



SWE Outlook

The Philadelphia Section ~ Region E

FY08.5 March 2008

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Alicia Kempf

March 12th General Meeting - Negotiations

Annual Awards Dinner Information

Newsletter Editor:

Tessa Anodide
Open Position!!!

Submit Articles To:
newsletter@philaswe.org

LETTER FROM THE PRESIDENT

This year has got off to a great start for SWE Philadelphia, highlighted by events of Engineers' Week and the annual Widener Engineering Girls Camp. There are several thank-you's to make to section volunteers and event coordinators who have helped launch and maintain our programs and programs of other professional and outreach organizations. In January, SWE participated in the **Future City** competition held at Villanova University. Each year we present the Quality of Life Design Award to a middle school team, and this year we are pleased to award the Hopewell Crest School team (Bridgeton, NJ) mentored by Ms. Linda Hubschmidt. Photos of the event and team are available at www.futurecityphilly.org. Thank you to section member Jennifer Wetzel for helping SWE Philadelphia support this event.

As described in this newsletter, the **Widener Engineering Girls Camp** February 9th had an extremely successful turnout of high school students, their parents, and SWE collegiate and section volunteers. Vicki Brown again organized a superb event of lab workshops and parent's programs, plus student and professional panel discussions. Thank you to all member volunteers, and to those members and corporate sponsors who provided financial support. Also in February, SWE linked with **Drexel University**, NSBE, and SHPE to participate in a networking hour and panel discussion titled "Communication: Essential to your Professional Image". Thank you to Erica Hubbard of Drexel's Co-op Office and to Drexel collegiate President Stephanie Schweibert for organizing the event.

Please remember to check the Google calendar on the Events tab of www.philaswe.org for upcoming activities: we have Outreach events with the Girl Scouts, a section meeting March 12th on Negotiations, a social at Champps' with the American Institute of Aeronautics and Astronautics and the American Society of Highway Engineers on March 25th, and a great opportunity to network with Widener SWE at their annual dinner March 31st, featuring speaker Joan Walsh who will present on Goal Setting.

Scholarship Chair Krista Pohl is excited to report that we have received over 40 applications this year! Judging will begin soon, and the winners will be honored at the section's **Annual Awards Dinner on April 10th**. This event is a celebration of all that SWE Philadelphia has accomplished in FY08, so please plan to attend and join the fun!

Finally, it will soon be time to elect new officers for FY09, including President, Sr. Vice President, two additional Vice Presidents, Secretary, Treasurer, two Section Representatives, and an Alternate Section Representative. The current Officers will elect the **Nominating Committee**, which is composed of any section member in good standing who would like to help determine the slate of candidates for election. If you are interested in being part of the Nominating Committee or running for an FY09 Officer role, please contact me or any current officer.

Jennifer Garner

SWE NATIONAL NEWS

SWE Professional Development Web Seminar ***The Secret to Career Acceleration – Enjoy the Stretch Zone***

Kathryn C. Mayer, President of KC Mayer Consulting, Inc.

Wednesday, March 12, 2008, 5p.m. (EST)

Register at <https://www.swe.org/msc-swe/registrationtype.aspx?event=WEBSEMINARCARACCEL08&bhcp=1>

How comfortable are you with taking career risks? As engineers, you are focused on helping companies minimize risk. In contrast, women who advance to senior leadership roles have learned to get comfortable taking smart career risks. Smart career risk taking comes from understanding the four zones of performance: blah, comfort, stretch, and yikes. The stretch zone is characterized by trying out new behaviors that energize and allow growth without causing a "breakdown" response or significantly diminishing your effectiveness. The goal of this web seminar is to increase self-awareness of your stretch zone and what interpersonal and environmental elements you need to grow professionally.

SECTION NEWS

Diversity Leadership Panel: Communication and Your Professional Image

Article by Danielle Dunn and Jennifer Garner



The Diversity Leadership Panel discussion on Communication and Professional Image took place at Drexel University on Wednesday, February 20, 2008. The event was sponsored by both the Drexel student sections and Philadelphia-area professional sections of SWE, the National Society of Black Engineers (NSBE) and the Society of Hispanic Professional Engineers (SHPE). Erica Hubbard, Cooperative Education Coordinator at Drexel, took care of all of the event logistics and provided great space and great food for everyone to enjoy during networking. This part of the evening provided an opportunity to share information about SWE-Philadelphia with both the students and other professionals in attendance. Drexel SWE President Stephanie Schweibert greeted the attendees by sharing information about SWE, including collegiate section

highlights and national activities. A total of 8 panelists, including SWE members Willa Hightower (Exelon) and Diana Madden (Schiller and Hersh), shared their career experiences and insight with an audience consisting of both students and professionals. Two of the key takeaways for improving professional communication skills were to focus on true listening and understanding your colleagues and the problem at hand, and not to be afraid to ask questions. Thanks to all who participated in or helped to organize this event!

Negotiating 101

Wednesday, March 12th, 6:30p.m.

Viggiano's in Conshohocken, PA

SWE member, Tessa Anodide, will give a general perspective on Negotiating. Negotiations happen every day; however, we typically don't follow the standard protocol unless we are in a formal negotiation setting. This seminar will help you understand how negotiating is very much like everyday communication and will help you recognize when you are in such situations. Reservations are under Susan Sciarratta and "S-W-E". Dinner will be served family style. Cost is \$35 pp including tax and tip. Viggiano's is a BYOB. **RSVP to rsvp@philaswe.org by Sunday, March 9th.**

SWE / AIAA / ASHE Champps Networking Event

Champps – 330 Goddard Blvd, King of Prussia, PA 19406

Tuesday, March 25th; 5:30 – 7:30 PM

The Society of Women Engineers, American Institute of Aeronautics and Astronautics (AIAA) Greater Philadelphia Section and the American Society of Highway Engineers (ASHE) Delaware Valley Section are sponsoring a **Champps Networking Event**. RSVP to Jennifer by Friday March 21st: Foifencer27@verizon.net.



American Institute of Aeronautics and Astronautics

Society of
Women Engineers

ASHE

<http://www.highwayengineers.org>American Society
of Highway Engineers**Create and Discover the Life YOU want through Goal Setting**

Widener University; Monday, March 31, 2008

6:00 PM ~Webb Room ~ University Center

Cost: \$15.00 – Dinner and Speaker ~ Please register by **March 24, 2008**

~ Sponsored by Widener University SWE Chapter & Career Advising and Planning Services ~

We all have come to know and see that when you **fail to plan, you plan to fail**.

Goal Setting allows you to look at where you want to be and set specific, measurable, attainable, realistically high and time bound goals. Clearly defined goals provide you direction and simplify decision making.

This presentation will give you an opportunity to look at where you are personally and professionally and where YOU want to be. It provides information and tools to:

- Discover the way to bring positive change to your personal and professional life
- Learn “why” it is imperative to set goals
- Find out “when” and “how” to set goals
- Discover ways to make goal setting a life-long habit

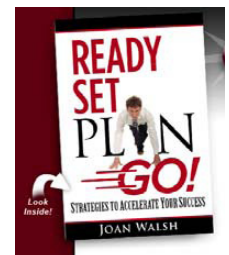
Anyone interested in making positive changes to their personal and professional life should attend!

Joan Walsh is a principal with FSMI, (Financial Synergies Management, Inc.), a firm committed to helping organizations improve their results and reach new levels of performance. FSMI achieves this through strategic business planning, organizational development and individual coaching. Joan’s diverse experience allows her to transcend industry lines to help her clients achieve business success and personal growth through a combination of strategy, planning, coaching and execution.

Joan has worked over the past twenty-seven years with both public and private companies including Cephalon, Brickman, Sankyo Pharmaceutical, Temple University, Eastern Industrial Services, AstraZeneca, Vertex, Delcard and Associates, Westinghouse Broadcasting, Time Warner, and Hallmark Cards, as well as, entrepreneurs and small to medium size businesses.

Joan is the author of *Ready, Set, PLAN, Go!* and the radio host of *Building a Blockbuster Business on PIVTR*. She is a member of the Union League of Philadelphia and five of the chambers throughout Southeast Pennsylvania and Delaware. Joan is a Board member of The Dircks Foundation, the College of Mount Saint Vincent and Chester County Workforce Investment Board. She is Chairperson of the Youth Leadership Program at the Chester County Chamber of Business and Industry and the Business Development Advisory Committee for The New Castle County Chamber. She is a member of many women’s organization and is a frequent speaker and workshop facilitator throughout the nation. Joan has a Bachelor of Arts degree and MBA.

Joan’s business partner is also her husband. They live in Kennett Square, PA with their two teenage sons.



**REGISTRATION FORM
SWE/CAPS Dinner Meeting
Widener University
Monday, March 31, 2008
6:00 p.m. – Webb Room – University Center**

Please complete and return this form with the **\$15.00** registration fee.

Please make Checks payable to Widener University/CAPS

_____ Check enclosed _____ Check in process _____ Credit Card (please call 610-499-4176)

Information

Name:

Employer:

Street Address:

City: State: Zip:

Phone:

Email:

Please indicate choice of entrée: (will also include salad, beverage and dessert)

_____ **Stuffed Chicken Breast:** boneless breast of chicken stuffed with asparagus, sundried tomatoes & brie cheese served over tri-colored orzo

_____ **Eggplant Rolitini:** sautéed eggplant rolled & baked with fresh mozzarella & ricotta cheese topped with marinara sauce

Mail to:

Career Advising and Planning Services

Widener University

One University Place

Chester, PA 19013

You may also fax the form to **610-499-4248**.

OUTREACH

Save the Date for the Annual Awards Dinner

We have officially received 40 applications for our SWE Scholarship. A big thanks goes out to Krista for all of her hard work in recruiting applications from the schools! The scholarship recipients will be honored at our annual year-end awards dinner on April 10th in King of Prussia. Stay tuned for further details.

Girl Scouts Looking for Volunteers

The **Freedom Valley Girl Scouts** are holding two one-day workshops centered around Legos Robotics technology. They are looking for volunteers to train other volunteers in the use of the Legos Robotics kits and also for volunteers to assist in the two - one day events. If interested in volunteering, please contact **Nichi Bausser at 610-933-7555, ext 1411 or nbausser@gsep.org**.

Second Robotics Workshop - Girls Go Tech on 4/5/2008

The Girl Scouts are looking for at least 10 volunteers to help one of 10 robot teams with their Legos Robots as part of the workshop titled, "Girls Go Tech ". The workshops will be on April 5, 2008 at the SAP location. There will be a morning workshop (9 am to Noon) with 50 girls and an afternoon workshop (1 pm to 4 pm) of 50 more.

SWE/Widener Engineering Mini-Camp

By Danielle Dunn and Jennifer Garner with input by SWE volunteers

The ninth annual Engineering Girls Camp was held at Widener University on Saturday, February 9, 2008 and was once again a great success. Nearly 150 high school girls – the largest attendance in the camp's history - engaged in a series of hands-on laboratory workshops representing all of the major engineering disciplines. In the process, they interacted with engineering professionals, including several SWE members, as well as professors of Widener, and students currently majoring in engineering.

The lab topics ranged from Lego cars and robot programming to reaction kinetics and bioengineering. SWE members who volunteered to help lead the workshops and share their career experiences with the girls included *Angela Brown, Lisa Colosimo, Danielle Dunn, Barb Faust, Andrea Manning, Adrienne Nikolic, Doreen Nixon, Maggie Schwartz, Rebecca Snelling Rose, Maryann Skehan, Carole Stowell, and Alexis Wallen*. In each of the labs, SWE members helped the students understand how design decisions can be tested and revised as engineering experiments progress. In the aerodynamics lab, pennies were used as payload for paper airplanes in order to investigate the concept of stability and adjust design for best flight. Students were also able to try flying model helicopters to see just how challenging flight control can be! In the water treatment lab, basic principles from civil and environmental engineering were explored to show how these principles can be applied to improve the quality of life. **One first-time SWE volunteer commented that the students were curious about every aspect of college and an engineering curriculum – that their enthusiasm for engineering and its applications to better society was exciting and uplifting! What a motivation to continue SWE Outreach programs like this!**

Meanwhile, parents who attended the event participated in a concurrent Parents Program, moderated this year by section President Jen Garner. Widener administrators presented topics such as the transition from high school to college, what the engineering curriculum includes, cooperative education, and the financial aid process. All of the parents were interested in learning as much as they could about the college experience, both for their daughters and for themselves.

Finally, Lisa Colosimo and Jen Garner served as panelists on the "Engineering as a Career Choice" panel discussion, attended by both the girls and their parents. Many thanks to all of our members who volunteered, and to everyone who provided financial support for the Camp! SWE Philadelphia already looks to the event's 10th anniversary in 2009 and will begin plans to support the Camp again, as attendance keeps growing – a great sign for the future of women in engineering.

Science Fair Judges Needed

If interested in volunteering contact Barb Faust:

Barbara.Faust@swe.org or 215-257-5463.

Saturday, March 15, 2008 - Lehigh Valley Science and Engineering Fair, Lehigh University

- Kathy Kinsey is coordinating the SWE team
- Judges may sign up by contacting Bob Haines at rah@insaco.com using "LVSF" as the subject line or register on-line at www.Lehigh.edu/sciencefair, click on JUDGES and scroll to the bottom of the page

Tuesday, March 18, 2008 - Bucks County Science Research Competition Delaware Valley College in Doylestown

- Barb Faust is coordinating the SWE team
- Judges may sign up by contacting Cynthia Keler at 215-489-2261 or CynthiaKeler@delval.edu

Wednesday, April 2, 2008 - Delaware Valley Science Fairs (5 fairs), Valley Forge Convention Center

- Barb Faust is coordinating the SWE team
- Judges may register on-line at www.dvsf.org, go to the JUDGES menu. Register as a SWE Special Awards Judge (option of participating in morning project reviews or afternoon student interviews or both) or as a regular judge (needed all day).

MEMBERSHIP ANNOUNCEMENTS

Welcome to the Philadelphia SWE Section!

New Members –Janice Anne Hansen, Elizabeth Susan Dykes, Mystic Joy Himmel

Upgrade –University of Pittsburgh at Johnstown: Sara E. DaSilva; West Virginia University: Denise Michele Ingoe

Transfer – Los Angeles: Ellen R. Kerr; Pacific Northwest: Amy B. Heinen; Florida's First Coast: Elise C. Burket

Do you have exciting news to share – it could be anything from graduations to birthdays, engagements to professional accomplishments. Email the [SWE Newsletter Editors](#) with your exciting news!

MEMBER SPOTLIGHT – ALICIA KEMPF



Alicia C Kempf has been a SWE member for two years and is currently a Software Engineer III in Control Systems Engineering for Honeywell. Her primary responsibility is a Software Developer for Honeywell's Process Control System, Experion Process Knowledge System (PKS). Over the past 6 and half years her roles have included Developer, Beta Manager, and Function Lead. Currently, she is one of the Function Leads for the Unit Control Function aimed at the Batch Market. She is looking forward to her next project where her primary responsibility will be System Engineering using .NET technologies. Alicia's work has given her the opportunity to travel to some interesting locations including Sydney, Australia, 1 month in Bangalore, India and most recently to Nashville for the SWE 2007 Conference.

Alicia graduated from the University of Delaware in 2001 with a B.A. in Computer Science and moved back to the Philadelphia area where she grew up. She started with Honeywell just 2 months later as a Software Engineer on the Tools, Platform and Infrastructure team. In 2003, Alicia bought a house in Manayunk where she has lived for the past 4 and half years with her adorable cocker spaniel Cassidy. Over the years, Alicia has put a lot of work into home improvements – her boyfriend is very handy and he has been a huge help! When Alicia is not in Manayunk, she likes to spend her summer weekends down at the Jersey Shore with her family or visiting her two brothers in NYC.

Alicia also enjoys playing sports. She keeps herself busy playing in an intramural field hockey league, weekly racquetball games with co-workers, Honeywell's golf league, and running/biking along Kelly Drive. She organizes "Frisbee Fridays" at Honeywell - a group of colleagues who get together to play Ultimate Frisbee during lunch at a nearby park on Fridays. The games can get extremely competitive, but they all have a great time.

OTHER UPCOMING EVENTS

Joint Dinner Meeting, Thursday, March 6th, 6:00 p.m. Buffet Dinner, 6:30 p.m. Presentation
 Pennsylvania Society of Professional Engineers Philadelphia Chapter and The Engineers' Club of Philadelphia
 Topic: **PA PE Continuing Education and PE Registration Licensing Requirements**
 Conference Room Z on the 16th Floor, Municipal Services Building, 15th and JFK Blvd
 Cost: \$15.00
 To register call Dick Mulford at 215-985-5701, or email info@engrclub.org.

Seminar, Wednesday March 19th, day-long ASHRAE,
"Professional Energy Code" Seminar. , PA DEP Harrisburg. \$150 Registration.
 Contact Thomas Long at thomas.long@mail.ashrae.org.
 CEU available

**SOCIETY OF WOMEN ENGINEERS
PHILADELPHIA SECTION,
REGION E**

215 South 16th Street, Suite 36

Philadelphia, PA 19102

www.philaswe.org

Address Correction Requested

UPCOMING EVENTS

March 2008	
7 th - 9 th	SWE Region E Conference
12 th	Regular Meeting / Negotiating Event
25 th	Champps Networking Social
31 st	Widener SWE invite for Dinner Meeting
April 2008	
1 st	Register for National Conference, Nov. 6-8 http://www.we08.org
10 th	Annual Celebration Dinner



**Society of
Women Engineers**

ASPIRE • ADVANCE • ACHIEVE

Mission: 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, demonstrate the value of diversity.

The Philadelphia Section was one of the original chartering sections of SWE, chartered on May 27, 1950.