



SWE Outlook

The Philadelphia Section ~ Region E

FY13.5 March 2013

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LETTER FROM THE PRESIDENT

Happy Spring!

As the weather turns warmer, our section activities are heating up! It was great to see many of our members at the Region E conference in early March as well as at our first (hopefully annual) Mother/Daughter Tea towards the end of the month. Please see inside of the newsletter for highlights from these events.

Heading into April, we've got several outreach activities going on, including science fair judging, Penn GEARS Day, and the Philadelphia Science Carnival. At the end of April, we will take the opportunity to honor our scholarship winners as well as several section members at our Awards Brunch. Contact outreach@swe.org if you have questions about any of these events!

Finally, please take the time to think about your interest in Philadelphia SWE leadership roles for next year. We're in the process of putting together a nominating committee and candidate slate for elected executive board positions. If you have questions, please contact president@philaswe.org.

In this Edition:

- Celebrating 50 years of service for Barbara Faust!
- Nominate a SWEFL
- Recap: Region E conference and Mother/Daughter Tea
- Upcoming Outreach!

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FY 13 Section President

SOCIETY NEWS

Nominate a SWE Future Leader (SWEFL)—Due April 9, 2013

Do you know any outstanding collegiate members that deserve recognition and the opportunity to learn and meet others in SWE? Nominate her as a FY14 SWE Future Leader (SWEFL)! Nominees should have no more than two years left of her current degree program (undergraduate or graduate) and a minimum GPA of 3.0/4.0. Nominees should be active collegiate member with strong leadership potential and an interest to extend involvement in the Society beyond the collegiate experience. SWEFL's are chosen per region and have the opportunity to attend the Collegiate Leadership Forum (CLF) in Illinois August 1-3, 2013. CLF is a great chance to meet BOD and collegiate members from across the country.

The nominator cannot be the nominee herself as one of the leadership metrics used for recognizing future leadership is to establish networks and relationships. The nomination form asks for contact information for the nominee/nominator and the following:

1. Current involvement in university section and/or other Society activities
2. Potential future involvement in university section and/or other Society activities
3. Activities and responsibilities in other organizations that show positive leadership skills and abilities
4. Traits and capabilities of the nominee that indicate her leadership potential
5. How the nominee would benefit from participating in the SWEFL program
6. How others would benefit from the nominee participating in the SWEFL program

Please complete the following [nomination form](#) before April 9th. If you have any questions, contact SWEFL Coordinator, Andie Maret andrea.maret@swe.org.

REGION E NEWS

Region E Conference

March 9th-10th, 2013

by Jen Garner

This year's Region conference was held in Wilmington, DE with the theme "Big Inspiration in the Small Wonder State". The conference planning team, which included members from DelMar Peninsula, Philadelphia, and other Region E sections, built a well-rounded weekend of networking, technical and development workshops, and engaging speakers. Attendees enjoyed Friday night's networking social at the World Cafe Live, a music venue featuring artists from a wide variety of styles. Similarly, the interaction with members from across the region allowed us to share tips on landing a first job, best practices for professional sections, and a great way to unwind after the week and the travel to the conference.



Following tradition, the workshops on Saturday were grouped into SWE, Technical, Collegiate, and Professional Development tracks. My personal highlights included a morning session on emotional

intelligence, which reminded me to take inventory of self awareness and relationship management as I grow in my career and personally. In the afternoon, I was impressed with the technical topic about the Queens, New York area "Maspeth Bypass" traffic project. This project showed how civil engineering, transportation routes, and community feedback merged (pardon the pun) to allow smoother traffic flow, vastly improved safety, and support of local businesses in the neighborhood.

Also on Saturday, speaker Deb Grubbe reminded us that the choices we make as professionals are critical for long-term success. One of her messages was to be clear about what you stand for, because your reputation will outlast you. What a strong message for engineers, as we face technical challenges but also opportunities to make a difference in areas of healthcare, access to utilities, energy, and improved environmental conditions around the world.

The Philadelphia section and its members were recognized for our contributions to the organization and personal outreach to members and the greater engineering community. Barb Faust and life members and invaluable mentor to many section officers and members was recognized by Heather Bernardin, Region Governor, for Barb's 50 years of service to SWE and her personal connection with members. The section was also presented with the Communications Award, based on our website, newsletter, and other member communications. Key contributors to this award were our webmistress Diane Ess, and the section officers Danielle Dunn and Jennifer Pesch for providing valued feedback. We would also like to recognize Diana Madden as the creator of the website.

The 2014 Region E Conference will be held at Virginia Tech, Blacksburg, VA. Dates have not been finalized, but the next planning team is already started to ensure another successful weekend!

SECTION NEWS

Recent Events

Mother Daughter Tea Social

2-4pm Saturday March 23rd, 2013

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

Phila SWE members gathered at The Talking Tea Cup in Chalfont with their daughters, sisters, mothers and friends on a beautiful Spring Saturday afternoon. We were served an array of teas,



delicious biscuits and tiny sandwiches! This was a great event to relax, gather and get to know fellow SWE members and their families. Laura Worley from the Drexel student section was also able to join us with her mother and sister. We encourage all collegiate to come to future events as well. This type of event is new for the section this year, but historically Philadelphia SWE began with a few tea meetings among its founding members. We hope to continue this as an annual event.



Upcoming Events

Awards Brunch- Section and Collegiate Scholarships
11am-1:30pm Sunday April 28th Cuba Libre, Philadelphia

Join SWE Philadelphia as we recognize valued members of our section and congratulate our collegiate scholarship recipients! We will celebrate with good food and friends. Eunice Heath will be joining us as our speaker for the event. Heath is the Senior Director of US Northeast Region Government Affairs & Corporate Citizenship Affairs for Dow Home & Personal Care. RSVP coming by email soon! In the meantime, check out the venue planned for this event:

<http://cubalibrerestaurant.com/i/philadelphia/>



Outreach

Science Fair Awards - Judges Needed!

This year SWE-Philadelphia will be providing science fair awards at the regional Delaware Valley Science Fairs (DVSF) competition on Wednesday, 3 April 2013. The SWE Special Awards are provided to middle school and high school girls who have outstanding engineering or engineering-related projects. SWE judges are needed to review projects and interview students to determine award winners. Each event has morning and afternoon sessions. If you can't make the whole day, your help will be appreciated whenever you can be there.

DVSF is held at the Greater Philadelphia Expo Center in Oaks, PA. DVSF includes six competitions - one for each high school grade, one for middle school (grades 6-7-8), and one for Teams. All registration is via the DVSF web site www.drexel.edu/dvsf - or just Google DVSF and click on Judges to sign up as a SWE Special Awards Judge.

Volunteers Needed for Penn GEARS Day: Girls in Engineering And Related Sciences

Outreach Audience: About 75 High School Girls

When: Saturday, April 6, 2013

Where: University of Pennsylvania campus, Philadelphia, PA

Time Commitment: 4-8 hours

Description: GEARS Day is a fun event that allows high school girls to interact with engineering professionals, professors, and college students while participating in hands-on laboratory workshops representing various engineering fields. Volunteers are needed to assist with the workshops, lead small groups of girls to each of their workshops, help with registration, etc. If you would like to volunteer, the GEARS Day collegiate co-chairs are collecting volunteer information in the following Google Doc:

<https://docs.google.com/spreadsheet/ccc?key=0AvYNu3jVRviwdEx0MHQ2bVhfZENEcEV3cjIOUHhc1E#gid=0>

The Google Doc also contains more detail about the volunteer tasks and event schedule, so be sure to check it out!

Volunteers Needed for the Philadelphia Science Carnival

Outreach Audience: Philadelphians of All Ages

When: Saturday, April 20, 2013

Where: Ben Franklin Parkway, Philadelphia, PA

Time Commitment: 2-5 hours

Description: Scientists and engineers throughout the city offer fun, interactive programs for Philadelphians of all ages at the Philadelphia Science Carnival. Volunteers are needed to staff the SWE Philadelphia booth in shifts. We will present a hands-on science activity for the kids, and also share information about SWE and engineering in general. This year's activity will demonstrate how to inflate a balloon without blowing into it, using the magic of chemistry. To sign up as a volunteer, please register for the event on SWEeter Futures:

<https://swe.angelpointsevs.com/handlers/event/managed-detail.aph?eventManagerDetailCID=4788421-03eba3291a5c72b5f318e394ab3b4d47>

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

Celebrating Barbara Faust's 50 Years with SWE!

Philadelphia's very own Barbara Faust was recently recognized at the Region E conference in Delaware for her 50 years of service with SWE. Barbara graduated from Penn State as one of the first women in an Engineering program. She began her career in GE in the Space Technology Engineering rotational Program. This section of GE was later bought by Martin Marietta and then merged with Lockheed Martin.



We asked her a couple of questions about her career with SWE:

- 1. What was your main reason for joining SWE when you were a collegiate?** There weren't many female engineering students at Penn State during my undergraduate days - we may barely have had enough to even start a SWE Section. I really don't remember how I learned about SWE in the first place, but it looked like a good organization where I might be able to interact with other women engineers - somehow I was able to procure an application and sign up while I was a junior. Looking back, I would have to say that I was probably a Member At Large or MAL at the time.
- 2. What has kept you motivated to be an active member?** I think that SWE is a good organization that provides not only a place to develop professional skills in a non-threatening environment, but also a means for introducing girls and young people to engineering and encouraging them in their STEM studies. Throughout the years, SWE members have become good friends, provided sound advice, and listened when I needed to vent.
- 3. Who is your biggest role model (can be within or outside of SWE)?** I have to say my parents - my Dad is the one who encouraged me to become an engineer ever since I was a young child. Both of my parents taught me and my siblings the value of always doing the best that we could and doing more than the minimum required, whatever the task.
- 4. Did you face any challenges to earn your degree?** Yes - Engineering Science is an honors program at Penn State - much was expected from us in our classes. At the time, girls on campus had to be back in the dorm by 11 or 11:30pm on weekdays. I wound up doing a lot of my studying in the Engineering Library because at least there I could find a classmate or someone to help with whatever problem I was working on.

5. **What was your motivation for choosing engineering?** Initially it was because that was the direction that my father was encouraging me. I was always interested in math, science, and generally what makes things work / how they work. After being on campus and looking at a lot of other majors and their requirements, it was obvious that engineering was the best fit for me, especially after I was invited to the multi-disciplinary Engineering Science program. I've never regretted my decision.
6. **Do you have any advice for other members of SWE (new collegiates or experienced professionals)?** SWE is a great place to develop organization and professional skills while meeting engineers from a wide range of backgrounds and who work in many different areas. You can learn much about how other companies or businesses operate and various aspects of their culture that may differ from where you work. You have the opportunity for developing an extraordinary network of friends and associates for mutual support in all sorts of matters, both professional and personal.
7. **Is there a key aspect of the society that you would suggest to take advantage of that has significantly helped your career?** Part of my motivation for getting active in SWE was to get over my embarrassment whenever I had to speak up at a meeting at work. For whatever reason, I use to really get red in the face - and getting told by co-workers that "you're blushing" only made it worse. SWE helped me develop some skills by speaking on career day to various high school students and to conduct SWE meetings during my many years as a Section Officer. I had joined the debate team at my high school for many of the same reasons - public speaking is not my strong talent, but I am much better now than I used to be.
8. **How has the society changed since your collegiate days?** The Society has become much larger, and with that growth comes the loss of close association and knowledge of people and personalities that is found in the smaller group. I really didn't know much about the Society during my collegiate days in the early 1960s. I became active in 1964 after I graduated from Penn State and went to work at GE Aerospace in Valley Forge / King of Prussia. I became part of the Philadelphia Section at that time and was nominated to be a section officer when I went to my first SWE meeting that was held at Doris McNulty's house that summer. In those days we had member directories for the section as well as for the Society. You new just about everyone in the Section and you could also call HQ in New York and speak to someone who could provide answers - that was way before the days of email and texting, etc.
9. **What has been your favorite SWE event (i.e. conference, meeting, social)?** There have been many - I really liked the first behind the scenes tour that we had at Longwood Gardens - their engineer was delighted to show us how the pumps for the water fountain displays were controlled by computer punch cards and to show us the workings of the great organ in the DuPont dining room. National Conferences during the 1980s were also a great break for me to get away from the pressures at work - everything piled up while I was gone, but it was a sanity break to attend workshops, take technical tours, and hang out with friends to get caught up on what was going on in our lives.

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
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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	
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Messiah SIG Counselor	OPEN	

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

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Address Correction Requested

UPCOMING EVENTS

April 2013	
April 6	GEARS Day at UPenn
April 2013	
April 20	Philadelphia Science Festival
April 2013	
April 28	Awards Brunch



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.