



# SWE Outlook

The Philadelphia Section ~ Region E

FY13.3 Jan 2013

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## Special Points of Interest

- WE13 Call for Participation
- Collegiate Scholarship
- Membership Spotlight
- Iron Hill Give 20 Coupon

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Submit Articles To:  
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## LETTER FROM THE PRESIDENT

"What do you want to be when you grow up?"

After receiving a grand total of three degrees in engineering, is it okay to say that I still don't know? Some things are clear - I enjoy both technical and strategic roles. I enjoy a mixture of teamwork and individual work. I appreciate the ability of my engineering career to allow me to develop in many directions, as both a scientist and a leader. I have ideas about where my path may lead me, but the future still holds excitement about what is yet to come.

At this month's "Why Women Still Can't Have It All" discussion, our highly accomplished and inspirational panelists touched on some of these themes. One message that I took away was that, while it is good to make goals for yourself, it is even better to adjust them and to allow your life to move in the direction that seems right for you and your evolving goals.

As we move into our "outreach" season, I like to keep these things in mind when speaking with younger girls. I enjoy sharing this philosophy that engineering is a wonderful career choice which affords many opportunities. Join us at our upcoming volunteer training to help us maximize that message, and come meet with girls at the Widener Engineering Mini-Camp on February 9.

Finally, 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 Alexis at [president@philaswe.org](mailto:president@philaswe.org) if you are interested in any of them:

**-Webmistress-** Maintain our award-winning website. This is a critical role which is used to inform both our membership and outside groups interested in our activities. The site is currently developed to the extent that only a basic knowledge of computer savvy is required to be able to update the site. This position is a high priority to fill immediately!

**-Science Fair Coordinator -** Coordinate judging for SWE awards at local science fairs. Most activities will take place in the spring. This position is a high priority to fill immediately!

**-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 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.

**-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 a great opportunity for a member located in the western area of our section boundaries.

**Alexis Wasserman**  
*FY 13 Section President*

## SOCIETY NEWS

### **Individual Award Nominations—Due March 31, 2013**

Do you know a fellow engineer that deserves recognition for his/her talents and contributions? Or perhaps you are looking for a nomination yourself?

SWE offers eleven individual and three collegiate awards seeking to recognize members new and experienced for technical achievement, work life balance, specialties in space exploration, teaching and more. The list is seen below and more information can be found on the [SWE website](#). For some awards, the recipient need not be a member of the society. Recipient will be announced at the WE13 Annual conference.

Achievement	Distinguished Service
Suzanne Jenniches Upward Mobility	Entrepreneur
Resnik Challenger Medal	Work Life Integration
Rodney D. Chipp Memorial	Emerging Leader
Distinguished Engineering Educator	Collegiate Member (5 awards presented)
SWE Distinguished New Engineer	Outstanding Faculty Advisor
Fellow Grade	Outstanding SWE Counselor

### **WE13—Call for Participation, Workshop Session Abstracts due March 4, 2013**

“Make Connections. Make History”

October 24-26, 2013, Baltimore, Maryland

Workshops and sessions presented at annual conference are made possible by the ideas and volunteerism of SWE members. Creating a workshop not only gives you visibility across the society, and can provide good incentive for company sponsorship to the conference. If you're interested in presenting, more information can be found [here](#).

## REGION E NEWS

### **2013 Region E Conference - March 8<sup>th</sup> – March 10<sup>th</sup>, 2013 in Wilmington, DE**

Save the date for *Big Inspiration in the “Small Wonder” State!*

The Region E and the DelMar Peninsula section are excited to host the 2013 SWE Region E Conference at the Double Tree Hotel in the Legal District of Willmington, DE.

The conference offers a diverse selection of events including workshops, career fair, networking events, and catered meals featuring distinguished female speakers.

**Register by February 4th to get the early bird registration rate.**

More information about the conference as well as online registration is available at:

<http://www.sweregioneconference.org>

Questions may be directed to [sweregioneconference@gmail.com](mailto:sweregioneconference@gmail.com)

## SECTION NEWS

### Recent Events

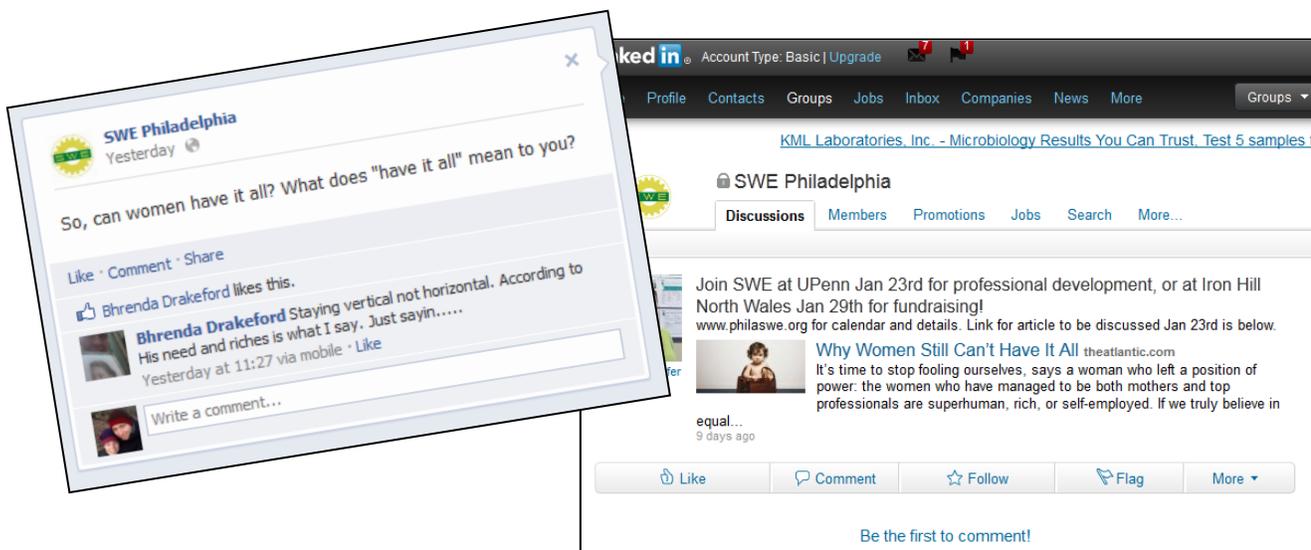
#### Engineers' Club Multi-Society Meeting

5:30pm-9pm Thursday December 13<sup>th</sup>  
Loews Hotel, 12<sup>th</sup> & Market, Philadelphia, PA



On December 13, 2012, SWE participated in the Multi-Society Meeting held at the Loews Hotel in Philadelphia. At the event, Sam Lemheney, the Chief Designer and Coordinator for the Philadelphia Flower Show, presented "The Making of the Philadelphia Flower Show." His presentation gave the attendees a behind-the-scenes look at the flower show - he discussed everything from working with the designers to what goes into actually growing the plants so they bloom in March (which is not an easy task)! In addition to the presentation, members from 20 different professional societies were present at this event so it was a great way to network with people you don't normally interact with at SWE events!

Don't forget to connect and comment on [LinkedIn](#) and [Facebook](#)!



## Upcoming Events

### Collegiate Scholarship—Applications due February 28<sup>th</sup>

Philadelphia SWE awards several scholarships in the amount of \$1,000 to full-time undergraduate or graduate students majoring in engineering, engineering technology or computer science discipline enrolled at a local university or college.

If you are a full-time student or know a well qualified collegiate, please take advantage of this opportunity! Applications include a short essay and description of activities involved in. Application and nomination forms can be found on the Philadelphia SWE [website](#). Questions can be addressed to [scholarship@philaswe.org](mailto:scholarship@philaswe.org).

### Iron Hill Brewery Give 20

Tuesday January 29, 2013 5-10pm.

Come to the Iron Hill Brewery on 1460 Bethlehem Pike in North Wales, PA 19454, for dinner and have 20% of your proceeds go towards our section. Make sure you bring this designated 20% coupon distributed by section email before hand in order to take advantage of this opportunity! Please note, the coupon cannot be distributed at the event.



**Society of Womens Engineers- Philadelphia**

Coupons may not be distributed on Iron Hill premises.  
On-site solicitation will result in termination of your event.  
Redeem only at Iron Hill Brewery in North Wales, PA  
Offer Valid 1/29/13 ONLY

**GIVE 20%**... means have dinner with us on Tuesday 1/29 from 5:00 pm – 10:00 pm and we'll donate 20% of your food bill (excluding alcoholic beverages) to the Society of Womens Engineers- Philadelphia. Thank you for your support.

**IRON HILL BREWERY & RESTAURANT**

THE SHOPPES AT ENGLISH VILLAGE 1460 BETHLEHEM PIKE NORTH WALES, PA 19454 267.708.2000 WWW.IRONHILLBREWERY.COM

### “What?! There’s Science and Technology in Sports?”

6:30pm Wednesday February 13<sup>th</sup>, 2013

Dow Spring House Technical Center

Join SWE Philadelphia and guest, Amy Millsagle, VP of Marketing for Dow Olympic Operations, for a talk about how science and technology influence sports. Advances in material science and technology are not only allowing athletes to perform better, they are allowing new parts of the world to experience sports, spectators to be closer to the action, and leaving the environment better than it was before. Amy will share some of her personal experiences from the London games and what we can expect at Sochi in 2014. A light dinner will be provided free of charge. Look for an RSVP email in late January.

## Outreach

### Widener University Engineering Mini-Camp

Saturday February 9<sup>th</sup>, 2013

Widener University, Chester, PA



Widener  
University

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](mailto:outreach@philaswe.org). We also encourage you to register as a volunteer for the event by visiting [www.swe.org/sweeterfutures](http://www.swe.org/sweeterfutures)

### Outreach Training Event

Wednesday February 6, 2013, 8pm, Webinar

We will be hosting a short training session via Webinar before Widener Mini-camp. Stay tuned for details distributed by email!

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

Welcome to SWE Philadelphia to the following members!

Melanie Aroniss  
Erin Bonney  
Diane Ess  
Devon Geyer  
Kellie Given  
Nicola Horscroft  
Roberta Kankus

Jessica Molek  
Adrienne Nikolic  
Mugdha Padalkar  
Michelle Rossi  
Ninoshka Singh  
Caroline Yang  
Tracey Ziev

Introducing...  
Membership Spotlight!



*To kick off 2013 Philadelphia SWE will be switching to monthly newsletters. With this new format, we would like to take the opportunity to increase recognition of our members. Here is our first membership spotlight! If you are interested in a spotlight or know the perfect candidate, please let us know at [newsletter@philaswe.org](mailto:newsletter@philaswe.org).*

**Please give some background on who you are. Details include but are not limited to your name, company, position/title, description of job, years with company, favorite hobbies etc.**



My name is Caroline Fernandez. I work as an aerospace composites design and stress engineer for a privately held company called Greene, Tweed. This is my first job out of school and I have been with the company for a year and half. I got my bachelor's degree from Pomona College (Claremont, CA) in Astrophysics and Music, and my mechanical engineering degree from Washington University in St. Louis. I have lived all over the US except for the east coast and the job at Greene, Tweed gave me the opportunity to explore the region.

I love music, traveling, sports, meeting/networking with people, and keeping busy, so my life never has a dull moment! I have been playing the violin for 14 years, and I currently perform with the Lower Merion Symphony Orchestra. I stay active by playing competitive volleyball in the Manayunk Sport and Social league. My job allows me to travel a lot: I have been to about 10 different cities in the past year and I love it. Lastly I value creating strong, lasting relationships with people.

### **What is your personal philosophy?**

Work hard, play harder. I think it's important to reward yourself after a job well done!

### **What is the most important lesson you have learned throughout your career?**

Two things:

- 1) Have a few mentors that will help you develop both your technical skills and your soft skills, and if you don't have one, ask someone you respect and aspire to be. It's so important to build relationships at work, and not just in your field. Plus you can learn/grow faster in both your career and life.
- 2) Be proactive. These lessons get you to where you want in your career, and you earn and build respect from others.

### **What is one of your life's goals? It can be personal or professional.**

When I retire, I want to open up a small cafe on a beach in Southern California. Also, once I've settled down, have a music studio in my house so I can produce my own music.

***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

<b>Elected Officers</b>	<b>Name</b>	<b>Email</b>
<b>Executive Council Voting Members</b>		
President	Alexis Wasserman	<a href="mailto:president@philaswe.org">president@philaswe.org</a>
Vice President Outreach	Danielle Dunn	<a href="mailto:outreach@philaswe.org">outreach@philaswe.org</a>
Vice President Prof Develop	Jackee Mohl	<a href="mailto:profdev@philaswe.org">profdev@philaswe.org</a>
Vice President Comm	Jennifer Pesch	<a href="mailto:communications@philaswe.org">communications@philaswe.org</a>
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Section Representative	Tanesha Bedford	<a href="mailto:taneshabedford@gmail.com">taneshabedford@gmail.com</a>
Alternate Section Rep	Tori Morgan	<a href="mailto:vmorgan811@verizon.net">vmorgan811@verizon.net</a>
<b>2012 Committee Chairs and Section Leaders</b>		
<b>Outreach Group</b>		
Awards	OPEN	
Certificate of Merit	Barbara Faust (Temporary Contact)	<a href="mailto:barbara.faust@swe.org">barbara.faust@swe.org</a>
Collegiate Liaison	Mary Beth Biddle	<a href="mailto:marybethb422@gmail.com">marybethb422@gmail.com</a>
Girl Scouts	OPEN	
Engineering Mini-Camp	Vicki Brown	<a href="mailto:vbrown@mail.widener.edu">vbrown@mail.widener.edu</a>
Engineers' Club Liaison	Jennifer Pesch	<a href="mailto:communications@philaswe.org">communications@philaswe.org</a>
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Science Fair Coordinator	OPEN	
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Newsletter Editor	Andie Maret	
Publicity	OPEN	
Webmaster	Anita Sapre	<a href="mailto:webmaster@philaswe.org">webmaster@philaswe.org</a>
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Swarthmore Counselor	Rebecca Rose	<a href="mailto:rebecca.snelling@gmail.com">rebecca.snelling@gmail.com</a>
Temple Counselor	Jennifer Bullock	<a href="mailto:jennifer.bullock.jb@gmail.com">jennifer.bullock.jb@gmail.com</a>
University of Pennsylvania	Alexis Wasserman	<a href="mailto:president@philaswe.org">president@philaswe.org</a>
Villanova Counselor	Alisha Tricciola	<a href="mailto:alisha.trocciola@gmail.com">alisha.trocciola@gmail.com</a>
Widener Counselor	MaryAnn Skehan	<a href="mailto:maryann.b.skehan@boeing.com">maryann.b.skehan@boeing.com</a>
Messiah SIG Counselor	OPEN	

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

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Norristown, PA 19401  
[www.philaswe.org](http://www.philaswe.org)  
[info@philaswe.org](mailto:info@philaswe.org)

Address Correction Requested

## UPCOMING EVENTS

<b>January 2013</b>	
29 <sup>th</sup>	Iron Hill Brewery: Give 20
<b>February 2013</b>	
9 <sup>th</sup>	Widener Engineering Mini Camp
<b>February 2013</b>	
13 <sup>th</sup>	"What?! There's Science and Technology in Sports?"



Society of  
Women Engineers

ASPIRE • ADVANCE • ACHIEVE

*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.*