



SWE Outlook

The Philadelphia Section ~ Region E

FY09.3 January 2009

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NEW Committee!! SWE History Awards Committee

Editor:
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Submit Articles To:
newsletter@philaswe.org

LETTER FROM THE PRESIDENT

Dear SWE Philadelphia Members,

Happy New Year, and welcome to 2009! I hope all of you enjoyed the holidays and got some much-needed rest. This time of year is traditionally a busy one for our section. This newsletter is filled with information on upcoming events, conferences and volunteer opportunities.

I'd like to devote this space, however, to sharing a New Year's resolution of mine that I hope each of you will also adopt: taking the initiative to ask for what you want – in your career and your personal life – and negotiating to get it. Some of you may recall that Tessa Anodide gave a very informative presentation about negotiation at our March 2008 section meeting. Tessa recommended a book, *Women Don't Ask* by Linda Babcock and Sara Laschever, which highlights why women so rarely choose to negotiate (in stark contrast to men), and how that hesitation can hold us back in our careers. I spent a good portion of my holiday break reading a very constructive follow-up book by the same authors, called *Ask for It: How women can use the power of negotiation to get what they really want*. While much of the book focuses on career-related negotiations like asking for a raise or promotion, there are plenty of other examples and case studies, from negotiating the sale price of a house or car, to tactfully asking your spouse or roommate to take on more of the household chores. The authors provide tools and resources to help with every step of the process, from overcoming the fear of negotiation, determining what you want and deserve, and setting your targets, to bargaining cooperatively and sealing the deal.

Too many of us avoid asking for what we want, because we don't want to appear too pushy or greedy, or because we fear we might damage a relationship in the process. In other cases, it simply doesn't occur to us that a situation may be negotiable at all. The authors share some especially sobering statistics about how much income a woman can miss out on during the course of her career if she does not even attempt to negotiate her salary increases.

Here's a small personal example of the power of asking. I had made a reservation for my sister and me to stay at a hotel in Philadelphia on New Year's Eve, rather than have to drive or take the train back home at 1 or 2 am. The hotel quoted me a rate of \$150 over the phone, and I accepted it initially. Later on, however, I noticed that the typical rates shown on their website were lower. Since this particular hotel chain caters mainly to business travelers, their holiday rates if anything should be even cheaper. I called them back to request a discount, and they immediately quoted me a new rate of \$85.

By the end of the first chapter, I knew *Ask for It* was going to be very useful. I especially liked how the authors explained their choice of title: "For centuries, the phrase 'asking for it' has been used as an accusing finger to point at women. A woman who'd been sexually assaulted was 'asking for it.' A woman who'd been the victim of spousal abuse must have provoked her partner – she 'asked for it.' Our goal is to help women ask for and get the things they – we – really want, to claim the phrase 'asking for it' as our own and transform it into a dynamic tool for increasing our happiness and pursuing our dreams." What better time than New Year's to go for it? A safe and prosperous 2009 to everyone!

Danielle Dunn
FY09 Section President

NATIONAL NEWS

SWE Web Seminar
Thursday, January 22nd, 2009
5:00p.m. - 6:00p.m. (EST)
Work-Life Effectiveness Series
Part 3 - Take Control of Your Time

Are you feeling overwhelmed with your workload? Do you have too much to do in too little time? This Webinar shows you how to take control of your schedule and your time. You will learn strategies and tips on how to deal with over-load, plan and prioritize, and stay focused on your priorities.

Registration Fees: Member – Free; Non-member - \$49

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

Who should take this Webinar? All Professionals

Learning Objectives for Part 3 -- at the end of this webinar you will be able to:

- Utilize a strategy and tool to manage your time more effectively.
- Prioritize activities based upon urgency and importance.
- Focus on your most important work priorities.
- Effectively plan daily and weekly.

REGION E NEWS

Advancing Innovation. Inspiring Confidence.

Registration is now open for the Region E Conference, to be held March 6 – 8, 2009. As the theme “Advancing Innovation. Inspiring Confidence.” suggests, the conference will be focused on technical innovations in research and industry as well as empowering women to become successful engineers. To register, please go to http://www.swe.cornell.edu/rc_registration.html Note that early registration is to be postmarked by January 31st. A late fee of \$30 will be applied after that date. Full conference is \$130; \$110 for Saturday only.

Region E Positions Available

Region E Webmaster Needed – Region E is in search of a webmaster to manager our Region’s Website. The next webmaster can choose to keep the current format or be creative and come up with something different. Contact Cheryl Manning, Region E Secretary at cheryl.manning@swe.org if you are interested in fulfilling this important role.

Technical Competition Judges are needed to review technical papers submitted by collegiates. If you are interested in judging, contact Lt. Gov. Toni Whitaker (alwhitaker@verizon.net).

Nominations for Regional Officers are Officially Open – Submittals Due January 29th

Nominations for regional officers are officially open and must be submitted by January 29th to Sharon Hollins and Cheryl Manning. This year COR reps will elect Lt. Gov, Treasurer, Secretary and Region Nominating Committee Chair (not National Nominating Committee Chair) at the Spring Meeting. The general membership will elect a new Governor, two Senators and one alternate senator. In addition to elected positions, other region leadership positions include Collegiate Interest Rep (CIR), Region Membership Chair (RMC), Special Projects Chair and Awards Committee Chair.

Additional information about senator position:

- The eligibility requirement for a professional senator is a voting member of the society. Additional recommendations are posted on the COR Community
- For the 1st election, the candidate for senator receiving the most votes serves the 2 yr term, while the candidate with the second highest number of votes will serve the 1 yr term.
- Candidates for alternates will be a separate spot on the ballot; they only serve a 1 yr term
- A maximum of \$500 has been allotted to senators (professional and collegiate) in the FY10 Society budget for travel expenses to the winter/spring meeting, but only if they do not have any other funding. There is no funding available for any senator to attend the annual Society conference.
- The term COR is going away to avoid any remaining confusion. The use of section representatives will remain, as each region continues to have a region council made up of voting representatives from each section, MAL and collegiates and vote on issues affecting the region. Senators are not members of the region councils. The region council members will continue to only include the section/MAL/collegiate reps, with the officers of the region being non-voting members.
- The region council does not dictate how a senator votes and no regions should intentionally "block vote." The duty of the senator is to vote in the best interest of all members of the region they represent and the Society as a whole. There may be times when a senator intends to vote one way on an issue, however, during deliberation of that issue additional information is provided which changes the vote cast.

Contact Heather Bernardin habernardin@yahoo.com if interested in applying for Regional Positions listed above.

SECTION NEWS

SWE Philadelphia Section Meeting – Monday, January 26th

“Women’s Impact on the Business World”

Sponsored by Rohm and Haas Company

6:30 PM Dinner & Networking; 7:15 Panel Presentation

RSVP to rsvp@philaswe.org by January 22nd

Diversity is better for business at all levels, however women are often under-utilized as leaders in business. We will discuss how to influence and close this gap and provide tips for strengthening your leadership capability.

Panelists:

- **Jen McIntyre** – Rohm and Haas, Global Operations Supply Chain Manager, Primary Materials Business
- **Ruth, Perry, MD** - Rohm and Haas, Director of Product Stewardship & Health, Corporate Environmental, Health, & Safety
- **Michele Dorris** – Rohm and Haas, Director of Business Services, Corporate Project Management Office

Directions to Rohm and Haas Company, 727 Norristown Road, Spring House, PA:

- Exit the PA Turnpike (Route 276) at Exit 339, Fort Washington/Ambler.
- Take Route 309 north 4 miles to Spring House, Norristown Road exit.
- Make a left at the light at the ramp's end and stay in the right lane.
- Spring House Technology Center is immediately to your right. At the light, make a right into the complex and sign in at the Receptionist Area in Building 6 (the building with the flagpole in front.)

**For Mapquest Directions: 727 Norristown Rd, Ambler

Create and Discover the Life YOU Want through Goal Setting: Highlights from the October Section Meeting

On Wednesday, October 22nd, the SWE student section at Widener University hosted a joint Widener-Philadelphia section meeting. The meeting was well attended, with 16 professional members and at least as many students. The evening's speaker was Joan Walsh, a partner with Financial Synergies Management, Inc. and author of Ready, Set, PLAN, Go!.

Joan gave us a dynamic and engaging presentation on how to Create and Discover the Life YOU Want through Goal Setting. She encouraged each of us to take stock of all aspects of our lives – family, mental and physical health, social life, career/finances and ethics/beliefs – and to develop a personal vision of where we want to be in all these areas. From there, the next step is to start progressing toward that vision of success by setting “SMART” goals: **S**pecific, **M**easurable, **A**ttainable yet **R**ealistically High, and **T**ime Bound (i.e. with deadlines attached).

Joan emphasized the importance of writing down our goals, as well as making sure they are aligned with each other and reflect what we really want for ourselves, not what our family or friends want for us. She provided a useful technique on how to set and meet goals:

- Write a SMART goal
- Identify a way to reward yourself as you achieve milestones on the way to your goal
- Motivate yourself further by identifying the consequences you will face if you don't meet your goal
- Determine what obstacles may get in your way, and how you plan to overcome them
- Establish specific action steps and target dates for them
- Delegate where possible

Finally, Joan reminded us to review our goals at least weekly and adjust our activities as needed to stay on track. If you start to feel overwhelmed by your to-do list, ask yourself: “Will completing this task help me advance toward my goals? Can I eliminate it or delegate it to someone else?”

Overall the meeting was very informative and provided a great opportunity for the students and professionals to interact and continue to build our partnership.

Awards Committee In Search of Members

The Awards Committee is in search of members, who will help select SWE members for individual society and external (non-SWE) awards. This is a great opportunity to promote SWE members through recognition of their professional and organizational accomplishments. Please contact Awards Chair Emily Mitchell at emitchell@rohmmaas.com

Engineers' Week Liaison Position Open

After several years in this position, Susan Best is stepping down as Engineers' Week Liaison. We thank Susan for her service and support to SWE in this role! Ideally, the new liaison would be someone who would commit to a multi-year commitment to be the liaison with the club, as the club proceeds with what I believe are some wonderful initiatives. Please contact Danielle Dunn if interested (dldunrice@yahoo.com)



Interested in Learning More About the History of the Philadelphia SWE Section?

In celebration of SWE's upcoming 60th anniversary, SWE Archives will present SWE History Awards at the WE09 and WE10 national conferences to sections that have made outstanding efforts to collect, preserve, and share their histories. Each section is encouraged to write a narrative of their section's history that touches on:

- How did your section form?
- How has it evolved over time?
- What have been the struggles and successes of your section and its members?
- What programs and support has your section offered to its members?
- How has it reached out to new members and aspiring women engineers?

The Philadelphia Section is forming an Archive/History committee to apply for this award which is due July 1, 2009. Would you like to be a part of this committee? Do you have section documents and/or pictures that you would like to share for this project? Would you like to be interviewed and share your SWE stories with us? Please contact Diana Madden at diana.fernier@gmail.com as soon as possible.

Tasks that this committee will perform:

- Interview key and founding members via phone, email, and/or in person
- Document the contents of section boxes
- Organizing and condensing section records
- Input data into a timeline program
- Writing and editing of award package

Time commitment for this committee:

- 2-4 hours a month individually with ability to temporarily store 1 file box while documenting
- 1 weekend day per month (Saturday or Sunday depending on group availability) to meet as a group in Norristown.
- If you are interested in just writing/editing the report and not the research, the time commitment would be less

We Need Your Support!

Now that the new year has begun, we want to extend a reminder about our annual collegiate Scholarship Program and the Engineering Girls Camp ("Mini-camp") at Widener University. Please consider making a donation to either or both of these programs. **Financial contributions from our members in years past have greatly enhanced our ability to fund these two wonderful programs, and we hope you will give us your support once again.**

In FY08, the Philadelphia Section was pleased to award scholarships in the amount of \$1,000 each to ten female university students pursuing engineering or computer science as a course of study. Any of last year's scholarship judges will undoubtedly agree that we had many deserving applicants, and it was a very challenging task even to narrow the field to ten. Our goal this year is to raise at least \$8,000 from both corporate and individual contributions. Help us continue to support these hard-working students!

We are also raising funds for the Engineering Girls Camp hosted by Widener University and sponsored by SWE. The event is scheduled for February 7, 2009 and has a projected budget of \$5,400. Last year, nearly 150 high school girls participated in this program, where they interact with engineering professionals, professors, and students and participate in hands-on laboratory workshops in various engineering fields. Typically, 80-90% of participants state that the Girls Camp increased their interest in engineering as a career option. This has been a wonderful event for the past nine years, with several SWE-Philadelphia members volunteering to lead workshops and speak on the panels. Let's make 2009 the best one yet! To **make your tax-deductible donation** online using a credit card, follow this link: https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=745399. Alternatively, you may mail a check along with the form listed below. Thank you in advance for your support!

2009 SCHOLARSHIP and ENGINEERING GIRLS CAMP PROGRAMS SECTION MEMBER SPONSORSHIP REQUEST

The Philadelphia Section of the Society of Women Engineers (SWE) invites you to be a member of our Scholarship Fund and/or our Engineering Girls Camp Fund. All contributions are tax deductible under 501(c)(3) Internal Revenue Code. If you need documentation of this status, check here .

All scholarship donations go to the recipients; administrative costs are paid by the Section. Scholarship awards are \$1,000 each. Donors of \$1,000 or multiples thereof will have the scholarships named for them unless they request otherwise. Engineering Girls Camp sponsors are acknowledged at the Opening Session of the Girls Camp. All contributions will be acknowledged at the Awards Banquet to be held in April 2009.

SCHOLARSHIP SPONSORSHIP:

_____ Gold Sponsor (\$500 and above)
 _____ Silver Sponsor (\$250 - \$499)
 _____ Bronze Sponsor (\$100 - \$249)
 _____ Friend of SWE (Up to \$100)

Please check here if you prefer that your donation be placed in the Dorothy Hoffman Memorial Endowment Fund rather than distributed at this time.

SWE-WIDENER UNIVERSITY ENGINEERING GIRLS CAMP SPONSORSHIP:

_____ Gold Sponsor (\$500 and above)
 _____ Silver Sponsor (\$250 - \$499)
 _____ Bronze Sponsor (\$100 - \$249)
 _____ Friend of SWE (Up to \$100)

Name _____ Email _____

Address _____

Phone No. _____ Fax No. _____

Please return this form directly to our Treasurer, with check made payable to **SWE Philadelphia Section**, to:

Rebecca Rose
 1402 Bullens LN
 Woodlyn, PA 19094

If you have any questions, please contact Rebecca at Rebecca.Snelling@gmail.com or Danielle at dldunrice@yahoo.com.



Outreach

Volunteer Opportunity: Future Cities Philadelphia 2009

Contact Jennifer Wetzel at jwetzel@upenn.edu

The Philadelphia Regional Future City Competition, an education outreach program of the Delaware Valley Engineers Week Council, is actively seeking volunteers for this year's program. The Regional Competition will be held on January 24, 2009, at the Sheet Metal Workers Hall, 1301 South Columbus Blvd, Philadelphia.

Currently there are 37 schools registered and working on their city models and presentations. The program offers 7th and 8th grade students the opportunity to work with their teacher and an engineer mentor to:

- Design a city of the Future using SimCity 3000
- Write a researched engineering essay describing their city development
- Build a 30" x 60" model of a portion of their city
- Prepare a 7 minute presentation

The schools will come together at the regional competition to present their cities to teams of judges. The winning team will represent the Philadelphia region at the national competition in February. In addition, there are over 40 other Special Awards presented at the regional competition which reward such diverse areas as excellence in fire protection, communications, materials of the future, and teamwork.

Future City needs almost 200 volunteers to run the regional program from September through January. Our greatest need is for competition help on January 24th – Preliminary Judges, Special Awards Evaluators, and general competition help including photographers, registration, runners, etc.

Why not volunteer for this exciting program? Share your engineering expertise and see just how creative tomorrow's engineers are today! Sign up on-line at www.futurecityphilly.org, or call or e-mail Jennifer Wetzel, Volunteer Coordinator, at 215-573-3935 or volunteer2009@futurecityphilly.org.

Volunteers Needed!! SWE/Widener University Engineering Girls Camp

Contact Vicki Brown at Vickiprof@aol.com

The 2009 SWE/Widener University Engineering Girls Camp for high school girls is scheduled for Saturday February 7th at the Widener University campus in Chester, PA (off I-95 at the bottom of the Blue Route, a few miles south of the Philadelphia airport).

The camp is an opportunity for high school girls interested in science and math to explore engineering careers in a hands-on laboratory setting with women engineers from SWE and female engineering students and alumni from Widener University. There is a separate Parents Program that runs concurrently with the Girls Camp. More information about the camp is available at www.widener.edu/SOE/minicampgirls.

Judges Needed for the 2009 SWE – Philadelphia Section Scholarship Committee

Email scholarship@philaswe.org if interested by **FEBRUARY 28th**

Judges are needed for the 2009 SWE Philadelphia Section Scholarship Committee. Applications are distributed to judges electronically. Judges review applications in a two week period and rank the students in a judging sheet. There is then one conference call to discuss the winners. Please email the above address if interested.

MEMBERSHIP ANNOUNCEMENTS

SWE-Philadelphia would like to welcome the following new members to our chapter:

New Members:

Transfer:



Megan Ford is participating in a marathon to benefit the Leukemia and Lymphoma society, and asks for your sponsorship! She writes, "I am doing Team in Training in honor of my grandmother who died 10 years ago from Non Hodgkin Lymphoma cancer. All donations are tax deductible and over 75% of each donation goes directly to the cause. My goal is to raise \$4,500 and to cross the finish line and my marathon on April 25, 2009. More information can be found on my website:

<http://pages.teamintraining.org/epa/cmc09/mford84sb3>

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!

PROFESSIONAL OPPORTUNITIES / CALENDAR OF EVENTS

January 22nd, **Delaware County PSPE: Stormwater Management with Reinforced Concrete Pipe**

Cost: \$30 begins at 6:30 p.m. at Town House, 117 Veterans Sq., Media, PA

Contact Eileen Nelson to RSVP by January 19th: Eileen.nelson@stantec.com, 610-220-3553

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!

**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

January 2009	
24 th	Future Cities Philadelphia 2009
February 2009	
7 th	SWE/Widener University Engineering Girls Camp
15 th – 21 st	Engineer's Week 2009



**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.