



SWE Outlook

The Philadelphia Section ~ Region E

FY14.3 December 2013

INSIDE THIS ISSUE:

LETTER FROM THE PRESIDENT	1
SWE NEWS	2
SECTION NEWS	2
UPCOMING EVENTS	4
PREVIOUS EVENTS	4
MEMBER NEWS	5
CONTACT LIST/OPEN POSITIONS	6-8

LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

Happy holidays, everyone! I hope you will all get plenty of opportunities to celebrate the season with family and friends. Partially because December tends to be so busy for everyone, our mother/daughter/sister/friend afternoon tea social event has been postponed to 2014. Stay tuned for more details.

In this season of heightened marketing for toys and games, a commercial for GoldieBlox has made quite a splash on YouTube. It's pretty great if you haven't seen it; search "GoldieBlox machine" on YouTube to watch it. In the video three girls, who are clearly very bored with the onslaught of pink and purple "princess" toys offered to them, build an extensive Rube Goldberg machine. As cool as the commercial is, it's apparently sparked an online debate about whether the GoldieBlox toys themselves live up to the hype. Still, it's encouraging to think that the toy industry might be moving in the right direction to help girls consider STEM pursuits. By now you have probably heard that General Motors has named electrical engineer Mary Barra as its next CEO – the first female CEO for a major international car company. Who knows? Maybe she was inspired by playing with "boy" toys like Matchbox® cars when she was a kid. This issue of *SWE Outlook* also features the girls' robotics team at the Philadelphia High School for Girls, which our section is sponsoring. Perhaps someday one of these ladies will help design new and improved STEM-oriented toys and games for girls.

Inside you'll also find highlights from our Gardasil® manufacturing facility tour at Merck earlier this month, and save-the-date reminders for our upcoming events early in 2014. Until then, have a safe and rejuvenating holiday!

Danielle Dunn
FY 14 Section President

In this Edition:

- Welcome FY 14 Officers
- Upcoming Events

Contributing Authors:

Danielle Dunn
Mary Beth Biddle

Editors:

Cassandra Zook
Sara Ray

Submit Articles To:
newsletter@philaswe.org

SOCIETY NEWS

SWE Donations and Tax Deductions - Philadelphia Section



Membership in Philadelphia Society of Women Engineers shows your interest in the professional development, networking, and outreach activities that we have to offer. Partner with us even further with a donation to Philadelphia Society of Women Engineers.

Your dollars can fund scholarships for local female engineering students, outreach activities targeting high school girls, other outreach events, or professional development events. Donate now and maximize your deductions for the 2013 tax year!

Donations can be made using the following link: <http://goo.gl/Oq2vAF> (or using the button on the right side of our website at <http://www.philaswe.org/index.php>)

SECTION NEWS

Welcome to the FY14 Philadelphia SWE Officers!

Get to know some of our new FY14 section officers! Check out the answers to these interview questions below to see what they have in store for our section this upcoming year and just get to know them!



Maria Legato, Collegiate Liaison

1) What is your company, position, and job responsibilities?

I work as an electrical engineer for Naval Air Systems Command (NAVAIR), which is part of the US Navy. My work involves the design, implementation, and revision of a shipboard network.

2) What is a hobby of yours?

I sing and play bass in a band comprised of my coworkers. We were able to perform at the holiday party for NAVAIR two years in a row.

3) What is one interesting fact about you?

I have attended an Elvis wedding in Las Vegas. My parents renewed their vows for their 25th wedding anniversary with Elvis!

4) What would you like to see Philly SWE do over the next year?

I would love for Philly SWE to have a presence with the local collegiate sections through joint events and panel sessions. I am also looking forward to STEM Outreach programs with local Girl Scout troops.

5) What is your favorite quote?

You must do the thing you think you cannot do. - Eleanor Roosevelt

Save the Date!! Region E Conference

“Engineer the Future”

March 28-30, 2014 at Virginia Tech

Save the Date!! Penn Society of Women Engineers Presents: GEARS Day

Saturday March 22nd at the University of Pennsylvania

GEARS Day gives 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. The girls at UPenn are looking for workshop leaders, workshop volunteers, or general volunteers who would be willing to help out for the day. Contact gears.day.upenn@gmail.com with questions or interest in volunteering.

Philadelphia High School for Girls Robotic Club

The Philadelphia High School for Girls TechBots reached out to Philly SWE for support earlier this year. Cassandra Zook has been meeting with the girls while they construct a robot to compete in the Pennsylvania First Tech Challenge. The TechBots are in their third year and have made great progress in such short time. The team, lead by President Chelsea Sainte, recently competed in the Philadelphia Meets Event to compete with other schools and demonstrate their robot. This amazing group of girls, some with little or no engineering or robotics experience, are learning to build and program a robot, keep an engineering notebook, think critically about design options, and follow through with a functioning product. So far their robot can turn a lever to lift a flag and push blocks into their goal with the next task being to pick up the blocks. If you are interested in mentoring opportunities or assisting the team financially with a donation contact GhsTechnoBots@gmail.com for more info.



The TechBots testing their robot at the flag raising event.



Left: The girls assembling the robot chassis. Right: Several members of the team pose with their robot.

UPCOMING EVENTS

Volunteer Training Webinar – January 15th

If you plan to volunteer for any of SWE-Philadelphia's outreach events in 2014, or any other STEM outreach activities for that matter, tune in to this webinar for advice on how to effectively talk to girls about engineering careers. Save the date! More details to follow.

Call for Speakers! - February 18th

On February 18th, Philadelphia SWE is hosting a meeting where women can learn from our own members. We are seeking 3-4 women to talk to the group about a technical, problem-solving, or project management related topic for approximately 15 minutes each. For example, you may practice a presentation you are preparing for work or discuss key lessons learned from a project. Please contact Diane Ess at profdev@philaswe.org if you are interested in jump starting our Knowledge Sharing with a presentation.

UPenn Corporate Dinner, Hilton Inn – February 20th

The annual corporate dinner is a professional networking dinner and reception event hosted by the University of Pennsylvania Section of the Society of Women Engineers. The event offers an excellent chance to increase company visibility and to reach out to enthusiastic Penn students looking for career opportunities with your company. Every year, around 150 undergraduate and graduate students pursuing various degrees and majors across the university attend. It is by far Penn SWE's largest and most successful event. Penn SWE cordially invites you to join them as sponsors in an effort to make the event a success! Please contact swecorporatedinner@gmail.com for more information on sponsorship levels.

Widener Mini Camp

When: Saturday, February 8, 2014

Location: Widener University, Chester, PA

A one-day event filled with hands-on projects and lots of fun. There is also an optional parents program available, which covers the processes of engineering school admissions and financial aid. Volunteers are needed to support the hands on labs with the students and participate on panel discussions.

Please email outreach@philaswe.org if you are interested.

Interested in a Step Class?

Philly SWE is trying to gauge interest in a free Step Class that would take place in Downingtown, PA on January 11th, 2014. A certified instructor would lead the class and provide the step blocks. If you would be interested, please email Mary Beth at communications@philaswe.org.

PREVIOUS EVENTS

Merck Tour, Gardasil Facility – December 4th

GARDASIL is a vaccine to prevent disease caused by Human Papillomavirus (HPV). It helps protect against 4 types of HPV, 2 of which cause about 75% of cervical cancer cases. Attendees were led on a window tour of the Merck manufacturing facility where GARDASIL® bulk vaccine is produced. In the process, we learned about the steps the of the GARDASIL process, including fermentation and purification, as well as the business challenges inherent in making safe and effective vaccines. Afterwards, Philly SWE members enjoyed a delicious dinner and lively conversation at La Campagnola Ristorante!

MEMBERSHIP ANNOUNCEMENTS

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

<u>Elected Officers</u>	<u>Name</u>	<u>Email</u>
Executive Council Voting Members		
President	Danielle Dunn	president@philaswe.org
Vice President Outreach	Amanda Weissman	outreach@philaswe.org
Vice President Prof Develop	Diane Ess	profdev@philaswe.org
Vice President Communication	Mary Beth Biddle	communications@philaswe.org
Secretary	Marie Brady	info@philaswe.org
Treasurer	Alexis Wasserman	treasurer@philaswe.org
Section Representative	Elisha Rios	elisha.rios@merck.com
Section Representative	Tori Morgan	vmorgan811@verizon.net
Alternate Section Rep	Amanda Weissman	outreach@philaswe.org
FY14 Committee Chairs and Section Leaders		
Outreach Group		
Awards Coordinator	Jill Foster	foster@quakerchem.com
Certificate of Merit	Nicole Wilson	nicolecwilson@hotmail.com
Collegiate Liaison	Maria Legato	Legato.maria@gmail.com
Girl Scouts Co-Chair	Jill Cardamone	jcardamone@gmail.com
Girl Scouts Co-Chair	Elizabeth Rowland	erowland1824@gmail.com
Engineering Mini-Camp	Vicki Brown	vbrown@mail.widener.edu
Engineers' Club of Philadelphia Liaison	OPEN	
Scholarship Program	Tori Morgan	scholarship@philaswe.org
Professional Development		
Corporate Liaison	Annie Liu	corporate@philaswe.org
Meeting/Events Coordinator	Tracie Spangler	rsvp@philaswe.org
Communications		
Membership	Jennifer Garner	membership@philaswe.org
Newsletter Editor	Cassandra Zook	newsletter@philaswe.org
Newsletter Editor	Sara Ray	
Webmistress	Diane Ess	webmaster@philaswe.org
Collegiate		
Drexel Counselor	Elizabeth Henning	Eah827@gmail.com
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	

Open Officer Positions

We have an open officer position that needs filling for the FY14 year due to the transitioning of some of our members. Taking on an officer role is a great way to get more involved in the section and have an impact on the decisions made. Feel free to contact Danielle (president@philaswe.org) if you are interested for more information.

Engineer's Club of Philadelphia Liaison - Responsible for coordinating with the Engineer's Club to share information with our section.

SOCIETY OF WOMEN ENGINEERS PHILADELPHIA SECTION, REGION E

PO BOX 1105
Norristown, PA 19401
www.philaswe.org
info@philaswe.org

UPCOMING EVENTS

October	
Jan 15 th	Training Webinar
Feb 18 th	Call for Speakers
Feb 20 th	UPenn Corporate Dinner



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.