



SWE Outlook

The Philadelphia Section ~ Region E

FY13.2 Nov/Dec 2012

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Special Points of Interest

- WE12 Annual Conference Recap
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LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

Fall is slipping away and we've already had our first snowfall here in Philadelphia. As we move into winter, I want to take a moment to look back and thank the Philadelphia SWE board for putting together the stellar lineup of fall events recapped in this newsletter, and I look forward to an exciting spring! We have a full slate lined up of outreach activities, professional development sessions, and opportunities for networking. If you are looking to join this group of women in planning and in organizing activities for our section, we still have several options available. Please contact myself, Alexis, at president@philaswe.org if you are interested in any of them:

-Webmistress – Maintain our award-winning website.

-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 Chair- 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 CIG 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.

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

Alexis Wasserman

FY 13 Section President

SOCIETY NEWS

We12 Annual conference

About a dozen members of Philadelphia SWE headed to Houston, Texas to join over five thousand women from around the world at WE12, the annual conference for the Society of Women Engineers. Dr. Ellen Ochoa, Deputy Director of Johnson Space Center, gave the keynote address on “Launches, Landing, and Learning: My Career at NASA.” SWE members attended a variety of workshops, tours, and meetings while enjoying Southern hospitality, Texas-style. If you weren’t able to attend, it’s still possible to benefit from the conference, as several of the presenters graciously uploaded their presentations onto the web at <http://we12.swe.org/presentations-and-handouts>.

Mark your calendars for next year’s WE13 in Baltimore, Maryland!

“Make Connections. Make History”

October 24-26, 2013

Keep a look out for conference 2016 announcements hosted right in Philadelphia!

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!

SECTION NEWS

The Passing of Ross Forman

Ross Forman, a founding member for the SWE “Men’s Artillery”, a precursor for the official Men’s Auxilliary recently passed away. We wish to send our thoughts and condolences to his wife, Alma, and family. Please find a memoriam below and original article by Ross at the end of the newsletter.

In Memoriam: E. Ross Forman, PE
Founding Member of The SWE Men’s Artillery

by Barbara C. Faust

Edgar Ross Forman, founding member of the early SWE Men’s Artillery and husband of SWE Charter Member Alma Kuppinger Forman, passed away on 29 October 2012. Ross participated in SWE-Philadelphia’s 50th Anniversary Celebration and wrote up the history of the Men’s Artillery reprinted at the end of this article. Throughout the 59 years of their marriage, Ross continued to support Alma in her various SWE activities. He felt that “when supporting SWE, deeds speak louder than words.”

Ross earned both his BSME (1950) and MBA (1952) from Drexel University after his return from Army service in World War II. He was a pioneer in the areas of automated systems and control engineering and lectured at Drexel on Chemical Engineering Control Systems. Ross and Alma worked together for many years in MathCounts, an outreach program of the National Society of Professional Engineers (NSPE). He also served as President of the NSPE Valley Forge Chapter, Past President and long-time member of the Alpha Phi Omega service fraternity, and was a Fellow of the Instrumentation Society of America. After retiring a Director of Automation Technology for Day

and Zimmerman in 1993, he kept busy with community service activities and the Masons. He served as President of the Erdenheim Civic Association and of the Normandy Farms Resident Association.

Ross is a part of SWE's history and he will be remembered for the support he provided during the formative years of the Society.

Recent Events

SWE/NSBE Work Life Balance Panel

SWE-Philadelphia met on October 18th at the Philadelphia Gas Works main headquarters in North Philly for a panel discussion surrounding work life balance as a joint event with the Philadelphia chapter of NSBE. The panelists included a couple without children, a couple with children, and a single mom. The panel included engineers by trade, but also included other diverse careers including finance and graphic design. Each panelist got to share their background and unique situation. The couple with children had a very interesting background in that the wife has a job that calls her to go work disaster relief efforts on a couple days notice for months at a time. She had a job in New York where she worked right after her baby was born, and her husband had to remain in Philly for his job. She brought their newborn to her job in New York, which would sometimes last 12 hours a day. She talked about making it work by setting expectations about how she needed to be home for her baby, and worked from home after he was put to bed. Most of the panelists agreed that setting expectations with your employer is key. The single mom stressed the point in getting help from your family and/or friends. The other panelists agreed that you don't have to take on everything yourself, and the key to keeping sane with your work-life balance was getting help from all avenues. The event had about 20 people in attendance, and all gave positive feedback to the speakers sharing their interesting stories.

Dinning Etiquette with Deb Grubbe

SWE-Philadelphia met on December 3rd at Swarthmore College for a speaking engagement with Deb Grubbe on the topic of business etiquette. The event was a joint event with the Swarthmore collegiate section of SWE. A catered buffet dinner was served prior to starting the meeting and while Deb began her speech. She first touched on her top 10 business dining etiquette advice. After sharing her interesting and varied background throughout her 30+ years in the engineering world, we were able to ask questions about advice in different business situations. Deb also shared some business etiquette advice from her travels in England and India, as their customs and manners are different from ours. She shared advice on how to handle different workplace situations that can arise when dealing with a male-dominated industry, particularly how to handle male-chauvinist types that you may be either work for, or have working for you. Her discussion was lively and informative. There were about 25 students and professionals in attendance, and all of them were able to receive valuable advice from Deb.

Upcoming Events

Engineers' Club Multi-Society Meeting

5:30pm-9pm Thursday December 13th

Loews Hotel, 12th & Market, Philadelphia, PA

The Chief Designer and Coordinator of the Philadelphia Flower Show, Sam Lemheney, will discuss the details involved with planning the annual Philadelphia Flower Show. Kick off the holiday season

by networking with engineers in several different societies. There will also be a Toys for Tots Drive!

See the event's website for cost and RSVP information.

http://www.engrclub.org/news/article.cfm?news_id=72

Discussion- "Why Women Still Can't Have it All"

6-8 pm Wednesday January 23, 2013

University of Pennsylvania

On Wednesday January 23rd SWE- Philadelphia will be hosting another event at University of Pennsylvania centered around the viral *The Atlantic* article "Why Women Still Can't Have it All", written by Anne-Marie Slaughter, a Princeton professor, former and first women director of policy planning at the State Department, and mother. We are asking the SWE-Philadelphia community to read the article found here:

<http://www.theatlantic.com/magazine/archive/2012/07/why-women-still-cant-have-it-all/309020/>

We are looking for 3-4 women who would be interesting in participating and facilitating a panel discussion surrounding this topic. We'd like to encourage some debate over Anne-Marie's hypothesis with examples from your own lives. If you are interested, please contact Jackee Mohl at profdev@philaswe.org.

Widener University Engineering Mini-Camp

Saturday February 9th, 2013

Widener University, Chester, PA

SWE-Philadelphia is looking for volunteers for Widener's Engineering Mini-Camp, designed to educate young women on opportunities for careers in engineering. This event gives about 150 high school girls a chance to interact with engineering professionals, professors, and undergraduate and graduate students while participating in hands-on laboratory workshops representing various engineering fields. **Volunteers from all engineering disciplines are needed to lead or assist with the lab activities and/or participate in panel discussions to share their career advice with the girls and answer questions.** Ideally volunteers will commit the entire day to helping out at the mini-camp, but those that can only volunteer for part of the day are also welcome! If you have any questions or to sign up to volunteer, please contact outreach@philaswe.org. We also encourage you to register as a volunteer for the event by visiting www.swe.org/sweeterfutures

Engineering the Olympics

6:30pm Wednesday February 13th, 2013

Dow Spring House Technical Center

The Dow Chemical Company is a Worldwide Partner for the Olympic Games. Come join fellow SWE members to learn about engineering in the Olympics. A light dinner provided at no cost.

Outreach

Mark your calendars!

Penn GEARS Day—Saturday April 6th, 2013

Philadelphia Science Carnival—Saturday April 20th, 2013

Outreach Training Event

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

Keep up with all our Outreach opportunities on our website:

<http://www.philaswe.org/volunteer.php>

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

MEMBERSHIP ANNOUNCEMENTS

The Philadelphia section is proud to have 157 members at this time! We are excited to have added 25 members to our section during November and December. Our members are in various engineering roles in the workforce, twelve are life members, and twenty-two are recent college graduates. All members should be receiving emails from the section at least twice per month. If you are not receiving emails, please contact Jennifer Garner (membership chair) at foilfencer27@verizon.net. We encourage all members to invite coworkers and colleagues to our events, including professional development meetings and the range of outreach opportunities that we have. **SWE is an exciting place to be - spread the word!**

Welcome New Members, Fall 2012:

| | | |
|------------------------|------------------------|-------------------------|
| Mekhana Abraham | Ivonne Giraud | Sara McGarity |
| Jennifer Biddle-Janias | Kellie Given | Nanette McKeel Petrella |
| Zoe Blumberg | Gail Hansen | Teresa Movafegh |
| Erin Bonney | Grace Hayes | Lindsay Nolan |
| Marie Brady | Elizabeth Henning | Mugdha Padalkar |
| Marjorie Brindell | Mystic Himmel | Barbara Ressler |
| Jennifer Bullock | Natalie Hirnelsen | Carly Reuther |
| Elise Burket | Nicola Horscroft | Abbey-Gayle Ricketts |
| Claire Campbell | Alani Intintolo | Diana Russella |
| Xi Chen | Tamala Jamieson-Harley | Danielle Savage |
| Dawn Conniff | Roberta Kankus | Marissa Seybert |
| Adrienne Crivaro | Amanda Kautz | Ninoshka Singh |
| Rachele DeSantis | Beverly King | Jessica Steffan |
| Mary Santoro Dunlap | Lauren Knobloch | Loretta Sweeney |
| Diane Ess | Marilyn Kray | Chelsea Thomas |
| Caroline Fernandez | Lisa Kreibe | Sierra Tilton |
| Jill Foster | Jeneta Lancaster | Tracey Ziev |
| Eleanor Gemmill | Andie Maret | Cozette Zimmerman |
| Christine Genco | Monika Mathur | |
| Christina Ghilardi | Shunte McClellan | |

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 |
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| Widener Counselor | MaryAnn Skehan | maryann.b.skehan@boeing.com |
| Messiah SIG Counselor | OPEN | |

APPENDIX

The Men's Artillery *by Ross Forman*

The Men's Artillery is an organization that was founded 48 years ago in the Philadelphia Section of SWE for the men who came to meetings with a SWE member. Years later the organization was used nationally, with rumor having it that the last induction might have been in Boston. While it appeared to be just for fun, this organization actually was a supporting group for SWE.

In order to fully grasp the flavor of the Men's Artillery, you must suspend all reality and just relax. SWE at that time was an all-female group, and as is typical of other professional groups, the meetings inevitably focused on topics of particular interest to its members. Naturally, the men were treated in the same manner as they treated women guests at trade association meetings, which in those days were largely male. In other words, women were left to fend for themselves while the men went about their business.

So, the men found themselves at the restaurant bar while the women were busy conducting their business. The Society was successfully growing. The men realized that there would be many, many other times when they would be left at the bar. In addition, knowing few other male guests, they were quite bored until they were called to dinner. Certainly the men didn't want to go around the corner to go shopping for awhile.

The men decided to bond together. From the start, the women were elated because they no longer had to be worried about their guests and thus could go about their SWE business. What about a name? In those days and Auxiliary was always a female institution. According to an old note, the name "Men's Artillery" was suggested by SWE member Marge Martin (now Eby). The subtitle "the Cogs that make the Gear go around" was added to the official membership card. Some of the women thought that it should have been the other way around, but the men were always right in those days!

The Men's Artillery was founded on February 2, 1952 at the bar of the Samson House Restaurant in downtown Philadelphia. Thereafter, there was an Artillery initiation at each SWE meeting where there was a new male guest. The SWE member acted as a sponsor for her guest. The ceremony was conducted by "Grand Major General" Joseph Eby assisted by "Adjutant" Ross Forman. The ceremony was too chaotic to describe to anyone who might not appreciate levity; however, at the end each new member of the Artillery was given a unique card signed by the sponsoring SWE member.

There are no records of the Artillery members, except for the membership card, which is still shown at the slightest excuse. In addition to Joe Eby and Ross Forman, other names that come to mind are Allen Doak, Don McNulty, Jack Kane, George Smith, Dana Nicholas, Vince Walecki, and John Davis. The last record that exists locally is the program for the SWE 6th Annual Eastern Regional Conference held at the Drake Hotel in Philadelphia on November 5 and 6, 1960. Alma Forman was Chairman on the Conference Committee; she was assisted by Philadelphia Section members Dorothy Hoffman, Alice Brown, Gertrude Moyer, Jean Doak, Doris McNulty, Phyllis Page, Isabelle French, Carolyn White, and many others. The Friday night banquet was preceded by the Men's Artillery induction of new members by Joe Eby and Ross Forman. But, true to their principles, no records were kept of the inductees. After all, the men always felt that, when supporting SWE, deeds speak louder than words.

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

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Address Correction Requested

UPCOMING EVENTS

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| December 2012 | |
| 13 th | Engineers' Club Multi-Society Meeting |
| January 2013 | |
| 23 rd | Discussion "Why Women Really Can't Have it All" |
| February 2013 | |
| 13 th | Engineering the Olympics |



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.