LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

This weekend we’ve had our first snowfall of the season. As pretty as the winter wonderland is, the colder weather is making me nostalgic for the 80-degree days at WE09, the national SWE conference held in Long Beach, CA on October 15-17. As you may recall from the last issue of SWE Outlook, our section was honored to receive three section awards: Best Section Website, the Outreach Event/Series Award, and the SWE History Award. Adding on to that good news, I recently learned that the section will receive a total of $425 for the website and outreach awards, while the history award includes a collection of archival materials for us to use in preserving our section’s history.

Another highlight of the conference was the Outreach Expo, where SWE sections and outside organizations dedicated to student outreach in science and technology, gathered to share ideas and best practices in a fair-like format. Alexis Wallen and I presented a poster and slideshow about the SWE/Widener Engineering Camp for High School Girls, and answered questions from fellow SWE members. It was a wonderful forum for SWE section leaders to learn about various types of outreach activities they can do, and to leverage ideas from other sections.

Speaking of outreach, you should have recently received our annual request for financial support for our Scholarship Program and the Engineering Camp. These 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 $10-$20 can make a real impact when all donations are pooled together. Thank you in advance for your support!

Finally, before I sign off, I would like to extend a sincere Thank You on behalf of the section to all of our panelists and speakers at our October and November section meetings: Karen Jehanian, Janet Moore, Jenni Noecker, Janet Ziegler and Leanne Caret. Special thanks also to Jessica Snyder, Vicki Brown, Tracie Spangler and Jackee Nowicke for organizing these events! You’ll find more details about both meetings inside this issue of SWE Outlook. As always, keep an eye on your inbox for news of more professional development and networking events in 2010!

Happy Holidays,

Danielle Dunn
FY10 Section President
NATIONAL NEWS

**SWE 2009 Conference Highlights**

As you may recall from our last Newsletter, the Philadelphia section received awards in the large professional section category including: Best Section Website, Outreach Event and the SWE History Award. Enjoy the photos from the conference.

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**REGION E NEWS**

**Region E Conference**

**2010 Region E Conference Planning Committee**

Please Save the Date for the SWE Region E (Mid-Atlantic) Conference, **March 19-21, 2010** in Philadelphia, Pennsylvania!

We will be co-hosting the 2010 Region E Conference along with the University of Pennsylvania student section. Events will take place on the University of Pennsylvania campus and at the Sheraton University City Hotel. The hosting sections are very excited to be holding this year’s conference in Philadelphia - the city where the foundations of our country were built as well as one of the charter sections of SWE. In celebration of SWE’s 60th anniversary, the conference theme will be **SWE@60: A Strong Foundation for Engineering Success.**
SWE Outlook

The conference schedule will include:

- Friday March 19th: Evening welcome event/social
- Saturday, March 20th: Career fair, workshops, Region E council meetings, dinner banquet
- Sunday, March 21st: Continental breakfast and checkout

Speakers will include National President-Elect Siddika Demir. The conference will also feature walking tours of the beautiful city of Philadelphia and opportunities to volunteer at the National Science Teachers Association (NSTA) conference occurring the same weekend.

Please visit www.seas.upenn.edu/~swe/website/introduction.html for more information. Registration will open in early January, so stay tuned!

If you have any questions, please contact the planning committee chairs:
- Alexis Wallen, Professional Co-Chair: alexis.wallen@swe.org
- Melissa Cedarholm, Student Co-Chair: mced@seas.upenn.edu
- Alexandra Malikova, Student Co-Chair: ama@seas.upenn.edu

Solicitation for FY11 Region E Officers

2010 Region E Conference Planning Committee

Region E is now accepting nominations for the FY11 Region E Officers.

The Region Nominating Committee is responsible for soliciting qualified candidates for the following elected FY11 positions: lieutenant governor, secretary, treasurer (1 year terms), Region E representative to the National Nominating Committee and ONE senator (2 year terms). Colleen Layman is the Region Governor (elected for a 2-year term). FY11 will be the second year of her elected term.

The bylaws state that a slate of region officers must be forwarded to members of the region council 45 days in advance of the region council meeting, which is scheduled to be held on Saturday, March 20, 2010. Please forward your statement of interest or nomination for any of the above positions to our section representatives, Tori Morgan and Tessa Anodide by Monday, February 1, 2010.

SECTION NEWS

November Section Meeting Summary

Submitted by Jackee Nowicke

“Standing Out in a Male-Dominated Industry”

About 50 people attended the meeting at Boeing-Philadelphia on November 17, 2009, including about 12 collegiate SWE members. The meeting started off with a great dinner and networking, with the students’ dinners being funded by Boeing executive, Ken Dabundo. Leanne Caret, the vice-president of Chinook programs, gave a great speech about her path to success. She gave great tips on how to achieve success in your own career. Although she did not have an engineering background (stemming from switching majors in college after she realized she didn’t care about calculus), she was a very inspirational and dynamic speaker.

The group then moved across the highway to the Chinook helicopter factory, where we were split into 2 groups to go on a tour of the factory. It was interesting to hear about the different functions of the Chinook, and how the factory operates. Overall, the meeting went very well. Attendees enjoyed both the speaker and the special treat of seeing a helicopter factory in operation.

FY10.2 – Page 3
October Section Meeting Summary
Submitted by Jurica Lee
"Off the Beaten Path: Non-Traditional Engineering Careers"

On October 22, 2009, the Philadelphia section of SWE held a joint meeting with the Widener student section at Widener University. The topic of the meeting was "Off the Beaten Path: Non-Traditional Engineering Careers". The meeting started with attendees enjoying the "Taste of Italy" buffet and President Danielle Dunn sharing the section news. The meeting then transitioned to the panel discussion. The panelists consisted of Karen Jehanian, President of KMJ Consulting; Janet Moore, Math teacher at Bishop Shanahan High School; Jenni Noecker, Insurance Risk Analyst at FM Global; and Janet Ziegler, Financial Advisor at Banks Ziegler Group. All have engineering degrees but have chosen to pursue fields outside of traditional engineering. The panel answered a mix of prepared questions as well as questions from the attendees. A question was asked what non-engineering courses would benefit an engineer; answers included economics, technical writing, communication and public speaking. The panel also shared that there will be times when many hours will need to be put in at various points in your career; the emphasis though is on staying relevant and being committed while having enough outside time to remain a performing and producing worker. All agreed that having an engineering degree can open many doors as the discipline teaches you the thought process needed for various careers. The panelists also advised that members should volunteer to test the waters in other professions if thinking about a switch. At times you may find an aspect of your current job that you want to explore further which could lead to another profession. It is important to never feel stuck in a job and take the steps to change it.

The meeting was a great encouragement and a reminder that there are many paths we can take as engineers. While some may go into traditional engineering, there are many other options that we can pursue outside of that and having an engineering degree could open those doors!

Member Fundraiser Drive
Danielle Dunn, Section President
Michelle Lore, Section Corporate Sponsor

With the holiday season upon us, we are looking ahead to our annual collegiate Scholarship Program and the Engineering Girls Camp ("Mini-camp") at Widener University in 2010. We need your help! 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.

At our Annual Scholarship Awards Brunch held in April 2009, the Philadelphia Section was pleased to award scholarships in the amount of $1000 each to seven university students, continuing a decade-long tradition of providing financial assistance to area women pursuing engineering or computer science as a course of study. The Philadelphia Section scholarship program provides tuition assistance to deserving female applicants who are enrolled in an engineering or related science program at a local university or college including Drexel University, Temple University, Villanova University, Swarthmore College, the University of Pennsylvania, Widener University, and others. The criteria for selection are science/math/engineering activities, teamwork, leadership, scholarship, and an essay on the student's personal motivations for pursuing engineering.

In addition to requesting corporate donations, we are asking for contributions from Section members. Donors have the option of having their donation placed in the Dorothy Hoffman Memorial Endowment Fund or distributed through SWE-Philadelphia at this time. Dorothy Hoffman was a long-time active member of SWE, especially with Career Guidance activities. She served on the Board of Trustees, as well as funded a program for teachers and guidance counselors that travel around the country. She was also a mentor to many of our Philadelphia SWE members, and this endowment fund allows for scholarships to be presented to students in her name.

All money donated for scholarships goes to the recipients; administrative costs are paid by the Section. Donors of $1,000 or multiples thereof may have the scholarships named for them if designated for immediate distribution.
We are also soliciting financial support for the Engineering Girls Camp hosted by Widener University and sponsored by SWE. Last year, nearly 140 high school girls from southeastern PA, DE, NJ, MD, and NY participated in this program, where they interact with engineering professionals, professors, and students and participate in hands-on laboratory workshops in various engineering fields. A concurrent Parents Program provides information on what parents can expect should their daughter decide to study engineering. Over 70% of this year’s student participants indicated they were more interested in or excited about an engineering career after attending the program. Additionally, the Philadelphia section officers are proud to announce that we received the 2009 SWE Outreach Event/Series Award for this very successful program - so let's keep it going! Contributions from our members and local corporations are needed to allow us to continue offering this event to attendees free of charge.

To make a donation online using a credit card, please visit our homepage at [www.philaswe.org](http://www.philaswe.org) and click on the Donate button on the right side of the page. Alternatively, you may mail a check along with the form below. Donations are deductible under U.S. Internal Revenue Code Section 501(c)(3). If your company has a matching gifts program for which SWE is eligible, please include the appropriate form with your donation. Thank you for your consideration and support.

### 2010 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 2010.

**SCHOLARSHIP SPONSORSHIP:**

- ________ Gold Sponsor ($500 and above)
- ________ Silver Sponsor ($250 - $499)
- ________ Bronze Sponsor ($100 - $249)
- ________ Friend of SWE (Up to $99)

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 $99)

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

To be part of the 2010 Scholarship or Girls Camp Programs, we request your donation by **February 1, 2010**. If you have any questions, please contact Rebecca at Rebecca.Snelling@gmail.com or Danielle at dldunnrice@yahoo.com.
MEMBERSHIP ANNOUNCEMENTS

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

**New Members:** Christie Atkinson, Jill Foster, Elizabeth Henning, Jeneta Lancaster, Caitlin Loeby, Pamela Millar, Karen Ofer, Denise Roberts, Elizabeth Siegrist

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!

MEMBER CONTRIBUTIONS

**Carole’s Fruitcake Recipe**

Carole Stowell

I start with a basic applesauce cake recipe. The one I use is from the Bucks County Bicentennial Cookbook (1976) - John Boy Walton’s Applesauce Cake:

- 3-1/2 cups Flour
- 1-1/2 tsp. Baking soda
- 2 tsp. Nutmeg
- 1 tsp. Cinnamon
- 1/2 tsp. Cloves (but I usually use 1 tsp because I like cloves)
- Pinch Salt (I usually don’t bother adding the salt)

All of the dry ingredients fit comfortably in a 4-cup measuring cup. The recipe calls for all the ingredients to be sifted together but I combine the dry ingredients together with a fork instead. Then set it aside.

The following ingredients are combined using a mixer. I would use a very large bowl because all the ingredients will eventually be put into it. The butter and sugar are creamed Beat the eggs into the butter sugar mixture one at a time.

- 1 cup Butter
- 1 cup sugar
- 4 eggs (the actual recipe calls for eggs but it forgets to tell the quantity. I have settled on 4 by trial and error)

The final ingredient is the applesauce: 16 oz (one jar) Applesauce

Alternately add about 1/5 of the flour mixture and then about 1/4th the applesauce with the sugar/butter/egg. Mix the ingredients together after each entry. The flour will be the first and last ingredient added.

This is the point where I diverge from the applesauce cake recipe. The ingredients I use and the quantities are approximate and I wind up adding the following ingredients by hand since the batter with all of the ingredients becomes very thick and densely populated with the fruit and nuts. You may want to do some improvisation yourself. At this point I pre-heat the oven to 350 degrees F.

These are the ingredients that are added in the following order (least fragile first). Save a few pecans, cherries and pineapple slices to adorn the top of the fruitcake after they are poured into the baking containers

- ½ box Raisins (about ¾ cup) I like the dark kind but the light are OK too
- 1 med container Candied citrus fruit rind (about 2 cups)
- 1 cup dried candied pineapple
- ½ of 3 lb bag English Walnuts
- ½ of 3 lb bag Pecans
- 1 to 2 cups Candied Cherries
I spoon the ingredients into greased containers. Fill only 2/3 to the top. Here you can use a variety of containers. I use aluminum Jell-O molds with the whole in the center because a Bundt pan would be too big. I also use bread loaf pans, small loaf pans and even cupcake pans (lined with cupcake liners). One batch of fruitcake batter makes 3 Jell-O molds (or 3 bread loaf pans) and a few small loaf pans. Decorate with the pecans, cherries and pineapple slices set aside for that purpose.

If using the Jell-O molds or bread loaf pans, the **cooking time is 1 hour**. If using the small loaf pans or cupcakes, the **cooking time is about 40 minutes**. Both sizes can be cooked at the same time in the same oven just take out the smaller pans earlier. Cool pans on a rack for 10 minutes then invert pans. The fruitcake will eventually drop from the container.

The following day (or when the fruitcakes thoroughly cool) baste the surface with apricot brandy using a basting brush. Wrap fruitcake in plastic, store in a tin. Two days following repeat basting fruitcake. Wrap in plastic, then in aluminum foil.

1 ½ cups **Apricot Brandy** (approximate total amount used to baste the fruitcakes)

Once embalmed, the fruitcake practically lasts forever. Even the basic applesauce cake is reported to have longevity. Enjoy!

*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**

Please save the date for these 2010 SWE and other events.

**Thursday, January 28, 2010 – January SWE Meeting**  
Dow Chemical, Springhouse PA (former Rohm and Haas location)  
6:30 p.m. sponsored dinner with speaker  
AIChE executive director June Wispelwey will speak on "Engineering - How the Past Informs the Future"  

**Saturday, February 6, 2010 – Widener University Engineering Girls’ Camp**  
Volunteers will be requested for workshops and general planning, day-of-event help  

**Week of February 16th - National Engineers' Week**  
The Engineers’ Club is pleased to announce that Selçuk Güçeri, PhD, Dean of Engineering at Drexel University, has been selected as the 2010 Delaware Valley Engineer of the Year. Check out [dvewc.org](http://dvewc.org) for more information on Dr. Güçeri, the E-Week events, and E-Week sponsorship opportunities.

**March 19 - 21, 2010 – Region E Conference**  
University of Pennsylvania  
Region E Conference - "Building a Strong Foundation for Success"  

**March 20, 2010 – Volunteer Opportunity**  
Volunteer opportunity at Penn State Great Valley  
GETT (Girls Exploring Tomorrow's Technology) is a free, fun, informative event where girls in grades 6 through 12 and their parents learn about careers in technology through hands-on workshops, activities and speakers. Contact Jen Garner if interested.
## UPCOMING EVENTS

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<td>28th</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._