



Society of Women Engineers

Philadelphia Section Newsletter

February 2000

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PRESIDENT'S LETTER

SWE members and friends -

I would like to remind you of all the exciting activities we have planned for this winter and spring, beginning with our long-awaited February section meeting on Personal Wardrobe. If there is a way I can sneak away from State College to attend this meeting, I will find it! Many students in our student sections at Penn and Widener are interested in attending this meeting, as well. We also have the Engineering Mini-Camp at Widener in February, which is spearheaded by Vicki Brown, and the Saturday Seminar in March, which is spearheaded by Frann Shore of the Philadelphia Section and the DelMar Peninsula Section. Hopefully I will see you at one or both events. One of our biggest and most important activities, the Scholarship Competition, is underway with help from Shetal Patel, Deena Grattan, Susan Best, and several others.

Now that I have been a State College resident for 1 ½ months, I thought I would take this opportunity to reflect on my experiences as a Resident Engineer. My project substantially involves the construction of a contaminated groundwater extraction and treatment system at an active chemical manufacturing plant. This is a Superfund site, with oversight by both the US Environmental Protection Agency and PA Department of Environmental Protection. My responsibility is to make sure the contractors are constructing the system according to the contract documents (i.e., written specifications and detailed drawings).

Being primarily an office person, I was only used to being in the field about one day per month, on average. Now, I work out of a trailer on-site and spend much of my day outside, in the very cold and variable central PA weather. For the first time in my 9-year career, I am the only woman on the job. It took about 2-3 weeks for the guys to warm up to me and for us to establish some comfort level. I was pleasantly surprised to discover how very polite and pleasant the crew is. They are slowly learning the importance of communicating with me prior to doing work, because I will make them tear things apart if they are not acceptable...in my assertive but friendly way. I am also slowly learning from them how designs can look great on paper but may not be practical in the field. I chuckle when the crew admires me for my "brains", while I wish that I possessed a fraction of their practical skills. They also think that I'm 18 years old, and what did this "sweet young thing" do to deserve the punishment of being out here all winter. In my free time, I don a Penn State sweatshirt and walk around campus disguised as a student (not really!). The experience that I'm getting here is priceless, and cannot be duplicated in an office or classroom. The price that I pay, being away from my home and husband, is high but not unthinkable.

Susan Sciarratta

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SWE Philadelphia Section FY 00 CALENDAR

<i>DATE</i>	<i>EVENT</i>	<i>LOCATION</i>
January 29	Future City – 2000	Franklin Institute, Philadelphia
February 12	Engineering Mini-Camp	Widener University
February 17	Personal Wardrobe Selection	Charlie's Place, King of Prussia
February 18-26	Engineers' Week Activities	Various
March 4	Saturday Seminar	Concordville Inn, Concordville, PA
March	Sub-Section Meetings	Various
March 31-April 2	Region E Conference	Somerset, NJ
April 18	Awards Banquet and 50 th Anniversary Celebration	Williamson's, Willow Grove
May	Beginner's Golf Outing	TBD
June 27 – July 1	SWE National Conference - Beyond 2000: Exploring Perspectives	Washington, D.C.

ANNOUNCEMENTS

- ASCE and the Engineers Club are sponsoring a **display of the Future City Competition models** in Center City, and will be awarding a special civil engineering award. They have invited SWE to host a table at the event, and they are also looking for judges. The display is at the Gallery at Market East, Center Court (9th and Market Sts) on Saturday February 26 from 9am-3pm. If interested in judging, contact Sandra May at 610-941-1703; if interested in manning a SWE table, contact Susan Sciarratta at 814-238-6415 or 215-579-1377.
- Kristin Stuby of the Lehigh Valley Section has recently published and distributed a research paper entitled "**Survey for Women Engineers Re-Entering the Workforce**". The paper focuses on companies in PA/Lehigh Valley. If you would like a copy, contact Susan Sciarratta or contact Kristin at kstuby@fast.net
- The Engineers Club of Philadelphia has announced its **courses for the spring term**. Contact Tom Payne at 215-985-5701 for a course listing. Susan Sciarratta recently took the Fundamentals of Instrumentation and Control and thought it was extremely worthwhile. The Club is also offering tours this spring of the Mercer Museum, the Franklin Mint, SAP America, and the Red Cross Blood Processing Center. Nonmembers and guests may participate as well. More information will be provided in the March newsletter.
- The Westtown **School** in West Chester is **seeking engineers to provide students with an overview of their career/training in engineering**. The engineer would meet informally with students during lunch, provide a brief overview in a large gathering area after lunch, and then break into small groups for question and answer time. Any suggestions such as a workshop on a fun problem or an off-campus visit to the worksite will be considered. If you are interested, please contact Patti Spackman at the school directly by phone at 610-399-7740 or by e-mail at pmspackman@westtown.edu. Proposed dates are February 22, 24, or 25.
- A copy of the **FY00 Section Brochure** is included with this mailing. Louise Melchor has updated the brochure for our 50th Anniversary celebration.
- The Section **scholarship fund-raising drive** is underway. This effort is again in the capable hands of Susan Best. Please respond to the call for donations.
- Mark your calendars for the Section **Awards Banquet and 50th Anniversary Celebration** to be held on Tuesday, April 18th at Williamson's Restaurant in Willow Grove. Special efforts will be made to have our charter and other long-time Section members in attendance.

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JANUARY MEETING HIGHLIGHTS

Greg Richardson, P.E. of Traffic Planning and Design presented an overview of traffic calming at the January meeting. Greg is a civil engineer with over 12 years of experience in traffic planning. He has a B.S.C.E from Virginia Tech and has conducted workshops on Advanced Traffic Noise Modeling at Vanderbilt University and 1992 Mobile Source Air Quality Modeling/UCF 1993.

The technical definition of traffic calming is the implementation of policies and measures that physically alter negative effects of auto traffic. In short traffic, calming is the control and slowdown of traffic. As development exploded in suburban areas, the traditional focus of traffic planning was to keep the traffic flowing as quickly as possible. This focus resulted in new residential areas with wide streets. This expansion in the suburbs also strains the existing arteries and encourages motorists to "cut through" neighborhood areas to get around the traffic congestion. These changes in the suburbs have resulted in disregard of posted speed limits, traffic cut-through from congested artery streets, and increasing local concerns about safety, noise and air pollution, and livability.

Traffic calming is a set of techniques being employed by more and more communities to combat these issues while keeping traffic moving at safe speeds. Traffic calming looks at techniques to reduce speed, eliminate negative effects of auto traffic, reduce severity and number of accidents, increase attractiveness, reduce volume, promote other modes of travel, and reduce hazardous emissions. The techniques to reduce speed and increase safety are generally more effective than the techniques to reduce volume. Some techniques employed to reduce speed are enforcement of existing statutes, reduction of speed limits, neck-downs and chokers, medians, speed humps and tables (not bumps), and raised crosswalks and intersections.

Initially it may seem that enforcement and reduction of speed limits would solve the problem; however, many suburban areas do not have enough funding to pay for the additional manpower needed for enforcement, and reduction of speed limits generally does not slow down drivers. Some of the other techniques provide visual or physical cues to drivers that cause them to slow down. Many of these other methods also increase the attractiveness of the surrounding area. Techniques used to mitigate cut-through include signed turn restrictions, restricted movement barrier, one-way sections, chokers and narrowing, traffic circles and roundabouts.

Some of the issues that need to be addressed when employing traffic calming techniques are emergency response, public transit, winter services, liability, and cost. If these issues are not taken into account when the engineering is performed, then the success of the traffic calming techniques will be diminished and the safety of residents can be impacted.

FEBRUARY SECTION MEETING

Working Engineer's Wardrobe

Join us for a presentation on a versatile professional wardrobe to take you through the day, whether it be in the office, in the field, or on business travel

Speaker: Patty, Fashion Coordinator from Macy's

Location: Charlie's Place Restaurant, Mall Boulevard, King of Prussia
(at the intersection of Mall Blvd and Gulph Road, next to the Denney's Restaurant and the MacIntosh Motel and across the street from the Frank's Craft and Garden Center end of the King of Prussia Plaza)

Date: February 17, 2000

Time: 5:30 pm Networking
6:00 pm Dinner
7:00 pm Program

Cost: \$25 for SWE Members and guests,
\$10 for students

Reservations: Contact Carole Stowell
by Monday, February 14
phone at 610-531-5320 or
e-mail at Carole.N.Stowell@Imco.com

Specify your dinner choice of
Hibachi Chicken or Vegetable Penne Pasta.

Travel Directions:

- From downtown Philadelphia by car, take Schuylkill Expressway (I76) to the Mall Boulevard exit (last exit before the PA Turnpike), turn right onto Mall Blvd; proceed about 500 feet to entrance for Charlie's Place.
- From PA Turnpike, exit at Valley Forge onto Schuylkill Expressway (I76), take Route 202 N exit. Turn left onto Gulph Road at first traffic light. Turn right into entrance for Denney's, turn right into Charlie's Place parking lot.
- By public transit - nearby bus stops. Contact SEPTA for bus route and schedule information.

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ENGINEERING GIRLS' CAMP UPDATE

We've had lots of interest from girls in grades 9-12 for our one-day engineering camp, scheduled for February 12 at Widener University. As of January 26, 117 girls had applied for the camp, which was originally planned to accept only 50. Due to the overwhelming response, we have expanded and were able to accept 87 girls, with a waiting list of 30 and counting.

Scheduled lab activities include a computer simulation of chemical plant operations, tower building, aerodynamics of flight (using paper airplanes), reaction kinetics (making pollution and cleaning it up), investigating logic gates,

power generation/distribution, and motors & generators. The last two labs were funded by PECO, who is footing the bill for a couple of Lego eLab sets the girls will use.

It looks like we have enough volunteers to run the seven labs we'll be doing, but if anyone else is willing to lend a hand (or just volunteer to serve as an emergency substitute in case anyone has to cancel at the last minute), please call Vicki Brown at 610-499-4607 (email Vicki.L.Brown@widener.edu). Suggestions about what we could do for the girls on the waiting list are also welcome.

DELAWARE VALLEY ENGINEER'S WEEK ACTIVITIES

Proclamation Luncheon to be held at the Union League, 140 South Broad Street, Philadelphia on Friday, February 18

- Reception at 11:30 am, Lunch at 12:00 noon
- Engineers Week Proclamation
- Engineering Achievement Awards
- Engineer of the Year

Cost: \$28

Young Engineer of the Year Dinner to be held at Williamson's Restaurant, Belmont and City Line Avenues (GSB Building), Bala Cynwyd on Wednesday, February 23

- Reception at 5:30 pm, Dinner at 6:15 pm.

Cost: \$35

Science and Math Teachers Workshop to be held at Temple University College of Engineering Building, 12th and Norris Streets, Philadelphia on Thursday, February 24

- Theme: Beyond Y2K - Tools for the Future Math and Science
- Workshop: 4:00 - 6:30 pm Dinner: 6:45 - 8:00 pm

DIVERSITY IN THE MILLENNIUM: BRIDGING THE GAP

Faced with chronically low numbers of minorities and women in virtually every segment of engineering, more than 100 leaders from business, government, engineering societies, and education met in Washington, D.C., in October to discuss a national program to attack this troubling industry pattern. The BUSINESS OF DIVERSITY SUMMIT, under the auspices of National Engineers Week 2000, co-chaired by ACEC and CH2M HILL, brought a wide range of participants together representing, among others, the Navy, Federal Highway Administration, public education, 18 engineering societies (including SWE, the National Society of Black Engineers, and the Society of Hispanic Professional Engineers), and businesses such as IBM, EarthTech, and Hughes Network Systems.

Summit speakers noted that the nation's minority

Engineers Week Banquet to be held at Temple University Diamond Club - Mitten Hall on Saturday February 26

- Reception at 6:00 pm, Dinner at 7:00 pm
- Recognition of
- Engineer of the Year
- Outstanding Engineering Achievements
- Young Engineer of the Year
- Outstanding Math and Science Teachers
- Future City Competition Winners
- MATHCOUNTS Winners (1999)

Cost: \$45

Contact Richard A. Mulford, P.E. at the Engineers Club of Philadelphia on 215-985-5701 or 215-985-5704 and/or see the enclosed flyer for additional information and registration details.

population is expanding rapidly. Currently, 72 percent of Americans are non-Latino Caucasians. By the middle of the next century, half of the population will be people of color. Yet, only 14.6 percent of students currently in undergraduate engineering career tracks at colleges and universities are African American, Hispanic American, or American Indian. Only 18.9 percent are women. On the graduate level, only five percent are minorities and 17 percent are women. "It is my hope that part of the ACEC/CH2M HILL legacy as co-chairs of National Engineers Week will be to increase the sense of urgency necessary to diversify our profession," said Leo Peters, President of ACEC. "The persistent vigilance by the engineering community, and an equally relentless national effort to increase the appeal of engineering to our nation's children." For more information, contact Lee Herring (lherring@acec.org) at ACEC.

In Celebration of SWE's 50th Anniversary: Reflections on the Early Days

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THE MEN'S ARTILLERY

by Ross Forman

(spouse of SWE Charter Member Alma Kuppinger Forman)

The Men's Artillery is an organization that was founded 48 years ago in the Philadelphia Section for the men who came to meetings with a SWE member. Years later the organization was used nationally, with rumor having it that the last induction might have been in Boston. While it appeared to be just for fun, this organization actually was a supporting group for SWE.

In order to fully grasp the flavor of the Men's Artillery, you must suspend all reality and just relax. SWE at that time was an all-female group, and as is typical of other professional groups, the meetings inevitably focused on topics of particular interest to its members. Naturally, the men were treated in the same manner as they treated women guests at trade association meetings, which in those days were largely male. In other words, women were left to fend for themselves while the men went about their meeting business.

So, the men found themselves at the restaurant bar while the women were busy conducting their business. The Society was successfully growing. The men realized that there would be many, many other times when they would be left at the bar. In addition, knowing few other male guests, they were quite bored until they were called to dinner. Certainly the men didn't want to go around the corner to go shopping for awhile.

The men decided to bond together. From the start, the women were elated because they no longer had to be worried about their guests and thus could go about their SWE business. What about a name? In those days an Auxiliary was always a female institution. According to an old note, the name "Men's Artillery" was suggested by SWE member Marge Martin (now Eby). The subtitle "the Cogs that

make the Gear go around" was added to the official membership card. Some of the women thought that it should have been the other way around, but the men were always right in those days!

The Men's Artillery was founded on February 2, 1952 at the bar of the Samson House Restaurant in downtown Philadelphia. Thereafter, there was an Artillery initiation at each SWE meeting where there was a new male guest. The SWE member acted as a sponsor for her guest. The ceremony, which was too chaotic to describe to anyone who might not appreciate levity, was conducted by "Grand Major General" Joseph Eby assisted by "Adjutant" Ross Forman. At the end of the ceremony the new member of the Artillery was given a unique card signed by the sponsoring SWE member.

There are no records of the Artillery members, except for the membership card which is still shown at the slightest excuse. In addition to Joe Eby and Ross Forman, other names that come to mind are Allen Doak, Don McNulty, Jack Kane, George Smith, Dana Nicholas, Vince Walecki, and John Davis. The last record that exists locally is the program for the SWE 6th Annual Eastern Regional Conference held at the Drake Hotel in Philadelphia on November 5 and 6, 1960. Alma Forman was Chairman on the Conference Committee; she was assisted by Philadelphia Section members Dorothy Hoffman, Alice Brown, Gertrude Moyer, Jean Doak, Doris McNulty, Phyllis Page, Isabelle French, Carolyn White, and many others. The Friday night banquet was preceded by the Men's Artillery induction of new members by Joe Eby and Ross Forman. But, true to their principles, no records were kept of the inductees. After all, the men always felt that, when supporting SWE, deeds speak louder than words.

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SWE'S ROBERTA BROWN NAMED DELAWARE ENGINEER OF THE YEAR!

Roberta Brown is the second woman in history to receive this award. Dr. Leslie F. Benmark, P.E., was the first woman to win the Delaware Engineer of the Year Award in 1992 accordingly to Dawn Johnson, the Executive Director of Delaware Engineering Society. Dr. Benmark is a Quality Manager for DuPont at Barley Mill Plaza. The award dates back to 1957.

Mrs. Brown has held a series of increasingly responsible positions in electric power generation, transmission, and distribution over the scope of her career. She is currently Vice President - New Castle Region for Conectiv Power Delivery. She is responsible for electric delivery profit and loss and customer services through the direction of over 300 union and non-union employees in two operating districts.

Mrs. Brown is a licensed professional engineer in Delaware, Maryland, Virginia, Pennsylvania and her registration is pending in New Jersey.

In previous positions as General Manager, Electric Operations, and General Manager, Electric System Engineering, Mrs. Brown was responsible for Distribution Engineering, Substation Construction and Maintenance, Electric Telecommunications and Testing, Meter, Forestry, Electrical Engineering, Construction Management, Real Estate, Standards, and System Planning of the electric transmission and distribution system. She chaired the stakeholders team which prepared the Pennsylvania-New Jersey-Maryland (PJM) Interconnection plan submitted to the Federal Energy Regulatory Commission for restructuring the Mid-Atlantic energy market. She has been responsible for several major projects, including procurement of the only 500 kV electric substation unit in the United States during 1997. During this time she held several leadership positions in industry organizations.

Her prior positions include Manager-System Planning and Manager-External Operations. She sponsored testimony before regulatory commissions on generating unit operations and maintenance.

Mrs. Brown was previously with Metropolitan Edison Company, an investor-owned electric utility in

Pennsylvania, now part of GPU, Inc. In various engineering positions in the Generation Division, she was responsible for engineering design, review and analysis for nuclear and fossil stations.

She also served as Member Services Manager for the American Nuclear Society, a technical and professional organization of scientists and engineers. She was responsible for all administrative and staff functions for writing, reviewing, and approving nuclear standards.

Mrs. Brown is on the boards of the American Red Cross in Delaware, Public Allies-Delaware, YWCA of New Castle County. She is active in the Society of Women Engineers (currently with the DelMar Peninsula Section and a former President of the Philadelphia Section), Edison Electric Institute, PJM Planning and Engineering Committee, MAAC Area Coordinating Committee, North American Electricity Reliability Council Engineering Committee, and American Nuclear Society.

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CONTINUING DEVELOPMENT SEMINAR

The DelMar Peninsula and Philadelphia Sections of the Society of Women Engineers invite you to attend a Continuing Development Seminar Sponsored by DuPont.

Date: March 4, 2000

Time: 8:30 am until 2:00 pm

Place: Concordville Inn

Registration Fee: \$15 for SWE Members

\$20 for Non-members

Fee includes continental breakfast and lunch.

Registration Due Date: February 23, 2000

This seminar will provide a chance to learn valuable leadership and professional communication skills, a chance to meet and network with women interested in professional and personal development, and a chance to meet Delaware's Engineer of the Year 2000 Roberta S. Brown, P.E.

To allow attendees to tailor the day to meet their personal continuing development needs and interests, three sessions are being offered. Each attendee can attend two sessions during the day.

Session 1 **15 Ways to Persuade: Successful Ways to Win Over Prospects**

If your only persuasive tactic is to list features and benefits, then expand your persuasive tactics by participating in this workshop. Based upon research we conducted at CIGNA, SmithKline Beecham, the Department of Energy, DuPont Dow, and other organizations, we compiled top "persuaders" and other ways to persuade. Make your presentations stand out by knowing about unspoken needs and limitations, both at personal and business levels. Each participant will receive a chart of persuaders and help in identifying little known "hot buttons" for their listeners. Speaker: Rae G. Cook, President Gorin & Cook, Inc.

Session 2 **Styles of Leadership**

Learn how the power of suggestion can influence results. Leadership is a process. You must show people where you are going and what benefits they will receive. Determine which leadership style and character type matches your own personality. Speaker: Dr. Audrey Helfman, director of the University of Delaware's Leadership Education At Delaware (LEAD) Program.

Session 3 **Stepping Up to Management**

How can you be viewed as a high potential for management? What changes do you need to make as you move from project engineering to managing? What skills are needed for management? Am I management material? These and other questions will be addressed in this interactive seminar on the skills needed to transition from project engineering to managing. In addition, each participant will do a self-assessment in order to see where her own developmental path lies, and where attention needs to be focused. Participants will leave with a personal action plan. Speaker: Pamela Tudor, Principal, Organizational Consulting Associates.

Schedule of Events

8:30 am	Registration and Continental Breakfast
9:00 am to 10:30 am	Session 1
10:30 am to 10:45 am	Break
10:45 am to 12:15 pm	Session 2
12:15 pm to 12:30 pm	Transition to Concordville Inn Restaurant
12:30 pm to 2:00 pm	Lunch with Keynote Speaker, Roberta S. Brown, P.E.

Directions to the Concordville Inn and Conference Center
Baltimore Pike and Rt. 322, Concordville, PA 19331

From Philadelphia & International Airport:

Take 1-95 South to Route 322 West; Hotel is located 8 miles on right across from the Ethan Allan store.

From Delaware/Maryland:

Take 1-95 North to Route 202 North, Right on Route 1 North, Hotel is located 25 yards on right past Junction of Routes 1 & 322.

From PA Turnpike:

Take exit 25A for Route 476 toward Chester, follow 476 South to Exit 3 Lima/Springfield, follow Route 1 South: Hotel is 12 miles from Exit 3, Hotel is on left behind Concordville Inn Restaurant (before 322).

For more information, contact Jennifer Haar at 302-992-0673 or e-mail jdhaar@worldnet.att.net.
A Region E Conference Registration form is included as an enclosure with this newsletter.

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REGION E CONFERENCE ACTIVITIES

Friday Night Networking: HEALTH and HAPPINESS

Join us Friday night for an evening of relaxation and fun! Activities planned include:

- **Free health screening** – sponsored by Convatec. Get your blood pressure, cholesterol and heart rate checked.
- Make your own **ice cream sundae!** Start with chocolate or vanilla ice cream and go wild with toppings!
- Learn **CPR and other basic First Aid** – sponsored by Red Cross of Somerset County.
- **Be creative!** Starting with a kit and working in a group – create something! Prizes will be given to the best efforts!
- Food and cocktails will be provided!!

Saturday Seminar Descriptions:

Session A1 - Technical Topic:

Rural Water Development

Karl Dauber, P.E. will be giving a slide presentation on the rural water development projects he worked on in the arid region of northern Kenya. The projects he will discuss include protection of shallow, hand-dug wells; gravity-flow water distribution systems for small villages; and rainwater harvesting techniques such as masonry dams for rock catchments and ferro-cement tanks for roof-top catchments. The discussion will address both the design and construction aspects of the projects, as well as community development issues.

Session A2 - Goal Setting

What kind of career is best for you? What do you want to do 40+ hours per week? Diane Litchko, PHR, Technical Staffing Manager for Bell Atlantic Mobile, will show you some techniques to help determine your goals.

Session A3 - Technical Topic: Current Topics in Biotechnology

Dr. Evangelia Tzanakou, Chairperson of the Rutgers University Biomedical Engineering Department, will be discussing current topics in the biomedical engineering, biotechnology, and computer imaging fields.

Session B1 - Selling Ideas to Management

Kendall Butts, Operations Controller for Johnson & Johnson Consumer Products Company, will share strategies for presenting your ideas in the language that management understands. Kendall has been previously honored by TWIN (Tribute to Women in Industry) as an award winner.

Session B2 - Women's Health

What is the best calcium supplement? Menopause?!?!? Dr. Vona of Bristol Meyers Squibb will be speaking on osteoporosis, menopause, and other topics specific to women's health. Do you have questions? Ask Dr. Vona.

Session B3 - The Business of Golf

Golf Anyone? Are you a non-golfer who would like to give it a try but do not know how to get started? During this two hour introductory program the golfing experience will be explained to you by Charles Burke. Topics that will be covered range from what equipment you will need to how to read a score card. There will be lots of practical information about the sport covered except how to hit the ball! There will be opportunities to win prizes...test your putting skills!

Session C1 - Panel Discussion:

Engineering to Sales or Marketing?

Thinking of changing your career path? Four women in different areas of sales, marketing, and business consulting will discuss how they got to where they are in their careers.

Session C2 - Transitioning to Management

Patricia Galloway, President of The Nielsen-Wurster Group Inc., will be making a presentation on what it takes to make it to the top! A simple guideline for what seems to work and what doesn't in a man's world and why with some different strategies from what you read in the "dress for success" books can work for you.

Session C3 - Womensafe

There are many frightening statistics about the number of assaults, especially on women. Joshu Holland of Tiger Schulmann's School of Karate will speak on the causes and defense for assault. She and Sensei Querido will teach some basic self defense techniques (for example breaking away from a wrist grab or a choke from behind). Wear comfortable clothing.

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Activity and event descriptions are continued on Page 10.

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*The Society of Women Engineers New Jersey Section
Presents the
Mid-Atlantic Region Conference...*

Transition

*Celebrating SWE's 50th Anniversary
at the DoubleTree Hotel in Somerset, New Jersey
March 31st through April 2nd, 2000*

For more information contact Michele at mar-conf@swe.org or 908-771-1291

Conference Event Schedule

Friday, March 31st

7:00 - 10:00pm Health & Happiness - Networking Event

Saturday, April 1st

8:00 - 8:45am Breakfast

Sessions:

	A	B	C
9:00 - 10:15am	Topic: Rural Water	Selling Ideas to Management	Engineering to Sales/Marketing
10:30 - 11:45am	Topic: Goal Setting	Women's Health	Transition to Management
1:45 - 3:00pm	Topic: Biotechnology	Business of Golf	Womensafe

12:00 - 1:30pm Lunch with Keynote Speaker (Lois Benjamin-Bohm)

3:30 - 5:30pm Region E Members Meeting (all Section Representatives should attend)

6:15 - 10:00pm Dinner at The Stress Factory

Sunday, April 2nd

7:30 - 8:30am Breakfast

8:30 - 9:30am Presenting a Powerful Image

10:30am Princeton Plasma Physics Laboratory Tour

Hotel: DoubleTree Hotel, 200 Atrium Drive, Somerset, New Jersey phone: 732-469-2600

Room Rate: \$89/night (single or double occupancy)
Reservations must be made by **March 1st** to obtain this rate.
Indicate that you are participating in the NJ Society of Women Engineers event.

Conference Cost: Registration \$70 for Members \$100 for Nonmembers
\$40 for Students \$70 for Student Nonmembers

Registration form is due by **March 10th**. There is a \$30 fee for late registration.

A Region E Conference Registration Form is included as an enclosure with this newsletter.

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REGION E CONFERENCE ACTIVITIES and EVENTS, *continued*

Saturday Lunch Keynote Speaker: Lois Benjamin-Bohm

President of Schelpper's Moving and Storage

Lois will be speaking on the impact of women as entrepreneurs, as well as, obstacles she overcame to run the family business after tragically losing her husband and children. Today, Lois heads a \$3 million moving enterprise. She received the 1998 Avon Women of Enterprise Awards, along with Katie Couric and others.

Saturday Region E Meeting

Learn what is going on at the SWE national, region, and local levels. This is a tremendous opportunity to meet SWE leaders and provide feedback to the organization.

Saturday Night at THE STRESS FACTORY

Dinner will be served at 6:15pm, and will be a buffet consisting of:

Chicken Cacciatore
Fresh Flounder stuffed with crabmeat
Vegetables, salad, bread
Coffee and tea are included
Drinks will be available at the cash bar
Desserts can be ordered from the menu (at additional cost)

The **show** starts at 8pm, and will feature **Gary Delena**. Gary is a song parody comic who is the morning host on The Point Radio Program (WBBI 95.5) in South Jersey. He has appeared on The View (ABC), Caroline's Comedy Hour, Evening at the Improv, Comic Strip Live, and MTV's ½ Hour Comedy Hour. His act is a fast paced guitar driven show that includes audience participation and hilarious song parodies.

The night promises to be a blast, and we look forward to having you join us!

Laugh hard, Diana and Kim (event Co-Chairs)

Sunday Seminar: Presenting a Positive, Powerful Self-Image Send a message of confidence & credibility

Come to the Sunday morning breakfast and learn about the impact of messages (verbal and non-verbal), strategies for managing meetings, and negotiation/persuasion techniques.

Sunday Tour: The Princeton Plasma Physics Laboratory

The tour includes a brief orientation on fusion energy and a visit to the National Spherical Torus Experiment (NSTX). NSTX is testing the physics principles of spherical torus plasmas. The plasma is shaped like a sphere with a hole through its center. This configuration may allow the development of smaller, more economical fusion reactors. Visitors will see the NSTX control room and tour the NSTX cell where they will see the device at close range.

Cameras are allowed on the tour, but no briefcases are allowed. In addition, for safety reasons, no high-heeled shoes, open-toed shoes, or sandals may be worn on the tour. Hard hats will be provided.

HIGHLIGHTS FROM THE BOARD OF DIRECTORS MEETING

Member Guidebook

Information in the Member Guidebook will be put on SWE's web site instead of printing hard copies. Provisions will be made for SWE members that do not have access to the web.

New Executive Director

Gina Ryan, CAE, was hired as the new Executive Director of SWE. Ms. Ryan has considerable experience in association management as well as in software evaluations, public relations and business operations, has managed a staff of 25 and dealt with difficult personnel issues. During her tenure as the interim ED for SWE, she quickly established a rapport with the headquarters staff and volunteer leaders, and was very enthusiastic about our Society and mission.

BOD Meeting Highlights are continued on the next page.

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