LETTER FROM THE PRESIDENT

Season’s Greetings SWE Philadelphia!

That’s right, the holidays are almost here. Though I hope you are all looking forward to gathering with your family and friends, one reunion of sorts has already occurred: WE08, the national Society of Women Engineers conference. Over 20 members of the Philadelphia section made the trip down to Baltimore to join fellow professional women engineers and engineering students November 5th through the 8th. Several of our members were also representing their employers at the career fair, such as Boeing, Exelon, FM Global, Merck, MWH, Rohm and Haas, and others.

I had a chance to attend a very informative workshop about how to write SWE section histories. In preparation for SWE’s 60th anniversary, the Society is encouraging sections to explore their histories and share their stories with members and the community. Philadelphia has a long and proud history as one of the founding sections of the Society, and several of our members have saved records over the years, which will come in handy for compiling and documenting our story. Please contact me if you would like to help in this endeavor, as it will no doubt be challenging but enlightening!

The conference also provided section leaders with a great opportunity for fundraising and networking on behalf of the section. Several officers volunteered to help sell merchandise like polo shirts and car magnets with the SWE logo at the “SWE Boutique.” Others took advantage of the expansive career fair and corporate hospitality suites to network with companies from the Philadelphia area. This is only the beginning of our efforts to build new and stronger relationships with corporate partners.

Finally, speaking of fundraising and building partnerships, please be on the lookout for our annual request for financial support for our Scholarship Program and Engineering Girls Camp. These two very successful outreach programs truly are highlights for our section each year, providing tuition assistance for collegiate women majoring in engineering, and encouraging the next generation to consider careers in science, engineering, and technology. We rely not only on corporate donations but also contributions from YOU, our members, to keep these programs running! Even $20 can make a real impact when all donations are pooled together.

Thank you in advance for your support, and Happy Holidays!

Danielle Dunn
FY09 Section President
The SWE 2008 National Conference was held November 6-8, 2008 in Baltimore, MD. The Philadelphia Section was highly represented with over 20 members in attendance. Member highlights from the conference will be included in this edition and the January edition of the Newsletter.

CONGRATULATIONS TO SWE-PHILADELPHIA FOR RECEIVING 1ST PLACE ON THE WEBSITE!!

How can we judge the value of our outreach programming? What questions should be asked in evaluation forms? This was the topic of the Assessing Women and Men in Engineering (AWE) workshop held during SWE National Conference in Baltimore.

AWE is a program designed to provide tools for assessing the value of programs for outreach and retention of women in engineering. This program was founded in 2001, and as of 2008 it has become housed within SWE. The workshop at the SWE conference this year focused on the use of these tools for developing and evaluating K-12 and collegiate outreach programs.

As we learned, evaluations should not be used to determine whether or not participants “had fun.” Rather, evaluations should be based around the goals of the event, such as (a) was the connection made between the event and engineering, (b) do the participants have a better idea of the role of engineers, (c) do the participants have a better idea of the engineering process, (d) in what specific ways could the event be improved, (e) how did the event impact the participants’ opinions of the engineering profession? The answers to these and other questions can be beneficial not only in internal evaluations of the event, but also when requesting funding from outside sponsors. There are many online tools available on the AWE website (http://www.engr.psu.edu/awe/) to assist event organizers in developing goals and surveys for their programs.
SWE National Seminar: Resumé Writing for Mid-Managers (presented by Cummins Inc.)
Attended by Jessica Snyder, Rohm and Haas Company

Several representatives from Cummins’ recruiting department gave this presentation. It was interesting to hear another company’s tips/tricks for resume writing.

- The initial scan of a resume lasts only 15-30 seconds. Recruiters are looking for stability (>3 years), relevant experience, and level of education. If you changed jobs due to downsizing, mention it on the resume to avoid being passed over for lack of stability.
- Education should be listed at the end of the resume and the GPA is not required. Only list unique skills (i.e. everyone has computer skills).
- Be consistent in the format of your resume and of course make sure everything is grammatically correct. Only use periods with complete sentences. The use of bullets is encouraged. The entire resume should be 1-2 pages with size 10 font. Word documents are recommended. Cover letters are not necessary - instead use an objective/career statement at the top of the resume.
- When describing your experience, make sure to give a one sentence intro on the company (i.e. Rohm and Haas is a specialty materials company ...). Remember that #s and $s are important when describing your experience (and easy for a recruiter to notice).
- Some recruiters also like to see a list of relevant skills and experience listed at the top of the resume. If you’ve worked for the same company and had various positions, the recommended format for listing those positions is as follows:

Rohm and Haas Company (Spring House, PA) June 2001-present
Manager 8/05-present
Describe your position.

Engineer 6/01-7/05
Describe your position
SWE Web Seminar  
**Thursday, November 20, 2008**  
5:00p.m. - 6:00p.m. (EST)  

**Diverse Perspectives Drive Innovation**  
Speaker Mary Ellyn Vicksta  

**REGISTER NOW!** (Replays of all live web seminars are available within 48 hours)

What drives innovation within organizations? Research shows the quality of ideas improve when participants appreciate and build on the diverse perspectives of the team. Having diverse thinking styles on your team enhances problem solving ability and ultimately results in more robust innovation. Innovators within organizations continually realize and leverage the value of diverse thinking.

Mary Ellyn Vicksta, a Creative Innovation Pioneer at Kimberly-Clark, will review examples of innovation when diversity was valued, and when it was ignored, in order to highlight the role and impact of diverse thought, experiences, and skills in powering innovation. Key questions will be discussed to help participants identify their problem solving preferences and evaluate their thinking style. Participants will be introduced to practical tools that effectively utilize differences in thinking style and perspective. Near the end of the webinar, each person will be able to define key milestones that will bring diverse thinking preferences into their everyday life.

**Who should take this webinar:** Early to mid-career women professionals in STEM will benefit greatly from this web seminar.

**Learning Objectives:** Tap into the diverse thinking talent of your team so you maximize your innovation efforts by:

- Sharing examples when diverse thinking was used, when not, and its influence on innovation
- Showing how different styles effectively solve problems
- Identifying your problem solving preferences
- Mapping your team problem solving preferences
- Developing an action plan that will utilize thinking styles differences within the next month.

**REGION E NEWS**

**Mark Your Calendars!!!** The Region E Conference will be held the weekend of March 6\(^{th}\) – 8\(^{th}\). Additional information will be listed in the January edition of the Newsletter. For more information on Region E, visit [http://www.swe.org/regione/](http://www.swe.org/regione/)

**SECTION NEWS**

**DECEMBER SOCIAL – December 7\(^{th}\)**

SWE-Philadelphia will get together on Sunday afternoon, December 7\(^{th}\), 1:00 PM, at The Franklin Institute’s Narnia Exhibit with the Darling’s Café & Famous Cheesecake. The ticket to Narnia includes a general admission pass to the museum – please indicate in your RSVP response if you would like to tour the museum either prior to or after the Narnia tour; distribution of tickets is dependent on this info. The cost is $13 per person. RSVP at [rsvp@philaswe.org](mailto:rsvp@philaswe.org)

**SECTION KICK-OFF MEETING UPDATE**

The annual section Kick-Off Meeting was held on September 23rd at the Kildare’s in King of Prussia. SWE members enjoyed a healthy and delicious buffet spread of associated cheeses and fruit, salad, bruchetta, and chick satay. The event had great attendance, attracting 19 members. The presentation was kicked-off by section President Danielle Dunn sharing the successes of last year and goals for the upcoming year. Section Vice Presidents spoke about the initiatives for Communications, Outreach, and Professional Development teams and asked for members input on meeting ideas and outreach events. Opportunities for the upcoming National Conference were also covered. Thank you to everyone who was able to attend!
Outreach

Volunteer Opportunity: FIRST Robotics Team Mentors
Contact Danielle Dunn at dldunnrice@yahoo.com

The FIRST Robotics competition will be held in January - March 2009. This is an annual, nationwide program for school teams to design and build working robots with the help of mentors. SWE is looking for mentors to support an all-female team from Mount Saint Joseph Academy, the Firebirds. What your mentorship will provide: Our team consists of 25 young women, 9th through 12th grades that need engineering mentors to help shape important career path decisions in the areas of engineering careers, colleges and majors, and what it is like to be a female engineer. The team would also benefit from hands-on support to assist in designing and building the robot.

Volunteer Opportunity: Future Cities Team Mentors
Contact Jennifer Wetzel at jwetzel@pobox.upenn.edu

The Future City competition will be held on January 24, 2009, and engineering mentors are needed. Teams made up of 7th and 8th graders are working with their teachers and engineer mentors to - Design a city of the future using Maxis SimCity 3000TM software. - Build a working model of a portion of their city using recycled products. - Write an essay about city planning and design issues. - Verbally present their city to a panel of judges from the engineering, planning, and architecture communities. We need an engineer mentor to work with each school from the beginning of the school year until the competition in January. These mentors have the exciting and rewarding opportunity to work with the students in developing their cities models and presentations. We also need approximately 150 additional volunteers for judging and to keep things moving smoothly on Competition Day.
Danielle Dunn, Diana and Rob Madden (left picture below) all made it out on Sunday, October 12th for the 9th Annual Making Strides Against Breast Cancer Walk in Philadelphia. It was a beautiful fall day for a walk - sunny and cool. We walked a total of 5 miles starting at the Art Museum and walking 2.5 miles up MLK Blvd before turning around and walking 2.5 miles back. This year we raised $920 which is $290 more than last year. Thanks to all that donated. In total, the Philadelphia Making Strides event raised $298,234.95. The money raised will go to so much more than just research. Money is spent on: transportation assistance to and from treatment, free lodging for those having to travel far for treatment, free wigs and assistance with treatment-related physical side effects, emotional support programs that connect newly diagnosed breast cancer patients with survivors, cancer education classes, and an online support network. To learn more about this wonderful organization got to www.cancer.org.

MEMBERSHIP ANNOUNCEMENTS

Congratulations to Pamela Leckie, SWE Collegiate Member and Computer Science major from University of Pennsylvania, for receiving The Vanguard Women in Information Technology scholarship. The scholarship is designed to provide academic assistance to female college students majoring in computer science, computer engineering, web design, or related information technology disciplines. Three of the eight college students that received this award were SWE members: Pamela Leckie, Estelle Kim (computer science, Virginia Polytechnic Institute), and Rachel Shen (management science, Stanford University.)

Congratulations to Khadija Lynch, a Project Mechanical Engineer, for successfully passing the LEED – Accredited Professional Exam administered by the Green Building Certification Institute, the organization entrusted by the Green Building Council to manage the professional accreditation process. Keep up the great work Khadija!!

Congratulations to Tessa Anodide, a Systems Engineer for Lockheed Martin, for being selected to represent SWE as one of five for the 2008 New Faces of Engineering!! Carrie Ballester, a Mechanical Engineer from Lockheed Martin and SWE-NJ's Vice President was also selected. Congratulations to both!!
SWE-Philadelphia would like to welcome the following new members to our chapter:

**New Members:** Monica Alexandra Atzert, Elyse Lynn Bealer, Christina Berryman, Mary-Elizabeth Biszko, Maggie Christian, Janet Furmanski, Monique O'Brien, Sabrina Slezak, Elisha Waz

**Transfer:** Adriana Molano (Kentuckiana), Jessica Snyder (Chicago Regional)

***REMINDER: Please renew your membership for FY09 before November 30th. After that date, SWE-Philadelphia will drop unpaid members from our roster and e-mail lists.***

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!

**CONTRIBUTING AUTHOR SERIES – BOOK REVIEW**

*Read any good books lately? Share with our SWE Community and submit a book review to be published in the next edition of the newsletter!*

**MEMBER SPOTLIGHT – Tracie (Saunders) Spangler**

Tracie has been a SWE member for a total of 7 years: 5 as an undergraduate SWE member at Northeastern University and 2 as a professional member. Tracie is a Biochemical Engineer for Merck. Her primary responsibility includes process development for fermentation and cell culture processes. The projects she works deals with cells/bacteria/yeast that secrete therapeutic proteins or molecules that are used as part of therapies and vaccines for things like cancer, and childhood diseases. She works to scale up and improve processes from small scale (flasks) to a point where the process can be transferred to manufacturing (large reactors). She recently started a part-time Master’s program at Lehigh University.

Tracie recently got married in August of 2008 to Dan, a mechanical engineer (they’ve known each other since high school!!) They adopted a 130-pound Bernese mountain dog named Bosley from a rescue group when he was 1 ½ years old. He loves any fuzzy toy that squeaks and has a very quirky, but loving, personality. Both Dan and Tracie love to do anything outside, especially traveling to new places, camping, and snowboarding. They have plans of one day traveling to South Africa.

**PROFESSIONAL OPPORTUNITIES / CALENDAR OF EVENTS**

November 18th, **SWE November Business Meeting**
Our next meeting will be November 18th, 6:30 p.m., at the Norristown Public Library, Boardroom. The meeting will focus on plans for our spring calendar - all members are welcome to attend; see Google calendar for updates. [http://mnl.mclinc.org/General/map_direction.html](http://mnl.mclinc.org/General/map_direction.html)

February 7th, 2009, **Engineering Mini Camp**
The annual Widener Engineering Mini Camp will be held Saturday Feb 7th, 2009. Vicki Brown will send further messages for volunteers, and the section will be soliciting financial support from members and corporations. New this year will be an online PayPal system for donations!

November 18th, **PSPE/ASCE Dinner Meeting**
Downtown Club, 6th & Chestnut Streets Philadelphia. $40 per person, begins at 6:30 p.m. Presentation: Dam Safety and Dam Rehabilitation addressing PA and NJDEP Dam Regulations along with a case history "use of roller compacted concrete to rehabilitate the Great Gorge Dam in Vernon NJ". Contact Dick Mulford at info@engrclub.org
UPCOMING EVENTS

<table>
<thead>
<tr>
<th>November 2008</th>
<th>December 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>30th</td>
<td>7th</td>
</tr>
<tr>
<td>FY09 SWE Member Renewal Deadline</td>
<td>SWE December Social</td>
</tr>
</tbody>
</table>

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.