



# SWE Outlook

*The Philadelphia Section ~ Region E*

*FY11.4 March/April 2011*

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## Special Points of Interest

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Open!

Submit Articles To:  
[newsletter@philaswe.org](mailto:newsletter@philaswe.org)

## LETTER FROM THE PRESIDENT

SWE Philadelphia Section Members and Friends,

Hello, all.

They say that April showers bring May flowers, so let's hope "they" are right.

Several Section Members attended the Region E Conference hosted by the University of Virginia in Charlottesville, VA. There Dean of the Medical School gave an excellent presentation on women working in man's world. While she works in medicine, her talk was greatly relatable to women in engineering. At the conference, I was elected Region E Treasurer for the upcoming year. Please remember to vote for Heather Bernardin for Region E Governor. You should have received your ballots by e-mail or mail.

Spring is finally here, and that means a bevy of activity for the Philadelphia Section. Scholarship applications were due, and the judges are hard at work. Several Section Members were nominated for National SWE Awards. We find out in July if they are winners, so please keep your fingers crossed. Several of the professional ladies supported the University of Pennsylvania Collegiate Section in the first ever GEARS Day. It was a day for **G**irls to find out about **E**ngineering **A**nd **R**elated **S**ciences. Another first for Philadelphia and us was the Philadelphia Science Festival. We helped kick off the event on April 16<sup>th</sup> on the Parkway. Even though the event ended early due to rain, the crowd at our booth was very steady. This week, SWE will be participating in another Science Festival Event by giving a presentation on girls in engineering and what we do. It should be very exciting!

The Nominations Committee is looking for candidates for positions for next year. If you are interested in a position, please contact Jennifer Garner at foilfencer27@verizon.net.

Please join us for our annual awards brunch at Cuba Libre on Saturday, April 30<sup>th</sup>. I hope to see you there. Please also consider attending the Yards Brewery Tour on Saturday, May 14<sup>th</sup>

**Krista Pohl**  
*FY11 Section President*

## NATIONAL NEWS

### **SWE 2011 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](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 so that you will be counted. Only complete the survey once even if you take all three training modules. The survey can be found here:

[http://www.surveymonkey.com/s/Maximizing\\_the\\_Message](http://www.surveymonkey.com/s/Maximizing_the_Message)

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

### 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 was held in Charlottesville, VA at the University of Virginia on Friday, March 25th to Sunday, March 27th. The theme was Dare to be Different. Women from all disciplines of engineering attended for career and professional development workshops, a career fair, and fun team building activities.

## SECTION NEWS

On April 2, Philadelphia SWE and University of Pennsylvania SWE co-hosted the first Girls in Engineering And Related Sciences (GEARS) Day. The goal of this event was 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 were invited to attend the event, which will included a series of 50-minute hands-on science and engineering activities.

SWE participated in the Philadelphia Science Festival the week of April 16<sup>th</sup>. SWE members had a booth called True Colors where they help participants conduct a simple chromatography activity that was adapted from the Merck Institute for Science Education. The participants used paper chromatography to analyze ink. The experiments showed the participants how scientists and engineers can analyze a mixture such as ink by

separating its components, and how forensic scientists are able to use this scientific technique to identify the origin of ink samples.

## Outreach

This spring has many outreach activities taking place. We'll soon be sending out more details about these events, including the Philadelphia Science Festival, the Philly Robotics Expo, and Agnes Irwin Engineering Day. Keep an eye out for an upcoming email for more information on volunteering. Please contact Alexis Wallen, Philadelphia SWE Senior Vice President for Outreach, at [alexis.wallen@swe.org](mailto:alexis.wallen@swe.org) if you would like to get involved!

Thursday 4/21: Neighborhood Science Program

Thursday 4/28: Philly Robotics Expo

Monday, 5/23: Engineering Day at Agnes Irwin

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Neighborhood Science Program (a part of the Philadelphia Science Festival)

Thursday, April 21, 5:30 - 7:00 pm

Haddington Branch Library, 446 N 65th Street, Philadelphia, PA 19151

We will present information about engineering and make it fun and interactive, with a simple demonstration.

Title: Dream Big - Engineering!

Description: Creativity, problem solving, and working with amazing people - engineering has it all! Join the Philadelphia Society of Women Engineers for an interactive discussion and demonstration. We'll explain what engineers do, why we love it, and show off some cool examples of engineering in action.

The activity itself is scheduled to begin at 5:45 pm - please arrive by 5:30 pm to allow for set-up time.

We are looking for about 3-4 people to present and run a hands-on activity. We will likely use a Merck Institute for Science Education activity.

Please email me ([alexis.wallen@swe.org](mailto:alexis.wallen@swe.org)) to sign up.

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Philly Robotics Expo (a part of the Philadelphia Science Festival and Philly Tech Week)

Thursday, April 21, 1:30 - 8:30 pm (divided into three shifts)

3301 Market St., Philadelphia, PA 19104. Daskalakis Athletic Center in the front atrium

We will have a booth providing general information about SWE and careers in engineering.

We have divided the activity into three shifts:

-early afternoon: 1:30 - 3:30 pm

-late afternoon: 3:30 - 5:30 pm

-evening: 5:30 - 8:30 pm

The expo itself is scheduled for 2-8 pm and a half hour has been added to the beginning and end for set-up time. Refreshments will be available from 3-7 pm.

We are looking for about 2-3 people per shift. Please email me ([alexis.wallen@swe.org](mailto:alexis.wallen@swe.org)) to sign up.

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Engineering Day at Agnes Irwin

Monday, May 23, 8:30 - 3:00 pm

The Agnes Irwin School, Ithan Avenue and Conestoga Road, Rosemont, PA 19010

We will run an activity twice (same activity repeated in morning and in afternoon) for about 30 ninth grade girls per session at Agnes Irwin. Ideally, volunteers can be present all-day, but let me know if you would like to volunteer and can only be present during part of the day. We're looking for about 4-6 volunteers to run and assist with the activity. Please email me ([alexis.wallen@swe.org](mailto:alexis.wallen@swe.org)) to sign up.

## Upcoming Events

### **2011 SWE Philadelphia Awards Brunch**

Date: Saturday, April 30th

Time: 12pm (Ending ~3pm)

Location: Cuba Libre Restaurant, 10 South 2nd Street, Philadelphia, PA

Cost: \$35 per person, includes a buffet-style brunch

Please RSVP by Monday, 25APR2011. Please remember, an RSVP is commitment to attend. We need an accurate headcount for this event.

### **What: Yard's Brewery Tour & Lunch**

When: Saturday, May 14, 2011 12:30pm-2pm (Lunch to follow after the tour in the Yard's Tasting Room)

Where: Yard's Brewery, 901 North Delaware Ave, Phila PA 19123 (in Fishtown area of Center City)

Cost: Free for the tour, lunch is on your own

Be on the look out for an RSVP for this event. Friends and/or significant others are encouraged to come too!

For More Information: <http://www.yardsbrewing.com/home.asp>

### 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](mailto:diana.madden@swe.org).

## 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

<b><u>Elected Officers</u></b>	<b><u>Name</u></b>	<b><u>Email</u></b>
<b>Executive Council Voting Members</b>		
President	Krista Pohl	<a href="mailto:president@philaswe.org">president@philaswe.org</a>
Vice President Outreach	Alexis Wallen	<a href="mailto:outreach@philaswe.org">outreach@philaswe.org</a>
Vice President Prof Develop	Liz Hill	<a href="mailto:profdev@philaswe.org">profdev@philaswe.org</a>
Vice President Comm	Jackee Nowicke	<a href="mailto:communications@philaswe.org">communications@philaswe.org</a>
Secretary	Michelle Gawrys	<a href="mailto:phila_info@swe.org">phila_info@swe.org</a>
Treasurer	Rebecca Rose	
Section Representative	Tori Morgan	
Section Representative	Julie Nicholas	
<b>Committee Chairs and Section Leaders</b>		
<b>Outreach Group</b>		
Awards	OPEN	
Certificate of Merit	Barbara Faust	
Collegiate Liaison	Jennifer Garner	
Girl Scouts	Ann Lastuvka	
Engineering Mini-Camp	Vicki Brown	
Scholarship Program	Sandahl Parrish	<a href="mailto:scholarship@philaswe.org">scholarship@philaswe.org</a>
Science Fair Coordinator	Elyse Bealer	
<b>Professional Development</b>		
Corporate Liaison	Adrienne Nikolic	<a href="mailto:corporate@philaswe.org">corporate@philaswe.org</a>
Fundraising	OPEN	
Meeting Coordinator	Tracie Spangler	<a href="mailto:rsvp@philaswe.org">rsvp@philaswe.org</a>
Events Coordinator	OPEN	
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<b>Collegiate</b>		
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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](mailto:phila_info@swe.org)

Address Correction Requested

## UPCOMING EVENTS

<b>April 2011</b>	
30th	SWE-Philadelphia Scholarship Awards Brunch
<b>May 2011</b>	
14 <sup>th</sup>	Yards Brewery Tour & Lunch



***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.***