women or girls and have not been conducted by your section previously unless significant enhancements are being proposed. Over 40 projects have been funded to date, with projects varying from an Engineering Awareness Day to developing "Engineering Exploration Kits" and developing an "Engineering Road Show", a set of skits to be presented at junior high and high schools and developing web pages to support career guidance objectives. A summary of currently funded projects can be found on the SWE Website at <http://www.swe.org/SWE/ProgDev>.

All Proposals submitted must follow the PIP (Project Initiation Proposal) format modified for Program Development Resource. This PIP format and a detailed Implementation Plan that describes the Recipient reporting requirements and procedures for tracking and disbursing funds is available on the SWE Web Page [HYPERLINK http://www.swe.org/SWE/ProgDev](http://www.swe.org/SWE/ProgDev) or by contacting [judy.kersey@swe.org](mailto:judy.kersey@swe.org).

Please follow the instructions in the implementation plan and include all information requested. The method and metrics of tracking your program progress are extremely important in being considered for funding. There will be regular reports due that track and report your progress. All National committees must have a PIP approved by the National SWE board prior to being considered for this fund. Sections are NOT required to get board approval but may want to contact a board member for assistance and guidance.

All proposals should be sent through regular mail, e-mail or FAX (E-mail preferred). An acknowledgement (phone or e-mail) will be sent when the proposal is received. Please contact Nancy Nelson 1-800-827-8000 x6869 (work) if you have any questions. Proposals should be sent to

Nancy Nelson  
2250 Chaparral Ave.  
San Jose CA 95130  
E-mail: [nancy.nelson@swe.org](mailto:nancy.nelson@swe.org)  
FAX : (408) 481-6866

The committee looks forward to reading about your interesting and innovative ideas.

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## Enhanced Member-Get-A-Member Campaign for FY00

In addition to the Individual (Member-Get-A-Member) Awards previously announced in the fall awards packet, we have enhanced the campaign by bringing back the \$5 coupons, and adding some larger incentive prizes. If there are any questions regarding these enhancements, please send an mail to membership@ swe.org. This information will also be posted soon on the SWE web site under the Membership page.

### Individual Awards:

Members and student members who sponsor two or more SWE members or student members are eligible for Individual Awards. This contest began July 1, 1999 and closed March 31, 2000. Renewals do not count. Members cannot sponsor themselves. Sponsors must be current paid members. Prizes will be awarded as follows:

The most new members:	\$50 valued prize (proposed prize is a marble SWE embossed clock)
20 or more members:	\$30 valued prize (proposed prize is a SWE brass memo holder)
15 - 19 members:	\$25 valued prize (proposed prize is a SWE marble pen holder)
10 - 14 members:	\$20 valued prize (proposed prize is a SWE brass business card holder/calculator)
5 - 9 members:	\$15 valued prize (proposed prize is a SWE electric coffee mug warmer)
2 - 4 members:	\$10 valued prize (proposed prize is a SWE lunch sized cooler bag)

### Newly Added \$5 Coupons:

In addition to the above Individual Awards, we have added \$5 coupons (these were given out in FY96, FY97, FY98) and special prizes to be awarded on a drawing basis.

#### \$5 Coupon Usage Rules and Guidelines:

1. All FY00 sponsors will be given one \$5 coupon for each member they sponsor, including those starting from July 1, 1999. Unlike the Individual Awards contest above, the coupons would be given out until June 30, 2000.
2. Sponsors must be a current paid member in order to receive their \$5 coupon.
3. The coupons will be continued in FY01, awarding them to sponsors from July 1, 2000 to June 30, 2001.
4. One \$5 coupon is given to each member or student member who sponsors one new member or new student member.
5. Reinstatements are included as a newly-sponsored member, but student upgrades or other membership upgrades are not included. You cannot sponsor yourself.
6. \$5 coupons can be used same as cash for the following: to pay for dues, SWE HQ merchandise, national or regional SWE Conference registrations, Section or Student Section meeting fees.
7. The region or national Conference Committee would accept the coupon(s) with the registration. The coupon(s) would then be submitted to HQ for reimbursement to the Conference treasurer.
8. Sections or Student Sections would accept the coupon(s) for meeting fees. The coupon(s) would then be submitted to HQ for reimbursement to the Section.
9. Dues or merchandise orders are handled as a direct transaction with HQ so there is no interim reimbursement procedure.
10. \$5 coupons are transferable and can be given to other SWE members, student members, or even to a potential new member.
11. \$5 coupons will be numbered to prevent unauthorized duplication. HQ will print the coupons.
12. \$5 coupons will expire 18 months from the date of issue. The issue date will be written on the coupon.

### Newly Added Special Prize Drawing:

1. One HP calculator will be given to a student member sponsor. Each student sponsor will have her or his name put into the drawing. There is only one entry per student (not one per new member sponsored). The drawing will be held at the National Conference during the Student Awards Banquet. By giving only one entry per sponsor, we give everyone a fair chance.
2. One Palm Pilot III will be given to a member sponsor. Each member sponsor will have her or his name entered into the drawing. There is only one entry per member (not one entry per new member sponsored). The drawing would be held at the National Conference during the Membership Brunch. By giving only one entry per sponsor, we give everyone a fair chance.
3. The drawing will consist of those members and student members who sponsored new members between July 1, 1999 and June 1, 2000. By cutting it off at June 1, there is time for HQ to enter all the information into the database before the National Conference.

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## A Special Message from SWE President, Sherita T. Ceasar...

The Board of Directors and its Strategic Planning Committee have observed that the energy coming out of the SWE 50th anniversary celebrations during this millennial era has resulted in a spirit of renewal and renaissance that can be capitalized on for the long term benefit of SWE. The time is ripe for major shifts in our organizational focus and structure. We have embarked on a focused strategic effort to address the organizational requirements for the new millennium. Jean S. Frankel and Pat Walker Hickman, principal partners with Tecker Consultants, have facilitated this process in December and most recently on February 5, 2000 during our Board of Director's meeting.

Prominent representatives of many groups of key SWE stakeholders have participated in a special advisory task force working on recommendations for our strategies. We have accomplished a lot in the meetings we held. Most notably the task force has refined the vision, established the core purpose and values, and refined the strategic priorities. They are as follows:

### **Our Vision --**

To be a recognized authority on, and advocate for, women in engineering

### **SWE's Core Purpose --**

- \* Stimulate women to achieve full potential in careers as engineers and leaders,
- \* Expand the image of the engineering profession as a positive force in improving the quality of life, and
- \* Demonstrate the value of diversity.

### **SWE's Core Values --**

#### **• Professionalism**

We conduct our activities in a businesslike manner, demonstrating and demanding the highest standards

#### **• Integrity**

We aspire to the highest level of ethical behavior as evidenced by honesty and dignity in our personal and professional relationships and responsibilities

#### **• Respect**

We acknowledge gender, ethnic, cultural and other differences, and strive to respect the added values they bring.

#### **• Mutual Support**

We provide an organization that fosters the development of professional network and the growth of personal friendships.

### **SWE's Strategic Priorities --**

#### **• Leadership**

Women engineers will be acknowledged as demonstrating the skills required to be effective leaders in a global marketplace.

#### **• Education**

The engineering profession will benefit, and the quality of life will be enhanced by more females studying engineering, and attaining high levels of technical achievement.

#### **• Diversity**

Women of diverse backgrounds in engineering will increase in numbers and find SWE a dynamic professional society in tune with their interests.

#### **• Visibility**

SWE will be recognized as the premiere organization for all women in engineering.

#### **• Vitality**

SWE programs and services will provide value and meet the diverse and changing needs of Society members and stakeholders.

There is considerable more work to do as we continue to refine and develop the strategies and structure that support the execution of the SWE vision. We will be communicating the what, why, and how of our effort over the next few months.

I am excited about the path we are on in developing these strategies. I look forward to your support as we begin the implementation of them over the next year.

Please look in the President's Panorama, SWE magazine and your regional newsletters for more on our strategic planning for the new millennium.

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**FY 00 SECTION OFFICERS & COMMITTEE CHAIRS**

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SWE Philadelphia Section  
C/O Engineer's Club  
Suite 36  
215 South 16th Street  
Philadelphia, PA 19102

**ADDRESS CORRECTION REQUESTED**

**Visit our webpage at: <http://www.libertynet.org/~sweps>**

## **SWE Philadelphia Section Newsletter April 2000**

### **SECTION MEETING 50<sup>th</sup> Anniversary Celebration and Section Awards Banquet**

Place: Williamson's Restaurant  
Easton and Blair Mill Rds.  
Horsham, PA 19044

(a few blocks north of the PA Turnpike, Willow  
Grove Exit #27)

Date: 18 April 2000  
Time: 6:00P.M  
Cost: \$30 Members (\$35 non-members)  
\$15 Students

This newsletter's mailing is funded through a grant from  
Lockheed Martin Management and Data Systems. Thank you!

# Society of Women Engineers Philadelphia Section

## 2000 SCHOLARSHIP FUND SECTION MEMBER SPONSORSHIP

The Philadelphia Section of the Society of Women Engineers (SWE) invites you to be a member of our Scholarship Fund. All contributions are tax deductible under 501(c)(3) Internal Revenue Code.

All scholarship donations go to the recipients. Administrative costs are paid by the Section and all staff is volunteer. Scholarship awards are \$1,000. Donors of \$1,000 or multiples thereof will have the scholarships named for them (if designated for immediate distribution), unless they request otherwise.

### SPONSORSHIPS

Gold Sponsor (\$300 and above)  
Silver Sponsor (\$100 - \$299)  
Bronze Sponsor (\$50 - \$99)  
Other (Less than \$50)

Please check here  if you would prefer that your donation be placed in the Dorothy Hoffman Memorial Endowment Fund rather than be distributed at this time. All contributions will be acknowledged at the Awards Banquet and 50<sup>th</sup> Anniversary Celebration on April 18, 2000 at the Williamson Restaurant, Horsham, PA. Cost is \$30 for SWE Members and \$35 for non-members.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone No. \_\_\_\_\_

Fax No. \_\_\_\_\_ Email: \_\_\_\_\_

Return this form, with check made payable to **SWE, Philadelphia Section**, to **Susan L. Best, PE, Vollmer Associates, 421B McFarlan Road, Kennett Square, PA 19348**. Please check here  if you are enclosing a matching gifts form from your company.

To be part of the 2000 Fund, we request your donation by **April 11, 2000**. Donations received after that will be available for the 2001 Scholarships. If you have any questions or would like to make your contribution in installments, please contact Susan at 610-444-6522 or Susan.Best@swe.org.