



SWE Outlook

The Philadelphia Section ~ Region E

FY12.3 Jan/Feb 2012

INSIDE THIS ISSUE:

LETTER FROM THE PRESIDENT	1
SWE NEWS	2
REGION NEWS	2
SECTION NEWS	2-8
OUTREACH	6-7
MEMBER NEWS	9
CONTACT LIST	10
UPCOMING EVENTS	11

Special Points of Interest

- Section E Regional Conference
- Upcoming Professional Development Meetings
- Lots of Outreach Opportunities!

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LETTER FROM THE PRESIDENT

Happy Spring SWE Philadelphia,

Volunteers are seldom paid; not because they are worthless, but because they are PRICELESS! – author unknown.

Punxsutawney Phil might have determined there will be six more weeks of winter, but Spring will be here before you know it! The Spring season at SWE Philadelphia is full of volunteer opportunities. We already started the season last weekend with Widener's Engineering Mini-Camp. Penn GEARS day is March 24th. Delaware Valley Science Fair Judging is April 4-5th. Philadelphia Science Festival is April 29th. Certificate of Merit presentations are in May. These are great ways to get involved and make a difference to a young girl. Contact outreach@philaswe.org if you are interested in volunteering. Also stay up-to-date by visiting our website for all current opportunities.

Our last meeting, Fun in the Sun, at DOW was a great success and provided tons of useful information on sunscreen. If you missed this meeting you can watch the archived webinar [here](#).

Region E conference, "SWE in the City," will be taking place March 31st to April 2nd at Columbia University. Early bird registration ends February 15th and late registration ends March 7th. Find out more about conference and registration [here](#). If you are able to attend conference, we will also be looking for volunteers to help "woman" the Boutique. Please let me know if you plan to attend conference so that we can all meet up.

I would like to congratulate one of our own, Amanda Weissman, for winning the SWE New Faces of Engineering 2012! Amanda's early career achievements have impacted the image of the profession in positive ways. Learn more about Amanda in the SWE Magazine [here](#).

Diana Madden

SWE Philadelphia President

SOCIETY NEWS

Mark your calendars for:

SWE Annual Conference: 3 Days of Energy. A Lifetime of Opportunity.

November 8th-10th, 2012 in Houston, Texas

More information coming soon!

REGION E NEWS

2012 Region E Conference - March 30th - April 1st, 2012 in New York, NY

Save the date for *SWE in the City: Energizing Your Career in NYC!*

The conference will include workshops and seminars tailored towards undergraduate students, graduate students, professionals, and SWE members and a career fair with a diverse selection of companies offering onsite interviews. There will also be valuable networking events and catered meals featuring distinguished female speakers. New York City's vibrant atmosphere provides a unique environment for engineering and hope that through this conference, we can further increase the collaboration and enthusiasm among women engineers and to inspire women to rise as leaders in society.

Go to the [Conference website](#) for more information! The schedule of events has been posted!

Please email our president, Diana Madden (president@philaswe.org), if you are planning to attend.

SECTION NEWS

Recent Events

January Professional Development Meeting – The Science Behind Sunscreen

The January SWE meeting was held at the Dow Chemical Spring House Research Center. We had a great turn-out for the informative and interesting talk about the science behind sunscreen, presented by Dr. Chuck Jones, PhD. The group learned about the various types of ultraviolet light that comes from the sun, some facts about this radiation, and how sunscreens are made, how they work and how they are marketed.

If you were not able to attend the event, you can view the archived webinar [here](#).



Fun in the January Sun! Back row Left to Right: Rebecca Rose, Jen Garner, Julie Nicholas, Asali Odom, Dr. Chuck Jones, PhD, Jessica Snyder, Danielle Dunn, Lily Goodman. Front Row Left to Right: Ann Lastuvka, Alexis Wasserman, Diana Madden.

Volunteering at the 13th Annual Widner Engineering Girls Mini-Camp

Number 13 Not Unlucky for Engineering Girls Mini-Camp

The 13th annual Engineering Girls Mini-Camp was held at Widener University on Saturday, February 4, 2012 with volunteers from Widener's School of Engineering and from the Philadelphia section of the Society of Women Engineers (SWE). Although the number 13 has the stigma of being unlucky, it was anything but unlucky for the camp...there were a record number of attendees and the weather was beautiful (for February)!

Over 200 high school girls participated in the camp, which consisted of hands-on workshops and panel discussions that were aimed at educating the girls on various engineering disciplines and explaining what engineers actually do on the job. The girls interacted with engineering professionals, Widener University professors, and students currently majoring in engineering. Lab topics included Lego Cars, Robot Programming, Alzheimer's Research, Lie Detectors, Bridge Design, Tower Building, Soils and Foundations, Roller Coaster Design, Pavement Design and Water Treatment. Parents who attended the event participated in a Parents Program, which included topics such as the transition from high school to college, the engineering curriculum, cooperative education, and the financial aid process.

Continued on page 4

SWE member and Widener student section faculty advisor, Vicki Brown, coordinated the event with the assistance of SWE Student Section President Emily Shumaker. SWE members who volunteered with the workshops, panel discussion, and parents program include Heather Bernardin, Lisa Colosimo, Dionne Douglas, Danielle Dunn, Barb Faust, Michelle Gawrys, Ganna Kudrey, Colleen Layman, Victoria Morgan, Adrienne Nikolic, Alaina Roberts, Janine Roe, Kristen Rolison, Cassie Shoup, Maryann Skehan, Jennifer Pesch, Jennifer Vondran, Alexis Wallen, Amanda Weissman, and Agnes Wozniak.

The camp was financially sponsored by ExxonMobil through a SWE Program Development Grant to the Widener University student SWE section. In addition, several companies and individuals sponsored camp labs including Boeing, Dow Chemical Company, Engineered Arresting Systems, Exelon Corporation, MWH Global, and D. Williamson, M. Zaidel.

Thank you to everyone that volunteered and we look forward to the continued success of the Engineering Girls Mini-Camp!

— Jennifer Pesch



Upcoming Events

February Professional Development Meeting - SWE and Politics

The SWE Government Relations and Public Policy Committee is dedicated to lead the science, technology, engineering, and mathematics (STEM) and diversity communities to engage SWE members, other professional societies and policy makers on how Title IX can be applied to STEM fields. This meeting is designed to provide an overview on SWEs Public Policy initiatives and provide information on how to get more involved!

Date: February 20th (Monday), 2012

Time: 6:30 - 8:30pm

Location: Swarthmore College Scheur Room, 500 College Ave, Swarthmore, PA

RSVP has closed, but the meeting will also be virtual! Email rsvp@philaswe.org for more information.

SWE Philadelphia Craft Day

The Philadelphia section is making merchandise to sell at Region conference as well as online to raise money for the section. Merchandise crafts include jewelry and wine charms made from electrical components and painting onesies with custom stencils. Those who help make merchandise will be able to purchase items at a discounted rate. This is also a great time to meet section officers and learn more about the section and how to become more involved.

Date: February 25th (Saturday), 2012

Time: 1 - 5pm

Location: Plymouth Meeting, PA. Directions will be given to those that RSVP.

Please feel free to bring a potluck snack!

RSVP to rsvp@philaswe.org Deadline for RSVPs is February 22, 2012.

March Professional Development Meeting – Professional Connections through Social Media

This event will include dinner and speaker Michael Andreano. Mike is a Manager of Information Security at Wyndham Worldwide, one of the world's largest hospitality companies. The presentation will focus on how engineers can better use social media to connect with others in industry, demonstrate their awareness of technical and business topics, and build professional relationships. Information about social media and SWE will also be provided. Cost and exact location are being determined.

Date: March 12th (Monday), 2012

Time: 6 - 8pm

Location: Landsdale area

RSVP email and more information coming soon!

Outreach

There are lots of outreach opportunities coming up this spring! Check them out and sign up!

5th Annual National Engineering Career Day: Call for Volunteers!

Looking for a volunteer to attend the 5th Annual National Engineering Career Day on **February 23rd from 5PM to 8PM** at Delaware County Community College. The volunteer will maintain a booth and talk to students and parents about engineering and hand out SWE material. If you are interested in helping out please email outreach@philaswe.org.

Montgomery County Science Fair: Special Awards Judges

The Montgomery County Science Teachers' Association and Montgomery County Community College are looking for individuals to serve as Special Awards judges at the Montgomery County Science Research Competition. Judging takes place on **Friday, March 16th** with the high school students presenting their projects in the morning and the middle school students presenting their projects after lunch. If you are interested in serving as a Special Awards judge, please email outreach@philaswe.org

AAUW Discover the Future: Volunteers Needed!

The American Association of University Women (AAUW) is looking for female professionals in the math and science fields to volunteer for *Discover the Future: A Science and Math Extravaganza for Students in Grades 5 to 7*. *Discover the Future* is a one-day, non-profit, educational event led by women professionals working in math and science fields. Open to both boys and girls, this event is a unique educational opportunity that is fun and exciting for the students. A strong emphasis of the program for girls is to awaken or strengthen an interest in the fields of math and science and to encourage them to pursue careers in these fields by providing real-life role models.

Discover the Future will be held on Saturday, **March 17, 2012** from 8:30 AM to 2:30 PM at Lansdale Catholic High School in Lansdale, PA 19446.

Volunteers will serve as presenters and share their knowledge and expertise with students. A presenter typically has 3-4 sessions (each session is 30 minutes) with 10-12 students per session. If you are interested in helping out please email outreach@philaswe.org.

Penn GEARS Day: Call for Volunteers!

SWE-Philadelphia is looking for volunteers for our Penn GEARS Day on Saturday, **March 24th from 9:15AM to 4:15PM** at the University of Pennsylvania. GEARS Day is a one day event that allows local female high school students to explore engineering careers in a supportive environment. We are looking for volunteers from all engineering or related science fields to either present or assist with a workshop, or participate in a panel discussion. Ideally we'd like the volunteers to help out all day, but those that can only volunteer for part of the day are also welcome! Volunteers will receive a free breakfast and lunch. For more information, please see email that Jennifer Pesch, VP Outreach, sent out regarding GEARS day. If you have more questions or to sign up to volunteer, please contact outreach@philaswe.org.

Philadelphia Science Carnival: Call for Volunteers Needed!

SWE is participating in the Philadelphia Science Carnival on **April 21st from 11 AM to 4 PM**. We will host a booth and provide a hands-on activity at the Carnival, which is located on the Benjamin Franklin Parkway. We are looking for volunteers to help out with the hands-on activity, talk about engineering, and promote SWE. Volunteers are asked to help out for 2-hour or 3-hour shifts (if you would like to volunteer for longer that would be great). If you are interested in helping out please email outreach@philaswe.org.

Discovery Day: Call for Volunteers!

SWE is participating in a new component of the Philadelphia Science Festival...Discovery Day! We will host a booth and provide a hands-on activity at the Independence Seaport Museum on **April 29th from 10 AM to 5 PM**. We are looking for volunteers to help out with the water-related activity, talk about engineering, and promote SWE. Volunteers are asked to help out for 2-hour or 3-hour shifts (if you would like to volunteer for longer that would be great). If you are interested in helping out please email outreach@philaswe.org.

Discovery Day and Philadelphia Science Carnival: Activity Ideas Requested

If you have any interesting activity ideas that we can present at Discovery Day and the Philadelphia Science Carnival, please email outreach@philaswe.org. Keep in mind that the Discovery Day activity should be related to anything that involves water (i.e., boats, docks, tides, water pressure, etc.).

Please contact outreach@philaswe.org for more information about these outreach opportunities! Also check out our [Volunteer Opportunities](#) page on the Philadelphia SWE website!

Other Events**2012 March of Dimes Walk for Babies – Temple University Ambler Campus**

Join several SWE members in the 2012 March of Dimes Walk for Babies on Sunday, **April 29th at 9AM**. The money raised supports programs in our community that help moms have healthy, full-term pregnancies. It also funds research to find answers to the problems that threaten our babies. Join team “Human Elements” for no charge at http://www.marchforbabies.org/s_team_page.asp?SeId=1717714&si

Classes Available at the Training Institute of Urban Engineers

Want to learn more about topics that affect practicing engineers in the field? Are you a PE and need CEUs and PDHs to maintain your licenses? The Training Institute of Urban Engineers is offering two, 2-hr courses: one on Engineering Ethics and one on Pedestrian Facilities and ADA Accessibility.

Are you a New Jersey or New York PE who needs to meet her Ethics requirement? Get CEUs and PDHs here!

Continued on page 8

Course 0112A: "Engineering Ethics: The Professional Engineer's Challenge", Either March 6, 2012 or March 15, 2012, from 11 AM to 1 PM. Engineers, responsible for the welfare of the public, have to uphold high ethical standards. Professional Engineers have to obey a Code of Ethics. But do you know what would constitute a violation to the Code of Ethics? Are there gray areas, or are the issues black and white? Take this course to learn the basics of the Code of Ethics for Engineers and some gray areas you need to know.

Course 0212A: "Engineering Design of Pedestrian Facilities for ADA Accessibility", April 5, 2012 from 11 AM to 1 PM. Pedestrian facilities are growing in use and popularity, and it is the law to design new facilities with accessibility to people with disabilities. This course will cover various pedestrian design elements and issues, such as crosswalks, pedestrian bridges, sidewalks, roadway intersections, curb cut ramps, pedestrian signals, temporary and permanent traffic control, and regulatory and legal issues. It covers the engineering design as well as construction and maintenance.

Cost is \$50 per full-time student or gov't agency employee (or \$150 for all other registrants). If a WEBEX reservation, the cost per additional person on the connection is \$20 each for the reduced rate (or \$75 per person at the regular rate). To attend in person, the address is: Urban Engineers, Inc. 530 Walnut Street, 14th Floor, Philadelphia, PA.

Please send questions and reservations to Carol Martsof at ccmartsof@urbanengineers.com or at TrainingInstitute@urbanengineers.com

Please visit us at http://urbanengineers.com/practices/training_institute.html

Welcome FY12 Executive Board

- President – Diana Madden
- Senior Vice President – Jackee Nowicke
- Vice Presidents (2) – Jennifer Pesch, Tessa Anodide
- Treasurer – Krista Pohl
- Secretary – Jessica Snyder
- Section Representative (2) - Tori Morgan, Michelle Gawryls

Section Leadership Opportunities

There is one open Committee Chairs for FY12. See descriptions of chair duties below. Committee chairs are encouraged to solicit for committee members to help with their takes.

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.

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

MEMBERSHIP ANNOUNCEMENTS

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

Heather Ansorge, Michelle Cinciripino, Megan Gaul, Kellie Given, Elizabeth Glover, Priyanka Godbole, Lisa Greene, Claudia Gutierrez, Lisa Hofgesang, Paige Mickey, Michelle F. Robinson, Nicole Ryzuk, Irma Soto, Ofelia Traistaru, Whitney York

Congratulations Julia Hess!

Julia Hess became engaged to Joseph Grogan on January 15, 2012.



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!

OFFICER CONTACT LISTING

Elected Officers	Name	Email
Executive Council Voting Members		
President	Diana Madden	president@philaswe.org
Vice President Outreach	Jennifer Pesch	outreach@philaswe.org
Vice President Prof Develop	Tessa Anodide	profdev@philaswe.org
Vice President Comm	Jackee Nowicke	communications@philaswe.org
Secretary	Jessica Snyder	info@philaswe.org
Treasurer	Krista Pohl	
Section Representative	Tori Morgan	
Section Representative	Michelle Gawrys	
Alternate Section Rep	Adrienne Nikolic	
Committee Chairs and Section Leaders		
Outreach Group		
Awards	Jennifer Garner	
Certificate of Merit	Barbara Faust/ Stephanie Bortko	
Collegiate Liaison	Jennifer Garner	
Girl Scouts	Fariba Kasemkhani	
Engineering Mini-Camp	Vicki Brown	
Engineers' Club Liaison	Nicole Wittmer	
Scholarship Program	Andrea Manning	scholarship@philaswe.org
Science Fair Coordinator	Amanda Weissman	
Professional Development		
Corporate Liaison	Krista Pohl	corporate@philaswe.org
Fundraising	OPEN	
Meeting/Events Coordinator	Tracie Spangler	rsvp@philaswe.org
Communications		
Membership	Elisha Rios	membership@philaswe.org
Newsletter Editor	Julie Nicholas	newsletter@philaswe.org
Newsletter Editor	Julia Hess	
Publicity	Darlene Flores	
Webmaster	Darlene Flores	webmaster@philaswe.org
Collegiate		
Drexel Counselor	Stephanie Schweibert	
Swarthmore Counselor	Rebecca Rose	
Temple Counselor	OPEN	
University of Pennsylvania	Alexis Wallen	
Villanova Counselor	Alisha Tricciola	
Widener Counselor	MaryAnn Skehan	
Messiah SIG Counselor	OPEN	

SOCIETY OF WOMEN ENGINEERS
PHILADELPHIA SECTION,
REGION E

PO BOX 1105
Norristown, PA 19401
www.philaswe.org
info@philaswe.org

Address Correction Requested

UPCOMING EVENTS

February 2012	
20 th	Meeting: SWE and Politics
25 th	SWE Craft Day
March 2012	
12 th	Meeting: Professional Connections through Social Media
March - April 2012	
Various	Multiple Outreach Opportunities – see inside!



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.