



# SWE Outlook

The Philadelphia Section ~ Region E

FY12.2 Nov/Dec2011

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## Special Points of Interest

- Renew your Membership

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Submit Articles To:  
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## LETTER FROM THE PRESIDENT

Happy Holidays SWE Philadelphia,

As the year winds down we tend to look back at year and reflect on our accomplishments and areas of improvements. Lucky for us, the fiscal year is only half over. We still have six months to improve upon our accomplishments. Will you join me in working toward an even better SWE Philadelphia?

I hope that if you haven't attended a meeting yet that you will do so soon. We have a great line up of events for the remainder of the year. A tour of the Mars drink factory, The Science Behind Sunscreen, Spa day, Mini-Camp, SWE and Politics, GEARS Day, Social Media, Higher Education, Awards Brunch, Morris Arboretum Tour, and Motherhood Webinar.

For those of you that cannot travel to our meetings, our hope for the remainder of the year is to provide an alternate method of attending some of our events. Depending on the event location this could mean a conference call, skyping, or webinar/live meeting.

In keeping up with technology, we now have a LinkedIn group in addition to our Facebook page. Please take a few moments to join these groups as they serve as an additional resource of information for the section.

This year one of our goals is to raise \$1000 for section funds. So far we raise just over 1/3 of our goal. At WE11, our section won \$225 for placing 2<sup>nd</sup> place for Best Professional Website. Last month we had our first fundraising event at Iron Hill Brewery. We were successful in raising \$164.30. Thanks to all that attended this event. In the upcoming weeks a member donation drive will be sent out, please take this time to make a donations to the Section that we can continue to provide scholarships and outreach funding. Also, be on the lookout for new merchandise in the Spring.

Wishing you a joyous Holiday Season and a Prosperous, Healthy New Year!

**Diana Madden**

*FY12 Section President*

## SOCIETY NEWS

The 2012 Annual Conference has been announced.

WE12: 3 Days of Energy. A Lifetime of Opportunity. Houston, Texas, November 8-10, 2012.

More information coming soon

## REGION E NEWS

Keep the Region E Conference in your calendars. It is being held from March 30<sup>th</sup> through April 1<sup>st</sup> at Columbia University in New York, New York. Please check-out the website for more information:

<http://www.seas.columbia.edu/swe/conference/>

## SECTION NEWS

### Recent Events

On October 25<sup>th</sup> four members of SWE attended the **2011 Pennsylvania Conference for Women – October 25<sup>th</sup>, Pennsylvania Convention Center – “Live Fearlessly!”** At least 4 members from Philadelphia SWE attended, some for the first time and others as return registrants. A few excerpts of our experiences are included in this article, and I hope this will encourage you to further explore the network of people and organizations that this Conference brought together! Please visit [www.paconferenceforwomen.org](http://www.paconferenceforwomen.org) for more information.

Jennifer Garner: I was able to attend this conference for the first time this year, after being aware of it for about the past 4 years. In one day, attendees had the opportunity to hear 7 keynote speakers, attend 3 workshop sessions, browse the Career Pavilion and the Health and Wellness Pavilion, and meet face-to-face with business leaders, authors, and representatives from a variety of professional organizations. The scale and breadth of the event was truly impressive, and I found the registration fee of \$125 the best value for a 1-day conference that I have personally attended. The conference program and website are valuable resources that I intend to use through the year for more information about the themes: career advancement, personal development, social media, re-invention, and entrepreneurship.

Social Media: the New Era of Networking; Innovative Ways to Engage and Mobilize  
This session was delivered by panelists Ellen Gustafson, Tammy Tibbets, and Nicole Williams. Each has founded an organization or program and has used social networking to present the needs and opportunities of the program. For example, Tammy Tibbets founded “She’s the First” to sponsor girls’ education in the developing world. Through Twitter promotion (@GirlsWhoRockNY), the organization raised more than \$20,000 with the Girls Who Rock benefit concert in June 2011. Key messages from the panel were to take advantage of Twitter, Facebook, LinkedIn, and other media to present your unique perspective about what you are passionate about. They encouraged us to think about who we want to reach, and what goals we’d like to achieve via our personal and professional profile. By knowing your audience and following those in your industry that have the same interests, it’s possible to truly connect with people and organizations that share common goals. They also emphasized the two-way nature of social networking, that is, by offering your own insight and mentoring, seeking advice and direction will be welcomed. Although social media sites can become time consuming, devoting some time each day or week to get involved with online discussions and connections can benefit you quickly – the speed of information flow is so fast!

Darlene Flores: This was a conference of inspirational workshops to help women in their professional and personal lives, and I would encourage SWE members to attend next year! It was amazing to be able to hear Gloria Steinem speak during lunch. She delivered an uplifting and encouraging message on Living Fearlessly “Top Ten” style:

- 10) Use the reverse golden rule: treat ourselves as well as we treat others. Ask for family/friends to support your endeavors.
- 9) Fear is a sign of growth; follow fear, feel the fear
- 8) Anger can be used as an energy cell
- 7) We need to use our own unique talents. How do we know our talents? If we are doing something and forget what time it is; if we do it even if not getting paid; when excitement/laugh/joy/draws you to it
- 6) Measure yourself by the real, not the ideal. Combat feelings of inadequacy and compare yourself to those who have the real position now, not to an ideal/imaginary person
- 5) Analyze everything. Don't be bound by conventional hierarchy
- 4) It's not a disability, but an advantage to be feminine
- 3) Just about everyone can learn to change
- 2) Ask for help, surround yourself with people who make you feel smarter, meet with women's group regularly for support and shared values)
- 1) Self-determination drives equality

The **October Professional Development meeting** was held on Thursday, October 27<sup>th</sup> and was graciously hosted by Urban Engineers in Center City, Philadelphia. The meeting focused on SWE Career Planning, creating awareness of the overall organizational structure of SWE at the local, regional and national level and promoting awareness of the requirements for specific leadership positions.

Heather Bernardin, our Region E Governor, provided a detailed overview of our SWE organizational structure (see figures below).

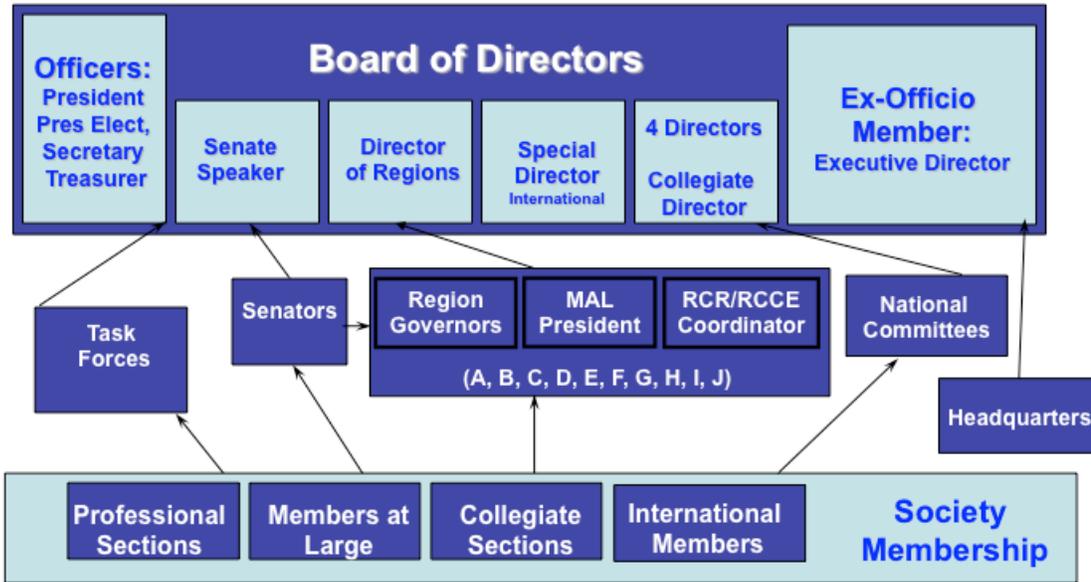
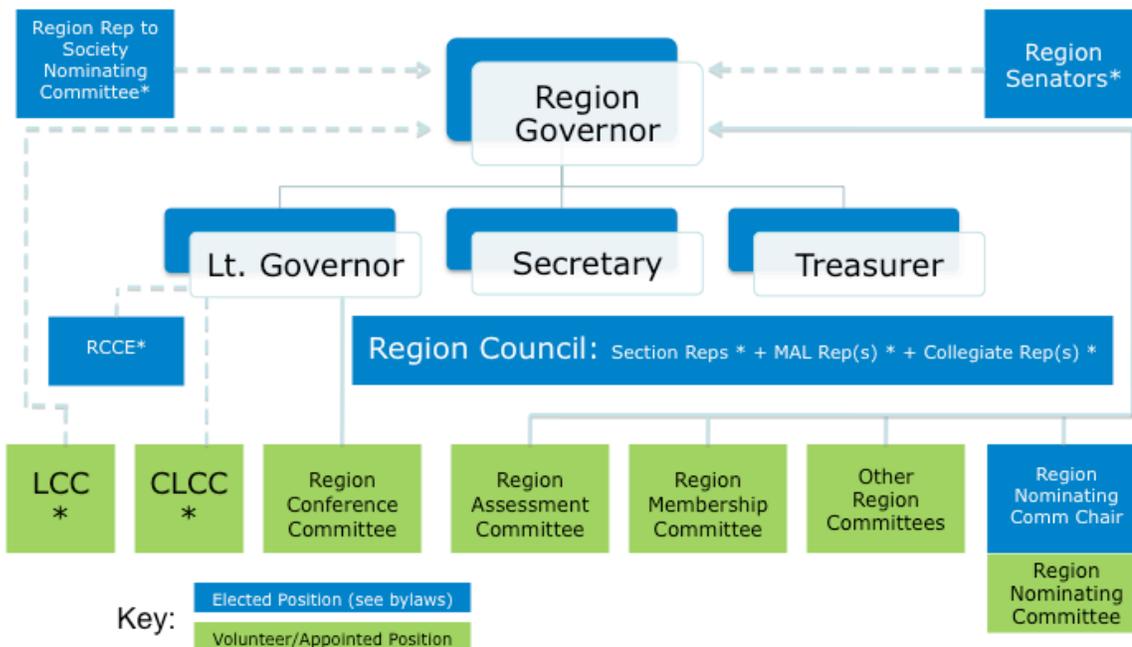


Figure 1 - SWE Organizational Structure



Key: Elected Position (see bylaws)  
Volunteer/Appointed Position

\* = also report to someone outside the region

Figure 2 - Region Leadership Structure

The second part of the meeting focused on creating a SWE resume and we reviewed three different SWE resumes of members in our section. SWE resumes are highly suggested for section awards and in some cases required for national awards. Please contact [profdev@philaswe.org](mailto:profdev@philaswe.org) with any questions.

November 8<sup>th</sup> Philadelphia SWE held a fundraising event at the Iron Hill Brewery in North Wales. Members and friends enjoyed Iron Hill's fantastic food and beers while 20% of the proceeds went to the Chapter.

### 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](mailto:diana.madden@swe.org).

## OUTREACH

#### **Widener University Engineering Mini-Camp**

February 4, 2012 9am-4pm  
Widener University, Chester, PA

SWE-Philadelphia is looking for volunteers for Widener's Engineering Mini-Camp, designed to educate young women on the idea of a career in engineering. Volunteers from the civil, mechanical, electrical, environmental, and biomedical industries will be needed to help teach labs to high school girls and/or participate in a panel discussion during lunch. 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! Please see the email sent out by Jennifer Pesch, VP Outreach, for more information on this event. If you have any questions or to sign up to volunteer, please contact [outreach@philaswe.org](mailto:outreach@philaswe.org).

#### **Penn GEARS Day**

March 24, 2012 9:15 am - 4:15pm  
University of Pennsylvania, Philadelphia, PA

SWE-Philadelphia is looking for volunteers for our Penn GEARS Day. GEARS Day is a one day event that allows local female high school students to explore engineering careers in a supportive environment. We are looking for volunteers from all engineering or related science fields to either present or assist with a workshop, or participate in a panel discussion. Ideally we'd like the volunteers to help out all day, but those that can only volunteer for part of the day are also welcome! Volunteers will receive a free breakfast and lunch. For more information, please see email that Jennifer Pesch, VP Outreach, sent out regarding GEARS day. If you have more questions or to sign up to volunteer, please contact [outreach@philaswe.org](mailto:outreach@philaswe.org).

## 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

<b><u>Elected Officers</u></b>	<b><u>Name</u></b>	<b><u>Email</u></b>
<b>Executive Council Voting Members</b>		
President	Diana Madden	<a href="mailto:president@philaswe.org">president@philaswe.org</a>
Vice President Outreach	Jennifer Pesch	<a href="mailto:outreach@philaswe.org">outreach@philaswe.org</a>
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Vice President Comm	Jackee Nowicke	<a href="mailto:communications@philaswe.org">communications@philaswe.org</a>
Secretary	Jessica Snyder	<a href="mailto:info@philaswe.org">info@philaswe.org</a>
Treasurer	Krista Pohl	
Section Representative	Tori Morgan	
Section Representative	Michelle Gawrys	
Alternate Section Rep	Adrienne Nikolic	
<b>Committee Chairs and Section Leaders</b>		
<b>Outreach Group</b>		
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	<a href="mailto:scholarship@philaswe.org">scholarship@philaswe.org</a>
Science Fair Coordinator	Amanda Weissman	
<b>Professional Development</b>		
Corporate Liaison	Krista Pohl	<a href="mailto:corporate@philaswe.org">corporate@philaswe.org</a>
Fundraising	OPEN	
Meeting/Events Coordinator	Tracie Spangler	<a href="mailto:rsvp@philaswe.org">rsvp@philaswe.org</a>
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Newsletter Editor	Julia Hess	
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Webmaster	Darlene Flores	<a href="mailto:webmaster@philaswe.org">webmaster@philaswe.org</a>
<b>Collegiate</b>		
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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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Address Correction Requested

## PCOMING EVENTS

<b>November 2011</b>	
8 <sup>th</sup>	Iron Hill North Wales Fundraising Event
16 <sup>th</sup>	Financial Planning
<b>December 2011</b>	
16th	Mars Tour
<b>January 2012</b>	
18th	Professional Development Meeting – Science Behind Sunscreen
29th	Spa Day
<b>February 2012</b>	
8th	Widener University Engineering Mini-Camp



Search SWE Philadelphia



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.*