



SWE Outlook

The Philadelphia Section ~ Region E

FY13.1 Sept/Oct 2012

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Special Points of Interest

- WE12 Annual Conference
- FY2013 Kick-off
- Upcoming Events

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LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

As the weather takes a turn to cooler fall temperatures, we send out a warm welcome to both returning and new members of Philadelphia SWE. Thank you to those of you who joined us for the September Speed Networking event and Kick-Off Social! It was wonderful to meet you and build new connections.

Why join us for SWE events? Members have a very diverse set of interests in SWE, and the SWE motto - *Aspire, Advance, Achieve* - has much to offer for all of us.

Aspire refers to our outreach activities that encourage girls and young women to aspire to the engineering profession. Philadelphia SWE has a lot to offer here, with numerous activities including Widener Engineering Mini-Camp (Feb 9, 2013), Penn GEARS Day (April 6, 2013), the scholarship program, the Certificate of Merit program, and science fair judging. I encourage all of our members to explore the new outreach website, SWEeter Futures, which will promote all SWE outreach events, within the Philadelphia section and from other sections, at <http://www.swe.org/sweeterfutures>.

Advance refers to our professional development offerings, which help to advance women within the engineering profession. We encourage you to join us for upcoming professional development meetings such as the Work-Life Balance panel jointly organized with the National Society of Black Engineers Greater Philadelphia Chapter. We additionally offer the opportunity to grow leadership skills as a member of our board - see the opportunities listed below!

Finally, achieve refers to the achievements of our members and recognition of them. We have many dynamic members in our section who have made great contributions to both SWE as well as to greater society. We honor our members on a local level as well as on a society level. Many women can be humble and hesitant to promote their accomplishments - we want to change this! We have quite a few of our local members who have been honored at a Society level, and want to have more. Please review the individual awards information on the SWE website at <http://societyofwomenengineers.swe.org/index.php/awards> and contact me at president@philaswe.org if you'd like us to work with you to submit a nomination.

As mentioned above, we do still have some leadership opportunities available! Please ask any of our current officers for more information at one of our events, or contact president@philaswe.org if you will be unable to join us. Open positions include the following:

-Corporate liaison - Work with local businesses to create and maintain partnerships with Philadelphia SWE.

-Scholarship chair - Coordinate the scholarship application and judging process. Most activities will take place in the spring.

-Certificate of Merit chair - This position implements the national Certificate of Merit Program which recognizes outstanding female science students at local high schools as part of the Philadelphia outreach initiatives. A more detailed description is available upon request. Most activities will take place in the spring.

-Science Fair Coordinator - Coordinate judging for SWE awards at local science fairs. Most activities will take place in the spring.

-Girl Scouts Lead - Work with the Vice President, Outreach to develop programs with and for the Girl Scouts.

-Publicity - Ensure that society activities are effectively communicated. Expand use of social networking.

-Awards Committee Chair - Ensure recognition of our membership, both within the section and in the larger community.

-Messiah SIG Counselor - Work with the Messiah College Student Interest Group (precursor to a formal section). As Messiah is located in Mechanicsburg, PA, this is a great opportunity for a member located in the western area of our section boundaries.

Alexis Wasserman
FY13 Section President

SOCIETY NEWS

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

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

Register for the conference and get information about hotels and travel at the conference website! <http://we12.swe.org/>

Please email our president, Alexis Wasserman (president@philaswe.org), if you plan to attend.

REGION E NEWS

Save the Date for the Region E Conference!

2013 Region E Conference - March 8th – March 10th, 2013 in Wilmington, DE

Save the date for *Big Inspiration in the "Small Wonder" State!* Conference details coming soon!

Interested in presenting at the Region E Conference? Call for speakers ends October 29th!

Submit your ideas for potential presentations that will highlight your expertise in your field as well as portray you as an advocate in the advancement of women in science, technology, engineering and math (STEM). The sessions will be 50 minutes long and include Lecture Presentations, Workshops and Panel Discussions. Session tracks include: Collegiate, Professional Development, Technology Highlights, and SWE. If interested, include the following in an email to SWERegionEConference@gmail.com :

- Full Name and Company/University Affiliation
- Address and Phone Number
- SWE Member Number (if applicable)
- Abstract (100 words or less) of potential presentation, including title and topic, intended track and audience, and presentation format (lecture, panel discussion, workshop, etc.)
- Biography (100 words or less) including current job title, brief descriptions of job responsibilities and educational background, and photo. If more than one person is presenting, please include information for EACH person.

You will be notified by email by **November 30, 2012** if your workshop has been selected.

SECTION NEWS

Recent Events



Jen Garner and Diana Madden enjoying the Phillies game!

SWE at the Ballpark!

On July 24, Philadelphia SWE members attended an exciting baseball game as the Philadelphia Phillies took on the Milwaukee Brewers. It was perfect weather for a ballgame at Citizens Bank Park as we watched the game. The Phillies were down for most of the game, but scored six runs in a thrilling series in the bottom of the eighth, to win the game 7-6. We look forward to making a trip to the ballpark an annual event!

Joint SWE/ASME/AIAA Speed Networking Event

"Speed Networking" was held on Thursday, September 6th, 2012 at Champps Restaurant in King of Prussia. This was a joint event organized by SWE, ASME, and AIAA Philadelphia sections. Twenty six people attended the event. Overall the event was a great networking success, with opportunities to meet new people quickly in a fun and fast-paced atmosphere. Two different types of networking activities were conducted, and everyone was very engaged in the activities. Afterwards, social time allowed everyone to continue to meet new people and connect with friends as well.



Tracie Spangler (SWE) & Julie Backmann Kulik (ASME) at the Speed Networking event

FY2013 Kick-Off Social

This year's kickoff meeting was held on Monday, September 24, 2012 at Boathouse in Conshohocken. Approximately 15 women attended an informal dinner meeting, where everyone got to know the potential new members, learn about the activities planned for SWE-Philly this year, and catch up with friends. The turn-out was a great mix of active SWE members and potential new members. Overall it was great to have an opportunity to interact with everyone and talk about the year in store for our group.

Upcoming Events

October Professional Development Meeting – Work / Life Balance Panel Discussion

We will be hosting the first professional development meeting of the year together with the Philadelphia chapter of NSBE. There will be a panel discussion with multiple perspectives on how to manage the work-life balance throughout your career.

Date: October 18 (Thursday), 2012

Time: 6:30 to 8:30 p.m. (a light meal will be provided)

Location: Philadelphia Gas Works Headquarters, 800 West Montgomery Avenue, Philadelphia, PA 19122

November Professional Development Meeting – Business Etiquette

Save the date! Our November Professional Development Meeting will be Tuesday, November 27th.

Outreach

Outreach Training Event

Look out for details about an Outreach Volunteer Training Event coming this Fall!

Keep up with Outreach opportunities on our website: <http://www.philaswe.org/volunteer.php>

Questions? Want to help? Contact [Danielle Dunn](#), VP for Outreach.

Our Goals for 2013

2013 Society Goals

Goal #1—Growing the Profession-Outreach

There will be an increase in women choosing to enter the engineering and technology profession.

- FY13 Objective: Identify and evaluate opportunities to further engage girls in STEM related fields prior to reaching college.

Goal #2—Professional Excellence

Women in engineering and technology will excel professionally, and their achievements will be showcased and valued.

- FY13 Objective: Increase recognition of SWE members and continue to offer quality professional development programs.

Goal #3—Industry Catalyst

SWE is a catalyst for changing the professional climate to enable women in engineering and technology to excel.

- FY13 Objective: *Goal has been achieved. Effort is not needed in FY13.*

Goal #4—Inclusive community

Women in Engineering and Technology and SWE stakeholders will find value in SWE as a diverse, inclusive community.

- FY13 Objective: Integrate diversity and inclusion training into organization.

Goal #5—Membership

SWE is a first choice organization for supporting women in engineering and technology as seen by the retention and growth of its membership

- FY 13 Objective: Increase opportunities for international members.

Goal #6—Maximize the potential of SWE

Our regions, section, collegiate sections, and MALs will maximize the collective potential of SWE. (i.e. *our membership and organizational unites will be healthy, vital and growing.*)

Society Business as Usual Goals:

Identify opportunities and enhance engagement between collegiate and professionals.

2013 Section Goals

Membership

- Retain current membership
- Targeting a broader demographic – age, life/work status
- Grow participation: target >15 people/event, target >50% of paid members attend at least one event
- Joint events with other organizations (diversity and inclusion)

Financial

- Vote on and approve the budget

- Secure, transparent SWE accounts
- Effective use of SWE resources
- Grow donations from corporations

Outreach

- Scholarship
- Member involvement in events
- Maximizing the message
- Spread out event schedule, to include fall events

Professional Excellence

- Incorporate programming which will enhance members' careers
- Target at least one technical tour, technical talk, professional development talk, or networking event per month
- Recognition of our members

Welcome FY13 Executive Board

- President – Alexis Wallen Wasserman
- Senior Vice President (Communications) – Jennifer Pesch
- Vice President (Professional Development) – Jackee Nowickee Mohl
- Vice President (Outreach) – Danielle Dunn
- Treasurer – Jessica Snyder
- Secretary – Jennifer Garner
- Section Representative (2) – Amanda Weissman and Tanesha Bedford
- Alternate Section Representative – Tori Morgan

Section Leadership Opportunities

There are many open Committee Chairs positions for FY13. Here is your chance to become more active in the SWE Philadelphia Section! Committee chairs are encouraged to solicit for committee members to help with their tasks.

Outreach Team

Scholarship Chair
Corporate Liaison
Science Fair Coordinator
Certificate of Merit Chair
Girl Scouts Lead
Messiah SIG Counselor

Professional Development Team

Awards Committee Chair

If you are interested in any of this position, please contact president@philaswe.org.

MEMBERSHIP ANNOUNCEMENTS

Congratulations Julia Hess!

Julia Hess married Joe Grogan on October 13, 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	Alexis Wasserman	president@philaswe.org
Vice President Outreach	Danielle Dunn	outreach@philaswe.org
Vice President Prof Develop	Jackee Mohl	profdev@philaswe.org
Vice President Comm	Jennifer Pesch	communications@philaswe.org
Secretary	Jennifer Garner	info@philaswe.org
Treasurer	Jessica Snyder	treasurer@philaswe.org
Section Representative	Amanda Weissman	amanda.j.weissman@gmail.com
Section Representative	Tanesha Bedford	taneshabedford@gmail.com
Alternate Section Rep	Tori Morgan	vmorgan811@verizon.net
2012 Committee Chairs and Section Leaders		
Outreach Group		
Awards	OPEN	
Certificate of Merit	Barbara Faust (Temporary Contact)	barbara.faust@swe.org
Collegiate Liaison	Mary Beth Biddle	marybethb422@gmail.com
Girl Scouts	OPEN	
Engineering Mini-Camp	Vicki Brown	vbrown@mail.widener.edu
Engineers' Club Liaison	Jennifer Pesch	communications@philaswe.org
Scholarship Program	OPEN	scholarship@philaswe.org
Science Fair Coordinator	OPEN	
Professional Development		
Corporate Liaison	OPEN	corporate@philaswe.org
Fundraising	Diana Madden	paypal@philaswe.org
Meeting/Events Coordinator	Tracie Spangler	rsvp@philaswe.org
Communications		
Membership	Jennifer Garner	membership@philaswe.org
Newsletter Editor	Julia Hess	newsletter@philaswe.org
Newsletter Editor	Andie Maret	
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Swarthmore Counselor	Rebecca Rose	rebecca.snelling@gmail.com
Temple Counselor	Jennifer Bullock	jennifer.bullock.jb@gmail.com
University of Pennsylvania	Alexis Wasserman	president@philaswe.org
Villanova Counselor	Alisha Trocciola	alisha.trocciola@gmail.com
Widener Counselor	MaryAnn Skehan	maryann.b.skehan@boeing.com
Messiah SIG Counselor	OPEN	

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

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info@philaswe.org

Address Correction Requested

UPCOMING EVENTS

October 2012	
18 th	Work / Life Balance Panel Discussion
November 2012	
8 th – 10 th	National Conference in Houston, TX
27 th	Business Etiquette
December 2012	
15th	Piano Factory Tour



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.