



SWE Outlook

The Philadelphia Section ~ Region E

FY12.1 Sept/Oct 2011

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Special Points of Interest

- WE11 Annual Conference!
- Upcoming Events
- Iron Hill Fundraiser
- Outreach - STEM

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LETTER FROM THE PRESIDENT

Hello SWE Philadelphia,

Welcome to FY12! I am excited to join the Executive Board this year. I want to thank all of the out-going officers and committee chairs for all of their hard work last year. This year's board is comprised of experienced members and eager new members and I am happy to be working with such a great group of ladies. All committee chairs have been filled except for one! Don't worry there will be plenty of opportunities this year for all members to be involved.

The board has already been hard at work planning an activity filled FY12. I want to thank all of the members that took the end of the year survey and congratulate Lee Wolfe for winning the \$25 Target gift card. Everyone's input was greatly appreciated and used during our annual planning meeting which was held back in August. At this meeting 13 of our officers and committee chairs met at my office for a fun filled, rainy day of goal setting and calendar planning. I hope that you'll enjoy all of the events that we have planned for the year. This year we're going to try something new and have two events a month, one being more social in nature and the other being technical.

We've already had one successful event so far this fall. Our annual kick-off social was held at MaGerk's in Fort Washington. We had 9 members and 3 new members attend this event.

This week the Society Conference, WE11, will be hosted in Chicago. Though I will not be attending this year, I will be reading about our very own Alexis Wallen Wasserman in the SWE magazine conference issue. Alexis has received the 2010 Outstanding Counselor Award for her dedication to the University of Pennsylvania SWE Section. I am also proud of our members, Jessica Snyder and Tessa Anodide, for being presenters at conference.

Chicago might be too far for many of us to travel to, but New York is just a train ride away. The Region has been making a lot of progress planning the Region Conference, "SWE in the City," which will be held March 30th- April 1st in NYC. Read more about Region conference in the newsletter. The Region also has some exciting news; Heather Bernardin is the first Philadelphia Section member to be elected Region E Governor!

I look forward to meeting each and everyone of at this year's events.

Diana Madden

FY12 Section President

SOCIETY NEWS

SWE Annual Conference: Raising the Heights of Innovation - October 13-15th, 2011 in Chicago, IL

The SWE Annual Conference was held in Chicago two weeks ago. We had many members attend, and two members, Jessica Snyder and Tessa Anodide, gave presentations. We want to send special congratulations to Alexis Wallen Wasserman, who received the Outstanding SWE Counselor Award for her work with the University of Pennsylvania SWE Section. Also, our Philly SWE website earned second place for the 2011 Strategic Communications Award!



REGION E NEWS

FY2011 Award Winners

Congratulations to all the winners!

Outstanding Region E Collegiate Section:

First Place: University of Pennsylvania

Second Place: Stony Brook University

Communication Media Award:

Professional Section: New Jersey

Collegiate Greatest Percent Increase in Membership:

First Place: Old Dominion University

Second Place: New Jersey Institute of Technology

Third Place: University of Pennsylvania

Collegiate Greatest Number of New Members:

Cornell University

2012 Region E Conference - March 30th - April 1st, 2012 in New York, NY

Save the date for *SWE in the City: Energizing Your Career in NYC!*

The conference will include workshops and seminars tailored towards undergraduate students, graduate students, professionals, and SWE members and a career fair with a diverse selection of companies offering onsite interviews. There will also be valuable networking events and catered meals featuring distinguished female speakers. New York City's vibrant atmosphere provides a unique environment for engineering and hope that through this conference, we can further increase the collaboration and enthusiasm among women engineers and to inspire women to rise as leaders in society.

Stay tuned to the [Conference website](#) for updates! Hotel information is already posted!

SECTION NEWS**Recent Events****September Professional Development Meeting – Servant Based Leadership**

The Society of Women Engineers joined the Penn State Great Valley Engineering Division for the September SWE meeting. The meeting was held at the Navy Yard. Lawrence J. Doyle from the Human Factor gave a presentation about Leadership. The presentation was engaging and interactive. The attendees worked in small teams to create lists of what it meant to be a great leader, and Doyle used those “real life” examples to discuss how someone moves past being a manager and becomes a leader.

FY2012 Kick-Off Social

This year's kickoff meeting was held on Tuesday, September 27, 2011 at MaGerk's in Fort Washington. Twelve women attended an informal dinner meeting, where everyone got to know the potential new members, learn about the activities planned for SWE-Philly this year, and catch up with friends. The turnout was a great mix of active SWE members, potential new members that have been recruited, and even a few that just 'googled' us and found out about the event. Overall it was great to have an opportunity to interact with everyone and talk about the year in store for our group.



Upcoming Events

October Professional Development Meeting - SWE Career Planning

If you are curious as to how SWE is structured at the local, regional and national levels and are interested in leadership positions, either now or in a few years, this meeting is for you! This interactive session will guide you through our SWE structure, the requirements for leadership positions (at all levels) and finish with a panel discussion from members with experience at all levels. Hear from past presidents, members involved at all levels, and making the transition from collegiate to professional.

Date: October 27th (Thursday), 2011

Time: 6-8 p.m. Dinner will be provided, which is sponsored by Urban Engineers.

Location: Urban Engineers, 530 Walnut Street, 14th Floor, Philadelphia, PA 19106

Directions: The Urban Engineers office is located on Walnut Street between 5th and 6th Streets. It is across the street from Independence Hall. Take the elevators up to the 14th floor and enter the doors under the "Urban Engineers" sign. Take a right once you are through the doors and the meeting room is at the end of the hall. There will be signs up as well.

November Professional Development Meeting – Financial Planning

Catherine Allen, CFP from M Financial Planning Services, Inc. will be presenting a talk about financial planning, focusing on what women should be thinking about when it comes to money:

“Women face unique challenges in life and in retirement. Whether you’re juggling career and family responsibilities, making a difference in the communities where you live and work – or all of the above – women tend to aim high and deliver. But in doing so, women often put the goals and objectives of others before their own needs. Women have special considerations to think about when planning their finances, for example:

- *The average age of first-time widowhood is 55*
- *90% of women will be solely responsible for their finances at some point in their lives*
- *Women spend an average of 20 years in retirement*

It’s a scary time out there for everyone – for the first time in over 200 years, our kids may be worse off economically than we are. Please feel free to bring any specific questions or topics you may be interested in.”

Date: November 16th (Wednesday), 2011

Save the date for this important and timely seminar!

Iron Hill Fundraiser

Come join SWE Philadelphia for our 'Give 20' fundraising event at Iron Hill Brewery in North Wales, PA! It's Easy! Just print out the coupon at the link below, come to Iron Hill Brewery between 5-10 p.m., have dinner, and present the coupon. SWE-Philadelphia will then get 20% of the *food* bill donated to us!

http://www.ironhillbrewery.com/northwales/give20/Soc.ofWomenEngineersPhilly_GIVE20_11.8_NW.pdf

Anyone can use the coupon, so please distribute to your family, friends, and co-workers. The restaurant does suggest making a reservation, especially if you will be with a larger group of people. Their phone number is 267.708.2000. Please note: we can NOT distribute the coupon at the event.

See you there for some delicious food at Iron Hill (and beer too!), and help raise money for SWE-Philly!

Date: November 8th (Tuesday), 2011

Time: 5-10 p.m.

Location: Iron Hill Brewery on 1460 Bethlehem Pike, North Wales, PA 19454

Outreach

Philadelphia Math and Science Coalition STEM Tutoring Program

SWE Philadelphia Section is delighted to announce our participation in the planning process of the Philadelphia Math and Science Coalition's (of the Philadelphia Education Fund) STEM Tutor Volunteer program!

The Philadelphia Math and Science Coalition is creating a STEM (Science, Technology, Engineering, and Math) Tutor Volunteer Program that brings STEM professionals into Philadelphia public school classrooms to tutor students, make presentations, give demonstrations, talk about careers, and share professional experiences. The goals of this program are to interest students in STEM, nurture students already interested in STEM, and provide a support group for teachers in Philadelphia public schools.

The Philadelphia Science and Math Coalition proposes to recruit retirees and active employees from STEM fields to volunteer in this program. Specifically, the coalition is looking for two types of volunteers. The primary volunteer opportunity involves tutoring students on a regular basis or to participate as a classroom assistant/subject expert on a regular basis (typically 1-2 hours per week). The other opportunity is less time consuming as these volunteers will make an occasional presentation or demonstration to interest students in STEM.

The Philadelphia Science and Math Coalition will target between one and three high schools in which to initiate the program. More information will be available once the planning phase is complete.

SWE intends to help recruit volunteers by asking SWE Section members to inform STEM retirees or other interested parties in this opportunity. SWE is also looking for ways to further assist the Philadelphia Math and Science Coalition's STEM program, so if you have any ideas please contact outreach@philaswe.org.

ScienceCheerleader.com

There are a couple of cheerleaders from the NFL who are active SWE members! Profiling these "science and engineering cheerleaders" on sciencecheerleader.com turns out to be an effective way to reach young women. Please contact Darlene Cavalier if you are or were a cheerleader. darcav1@gmail.com

Our Goals for 2012**2012 Society Goals**

1. Identify Community College and Middle School or High School for Pilot SWE Interest Group Program by November 10.
2. Identify SWE Leaders within Section. President to write letters to employers by May 10.
3. Leadership Pipeline
 - a. Keep track of people in leadership roles to enable/encourage higher level participation in Section, Region, and National.
 - b. Identify candidates for leadership positions (Regional and Sectional Level).
4. Business As Usual Goals
 - a. Update by-laws by June 30.
 - b. Create Tactical Plan, including an action plan, action items, and timelines, by November 10.
 - c. Host a meeting with a Collegiate Section.
 - d. Help non-compliant Collegiate Sections by June 30.

2012 Section Goals

1. Target Broader Demographic Members
 - a. Keep track - take attendance
 - b. Age
 - c. SWE moms
 - d. Other Work Status
2. Increase Section Participation
 - a. Event attendance: Target >15 people/event
 - b. Leadership opportunities/participation: Target >70 members participating
3. Fundraising
 - a. Receive donations from 2 new companies
 - b. Raise \$3000 for scholarships.
 - c. Raise \$1000 for Section Events
4. Scholarship
 - a. GOAL is 50 applicants
 - b. GOAL to award 10 scholarships
5. Expand outreach initiatives
 - a. Continue with Science Festival
 - b. Become part of Philadelphia Education Fund STEM committee
 - c. Continue to provide support for Mini-Camp and Gears
6. Apply for one section and one individual National award
7. Develop Officer Descriptions and Policies Document

Welcome FY12 Executive Board

- President – Diana Madden
- Senior Vice President – Jackee Nowicke
- Vice Presidents (2) – Jennifer Pesch, Tessa Anodide
- Treasurer – Krista Pohl
- Secretary – Jessica Snyder
- Section Representative (2) - Tori Morgan, Michelle Gawrys

Section Leadership Opportunities

There is one open Committee Chairs for FY12. See descriptions of chair duties below. Committee chairs are encouraged to solicit for committee members to help with their takes.

Fundraising

- In charge of selling current merchandise.
- Coordinate volunteers for SWE boutiques at National and Regional Conferences.
- Find new ways to raise money for general activities.

If you are interested in any of this position, please contact Diana Madden at diana.madden@swe.org.

MEMBERSHIP ANNOUNCEMENTS

SWE-Philadelphia would like to welcome the following new members to our chapter:

Sarah Careyva, Lauren Davenport, Caitlin Fechter, Gina Jones, Kerry Hamilton, Christine Hegedus, Kristina Murphy, Tracy Nguyen, Janine Roe, Carly Reuther, Blanca Skelding, Tiffany Spence, Laura Spencer, Ofelia Traistaru, Logan Troppito.

Congratulations Alexis Wallen!

Alexis Wallen married David Wasserman on August 21, 2011.

Congratulations to Julie Nicholas!

Julie Nicholas married Michael Giardinelli on September 17, 2011.



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 | Diana Madden | president@philaswe.org |
| Vice President Outreach | Jennifer Pesch | outreach@philaswe.org |
| Vice President Prof Develop | Tessa Anodide | profdev@philaswe.org |
| Vice President Comm | Jackee Nowicke | communications@philaswe.org |
| Secretary | Jessica Snyder | info@philaswe.org |
| Treasurer | Krista Pohl | |
| Section Representative | Tori Morgan | |
| Section Representative | Michelle Gawrys | |
| Alternate Section Rep | Adrienne Nikolic | |
| Committee Chairs and Section Leaders | | |
| Outreach Group | | |
| Awards | Jennifer Garner | |
| Certificate of Merit | Barbara Faust/ Stephanie Bortko | |
| Collegiate Liaison | Jennifer Garner | |
| Girl Scouts | Fariba Kasemkhani | |
| Engineering Mini-Camp | Vicki Brown | |
| Engineers' Club Liaison | Nicole Wittmer | |
| Scholarship Program | Andrea Manning | scholarship@philaswe.org |
| Science Fair Coordinator | Amanda Weissman | |
| Professional Development | | |
| Corporate Liaison | Krista Pohl | corporate@philaswe.org |
| Fundraising | OPEN | |
| Meeting/Events Coordinator | Tracie Spangler | rsvp@philaswe.org |
| Communications | | |
| Membership | Elisha Rios | membership@philaswe.org |
| Newsletter Editor | Julie Nicholas | newsletter@philaswe.org |
| Newsletter Editor | Julia Hess | |
| Publicity | Darlene Flores | |
| Webmaster | Darlene Flores | webmaster@philaswe.org |
| Collegiate | | |
| Drexel Counselor | Stephanie Schweibert | |
| Swarthmore Counselor | Rebecca Rose | |
| Temple Counselor | OPEN | |
| University of Pennsylvania | Alexis Wallen | |
| Villanova Counselor | Alisha Tricciola | |
| Widener Counselor | MaryAnn Skehan | |
| Messiah SIG Counselor | OPEN | |

SOCIETY OF WOMEN ENGINEERS
PHILADELPHIA SECTION,
REGION E

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www.philaswe.org
info@philaswe.org

Address Correction Requested

UPCOMING EVENTS

| November 2011 | |
|------------------|---|
| 8 th | Iron Hill North Wales Fundraising Event |
| 16 th | Financial Planning |
| December 2011 | |
| TBD | Mars Tour |
| January 2012 | |
| 29th | Spa Day |



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.