



SWE Outlook

The Philadelphia Section ~ Region E

FY11.2 Nov/Dec 2010

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Special Points of Interest

- Outreach
- Identity Theft Prevention
- Gender Communication

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Open!

Submit Articles To:
newsletter@philaswe.org

LETTER FROM THE PRESIDENT

SWE Philadelphia Section Members and Friends,
I am not sure about you, but I certainly cannot believe that 2010 is drawing to close. It has only been a few short months since our kick-off event in September. I hope you were able to join us at our two great fall events. The session presented by the State of Pennsylvania on Identity Theft in October was greatly informative. I know that I will be keeping a closer watch on my personal information. We also had an excellent turnout for the November Meeting with the topic of Gender Communications. What a great and relevant topic for all of us. We thank the Widener University SWE Collegiates for their attendance.

For those of you that had the chance to attend the Society Conference, I hope you had as great of a time as I did. This was my first Conference on a National level, so it was great to see all the accomplished women in attendance. Thankfully, I had some seasoned Conference veterans to show me the ropes through Career Fair swag, Session overflow, and SWE Boutique shopping. However, the best part of the Conference was seeing Alma Forman being honored as a SWE Fellow. As the honor was awarded, the Committee Chair said, "What took us so long?"

We have some sad news for the Section. Liz Hill, Vice-President of Professional Development, will be leaving our Section, our Region, and her position to move to Minnesota with Dow. While the news is a promotion and great news for Liz and her husband, we will miss her!

Whatever holiday you do or do not celebrate this month, please think about passing your generosity along to SWE. The Section would like to endow a scholarship in the name of Dottie Hoffman. Your donation earmarked for this use would be greatly appreciated. Thanks, and have a safe winter!

Krista Pohl
FY11 Section President

NATIONAL NEWS

Outreach Goals

The Society has two outreach goals for FY11 to grow the profession. The first is to train 1000 members in Maximizing the Message. The goal of this training is to increase the impact of outreach activities by learning tips and techniques to become more effective role models and get the most out of hands-on activities and classroom visits.

The three online training modules can be found at

http://aspire.swe.org/index.php?option=com_content&view=article&id=59&Itemid=34_

Region E needs to train at least 130 members. Once you have completed a training module complete the survey at http://www.surveymonkey.com/s/Maximizing_the_Message so that you will be counted. Only complete the survey once even if you take all three training modules. The second goal is to host one outreach activity per section.

To make sure that your event is counted enter your event officially at

http://www.surveymonkey.com/s.aspx?sm=BbK9MmXhYfijJiByKn66A_3d_3d.

REGION E NEWS

Region E Fundraising Campaign

It's that time of the year for giving and sharing and perhaps you're considering donations to charitable organizations. Please consider donating to the Region E Scholarship Fund.

If you attended the Region E Conference last spring or WE10 this month, you would have noticed that Region E has been selling SWE merchandise at the SWE Boutique. We are hoping to raise \$25,000 to allow the Region to endow a scholarship to support the dreams and aspirations of young women from our Region. We are anxious to join the ranks of many other SWE sections, regions, and individuals who already participate in this very successful SWE program.

While our conference sales have been very successful in giving us a great start to our campaign, we need your help to reach our goal. Donations can be sent to: SWE Mid-Atlantic Region, c/o Colleen Layman, Region E Governor, P.O. Box 404, Buckeystown, MD 21717. Please note Region E Scholarship on your contribution.

Please consider helping us as we work to raise funds that will support and help finance engineering education for Region E area young women for many years to come.

SECTION NEWS

The Philadelphia section held two great events this fall. On Wednesday, October 27th, SWE-Philadelphia members gathered on the University of Pennsylvania campus to hear Dave Shallcross from the Pennsylvania Attorney General's office share his expertise on this timely topic.

Presently a Community Liaison with the Public Protection Division for Pennsylvania Attorney General Tom Corbett, Mr. Shallcross has been certified by the PA Commission on Crime & Delinquency as an instructor in Crime Prevention Internet Safety. He gave an eye-opening and very informative presentation, beginning with some sobering statistics about the growing prevalence of identity theft. As many as 9 million people per year in the U.S. fall victim to some type of identity theft, defined as a form of consumer fraud in which a person wrongfully obtains and uses somebody else's personal or financial information. The variety of these crimes,

ranging from credit card theft to healthcare fraud, is matched only by the ingenuity of the perpetrators. They have plenty of tricks up their sleeves; a few of the most common include:

- Phishing/pretexting scams – solicitations, usually made by email or phone, designed to trick you into revealing your personal information by promising you a prize or award, or by posing as your bank
- Dumpster diving – stealing financial documents out of your trash to get your account numbers, social security number, etc.
- Skimming – stealing your credit or debit card numbers by capturing the information in a data storage device, often attached to an ATM machine
- Hacking your online bank accounts or purchase transactions on the Web

Mr. Shallcross also indicated that theft of personal information within the home – by neighbors, contractors, landlords, or other service people (or criminals posing as such) – has become increasingly common. Scared yet? Fortunately, Mr. Shallcross also provided plenty of practical advice on how to minimize the risk and protect oneself from identity theft. His tips included:

- Use extreme caution when giving out data such as your social security number, birth date, and account numbers, especially in public where you may be overheard. Be particularly wary of any transaction or communication that you didn't initiate yourself by navigating to a trusted website or placing a call to a number you know to be legitimate.
- Don't dispose of any financial documents, bank statements, tax records, pre-approved credit card offers, etc. without shredding them first, using a cross shredder. Have your mail held while you're away, and/or use a locked mailbox to prevent theft.
- Inspect ATMs carefully before use, and use ATMs located inside banks rather than on the street.
- Avoid printing or copying sensitive personal information on the office printer. Most of these units store data in memory where it could be accessed later.
- You are entitled to a free copy of your credit report from each of the 3 consumer credit reporting companies (Equifax, Experian, and TransUnion) annually. Stagger them by requesting one report every 4 months at www.annualcreditreport.com, and review them carefully for suspicious activity or errors.

A wealth of additional information about identity theft can be found at <http://www.ftc.gov/bcp/consumer.shtm>.

The second event was held on at Widener University on the subject of Gender Communication: "He Said, She Said: Gender Communication in the Workplace" by Terry Welford of The Welford Group. Terry explained the learned different rules and lessons about appropriate behavior such as teamwork, communication and leadership. These different rules often result in miscommunication, confusion and conflict. Terry explained simple differences between male and female interaction. Some simple differences follow:

Female Workers:	Male Workers:
Gather information from all coworkers members openly	Gather information from co-workers on an individual basis
Nod their heads while listening	Only nod when agreeing
Talk face to face	Keep a larger personal space while talking
Are Multi-taskers	Work on one task at a time

Even these simple differences stated above can cause confusion in the work place. Terry emphasized being able to identify your audience at work. Take time and observe how members in your office communicate. Be willing to change your form of communication to meet others needs.

FY11 Candidate Slate

- President - Krista Pohl
- Senior Vice President - Alexis Wallen
- Vice Presidents (2) - Elizabeth (Liz) Hill, Jackee Nowicke
- Treasurer - Rebecca Rose
- Secretary - Michelle Gawrys
- Section Representative (2) - Tori Morgan, Julie Nicholas

Section Leadership Opportunities

There are a few open Committee Chairs for FY11. See descriptions of chair duties below. Committee chairs are encouraged to solicit for committee members to help with their takes.

Awards

- Prepare award packages for National SWE Awards.
- Remind committees to submit for their respective National SWE Awards.
- Look for opportunities to nominate SWE members for awards presented by other organizations (Engineers' Club, other professional women's organizations). Engage committee members in selecting SWE members and assist with the application process.
- Determine which members are eligible to be inducted into the Philadelphia Section Hall of Fame.
- Induct members into the Philadelphia Section Hall of Fame at annual awards event. Coordinate having plaque engraved.
- Determine if any section members should receive a member recognition award.

Fundraising

- In charge of selling current merchandise.
- Coordinate volunteers for SWE boutiques at National and Regional Conferences.
- Find new ways to raise money for general activities.

Publicity

- Publicize section events via newspaper, magazine, radio and other outlets.
- Maintain the Philadelphia Section Facebook group.

If you are interested in any of these positions, please contact Diana Madden at diana.madden@swe.org.

Outreach

See National Section News

MEMBERSHIP ANNOUNCEMENTS

FYI Julie Nicholas is now the new Section Representative along with Tori Morgan. Julie and Tori will represent the Philadelphia section at the Region E Conference in the Spring.

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

Kathleen Buse, a doctoral candidate in management at Case Western Reserve University, is performing a research study on engineering careers. **Much of the research already completed on women in Engineering focuses on why women leave. Kathleen's research focuses on why women stay.** The survey is estimated to take about 5 to 15 minutes and is voluntary, anonymous and both men and women are encouraged to participate. Please consider taking her survey by using the link:

http://weatherhead.qualtrics.com/SE/?SID=SV_6eX1LBHqzsN1EbO

Please feel free to pass the link along to any of your colleagues that may have engineering degrees as the more responses the better the research. If you have any questions or would like to review the survey results, please contact Kathleen at: Kathleen.Buse@case.edu.

OFFICER CONTACT LISTING

<u>Elected Officers</u>	<u>Name</u>	<u>Email</u>
Executive Council Voting Members		
President	Krista Pohl	president@philaswe.org
Vice President Outreach	Alexis Wallen	outreach@philaswe.org
Vice President Prof Develop	Liz Hill	profdev@philaswe.org
Vice President Comm	Jackee Nowicke	communications@philaswe.org
Secretary	Michelle Gawrys	phila_info@swe.org
Treasurer	Rebecca Rose	
Section Representative	Tori Morgan	
Section Representative	Julie Nicholas	
Committee Chairs and Section Leaders		
Outreach Group		
Awards	OPEN	
Certificate of Merit	Barbara Faust	
Collegiate Liaison	Jennifer Garner	
Girl Scouts	Ann Lastuvka	
Engineering Mini-Camp	Vicki Brown	
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Science Fair Coordinator	Elyse Bealer	
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Drexel Counselor	Diana Madden	
DeVry University Counselor	OPEN	
Swarthmore Counselor	OPEN	
Temple Counselor	Krista Pohl	
University of Pennsylvania	Alexis Wallen	
Villanova Counselor	Alisha Tricciola, Tori Morgan	
Widener Counselor	MaryAnn Skehan	
Messiah SIG Counselor	OPEN	

**SOCIETY OF WOMEN ENGINEERS
PHILADELPHIA SECTION,
REGION E**

www.philaswe.org

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Address Correction Requested

UPCOMING EVENTS

December 2010	
10 th	Craft Making Holiday Social
January 2010	
18th	Meet a Mentor
27th	New Jersey Section Leadership Coaching
29th	New York Section Leadership Coaching



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.