LETTER FROM THE PRESIDENT

Dear SWE Philadelphia Members,

Spring may finally be around the corner as we are experiencing a long-awaited warm spell (at least at the moment I’m writing this). Another sign of spring: the annual SWE Region E Conference, typically held in March. I just got back from this year’s conference, hosted by the Twin Tiers professional section and Cornell University student section. If you’ve never attended a regional SWE conference, I highly recommend it. Though obviously on a smaller scale than the annual national conference, the regional conferences are no less valuable to the organization and its members. These events offer a chance to reconnect with old friends and colleagues we may not see very often, as well as to meet new ones. They help us to develop our professional skills. And they provide an opportunity to learn (and share!) best practices for SWE activities, not only from the workshop presenters, but from other attendees as well.

During the Region E professional business meeting on Saturday, I was proud to present our section’s bid to host the Region E Conference next year in Philadelphia, at the University of Pennsylvania. What better place to celebrate SWE’s 60th anniversary than in one of the cities where it all began? Our Senior Vice President Krista Pohl and Penn section President Julie Williams joined me in sharing our conference plan with the region leaders and section representatives. I’m delighted to report that the representatives voted in favor of our hosting the Region E Conference in 2010! For all of the reasons I listed above, I really hope you’ll join us.

Shifting gears before I sign off, I would like to extend a sincere Thank You on behalf of the section to all of our panelists at the January and February section meetings. Ruth Perry, Michele Dorris and Jen McIntyre of Rohm and Haas and Doreen Nixon from Lockheed Martin shared their insights about Women’s Impact on the Business World at a very well attended meeting January 26th, hosted by Rohm and Haas in Springhouse, PA (see page 6 for more details). Special thanks also to Jessica Snyder and Chris Miller for helping to organize and moderate the event.

Nicole Seward Jones and Arlene Vital from Merck as well as Dr. Dorothy Skaf of Villanova University told us all about their International Engineering Experiences at the February 24th meeting hosted by Villanova University. My thanks to all of them, as well as Cassie Shoup, Alisha Trocciola and Sarah Arscott for their hard work in putting the meeting together.

I look forward to seeing many of you at our first annual awards brunch at the London Grill in Philadelphia on Sunday, April 19th! Stay tuned for more details.

Best Wishes for a Beautiful Spring,

Danielle Dunn
FY09 Section President
NATIONAL NEWS

WE09 Conference Hotel Blocks Now Open!!

Let’s get ready for the SWE National Conference - WE09! Conference registration is expected to be open in April. SWE is again using the housing bureau for attendees to make reservations. Reservations can be cancelled 31 or more days prior to arrival without penalty. Those cancelled within 30 days will be charged one night's lodging fee. The following hotels are currently under contract with SWE for rooms; SWE will provide shuttles to/from all contracted hotels to the convention center. As these hotels fill up, additional contracts with other hotels will be added.

- Hyatt Regency Long Beach - Rate: $200.00 per night single/double, $225.00 per night triple, $250 per night quad.
- Renaissance Long Beach - Rate: Standard Room: $184.00 per night single/double. Club Room: $214.00 per night single/double. Each additional guest is $15.00
- The Westin Long Beach - Standard Room Rate: $196.00 per night single/double. Each additional guest is $25 per person.
- Hilton Long Beach - Rate: $193.00 per night single/double, each additional guest is $25.00 per person.
**Call for FY09 Committee/Task Force Chair and Chair Elect Applications**

The application process will allow all SWE members the opportunity to express an interest in these types of leadership roles within the Society. It will also allow us the opportunity to better match our members’ strengths and interests to the needs of the Society. Please review the open leadership positions for FY10.

The description of each leadership position can be found [here](#). Please fill out the Chair / Chair Elect application form with the requested information and return it in Word or PDF format along with a photo (headshot at 300 dpi resolution) in a .jpg file to [hq@swe.org](mailto:hq@swe.org) by **April 1, 2009**. All applications will then be reviewed and applicants will be notified by June 1. If you have any questions, please feel free to contact headquarters at 312.596.5244.

The following positions have been appointed by the Board of Directors

- Leadership Pipeline Task Force
- Region Conferences Task Force
- Strategic Award Task Force

The following groups will be transitioning from COR to Senate

- Senate Communication
- Senate Mega Issues

The following groups' work will be completed, or transferred to other Committees or Headquarters the next few months; hence there is no call for group leaders for them. We thank all volunteers who have worked on these groups.

- Senate Governance FIG
- Leadership Pipeline Task Force
- Region Conferences Task Force
- Strategic Award Task Force

The following committees are not included in this call as the current chair and chair-elect will continue their services for another year:

- Government Relations & Public Policy

**SWE Web Seminar**

**Part Three - Five Strategies for Career Futuring**

**Thursday, March 19th, 2009**

**5:00p.m. - 6:00p.m. (EST)**

During the Webinar we’ll look at the last of the 5 strategies for futurizing your career: strategic networking. Since 75-80% of all jobs are found through the people you know, the length of your job search will depend on the strength of your network. Our research shows that only 15% have the network they need to get the job done - or to get the job. We’ll show you how to manage the 3 key moments of networking, what to do and say to advance through the stages of trust building so people want to help you, how to get people to send the right kind of opportunities your way, and how to make the Reciprocity Principle work for you.

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

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

**Learning Objectives for Part Three:**

- Assess the strength of their network.
- Manage the 3 key moments of networking since 75-80% of jobs are found through personal contact.
- What to do and say to advance through the stages of trust-building.
- How to make the Reciprocity Principle work.
REGION E NEWS

**Philadelphia SWE Won Bid for 2010 Region E Conference**

The 2010 Region E Conference will be held at the University of Pennsylvania. Stay tuned for additional details on how you can help plan this event.

**Reminder to VOTE***

SWE Philadelphia’s own Heather Bernardin will be running for the Region E Senator. Be sure to vote on the National Ballot later this spring.

**2009 Region E Conference**

“Advancing Innovation. Inspiring Confidence”

By Danielle Dunn

At the Region E Conference in Ithaca, NY last weekend, speakers Peggy Layne and Patricia Eng (who share a humorously deadpan rapport) presented an interesting workshop about how SWE is influencing public policy. Both women are members of the SWE Government Relations and Public Policy Committee (GRPP).

As a national organization, SWE has begun to take a more active role in shaping public policy in recent years, particularly in the realm of gender equity in education and the workplace. SWE’s involvement in public policy supports our mission, increases our visibility, and helps communicate our message to policymakers as well as the public.

Layne and Eng emphasized that SWE does not endorse candidates for political office, but does publish statements indicating the organization’s position on certain issues. One area of focus is enforcement of Title IX as it applies to science, technology, engineering and mathematics (STEM) fields. As SWE’s General Position Statement on this topic points out, “Title IX of the Education Amendments of 1972 requires gender equity for boys and girls in every educational program that receives federal funding.” Nevertheless, many people associate Title IX only with collegiate athletic programs. SWE aims to change that misconception by reminding us that this long-standing legislation, if appropriately enforced, could help ensure equitable opportunities for women engaged in technical fields. Federal agencies like NASA and the National Science Foundation (NSF), which grant funding to educational institutions for STEM research, must ensure that their grant recipients do not discriminate on the basis of gender.

To achieve its goals, the GRPP has hosted briefings for policymakers and testified before Congressional committees. SWE has also partnered with non-partisan coalitions like the Association for Women in Science (AWIS), the American Association of University Women (AAUW), and the National Science Teachers Association (NSTA). For example, SWE recommends that policymakers take steps to “enlarge America’s talent pool by greatly improving K-12 STEM education through the recruitment, training, and retention of STEM teachers.” By collaborating with the NSTA, SWE can support these teachers in spreading the right messages about science and engineering to their students. The 2010 NSTA conference is scheduled to take place in Philadelphia over the same weekend that our section will be co-hosting the Region E Conference with UPenn. This could be a wonderful opportunity for us to partner with the NSTA on a local level as well.

To read the position statements referenced above and/or find out more about SWE’s involvement in public policy, go to societyofwomenengineers.swe.org and click on the Public Policy link at the top of the page.
SECTION NEWS

SWE Philadelphia Awards Brunch
Sunday, April 19th, London Grill, 12PM
2301 Fairmount Avenue, Philadelphia, PA 19130
RSVP @ rsvp@philaswe.org

Celebrate our successes this year at the SWE Philadelphia Awards Brunch where we will recognize our section accomplishments, members and award the collegiate scholarships. Additionally, Diane Dorland, Dean of Engineering at Rowan University and our Keynote Speaker will be speaking on “Changing the Message of Engineering.” There is on-street unmetered parking and a parking garage located at 2201 Fairmount Avenue ($7 for 1-6 hours).

Dianne Dorland is Dean of the College of Engineering at Rowan University and was named 2008 Engineer of the Year by the Delaware Valley Engineers Week Council. A Midwest native, she worked for Union Carbide and DuPont, and had two children before returning to school in the early 80s. After receiving her Ph.D. in chemical engineering from West Virginia University, she joined the University of Minnesota-Duluth in 1986, and headed the Department of Chemical Engineering for 10 years before joining Rowan University as Engineering Dean in 2000. In 2003, Dr. Dorland was elected the first woman president of the American Institute of Chemical Engineers, a 40,000 member national organization. She serves on a number of boards, including the Board of Directors of Rowan University’s South Jersey Technology Park. Dianne is a member of SWE and serves on the Executive Committee of the Engineering Deans Council for the American Society of Engineering Education. She is a licensed professional engineer, very excited about engineering education at Rowan, and the proud grandmother of a three-year old grandson.

SWE Philadelphia Section Meeting - Tuesday, February 24th
International Engineering Experiences
By Jennifer Garner

February’s section meeting, held at Villanova University, featured three unique speakers who shared their experiences working abroad or travelling as part of their assignments. Each speaker brought her own perspective about the benefits of international work, and the challenges of balancing their professional and personal schedules.

Dr. Dorothy Skaf, Associate Professor at Villanova University, spent about 1 year in Qatar, as an engineering professor at the University of Qatar. She traveled there with her husband and 2 children, which allowed for a family experience abroad. She taught chemical engineering to both male and female college students, and slowly but surely discovered how US and Arab students can be quite similar! While there were significant cultural differences, such as more students being married and in families, the desire to learn and contribute to the success of an engineering project or organization was strong. Dr. Skaf emphasized researching the logistical and financial aspects of an international assignment, for example, understanding how your housing arrangement, salary, and taxes will be managed.

Arlene Vital, Sourcing Manager with Merck Global Procurement, has had several opportunities to travel in her current role. She earned a Bachelor’s and Master’s degree in Chemical Engineering from Syracuse University, and has held supervisory positions in manufacturing before joining the Procurement organization. She had the opportunity to visit a number of supplier companies for Merck, including trips to Europe to arrange contracts. One of the challenges Arlene shared with the group was preparing for extended time away from family, and keeping in touch during trips. She emphasized that planning for your trip, including the daily professional and post-work agendas, can help keep your time balanced.
Nicole Jones, Director of Strategy and Change Execution within the Global Human Health division of Merck, has held positions in manufacturing, supervision, and project management with both Merck and the Gillette Company. Her educational background includes her BS degree in Chemical Engineering from Tulane University, and an MBA from Northeastern University. In her current assignment, Nicole is responsible for traveling to several Merck sites in order to implement lean manufacturing with teams at each location. Since she travels frequently, and to many US and external locations, she emphasized that it is important to observe the cultural and social norms in each area. By doing so, this allows her and her team to help implement projects which truly meet customer needs.

Each of the panelists recommended a position that involves either travel or the ability to work with employees or customers from many locations. The decision to spend short or long times “on the road” or away from friends and family needs to be made based on balancing personal and professional opportunities. There is no doubt that the impact of engineers and engineering can be global – each of us can support this impact by thinking of the big picture, even if we never leave home.

**SWE Philadelphia Section Meeting - Monday, January 26th**

“Women’s Impact on the Business World”

By Jessica Snyder and Emily Mitchell

On January 26, the Rohm and Haas Company sponsored SWE Philadelphia section meeting. The professional development event was held at the Spring House Technical Center. The event attracted approximately 50 people (about half of whom were Rohm and Haas employees). In addition to professionals, there were also students from Villanova University and Mount Saint Joseph Academy. After dinner Danielle Dunn provided some SWE announcements about upcoming events, and introduced the FIRST Robotics team from Mount Saint Joseph Academy. The team, known as the Firebirds, gave a presentation about their activities in the FIRST Robotics competition and thanked SWE Philadelphia for sponsoring them this year. They also brought along their robot for a demonstration.

The main event for the evening was an interactive dialogue between panelists and the audience to discuss “Women’s Impact on the Business World.” Women often feel as though they are at a disadvantage in the world of business due to their gender, however, the four successful female panelists at the January section meeting would beg to disagree:

- Doreen Nixon, Director, MS2 Engineering, Lockheed Martin
- Ruth Perry, MD, Director of Product Stewardship and Health, Corporate Environmental, Health and Safety, Rohm and Haas Company
- Michele Dorris, Director of Business Services, Corporate Project Management Office, Rohm and Haas Company
- Jen McIntyre, Global Operations Supply Chain Manager, Primary Materials Business, Rohm and Haas Company

The panelists discussed their career path into leadership, personal life and thoughts on whether gender differences exist in leadership styles in addition to providing great advice about how to stand out in male-dominated fields of engineering and science. Doreen told us to ‘hang tough’ and realize that our male colleagues will eventually realize how smart we are and will begin to realize the positive impact we have on the workplace. Jennifer believes one of the more prominent differences between men and women in the workplace is the fear of what professional success will cost on a personal level; she advocated finding mentors and always searching for ways to add value to the organization. Ruth had first hand impact on how the dynamics of your career can alter your work/life balance. She began her career in a hospital setting but moved into the chemical industry to achieve a better work/life balance. She stressed that your life and career will constantly change; the key to success is to continually adapt and be open to all opportunities that come your way. Finally, Michele agreed that life is a journey and added that success will come through being able to modify your leadership style to match those who you are leading. The panelists agreed that a key component
SWE Outlook

The Philadelphia Section

to individual success is having a good support system at work and home and having mentors to help during stressful times.

The key takeaway message was that all people have different leadership styles. The panel's main recommendations were to lead by being yourself, stretch your boundaries, and flex your style to meet the situation.

Audience members were given several articles to read prior to the event; anyone interested in a copy of the articles can contact JessicaSnyder@rohmhaas.com:

- “Men are from Mars, Women are from Business” by Brent Bowers
- “The ‘Masculine’ and ‘Feminine’ Sides of Leadership and Culture: Reality vs Perception,” http://knowledge.wharton.upenn.edu
- “Women & the Vision Thing” by Ibarra & Obodaru, Harvard Business Review

Outreach

**Widener-SWE Engineering Mini-Camp for High School Girls:**

**Celebrating a Decade of Inspiring the Next Generation of Engineers!**

By Danielle Dunn

Did you know that 2009 marks the 10-year anniversary of our annual Engineering Girls Camp? The Saturday event, hosted by Widener University School of Engineering on February 7th with volunteers from Widener as well as SWE Philadelphia and other nearby sections, allowed the high school students to explore engineering careers in a supportive environment. The girls interacted with engineering professionals from SWE, plus Widener faculty and students as they participated in hands-on laboratory workshops representing the various engineering fields.

The camp has evolved since its inception in 2000. For one thing, back then the event drew less than 100 students and 50-65 parents; this year’s event hosted nearly 150 students and 100 parents. As a result of the phenomenal growth in attendance in recent years, the opening session and panel discussions now take place in the Alumni Auditorium, the largest venue on campus. It’s an amazing visual reminder of how sought-after this program, and hopefully others like it, have become. Another change is the addition of even more lab topics, notably a couple related to Bioengineering, as this is an exciting newer field and one that tends to draw more female students. Yet through it all, one thing remains the same: the camp is offered free of charge to the students and parents, thanks to generous donations from local companies like Rohm and Haas, Boeing, Exelon, and KMJ Consulting, as well as individual SWE members.

SWE volunteers typically are paired with labs corresponding to their field of work, so they can help the students see how the lab activity relates to real engineering careers. For example, Elyse Bealer from Merck helped out with the Bioengineering/Pharmaceuticals lab this year, while Maryann Skehan from Boeing facilitated the Aerodynamics lab. Other volunteers from SWE Philadelphia included Lisa Colosimo, Barb Faust, Lisa Hutchings, Adriana Molano, Andrea Manning, Tori Morgan, Doreen Nixon, Rebecca Rose, Maggie Schwartz, Cassie Shoup, and Carole Stowell.

This year I had the honor of serving on the “Engineering as a Career Choice” panel along with Lisa Colosimo (and her daughter Meghan!), as well as moderating the concurrent Parents’ Program. The latter was especially interesting for me, as I’ve volunteered for the labs in years past and never got a chance to observe what the parents were up to. Widener administrators presented topics such as the transition from high school to college, the engineering curriculum, co-ops and internships, and the financial aid process. One or two of the parents had that deer-in-headlights look – it is a lot to process – but a quick glance through their survey responses at the end revealed that the majority found the session very informative and helpful. One mother thanked me afterwards for telling her daughter Carolyn about the camp, saying “You’re the reason we’re here.” What an awesome feeling that was! Many thanks to all of our members who volunteered, and to everyone who provided financial support for the Camp! Please see the letter enclosed from a parent who attended the event.
Dr. Brown,

My daughter Victoria and I just wanted to express our sincere appreciation to you, Widener University, SWE and all the many volunteers that hosted the girls engineering camp at Widener on Saturday. As an engineer in the audience I was deeply gratified to witness a fantastic display of character, professionalism and enthusiasm from each of the volunteers. I felt both panels (student and experienced engineers) portrayed the engineering community very accurately both academically and professionally. My daughter Victoria is still buzzing with excitement this morning....

On the car ride home, Victoria had commented that a lot of the discussions from the panel were a lot like the stories I have told her over the years...but she said “you know dad, before today I could not see how girls could be excited about engineering” I had asked her why she felt that way and she replied “take your daughter to work days were great but I never saw any girls at your work” So she had concluded in her own mind that girls must not find it very exciting otherwise she would have seen more girls. I told her at one time I guess it was one of those great kept secrets in a man’s world, but now the secret is out.

Victoria left with a clear conclusion that engineering could be as exciting for her as it is for all the volunteers she met on Saturday. Can you please pass on Elyse Bealer (Merck & Co) contact information? Elyse led the Biomed/Pharmaceuticals lab and had lunch with Victoria. Victoria would like to contact Elyse with some additional questions if possible.

Thanks again for hosting the event and congratulations on your 10th Anniversary.

Don Waschenko

Science Fair Judges Needed

One of the SWE-Philadelphia Section Student Outreach Programs for middle and high school girls is serving as judges and providing Special Awards at science fair competitions held in the area. This activity provides opportunities to:
- interact directly with girls who have engineering, or engineering-related, research projects to encourage them to consider engineering as a possible career choice; and
- serve as role models for the students, teachers, parents, and other professionals at the competition.

SWE-Philadelphia currently provides Special Awards for the following science fair competitions:
Regional Delaware Valley Science Fairs (DVSF) held @ the new Greater Philadelphia Expo Center in Oaks on April 1st. It is an all-day event (8am to 4pm) -- however volunteers can sign up for just an AM session or just a PM session -- here is a website for additional info: [http://www.drexel.edu/dvsf/judging.htm](http://www.drexel.edu/dvsf/judging.htm)

Please contact Elyse Lynn Bealer @ elyse_bealer@merck.com

NJIT Requests Panel Members

In honor of Women's History Month, the NJIT Collegiate Section of the Society of Women Engineers (SWE) is holding a panel discussion on Monday, March 30th from 5 – 9 pm and we are looking for participants. The national theme of WHM 2009 is “Women Taking the Lead in Saving our Planet” and we are looking for women engineers, architects and/or scientists who are involved in environmentally conscious or sustainable projects or who have had experience using sustainable materials. If you are interested in participating or know of someone at your company who might fit this profile, please e-mail me at knoxt@njit.edu.
MEMBERSHIP ANNOUNCEMENTS

Congrats to Karen Jehanian on being elected as President of ITS Pennsylvania 2009 Board of Directors. ITS Pennsylvania is a state chapter of the Intelligent Transportation Society of America. As president of ITS-PA, Karen’s goal is to work with the public sector leaders to strengthen the organization and advance intelligent transportation systems in Pennsylvania.

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!

SWE National Awards
March 31st Deadline Quickly Approaching!

Do you work with some outstanding engineers? Maybe you have a professor who challenges and inspires you and your classmates on a daily basis. Or, perhaps there is a senior engineer in your organization who works tirelessly to promote women engineers.

Did you know, SWE offers many awards to individuals for achievement in academia, industry, work/life balance, entrepreneurship, and more? Did you know that non-SWE members and men can apply for many of these awards? If not, you may want to surf on over to http://societyofwomenengineers.swe.org and click on the Awards & Competitions tab. Here, you can find information on the requirements for each award as well as the nomination packets.

If you need help with your nomination, feel free to contact Emily Mitchell, awards committee chair. Let’s help get some recognition for the incredible engineers who work in the Philadelphia area!

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!

OFFICER CONTACT LISTING

There are several open leadership positions within the Philadelphia SWE section. Attention new and veteran SWE members - use this as an opportunity to expand your leadership skills and get to know the PhilaSWE section!!
# UPCOMING EVENTS

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<th>April 2009</th>
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<td>SWE Philadelphia Awards Brunch</td>
<td>May event at the Zoo – stay tuned!</td>
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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.