



SWE Outlook

The Philadelphia Section ~ Region E

FY13.4 Feb 2013

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Special Points of Interest

- Can Women Really Have It All—Recap
- Outreach Webinar
- Volunteer Shirts
- Upcoming Mother Daughter Tea!

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LETTER FROM THE PRESIDENT

Spring is a time of wonder, as we watch the days grow longer and the flower buds bloom. Each year I look forward to this season as we emerge from the cold of winter, ready to enjoy nature's rebirth and to see things anew. The changing of the seasons is just one cue to remind us to pay attention to the wonder of the world around us.

Spring is also the time when we find ourselves in Philadelphia SWE becoming most active in bringing the wonder of science and engineering to girls via our outreach programs. There are several opportunities for this right now, so please join us as we judge and provide awards at upcoming science fairs, as we present panels and workshops at GEARS Day, as we provide scholarships, and as we present activities at the Philadelphia Science Festival. We also are excited to introduce a new event, a Mother Daughter Tea on March 23, in which we invite members to share SWE with someone special in your life...we look forward to inspiring the next generation of future engineers via our outreach events as well as within our own families!

As you look through this month's announcements, please consider joining us in volunteering for some of our springtime activities. Additionally, 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 if you are interested in any of them:

-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

Reminder: Individual Award Nominations—Due March 31, 2013

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

Last Chance to Register!

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

Big Inspiration in the “Small Wonder” State!

Location: Double Tree Hotel in the Legal District of Willmington, DE.

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

SECTION NEWS

Recent Events

Can Women Really Have It All? –Discussion

Wednesday, January 23rd, 2013

SWE Philadelphia welcomed three speakers to the University of Pennsylvania on January 23rd, for a panel discussion on the Atlantic article "Why Women Still Can't Have it All" by Anne Marie Slaughter. Our speakers were Diane Hymas, Tessa Anodide, and Dr. Katherine Kuchenbecker. We were happy to network with these speakers and the 20 attendees from the Philadelphia, Drexel, and UPenn sections. There was much in common from our speakers concerning spending time developing goals, practicing effective time management both at work and at home, and seeking skills related to negotiation on the job. Each speaker brought her own perspective and experiences to the discussion. For example, Diane spoke about proposing a part-time work arrangement so that she could continue her career after having a baby; there was no maternity-leave policy at her company at that time. Tessa shared her thoughts on communicating with project team members regarding her availability outside of work hours - she uses "no Blackberry" times in the evening on a consistent basis. Dr. Kuchenbecker noted that a periodic self-check to define and refine goals, personally and professionally, will be helpful to prioritize what's most important to you through your career.

One of the main points raised by this article is that just working harder, or being more dedicated to your career or home life, will simply not allow you to "have it all". The author emphasizes that such messages to women beginning their careers do not provide meaningful guidance. She feels that society as a whole would potentially have to change in order to allow for a true change in the ability of women to take on high levels of professional responsibility while maintaining attention to their families. For example, "make work schedules match school schedules".

Our discussion January 23rd could have lasted well into the night, as there were so many angles on the basic topic of what success means for each of us and how we go about making decisions for our careers and with our families and personal needs and dreams in mind. Here are a few more points from the discussion -

- Think about and determine what you "should do" vs. what you want to do
- Recognize your own accomplishments
- Evaluate how you enjoy (or don't enjoy) the activities you pursue
- Think about how much time you want to invest in each of your interests, and stick to this once you've prioritized your time
- Establish boundaries at your workplace and at home (time, being "on call", checking messages, etc.)
- Ask questions about medical and childcare leave during job interviews
- Be clear with your manager and work team concerning job expectations
- Be your own advocate - find and use mentors - negotiate - ask!

Iron Hill Brewery Give 20

Tuesday January 29, 2013 5-10pm.

We had about 20 members, friend and family come out to our Iron Hill Brewery Give 20% event. By using the give 20% back coupons we raised \$50 for the section. If you did not get a chance to come out this time, look out for next year's dinner!



Outreach Webinar

8-9pm Wednesday, February 6th, 2013

Philadelphia SWE members and Widener camp volunteers were invited to attend a webinar to educate our volunteers on what to expect for upcoming outreach events. Our VP of Outreach, Danielle Dunn gave valuable advice on what to say and great website resources such as engineeryourlife.org. For instance, it's important to remember stay away from the acronyms we use at work all the time and to engage young students in the exciting parts of your career to demonstrate what they may have to look forward to after school. It's also important to be honest about how difficult the curriculum can be, but also how it is completely possible to get through if you work hard.

Volunteer Shirts

SWE Philadelphia has purchased volunteer shirts for active outreach volunteers! If you are an active volunteer and are interested in this fashionable shirt please contact Danielle at outreach@philaswe.org.



Widener University Engineering Mini-Camp
Saturday, February 9th, 2013



Widener
University

Even though the snow storm prevented some registrants hailing farther North from attending, Widener Mini Camp had 139 high school girls and 95 parents from Maryland, New Jersey, Pennsylvania and the Washington DC area attend! It was an awesome day filled with hands on science and engineering workshops as well as student and professional panels. Pictures below are from an Air Flow and Chemical Reactions workshop.



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

6:30pm Wednesday February 13th, 2013
Dow Spring House Technical Center



Amy Millslagale, VP of Marketing Olympic Operations joined us from her home in Nashville, TN to discuss how science and technology influence sports. Amy gave us many examples such as the Nike Running Lab and a soccer stadium in Qatar that is supercooled during the day to make it more comfortable for people to play in the overwhelming heat typical to that area. We also learned how being an Olympic Partner adds value to a company and the technology that is put into the Olympics to help make a sustainable and eco friendly program. For instance the stadium wrap used in the London games is now being used for shade and shelter in third world countries around the globe. We had about 30 in attendance including participants from the Dow Spring House facility that are not SWE members.

Upcoming Events

Mother Daughter Tea Social

2-4pm Saturday March 23rd, 2013

Where: The Talking Tea Cup, 301 West Butler Ave, Chalfont, PA 18914

Cost: \$20 for 4 course tea for adults, \$5 for Children's tea for kids



Save the date for our mother/daughter social event. Feel free to bring either your mothers and/or your daughters to this event, but please don't feel obligated. Everyone is welcome. The tea will feature a 4 course lunch for the adults, and a 3 course "children's tea" for the kids. The Talking Tea Cup is a full service Tea Room in a 250 year old farmhouse. This is a great time to socialize with other members and meet their families. RSVP information will be coming shortly.

<http://www.thetalkingteacup.com/>

Outreach

GEARS Day

9am-4pm, Saturday April 6th, 2013

University of Pennsylvania

Sign up through [SWEeter futures website](#).

Volunteers from engineering or related science fields are needed to: 1) lead a workshop, 2) assist with a workshop, and/or 3) participate in a panel discussion. The workshops include a discussion about engineering (personal experiences, daily job activities, etc.) and/or a hands-on activity related to that field of engineering (workshop leader will choose the hands-on activity). The panel discussion will also focus on personal experiences, daily job activities, etc.

If you are interested in participating, please email outreach@philaswe.org.

Science Festival

Saturday April, 20th

Creating a Gas

Ben Franklin Parkway

SWE is participating in the Philadelphia Science Festival We will host a booth and provide a hands-on activity April 20th from 10 AM to 5 PM. We are looking for volunteers to help out , 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.

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

Coming up in the March Newsletter: Scholarship Winner's, Where Are They Now?

In celebration of our 2013 collegiate scholarship winners that will soon be announced we would like to also celebrate past winners and recognize their accomplishments since their collegiate membership days. If you were a past scholarship winner or can recommend someone, please write to us at newsletter@philaswe.org.

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	
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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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Address Correction Requested

UPCOMING EVENTS

March 2013	
March 23	Mother Daughter Tea
April 2013	
April 6	GEARS Day at UPenn
April 2013	
April 20	Philadelphia Science Festival



**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.