LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

Welcome to a new year and a new decade! With Engineers Week coming up, I wanted to share a quote that I stumbled on while I was checking out SWE’s K-12 student outreach website at http://aspire.swe.org/: In 2008 the National Academy of Engineering released, Changing the Conversation: Messages for Improving Public Understanding of Engineering. In it, they propose a positioning statement for engineering:

“No profession unleashes the spirit of innovation like engineering. From research to real-world applications, engineers constantly discover how to improve lives by creating bold new solutions that connect science to life in unexpected, forward-thinking ways. Few professions turn so many ideas into so many realities. Few have such a direct and positive effect on people’s everyday lives. We are counting on engineers and their imaginations to help us meet the needs of the 21st century.”

This struck me as a succinct and inspiring summary that captures the essence of what engineers do. I hope we can continue to spread messages like this through our professional development and outreach activities. Our well-attended January section meeting, hosted by Dow in Springhouse, PA, was certainly in keeping with this theme. June Wispelwey, the first female Executive Director of the American Institute of Chemical Engineers (AIChE), gave an engaging talk on the future of engineering, touching upon the skills that engineers will need in the years ahead in order to continue producing those “bold new solutions” to challenges in the energy, environment, water, and healthcare sectors. You’ll find a more detailed summary of the meeting inside this issue of SWE Outlook.

Keep an eye on your inbox for more information about our upcoming meetings and events as well. We’ll be co-hosting a Speed Networking event on Wednesday, February 24 with the Philadelphia Young Engineers, followed by a brunch presentation on Saturday, March 13 at the Philadelphia Housing Authority about green initiatives and technology in the housing industry. Also don’t forget to register for the Region E Conference, right here in Philadelphia at the University of Pennsylvania, March 19-21!

Happy New Year,

Danielle Dunn
FY10 Section President
Act Now! WE10 Call for Participation

Thousands of women engineers and technologists will unite in Orlando on November 4-6, 2010 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.

Program tracks include the following and can be created in the form of a workshop, lecture or panel discussion

- Career and Life Transitions
- Careers in Academia
- Careers in Government and Military
- Inclusion and Cultural Awareness
- Innovation in Technology and Business
- Management and Strategy
- Outreach

Session proposals are due by February 19th. Be sure to include the following for your submission(s):

- 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, info for EACH speaker/panelist must be provided.

SWE Announces 2010 Individual Awards Program

The Society of Women Engineers strives to advance and honor the contributions of women at all stages of their careers as well as recognize the successes of SWE members and individuals who enhance the engineering profession through contributions to industry, education and the community.

Award requirements and instructions can be found online at www.swe.org, just click on Awards & Competition then Individual Awards & Recognitions. You may also download the 2010 Individual Awards Nomination Packet and the nomination form.

The nomination deadline is March 31, 2010, midnight, Central Standard Time. Awards will be presented at WE10 in Orlando, FL. For information or specific questions, please contact the Awards Chair at awards-chair@swe.org.
The SWE Individual Awards Program offers 14 different awards:

- Achievement, the highest award given by the Society
- Upward Mobility
- Resnik Challenger Medal
- Rodney D. Chipp
- Distinguished Engineering Educator
- Distinguished New Engineer
- Fellow Grade
- Distinguished Service
- Entrepreneur
- Work Life Balance
- Emerging Leaders
- Collegiate Member
- Outstanding Faculty Advisor
- Outstanding SWE Counselor

REGION E NEWS

Region E Conference
Submitted by Alexis Wallen

Many members of both the Philadelphia Professional SWE Section and the University of Pennsylvania Collegiate SWE Section are hard at work organizing the 2010 SWE Region E Conference, “SWE@60: A Strong Foundation for Engineering Success” to be held March 19-21 in Houston Hall at the University of Pennsylvania campus in Philadelphia. SWE’s history has a strong tie to Philadelphia as well as Region E in general – Philadelphia was one of the founding sections, and three of the four founding sections are located in our region. Women in Engineering teas at Drexel provided a foundation that spread into what would eventually become the Society of Women Engineers. Furthermore, the first annual “Eastern Seaboard” conference was held during the same weekend in March, 1955 in the same location as this year’s conference.

For this year’s conference, we are excited to celebrate both SWE’s history and the present success of women engineers. A SWE archives display and a tea break will highlight SWE’s past. A diverse array of workshops will cater to the needs of both collegiate and professional engineers, including technical, SWE, and professional development topics. Several Philadelphia SWE members – Heather Bernardin, Jennifer Garner, and Krista Pohl – are presenting workshops. Additionally, we are excited to welcome Siddika Demir, FY10 SWE President-Elect, who will present the “State of SWE.” Dinner keynote speaker Jeannie Rojas, PhD, Associate Director at Centecor will present “From Lab Bench to Leader.”

We look forward to a great career fair and graduate school fair. As of February 1, companies and universities attending include: AKRF, Bechtel, Booz Allen Hamilton, Dow Chemical, HNTB, Johns Hopkins University Applied Physics Lab, Merck, Pepco, Philadelphia Housing Authority, Sunoco, Urban Engineers, US Navy, Drexel University, George Washington University, Lehigh University, Penn State – Great Valley, Rochester Institute of Technology, Stevens Institute of Technology, University of Pennsylvania, University of Virginia, SUNY – Buffalo, and Temple University.

Finally, thank you to the Philadelphia SWE members who are helping to plan the conference: Bella Bakrania, Elyse Bealer, Danielle Dunn, Barbara Faust, Jennifer Garner, Michelle Gawrys, Elizabeth Hill, Kimberlin Keller, Diana Madden, Tori Morgan, Velda Morris, Adrienne Nikolic, Krista Pohl, Rebecca Rose, Jessica Snyder, Tracie Spangler, Alexis Wallen, and Elisha Waz.

For more information, to register, or to get your company involved, please see our website:
http://www.seas.upenn.edu/~swe/website/introduction.html
**Registration Deadline for Region E Conference**

Don’t forget to register for the SWE Region E (Mid-Atlantic) Conference, March 19-21, 2010 in Philadelphia, Pennsylvania! **The early registration deadline is this Friday, February 19th.** The registration fee will increase by $30 after this date, so take advantage of the discount and register now!

Events will take place on the University of Pennsylvania campus and at the Sheraton University City Hotel.

The conference schedule will include:
- Friday March 19th: Evening welcome event and chocolate social
- Saturday, March 20th: Career fair, 16 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.

Please visit [www.seas.upenn.edu/~swe/website/introduction.html](http://www.seas.upenn.edu/~swe/website/introduction.html) for more information and to register!

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

**SECTION NEWS**

**SWE Holiday Gathering**
Submitted by Diana Madden

On a snowy Saturday, December 5, nine members and friends got together at Diana Madden’s house in Norristown for a jewelry making social. This isn’t your typical jewelry, its jewelry that is made from electrical components. Resistors, LED’s, diodes, and capacitors were used. A variety of different styles of jewelry were made such as earrings, charms, bracelets, necklaces and even wine charms. The jewelry that was made will be sold as a Section fundraiser. Members that helped make the jewelry were allowed to purchase items at a discounted rate. During this event $79 were made. The remaining jewelry will be sold for $10-20 at Mini Camp and Region E Conference earning the section $500+.
January Section Meeting Summary
Submitted by Elizabeth Hill

"Engineering – How Past Informs the Future"

Executive Director of the American Institute for Chemical Engineers (AIChE), June Wispelwey, spoke to the Philadelphia section of Society of Women Engineers (SWE) on January 28th at the Dow Chemical Company’s Spring House Technical Center. Following a buffet dinner sponsored by Dow, Wispelwey’s talk outlined how engineers rose to the challenges of the last century. She then proposed energy, environment, water, and health care as the themes of the present and future that will require innovative engineering solutions. Giving the example of energy’s footprint for water purification and water’s footprint in energy production, Wispelwey said, “The greatest challenges lie at the nexus of these global issues.”

Wispelwey suggested a way to address these challenges is forming relationships to “get things done.” In her definition, relationships are not just building communication between people, but also seeing the connections between data from various disciplines and coming up with integrated solutions to meet the needs of both. Additional competencies Wispelwey outlined for “Tomorrow’s Engineer” include lifelong learning for a higher level of knowledge, a global perspective to business, and the ability to innovate. As Theodore Hook said, “The best way to predict the future is to invent it.”

Students and professionals alike were encouraged by Wispelwey to become involved in professional associations like SWE and AIChE. These groups can provide excellent leadership experience and “practice” that can be applied on the job. Following questions from the audience, the evening continued past the formal program as Wispelwey and many participants stayed to network. The subsequent discussions were around the role of ethics in engineering as well as sustainable engineering and the unintended negative consequences of technology propped up on policies formed without the foundation of strong engineering principles.

Further information about June Wispelwey and AIChE may be found at: http://www.aiche.org/about/press/newed.aspx

February Joint Section Meeting – Speed Networking

SWE Philadelphia and the Philadelphia Young Engineers groups will join together for a “Speed Networking” event and we would love for you to join us! Feel free to invite others in engineering-related fields who you think may be interested, but make sure they RSVP so we have an accurate headcount for food.

RSVP to rsvp@philaswe.org by February 20th!!

Event Details:
Wednesday, Feb 24th, 2010, 6:30pm
'Fox and Hound' in King of Prussia, in the 'Square Room'.
Event Cost: $16. Please bring cash to the event!
Appetizers will be served.

Celebrate National Engineers Week from February 14-20, 2010!

How did you celebrate? Let us know by sending an email to newsletter@philaswe.org and we’ll include highlights in our next issue of SWE Outlook.
Save the Date: March SWE Meeting

Our March meeting is scheduled for March 13, 2010, 11:00am-1:00 pm and will focus on "Emerging Engineering Projects at PHA & Green Engineering Technology"

The event will include brunch and networking and will be held at the Philadelphia Housing Authority located at 1800 S. 32nd Street, Philadelphia, PA 19145. A notification for RSVPs will be sent out at a later date.

Outreach

Science Fair Volunteers 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 as well as to 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:
- Bucks County Science Research Competition held @ Delaware Valley College in Doylestown on March 16th
- Regional Delaware Valley Science Fairs (DVSF) held @ the new Greater Philadelphia Expo Center in Oaks on April 7th

We need Special Awards judges for both of the fairs listed above. If you are interested in learning more about this opportunity please contact Elyse at elyse_bealer@merck.com

MEMBERSHIP ANNOUNCEMENTS

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

New Members: Cerasela Hammack, Rebecca Balliet

Congrats to Bella Bakrania

Bella recently joined IES Engineers, a company of approximately 30 professionals that provides environmental compliance, health, safety and industrial hygiene, and engineering design/build services to the bio/pharmaceutical, healthcare, specialty chemical, food, printing, and industrial sectors in the northeast. This position will allow her to branch into the environmental “air” area. She believes there will be tremendous growth in this area due to the new EPA greenhouse gas regulations.

Thank You to Jackelynne Silva

A big ‘thank you’ goes out to Jackelynne Silva who will be serving as our Section Representative for the remainder of the 2010 year. Jackelynne will be replacing the position originally served by Tessa Anodide, as Tessa prepares to welcome a new addition to her family, expected in March.

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!
UPCOMING EVENTS

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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.