LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

Welcome to FY2010! We’ve got another exciting year ahead, with lots of activities in store for our section. The section officers had a busy summer, which included our annual officers’ retreat in June in Avalon, NJ and another meeting in July to plan our event calendar, discuss the budget and list our goals for the 2010 fiscal year. A summary of the section goals is included in this issue of SWE Outlook.

The new fiscal year is already off to a good start; our well-attended kick-off social was held at the Boathouse restaurant in Conshohocken, PA on Tuesday, September 15. Half of the 22 attendees were at their first SWE Philadelphia meeting! I hope you will join us for our professional development meetings this fall, too. First up is our joint meeting with the Widener University collegiate section on October 22, a panel discussion about Non-Traditional Engineering Careers. Also in the works is a meeting to be hosted by Boeing on November 17th. Stay tuned for more details!

Additionally, we are very excited to be hosting the Region E Conference in Philadelphia once again. In honor of SWE’s 60th anniversary in 2010, the theme is SWE@60: A Strong Foundation for Engineering Success. The conference is scheduled for March 19-21, 2010 at the University of Pennsylvania. Coincidentally, our section also hosted the regional conference at Penn’s Houston Hall on the very same weekend in March in 1955. They say history is doomed to repeat itself, but in this case I think we are very fortunate! The planning committee has already begun initial activities such as reserving rooms, designing the website, and sending out requests for corporate sponsorship, but there are still plenty of opportunities to help out. If you are interested, please contact conference Co-Chair Alexis Wallen at alexis.wallen@swe.org.

As always, keep an eye on www.philaswe.org and your inbox for the latest Philadelphia section news. Best wishes for a successful year!

Danielle Dunn
FY10 Section President
SWE 2009 Conference Highlights

The 2009 Society of Women Engineers National Conference was held in Long Beach, California from October 15-17, 2009. The theme of this year’s conference was “Women Advancing the World of Technology”. We had several representatives attend the conference this year; more to come in upcoming issues of the Newsletter.

The highlight of the conference for the Philadelphia section was the Celebrate SWE! banquet. As many of you already know, Diana Madden was this year’s recipient of the Outstanding SWE Counselor award for her dedication to supporting the Drexel University collegiate section. Additionally, Philadelphia received three section awards in the large professional section category:

- **Best Section Website** - second year in a row! Congratulations and a big Thank You to Diana for her continued excellence in maintaining our website.

- **Outreach Event/Series Award** for the annual Engineering Camp for High School Girls (otherwise known as the mini-camp) at Widener University. Congratulations and many thanks to Vicki Brown and to all our members who have volunteered for this event over the past 10 years!

- **SWE History Award** - The compilation and presentation of our section history to date was a huge project this year; check out the finished product at http://www.philaswe.org/history/index.html if you haven't already. Congratulations to the History Committee and thank you to everyone who shared their stories and memories with us. Without you this would not have been possible.

WE10 Call for Participation

Thousands of women engineers and technologists will unite in Orlando to launch innovation and define success at WE10. Now is the time to ensure your organization is at the center of one of engineering’s most defining events for women.

Content is needed for various audiences, tracks and formats. Presenting a session allows you to highlight your expertise and showcase the accomplished women in your organization. You’ll also gain visibility as a diversity advocate as you support the advancement of engineering and women’s vital role within it.

Subject matter is needed for various audiences, tracks and formats as follows:

**Audience:**
- Collegians and recent graduates
- Emerging technical leaders
- Experienced technical professionals
- Seasoned technical leaders, managers and educators
- Executives and entrepreneurs
- Academics and thought leaders
Session Tracks:
- K-12 Outreach
- Careers in Academia
- Career and Life Transitions
- Management and Strategy
- Leadership Development
- Careers in Government
- Inclusion and Cultural Awareness
- Innovation in Technology and Business

Session Formats:
- Lecture presentations
- Workshops
- Panel discussions

For submission you must provide:
- Title of presentation
- Short abstract (100 words or less)
- Intended audience
- Short biography (75 words or less) including current job title, responsibilities, previous position, special awards or recognition, and educational background. If there is more than one speaker, information for EACH panelist must be provided.
- Company and contact information

For more information, contact: conferencemanager@swe.org

SWE Web Seminar
Comprehensive Collaborative Negotiation Series
Thursday, October 29th, 2009
5:00p.m. - 6:00p.m. (EDT)

Collaborative Negotiation is a communication paradigm that enables workplace issues to be discussed with decency, respect and integrity, using proven negotiation techniques rooted in mediation and conflict resolution theory. This webinar series offers engineering professionals a model to integrate collaborative bargaining skills into their leadership, management and communication styles.

This three-part webinar series offers an in-depth skill building opportunity for those seeking to master collaborative and integrated bargaining skills. Starting with the theoretical basics, this advanced seminar continues with two additional webinar hours that focus in depth on the six steps to Collaborative Negotiation. Together the three sessions will include 45 minutes of Q&A.

Part I will cover:
- Why women hesitate to negotiate
- The benefits of the collaborative mindset
  - The great gender divide
- The myth of "sticks and stones may break your bones"
The Philadelphia Section

- The power of respect
- Why winning is a dirty word
- Common negotiating styles that take you down the wrong path
- Introduction to Collaborative Negotiation - a better future
- Participants’ questions and comments

REGISTER NOW @
http://cl.exct.net/?ju=fe1a15757d660174701d79&ls=fd112737764017c7d137970&m=feee1678726c0c&l=fe9615777363047f77&s=fe221c7377650d75761275&jb=ffcf14&l=
(Replays of all live web seminars are available within 48 hours)

Upcoming Webinars this Fall:
- Part 2 of Comprehensive Collaborative Negotiation on November 10th @ 5 EDT
- Part 3 of Comprehensive Collaborative Negotiation on November 17th @ 5 EDT

REGION E NEWS

Highlights from Colleen Layman, Region E Governor

In early October, Colleen Layman, Region E Governor sent an email to all Region E members. The following documents highlights from that email:
- To promote communication within the region, occasional e-blasts will be sent to keep you informed of pertinent information.
- The Region E website, http://www.swe.org/regione/, the collegiate blog, and the Region E SWE Community up-to-date with important Region E information and events around the Mid-Atlantic area so be sure to check them out regularly.
- The Region also now has a Facebook page where you can link with other Region E members to share best practices, look for a conference roommate, discuss SWE events, or simply network with other members.

New Region E Leadership Coach

Our very own Krista Pohl, Sr. VP of Outreach has been selected as the new Region E Leadership Coach.

Congratulations Krista!

SECTION NEWS

SWE Philadelphia Section Goals for FY2010

At our annual officers’ retreat over the summer, the SWE Philadelphia leadership established several goals for our section for the 2010 fiscal year. We will continue to revisit these goals throughout the year to measure our progress. They fall into three main categories: Member Participation and Retention, Fundraising, and Visibility and Recognition. Below, a few highlights:
Member Participation and Retention

Encouraging local women engineers to join SWE and to actively participate in the organization is vital to our section’s sustainability. Simply put, serving the needs and interests of our members is our #1 priority. To that end, the section aims to:

- Increase attendance at all meetings/events to > 20 members
- Send out new member welcome packets and contact unpaid members on a monthly basis
  - Find out new members’ areas of interest, how and where they’d like to be involved
  - Ask unpaid members if they are thinking of leaving SWE and why. Try to find out what we can do to make the organization more valuable to them – i.e. What will convince them to stay?
- Adopt a “Getting to Know You” theme for professional development meetings. Allow time at the start of each meeting for officers and attendees to introduce themselves to the group. We want to make sure new members feel welcomed and included!
- Build committees for Membership, Awards, Fundraising, and other areas as required.

Fundraising Goals

It seems that every year, we find ourselves saying, “Wouldn’t it be great if we could ____ [do this professional development activity, support that outreach organization]? If only we had the funds …” In the past, we have focused our efforts on raising money for our annual collegiate scholarship program and the SWE-Widener Engineering Girls Camp. This year we will continue to do that, as well as pursue corporate sponsorship for the Region E Conference in March, and build our operating funds to finance activities that support our mission and goals. In this tough economy, we have our work cut out for us, but we also have a strong strategy:

- Continue our merchandise sales, particularly at the national conference and Region E conference, and aim to sell at least $1000 worth of merchandise in FY10
- Optimize our list of corporate contacts to get at least 2 additional companies to sponsor our section in some way (whether it’s the scholarship program, Girls Camp, hosting a meeting, etc.)
- Develop and execute a meeting/event to promote the Hoffman Fund for endowed scholarships, explain Dottie Hoffman’s contributions to SWE and the reasons for the fund, and raise at least $500 toward the fund. Ultimately we hope to endow the fund for a $500 annual scholarship.
- Develop and execute a fundraiser event to raise at least $100 for the section operating budget.

Visibility and Recognition

SWE Philadelphia is a great section, with a long and proud history and many members who have distinguished themselves in their careers and in SWE. This year we will continue our goal of recognizing our members’ achievements and gaining visibility for the section, both within and outside of SWE. This will include:

- Get at least one photo from our section into the national SWE Magazine
- Submit entries for SWE section awards for newsletter, website, professional development and outreach activities
- Nominate our members for SWE individual awards and other engineering organization awards

Best wishes for a successful FY2010!
Doris M. McNulty, SWE Founding Member and Charter Member of the Philadelphia Section, passed away on July 15, 2009. She was very active in the section from its earliest days through 1977 when her work took her out of the United States for about a decade. Doris is one of the women engineering students at the Drexel Institute of Technology (now Drexel University) who met during 1948 to socialize with other women engineers and students, many of whom were evening school students. Doris served in most section offices, including several terms as Chairman, Treasurer, Section Representative, and head of various committees during the 1950s until she left the area in the 1970s. She was also active at the national level on the Board of Directors (1952-1954) and as an editor of the national newsletter, Journal of SWE, - the first few issues were published from her home in Philadelphia. Since her retirement in 1992, she rejoined the Philadelphia Section and has served as a valued source of information on the beginnings of SWE and early local customs such as the SWE bracelet and fines for not wearing your SWE pin to meetings. Doris became a registered Professional Engineer in 1961. She was named to the Philadelphia Section Hall of Fame in 2009. Though in failing health, she attended the Section’s Awards Brunch in April for the induction ceremony. Doris deeply valued the Section’s recognition of her efforts in the founding of both the national and local SWE organizations. She was delighted to meet the Section Scholarship winners, other Section honorees and SWE members who attended the event. Doris was delighted to see the number of “younger” members who are now active in the Section. She fondly remembered many of the lifelong friendships that she had within the SWE network. She hoped that current members enjoy helping and learning about each other as they work together and participate in various SWE activities and events.

Doris M. McNulty began her electrical engineering studies at Drexel as a day student shortly after the end of World War II. After two years she dropped out of college for financial reasons and went to work for General Electric as a draftsman. Several years later she returned to Drexel, graduated with a technical diploma in 1957, and received her degree in 1958. During her working career she was a designer for a sub-contractor for Westinghouse Steam Turbines, an engineer for Electric Boat in Groton, CT, and both a designer and engineer during her 35-year tenure at United Engineers & Constructors, now part of the Washington Group. From 1977 to 1979 she was Site Engineer during the construction of the Point Lepreau nuclear power plant in Canada. From then through June 1987 she worked in Italy as a consultant to an engineering effort to develop a standard power plant that could be built on any site. In 1992 she retired as a consulting instrumentation and controls engineer for the company’s Power Division.

Doris was an avid reader and long-time treasurer of the Colony Club, a local Great Books Club. She was also an active member of the Pennsylvania Federation of Business and Professional Women. She enjoyed card games, especially bridge and pinochle, and singing in her church choir. She was honored to be part of the choirs that sang in the Cathedral of Saints Peter and Paul during the 41st International Eucharistic Congress held in Philadelphia in August 1976.
SWE Outlook

Sources:
Drexel University's Celebration of SWE's 50th Anniversary
*SWE Philadelphia Section Newsletter, March 2000, article In Celebration of SWE's 50th Anniversary: Reflections on the Early Days, by Doris McNulty
Personal memories and interviews – Doris M. McNulty, Alma K. Forman, Barbara C. Faust

Villanova University Society of Women Engineers
Cordially invites you to the
Fourth Annual Networking Dinner
An event designed for professionals and students to meet and mingle over dinner

Tuesday November 3rd, 2009
5:30 pm to 9:00 pm
Villanova University
Villanova Room, Connelly Center

Key Note Speaker:
Kimberly Palladino ’97

R.S.V.P. by October 20th, 2009

Jamie Schwartz, Vice President of SWE
villanovaswe@gmail.com
jschwa13@villanova.edu
Directions and parking information will be sent upon confirmation

November Section Meeting

"Standing Out in a Male-Dominated Industry"
Location: Boeing-Philadelphia (details to follow)
Date: November 17, 2009
Time: 6-8:30pm
Dinner will be provided (price should be around $15)

Come hear our key speaker, Leanne Caret, vice-president of H-47 Programs (Chinook helicopter), tell her story on how she reached upper level management in the heavily male-dominated aerospace industry and provide tips on how you can achieve success in your own industry! Followed by a tour of one of our 2 helicopter factories! Dinner will be provided during a networking hour.
Outreach

**Girl Scout Science Saturdays**

Junior girl scouts (grades 6 – 8) will come to Drexel the first Saturday of the month for 6 months to discover how the human body is a fascinating engineering system! Each morning will start with an interactive faculty lecture to teach the girls about how scientists and engineers in a particular science or engineering discipline address biomedical challenges. Topics will include biomedical device design, advanced drug delivery systems, joint and bone biomechanics, bio-inspired robots, and many more. Girls will participate in hands-on engineering laboratories in the different engineering disciplines, which will focus on developing hypotheses and brainstorming experiments. Each Saturday will conclude with students working in small teams with Drexel female engineering students to create their own biomedical engineering solution. For example, students may design a device for robotically-assisted surgery, or create an oral drug delivery system for insulin. The teams will present their final project to leaders in engineering, business, and the community. I need volunteers for Saturday mornings, roughly from 9 -1, to serve as mentors to the girls during their hands-on activities and projects. The first event is this Saturday, October 2nd, in the Hill conference room at Drexel. The other dates are: November 7, December 5, February 6, March 6, and April 10. Ideally we would like to have some continuity, but it’s also okay if someone can only come to 1 session.

Please contact Alisa Morss Clyne (asm67@drexel.edu), if you are interested

**MEMBERSHIP ANNOUNCEMENTS**

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

**New Members:** Jennifer Biddle, Lori Canzanese, Margaret Carrigan, Wendy Croft, Cynthia Gallo, Jill Horn, Mary Horne, Melisse Houpt, Prarthana Krishnamoorthy, Amanda Kristoff, Areta Masters, Kayla Miller, Teresa Montes, Preeti Nalavade, Tanya Scheponik, Alison Schwalm, Ninoshka Singh, Anila Thomas

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**

**Association for Women in Science**

*What Works Workshops – Power up Your Career Today*

Saturday, November 14, 2009, University of the Sciences at Philadelphia – McNeil Science and Technology Center, 43rd Street and Woodland Avenue, Philadelphia, PA 19104

8:30 am Check-in, Continental Breakfast
9:00 am-5:00 pm Program with Lunch
5:00 pm Networking Reception

**Cost:** $40 students and post-docs, $50 AWISmembers, $60 AWIS non-members

**RSVP:** by Friday November 6, 2009

Registration: [http://www.awisphl.org/workshopregistration.htm](http://www.awisphl.org/workshopregistration.htm)
UPCOMING EVENTS

<table>
<thead>
<tr>
<th>November 2009</th>
<th>December 2009</th>
<th>January 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>17th</td>
<td>TBD</td>
<td>28th</td>
</tr>
<tr>
<td>November Section Meeting, Boeing, Philadelphia</td>
<td>December Section Meeting, Lockheed Martin</td>
<td>January Section Meeting, Dow Chemical, Spring House, PA</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.