



SWE Outlook

The Philadelphia Section ~ Region E

FY12.5 May/June 2012

INSIDE THIS ISSUE:

| | |
|----------------------------------|------------|
| LETTER FROM THE PRESIDENT | 1 |
| SWE NEWS | 2 |
| SECTION NEWS | 2-5 |
| OUTREACH | 2-3 |
| MEMBER NEWS | 5 |
| CONTACT LIST | 6 |
| UPCOMING EVENTS | 7 |

Special Points of Interest

- WE12 Annual Conference Information
- Philadelphia Science Festival 2012
- FY13 Executive Board

Contributing Authors:

Jennifer Pesch
Danielle Dunn

Editors:

Julie Nicholas
Julia Hess

Submit Articles To:
newsletter@philaswe.org

LETTER FROM THE PRESIDENT

As summer begins we end FY12 and celebrate another year. We are 62 and still going strong. As we transition into the new SWE year, we still have a few events for the summer. In July, a group of 25 will be headed to the see the Phillies vs. the Brewers and our name will be in the lights! With this event we were able to raise \$160 for our general funds. Don't worry if you missed this event because we plan to do this again next year. On August 25th we will be having our 6th Annual Planning meeting. This day will serve as a brainstorming event to plan for FY13. This meeting is open to everyone and we'd love to have your input on meeting topics, ideas and concerns. We also have plenty of leadership opportunities still open for next year. This is a great way to get involved. Please email president@philaswe.org if you are interested in one of the following positions:

- Newsletter Editor
- Scholarship Committee
- Science Fair Coordinator
- Certificate of Merit
- Corporate Liaison
- Publicity
- Awards
- Webmaster
- Collegiate Liaison
- VP of Communications

In May we fortunate enough to get a behind the scenes tour at the Morris Arboretum. The Morris Arboretum is a beautiful place to visit and I highly recommend visiting. We learned about their LEED platinum level Horticulture Center with green roof, geothermal wells and photovoltaics just to name a few of the many "green" features. We also got to learn about the Historic Grist Mill. Earlier this month we had an end of year social at the Great American Pub. This was one of our largest turnouts with lots of new faces.

It has been my pleasure to serve as President this year. I have learned a lot and I look forward to working with the FY13 executive board.

Have a great and safe summer!

Diana Madden
SWE Philadelphia President

SOCIETY NEWS

Mark your calendars for:

SWE Annual Conference: 3 Days of Energy. A Lifetime of Opportunity.

November 8th-10th, 2012 in Houston, Texas

Register for the conference and get information about hotels and travel at the conference website!

<http://we12.swe.org/>

Time to Renew Your Membership!

Remember to renew or upgrade your SWE membership for FY13. A professional membership is \$120 per year, and a renewal can be completed online through www.societyofwomenengineers.org

Graduating college seniors can take advantage of a discounted rate through the "Collegiate to Career" program: For a one-time \$50 payment, collegiate members can secure a SWE membership for their collegiate years through the first year they qualify for professional grade membership. C2C is beneficial to students with two or more years of schooling left. Take advantage of this program to maximize your savings on membership dues. *The program cannot be combined with any joint membership or other membership discount.*

SWE Joint Membership Program

Take advantage of a reduced joint membership rate when you join both SWE and one of these three professional organizations: The American Indian Science and Engineering Society (AISES), the National Society of Black Engineers (NSBE), and the Society of Hispanic Professional Engineers (SHPE). *(Only available April 15 - December 31)*

SECTION NEWS

Outreach

Philadelphia Science Carnival – A Science Wonderland!

By: Jennifer Pesch

On April 21, 2012, Logan Circle, located on the Benjamin Franklin Parkway in Philadelphia, was transformed into a science wonderland for the 2012 Philadelphia Science Carnival! It was a beautiful day for people to learn about science, engineering, and math in fun and creative ways! The Philadelphia Society of Women Engineers (SWE) hosted an exhibit at the carnival, included an experiment involving chromatography.

SWE's Diana Madden and Jennifer Pesch showed hundreds of children, teens, and adults how engineers use chromatography to determine individual ingredients that are present in mixtures. The experiment consisted of drawing lines with different markers on coffee filters. The participants then dunked the filters into water and the water traveled up the paper carrying the pigments with it;

—continued on page 3

showing that different colored pigments move at different rates. Since different ingredients in a mixture are carried at different rates, they end up at different places. By examining where all the ingredients end up, engineers can determine what was combined to make the mixture. The participants were amazed at the results and it really sparked interest in the field of engineering!

There were over 100 exhibits at the carnival ranging from the Art of Beekeeping to the Science of Food and Farming. The carnival was full of robots, astronauts, animals, bug, boats, ice cream, slime, and countless other neat things that are created by engineers, scientists and mathematicians. It was a great event that encouraged kids and adults to understand the importance of engineering!



Philadelphia's Benjamin Franklin Parkway

All Aboard! Discovery Day at the Seaport Museum **By: Jennifer Pesch**

On April 29, 2012, Philadelphia SWE hosted an exhibit on the USS Olympia as part of Discovery Day at the Seaport Museum. Discovery Day is a new addition to the Philadelphia Science Festival. It is an interactive event held at both the Seaport Museum and Clark Park in Philadelphia. SWE participated in the Discovery Day at the Seaport, which focused on demonstrations and activities relating to water.

All hands on deck! Philadelphia SWE's Jen Garner, Julia Hess, Adrienne Nikolic, and Jen Pesch showed eager kids how pollutants disrupt surface tension and can therefore destroy water habitats...specifically the habitat of the Water Strider (those little bugs that can walk on water). Surrounded by (inactive) heavy artillery and compact sleeping quarters, SWE's booth was a must see on the USS Olympia. It was a successful event that we hope to participate in again next year!



Julia Hess and Adrienne Nikolic at the SWE booth.

Recent Events

SWE Tour of the Morris Arboretum of the University of Pennsylvania

On May 6, two enthusiastic and knowledgeable guides led a small group of SWE members and friends on a tour at the Morris Arboretum in Philadelphia. The tour focused on the Horticulture Center, which received Platinum level Leadership in Energy and Environmental Design (LEED) certification last year. Green design features of the center include solar panels for energy, a green roof to minimize stormwater runoff and keep the building cool, and geothermal wells for temperature control. The tour also included a visit to the nearby historic grist mill, dating back to 1761, which is being restored. Afterwards, the SWE attendees enjoyed visiting the arboretum's beautiful public gardens.



SWE members at the Morris Arboretum: (Left to Right) Michelle Fremuth, Barb Faust, Diana Madden, Danielle Dunn, Jessica Dunn

Upcoming Events

Philadelphia Phillies Baseball Game

What: SWE-Philadelphia Phillies Game
When: Tuesday, July 24th, 2012 7:05pm
Where: Citizen's Bank Park, Philadelphia, PA

If you were lucky enough to get tickets, remember July 24th is the SWE outing to see our Phillies take on the Milwaukee Brewers! You can pick up your tickets the day of the game, someone from SWE Philadelphia will bring them along and distribute before the game.

Welcome FY13 Executive Board

- President – Alexis Wallen Wasserman
- Senior Vice President (Communications) – Open
- Vice President (Professional Development) – Jackee Nowickee Mohl
- Vice President (Outreach) – Danielle Dunn
- Treasurer – Jessica Snyder
- Secretary – Jennifer Garner
- Section Representative (2) – Amanda Weissman and Tanesha Bedford
- Alternate Section Representative – Tori Morgan

Section Leadership Opportunities

There are many open Committee Chairs positions for FY13. Here is your chance to become more active in the SWE Philadelphia Section! Committee chairs are encouraged to solicit for committee members to help with their tasks.

Outreach Team

Scholarship Committee
Collegiate Liaison
Science Fair Coordinator
Certificate of Merit

Professional Development Team

Corporate Liaison
Publicity Chair
Awards Committee Chair
Webmaster
Newsletter Editor

If you are interested in any of this position, please contact president@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 newsletter@philaswe.org with your exciting news!

OFFICER CONTACT LISTING

| <u>Elected Officers</u> | <u>Name</u> | <u>Email</u> |
|--------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|
| 2012 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 | |
| 2012 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

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

Address Correction Requested

UPCOMING EVENTS

| | |
|------------------|---------------|
| July 2012 | |
| 24 th | Phillies Game |



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.