LETTER FROM THE PRESIDENT

Dear SWE Philadelphia Members,

SWE’s 2009 fiscal year is drawing to a close! It’s been quite a year for our section. Highlights included our strong attendance at the national conference in Baltimore, winning first place for the Section Website Award, the 10th anniversary of our Engineering Girls Camp at Widener University, and informative section meetings hosted by Widener, Rohm and Haas, Villanova University, and Lockheed Martin. Additionally, two of our members were nominated for national SWE achievement awards: Drexel counselor Diana Madden for Outstanding SWE Counselor, and newsletter editor Tessa Anodide for Distinguished New Engineer. We celebrated these achievements and more at our annual awards banquet on April 19th. For a change of pace this year, the event was held as a Sunday brunch in Philadelphia, at the London Grill.

We were delighted to award $1000 scholarships to seven students pursuing undergraduate or graduate degrees in engineering. In addition, the section recognized Diana Madden for her contributions as leader of the section history project, Webmaster and Drexel Counselor. We granted the Outstanding Section Meeting award to Jessica Snyder and Chris Miller for their work in organizing the January 2009 panel on Women’s Impact on the Business World. Finally, founding SWE member Doris McNulty was inducted into the Philadelphia section Hall of Fame for her trailblazing dedication to the Society and to the section.

A special thank you goes out to Dr. Dianne Dorland, Dean of Engineering at Rowan University and the 2008 Delaware Valley Engineer of the Year, for sharing her insights on “Changing the Message of Engineering.” And another special thanks to our sponsors, including Lockheed Martin, Merck, Rohm and Haas, KMJ Consulting, and you our members, for sustaining our collegiate scholarship program and the Engineering Girls Camp. These programs would not be possible without your support!

Our annual section leadership retreat is scheduled for the weekend of June 6th to 8th in Avalon, NJ. We will be welcoming new officers and planning our goals and activities for the new year. Please don’t forget to renew your society membership by June 30th, and join us for FY10, SWE’s 60th Anniversary!

Happy Summer,

Danielle Dunn
FY09 Section President
NATIONAL NEWS

WE09 REGISTRATION NOW OPEN

Registration is now open for “WE09: Women Advancing the World of Technology.” This year, the event will be held at the Long Beach Convention Center in Long Beach, California on October 15-17, 2009. Reference the March/April edition of our Newsletter for hotel accommodations and information. Please visit http://we09.swe.org/index.php to register.

RENEW AND EXPAND YOUR SWE MEMBERSHIP

It's SWE renewal time! Renew today to receive uninterrupted access to your membership benefits. And when you renew, consider further diversifying your professional network with a joint membership program. For one low membership price, you can experience the countless benefits of SWE plus the additional membership benefits of either the National Society of Black Engineers (NSBE), the Society of Hispanic Professional Engineers (SHPE), or the American Indian Science and Engineering Society (AISES). Renew today!! Deadline is June 30th.

SWE LAUNCHED NEW MEMBER SERVICES CENTER

SWE launched the New Member Services Center on April 15, 2009. With the change to the new systems database, all SWE members were given a new login ID. This login ID replaces your old one, and provides you with access to both the Member Services Center as well as the SWE Communities.

All User IDs now follow the same naming convention: first.lastxxxx, where xxxx is a 4 digit number.

For those that do not know their new User ID or have questions regarding the Members Services Center, contact SWE at MSChelp@swe.org, 1-312-224-2575, 1.877.SWE.INFO.

REGION E NEWS

HEATHER BERNARDIN ELECTED TO REGION E SENATE

Congratulations to Heather Bernardin on her election to the Region E Senate. Heather will serve in this role for the next two years. The senator position is a new society position. The creation of the senators essentially splits the former Section Representative position into two parts and replaces the National Council of Representatives (COR); section representatives will continue to exist but will govern at a regional level.

The senators will represent the region at the national level, providing both strategic direction and governance, such as bylaw approval. Three senators (2 professional and 1 student) per region will be elected to the senate. Under this new structure, the senator is expected to be highly engaged and focused on the issues related to the governance of SWE.

“You can dream, create, design, and build the most wonderful idea in the world, but it requires people to make the dream a reality. – Walt Disney”
SECTION NEWS

SWE Philadelphia Awards Brunch

The Philadelphia SWE Annual Awards Banquet was held on Sunday, April 19th at the London Grill in Philadelphia to celebrate the achievements of our section throughout the year as well as to award our collegiate and hall of fame awards. This year, we awarded seven $1,000 scholarships to students pursuing local undergraduate or graduate degrees in engineering. Diane Dorland delivered a powerful keynote address where she challenged us to help “Change the Message of Engineering.” We also recognized Diana Madden for her contributions as a leader of the section history project, Webmaster and Drexel Counselor. Jessica Snyder and Chris Miller received the Outstanding Section Meeting award for organizing the January 2009 meeting: Women’s Impact on the Business World. Finally, Doris McNulty, a founding SWE member, was inducted into the Philadelphia section Hall of Fame for her trailblazing dedication to the Society and to the section.

STEPHANIE AMATO
University of Pennsylvania, 2010
BS Chemical & Bimolecular Engineering
Rohm and Haas Scholarship

ALEXANDRA BARTOLOMEO
Drexel University, 2012
BS Chemical Engineering
Rohm and Haas Scholarship

KAITLIN WORDEN
Villanova University, 2010
BS Chemical Engineering
Rohm and Haas Scholarship

HAHNA KANE
Drexel University, 2010
BS Computer Engineering
Lockheed Martin Scholarship

JESSICA SHAW
Villanova University, 2010
BS Physics / Civil & Environmental Engineering
Lockheed Martin Scholarship

SHANNON TELESCO
University of Pennsylvania, 2010
PhD Bioengineering
Merck & Co., Inc. Scholarship

ALISHA STRAYER
Drexel University, 2011
PhD Architectural / Civil Engineering
SWE Philadelphia Scholarship
Drexel Women in Engineering Panel
Article from ‘DragonPrints’ SWE Newsletter, Volume 7, Issue 3

On Saturday, April 25, SWE hosted a luncheon and panel of professional female engineers from a variety backgrounds and job experience to discuss “Women Inspiring the Future.” All the women on the panel stressed the importance of women in leadership positions. Female engineers still are not paid equally to do the same jobs as male engineers, and part of this is due to the fact that women are not as willing to negotiate salary. Leadership development, business, and finance courses were strongly encouraged, as managerial skills are often as important as technical in some positions. These, coupled with women’s inherent ethical abilities, can help women be promoted to management and CEO positions, traditionally a "boys club." Once in leadership positions, women can help change company outlooks of "married to the job" to a more female/family embracing outlook. The panelists suggested that women always do more than what they're asked, and to take on tasks that they don't feel you're ready for, as this will help to demonstrate your leadership abilities. Panelists also gave advice to co-ops and graduating seniors who are still trying to find a job in these tough times. They stressed the importance of tailoring your resume for each individual position, incorporating “buzzwords” from the posted job descriptions. It’s important to do something while looking for a job (work part-time, take a class, volunteer, etc.) to show potential employers that you can stay motivated. Jobs were even compared to boyfriends; sometimes you have to take a job that might not be everything you dreamed (“Mr. Right Now”) which can help you gain new skills and springboard you to the perfect position (“Mr. Forever”). And to all those students who worry about their GPA: when the panelists were asked if their GPAs were still considered important after their first job, they responded with a simultaneous and resounding “NO.” Thanks again to our panelists and the event organizers for a delicious lunch and informative event! (Panelists from left to right: Michele Dorris, Bella Bakrania, Ellen Kerr, Mary Anne Layden, and Krista Pohl.)

FY10 SWE Philadelphia Officers Announced

President - Danielle Dunn  
Senior Vice President - Krista Pohl  
Vice Presidents - Jessica Snyder and Open Position  
Treasurer - Rebecca Rose  
Secretary - Jennifer Garner  
Section Representative - Tessa Anodide and Tori Morgan  
Alternative Section Representative - Jackelynne Silva

A candidate for Vice President had to withdraw following the elections. The executive council will be discussing a path forward for identifying a replacement Vice President.

SECTION AWARDS AND COLLEGIATE COMPETITIONS PACKETS POSTED

It’s that time of the year again to get recognized for all of our hard work. The awards packets for all Section Awards and Collegiate Competitions are now posted. Deadline for all Section Awards is July 1, 2009. The Collegiate Competitions deadlines vary by competition. For more information, please visit: http://societyofwomenengineers.swe.org/index.php?option=com_content&task=view&id=14&Itemid=44#section

- Section Awards include Communications, Membership, Multicultural, Outreach and Professional Development.
- Collegiate Competitions include Outstanding (New) Collegiate Section, Collegiate Poster Competition, Team Tech and SME Bowl.
Outreach

SWE CERTIFICATE OF MERIT PROGRAM
Submitted by Barb Faust

The national SWE Certificate of Merit Program was established in 1970 to recognize the achievement of high school girls who have demonstrated three years of excellence in their mathematics and science courses and who are active in their school, community, and/or church. The program is administered locally by the Sections. Philadelphia Section has offered the program since the mid 1980s. So far this year, certificates have been awarded to 226 students from 80 schools located in our section area. Presenters for this year’s awards include: Diana Madden, Tori Morgan, Jessica Snyder, Agnes Wozniak, Nicole Wilson, Bella Bakrania, Lisa Myers, Stephanie Bortko, Elisha Waz, Elizabeth Hill, Emily Mitchell, Aarti Thakur, and Barb Faust.

Math Options 2009
Submitted by Frann Shore

Do you ever wish life were as simple as having the time to dream about “What Makes Things Fly?” At Math Options 2009 on Penn State Brandywine’s campus, 36 middle school girls got to do just that on Friday morning, 29th May. SWE Philadelphia members Mary Ann Skehan and Frann Shore of Boeing Rotorcraft delivered a workshop that gave the girls a chance to test their theories of stable flight on paper airplanes and balloon rockets. With pennies as payload, the girls built their airplanes, and measured how speed changes with moving the payload forward and aft of the center of gravity. Try it yourself! In the afternoon, member Cindy Dinunno of Boeing Rotorcraft participated in a panel discussion and career fair for all 120 girls and their teachers to help them make career decisions at this important time in their education. Between middle school and high school, keeping math and science in a student’s curriculum will broaden career choices, and that was the whole point of the day.

The girls really got into making their airplanes, flying them, timing each other’s balloon rockets, and answering questions. It was inspiring to see them get into it. Maryann Skehan designed this very effective workshop and Frann Shore was the teacher’s aid and long division expert! Twenty three schools participated at Penn State Brandywine in Middletown Township with Dr. Patricia Van Leuvan, Associate Professor of Education, as the Coordinator for the day.

MEMBERSHIP ANNOUNCEMENTS

SWE-Philadelphia would like to welcome the following new members to our chapter:
New Members: Alison Hafer, Zipporah Wambui Gitau, Honora Diane DiMarco, Sally Compton, Jane Bilbrough, Agnes Wozniak, Krista Anne Virsack, Jackelynee Silva, Frann Shore, Debbie Scholnick, Catherine Price, Mariassa Elizabeth Marlin
Transfer: Donna Krizman, Patricia Fought, Yachiao (Angel) Feng, Nichole Marie Caizaaoo, Kimberly Ager, Ann Sitarz, Lynn Scofield, Gina Palladino

Do you have exciting news to share – it could be anything from graduations to birthdays, engagements to professional accomplishments. Email the philasweeditors@gmail.com with your exciting news!
Undoubtedly, this is the toughest year on record to land a new job. Reaching your career goal will take courage and nerves of steel. Are you up to the challenge? Here are three tips for job-search endurance that will keep you on the right track toward your employment goal.

1. Keep your career goal realistic.
   This is not the time to strike out in a risky career direction. Following your heart toward a career in which you have little qualifications could yield months of frustration as you find yourself competing against legions of candidates far more qualified. Unless you are in the position to hold out for a very long job search, concentrate on positions where you are best qualified.

2. Realize it will take longer to land your next position.
   If you've never experienced a lengthy job search, set your expectations out several months and practice patience. You will apply for many positions as the perfect candidate, and get no response. Expect that. You will conduct perfect interviews and hear nothing back. Expect that as well. Just remember that eventually the right company with the right job at the right time will come your way if you stay calm and focused and don’t let discouragement keep you from moving forward. Just keep with it.

3. Write a better resume than your competition.
   Less jobs and more applicants equals extremely high competition. The quality of your resume has never been more important. For the best possible resume keep these guidelines in mind:
   - Focus your resume. Avoid a one-size-fits-all resume.
   - Showcase your best information in the top half of page one.
   - Include accomplishments that illustrate your ability to solve today’s business challenges.

4. Sharpen your interview skills.
   With employers interviewing only the best of the best, when you are chosen to interview be sure you are your competitive best. You CANNOT “just wing” an interview and expect to be called back for a second. Today it takes solid interview strategy to earn a second round of interviews. Interview books are helpful, but they usually fall short of teaching you how to read the interviewer's mind to understand his/her hiring motivations. A study in the art of selling is more effective to achieve great interview performance. A few basic selling strategies include:
   - Asking the right questions to understand the interviewer's “hot button” motivations.
   - Formulate answers around the interviewer’s motivations.
   - Know your accomplishments well enough to weave them effectively through your interview to achieve top candidate status.

Throughout 2009, the best jobs will go to those who persevere and stay focused. Keeping your expectations and goals realistic will help prevent the emotional ups and downs. Prepare for your job search as if you were competing in a marathon. With patience, endurance and skill you will win your next job.

Deborah Walker, CCMC is a career coach helping job seekers compete in the toughest job markets. Her clients gain top performing skills in resume writing, interview preparation and salary negotiation. Learn more about Deborah Walker, career coach at: http://www.AlphaAdvantage.com
UPCOMING EVENTS

Happy Summer!!

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.