



SWE Outlook

The Philadelphia Section ~ Region E

FY11.3 Jan/Feb 2011

INSIDE THIS ISSUE:

LETTER FROM THE PRESIDENT	1
SWE NEWS	2
REGION NEWS	2
SECTION NEWS	2-3
OUTREACH	4-5
MEMBER NEWS	5
CONTACT LIST	6
UPCOMING EVENTS	7

Special Points of Interest

- Outreach
- Identity Theft Prevention
- Gender Communication

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Open!

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LETTER FROM THE PRESIDENT

SWE Philadelphia Section Members and Friends,

Happy New Year! Thank you for spending time with us in 2010! What a new year it has been so far. For those of you choosing not to keep track, we are having record snowfalls this year. Personally, I would not mind if we stopped being overachievers in this category. However, we are not to worry, because Punxsutawney Phil predicted that spring will be here soon. That will be great news, as we have plenty of great SWE events planned already that you will not want to miss.

Registration is open for the **2011 Region E Conference**. I encourage you all to check out the website and attend. The early registration discount will not be valid past **February 13th**.

<http://seas.virginia.edu/students/sweregioneconference/>

I will be there, and I hope the Philadelphia Section is well represented. It is a great opportunity to meet women in the profession, supporting the profession, or even at other offices of your company. It is also a great recruiting opportunity as there are many collegiate in attendance.

Please join me an indulging in some Valentine's Day fun with a tour of the *Antoine Amrani Chocolates* factory. What better way to celebrate the holiday and Engineer's Week than with chocolates, and learning how their made. I am sure there will be some quality control samples for us to test. We also have a very exciting event planned for March. We will have having a *What Not to Wear* event. I am sure we all wonder if that print goes with that plaid. Be sure to come to learn how to give your wardrobe a boost. It will also be our Senior Night where we encourage all collegiate in our section to recognize their senior members. Upgrades to professional memberships will be the focus.

Enjoy the short month, as it brings us closer to warmer days. Be careful on the ice!

Krista Pohl
FY11 Section President

NATIONAL NEWS

MEGA ISSUES

The SWE Year round the Strategic Planning Committee (SPC) seeks out issues and challenges that affect the entire SWE organization. These issues are titled Mega Issues. SWE has published 3 new surveys regarding Senate Mega issues and needs your help to gather feedback on these issues. Please take a few minutes to participate.

Mega Issue 114:

The Public Policy Mega Issue 114, " To what extent and in what areas should SWE venture beyond STEM to issues relevant to SWE's mission in the area of public policy?"

<https://spreadsheets.google.com/viewform?formkey=dElfME84TVhHeVVKNW9pUHZKT1pXWkE6MQ>

Mega Issue 112: Collegiate/Recent Graduate & Unemployment Surveys

Collegiate / Recent Grad Survey

SWE is looking to gather more information from recent college grads or professionals who have graduated within the last 5 years.

<https://spreadsheets.google.com/viewform?formkey=dGpXN09VeTNINW1MOTJJJaWizMDI3bFE6MQ>

Unemployment Survey

SWE would like to survey its members to determine what additional services it can offer to those looking for employment. Please fill out the survey in the link below:

<https://spreadsheets.google.com/viewform?formkey=dFV6clZRS3JoRkVMUGJrRk5ra0hwbVE6MA>

REGION E NEWS

2011 Annual Region E Conference

The 2011 Annual Region E Conference will be held in Charlottesville, VA at the University of Virginia on Friday, March 25th to Sunday, March 27th. The theme is Dare to be Different. Women from all disciplines of engineering are invited for career and professional development workshops, a career fair, and fun team building activities. More information can be found on the Conference Website:

<http://seas.virginia.edu/students/sweregioneconference/>

SECTION NEWS

SWE/WIDENER GIRLS CAMP A SUCCESS DESPITE WINTRY WEATHER

The 12th annual Engineering Girls Camp was held at Widener University on Saturday, February 5, 2011 and was once again a great success. Despite the weather, 137 high school girls engaged in a series of hands-on laboratory workshops representing all of the major engineering disciplines. In the process, they interacted with engineering professionals, including several SWE members, as well as professors at Widener, and students currently majoring in engineering. SWE member Vicki Brown is the Widener student section faculty

advisor and camp coordinator. She was ably assisted this year by SWE student section officers Katrina Dearden, Jen Harnden, and Emily Shumaker. The camp was financially sponsored by ExxonMobil through a SWE Program Development Grant to the Widener University student SWE section. In addition, several individuals and companies sponsored camp labs – including Maryann Skehan and Boeing (sponsors of the Aerodynamics Lab), The Harnden Group (sponsor of the Land Development Lab), Hershey Foods (sponsor of the Chocolate Asphalt Lab), and Gwen Wetzel (sponsor of the Wind Tunnel Lab). Ms. Wetzel works for Lockheed Martin.

Other lab topics ranged from Lego Cars and Robot Programming to Alzheimers Research and Bridge Design. SWE members who volunteered to help lead the workshops and share their career experiences with the girls included Elyse Bealer, Heather Bernardin, Danielle Dunn, Lindsey Glavin, Victoria Morgan, and Maryann Skehan. Barb Faust and Maggie Schwartz were “iced in” and unable to attend as scheduled.

Meanwhile, 111 parents who attended the event participated in a concurrent Parents Program. Widener administrators presented topics such as the transition from high school to college, the engineering curriculum, cooperative education, and the financial aid process. All of the parents were interested in learning as much as they could about the college experience, both for their daughters and for themselves. Danielle Dunn, SWE past president, presented a session to the parents about SWE as a resource for their daughters.

Finally, Elyse Bealer, Heather Bernardin, Danielle Dunn, and Victoria Morgan served as panelists on the “Engineering as a Career Choice” panel discussion, attended by both the girls and their parents. Many thanks to all of our members who volunteered, and to this year’s camp sponsors! SWE Philadelphia already looks to the event’s 13th anniversary in 2012 and will begin plans to support the Camp again, as attendance keeps growing – a great sign for the future of women in engineering.

The Philadelphia has two great upcoming events:

Just in time for Valentine’s Day SWE is offering a **Chocolate Factory Tour** at the Antoine Amrani Chocolates, in Norristown, PA

The tour is on Saturday February 26th from 11:00-1:00 PM. Check out the website to learn more about the company:

<http://www.aachocolates.com/index.html>

What Not To Wear!

SWE members will address the appropriate interview and work fashions. The information session will be held at Drexel University on Monday, March 21st. Be on the lookout for more information about this section meeting!

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

Philadelphia SWE is going to have a busy spring full of outreach activities.

On April 2, Philadelphia SWE and University of Pennsylvania SWE are co-hosting the first Girls in Engineering And Related Sciences (GEARS) Day. The goal of this event is to help replicate and expand upon the success of the Widener Engineering Mini-Camp, which has been full to capacity in recent years. High school girls from Philadelphia will be invited to attend the event, which will include a series of 50-minute hands-on science and engineering activities. If you have an idea for an activity that you would be able to lead, please contact Melissa Cedarholm, mced@seas.upenn.edu. As the event draws nearer, we will also send out an email requesting volunteers to assist with activities.

On April 16, Philadelphia SWE will host a booth at the first ever Philadelphia Science Carnival, to be held on the Benjamin Franklin Parkway. This carnival is a part of the larger Philadelphia Science Festival. We are currently soliciting ideas of simple hands-on activities, and we will be recruiting day-of volunteers as the date grows nearer. Please contact Alexis Wallen at alexis.wallen@swe.org if you would like to help organize our booth for this event.

Finally, as part of the Philadelphia Science Festival Neighborhood Science Outreach Program, we will also be leading a presentation at a Philadelphia library or school to help energize the community and get them excited about science. We are currently looking for volunteers and/or ideas for presentation topics. Please contact Alexis Wallen at alexis.wallen@swe.org if you would like to help organize our neighborhood outreach event.

MEMBERSHIP ANNOUNCEMENTS

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

OFFICER CONTACT LISTING

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Executive Council Voting Members		
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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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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
phila_info@swe.org

Address Correction Requested

UPCOMING EVENTS

February 2011	
26th	Chocolate Factory Tour
March 2011	
21st	What Not to Wear
25 th -27th	Region E Conference - Charlottesville, VA
April 2011	
2nd	Girls in Engineering And Related Sciences (GEARS) Day
16th	Philadelphia Science Carnival



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.