



# SWE Outlook

The Philadelphia Section ~ Region E

FY13.9 September-October 2013

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## LETTER FROM THE PRESIDENT

Last night, we had a great section meeting centered around the ideas in Sheryl Sandberg's book *Lean In*. We had the opportunities to share our experiences of biases in the workplace, and reflect on some things that hold women back in their careers. I strongly encourage our section members to pick up Sheryl's book. It is an interesting and quick read with some great tips for the high achieving women that comprise our section. You can also check out the website, [www.leanin.org](http://www.leanin.org), for additional materials on this topic, including videos, articles, and discussions. Empowering women is an important part of SWE's goals, and this book and website helps give you the tools to empower your career!

In the spirit of "leaning in", I must announce that I have accepted a job offer to move to Seattle for a year in order to work for Boeing's testing organization. Moving across country and taking on a brand new work assignment was most certainly not in my plans for this year, but as the book points out, we need to "lean in" to new and challenging opportunities when they come your way. While this is an exciting (and admittedly stressful) opportunity, it does come with the sad news that I will be resigning as president beginning October 15.

In the short time that I was able to lead our section, I was extremely excited by the amazing women that are a part of our team and looking forward to the great events we had planned for the year. One of the talented women in our section, Danielle Dunn, will be taking over as president in my absence. She has performed this role before, and will make an excellent president this year. Filling Danielle's role as VP Professional Development is Diane Ess. Diane is relatively new to our section and has stepped up in major ways both this year, as our webmistress and now stepping into Danielle's vacated role, and last year, holding 3 committee positions and doing a great job in all of them. I know these 2 women will continue the great start we've already had in FY14.

I am very sad to say goodbye to our section, but I will most certainly be checking in, and will be your cheerleader on the west coast! When I return from my assignment, you can most certainly expect to have me back on board! I wish you all an excellent year!

**Jackee Nowicke Mohl**  
FY 14 Section President

## In this Edition:

- WE13 Advanced Registration
- Welcome FY 14 Officers
- Upcoming Events

### **Contributing Authors:**

Jackee Nowicke Mohl  
Mary Beth Biddle

### **Editors:**

Cassandra Zook  
Sara Ray

Submit Articles To:  
[newsletter@philaswe.org](mailto:newsletter@philaswe.org)

## SOCIETY NEWS

### Don't forget to Register for WE13 Annual Conference

"Make Connections. Make History"

October 23-26, 2013 in Baltimore, Maryland



Join nearly 6,000 from around the world join together for a three-day conference of education, excitement and energy! New to the annual conference this year include Mega sessions, lightning sessions, revamped Lava Lounge and more. Keynote speakers for this year include Christina Amorim, Life Technologies, Chief Sustainability Officer (CSO) and Lynn A. Dugle, Vice President, Raytheon Company; President Raytheon Intelligence and Information Systems.

Here is a sneak peak at prices for professional attendees:

Advanced Registration through **October 21<sup>st</sup>, 2013**

Professional- \$485

One-Day Professional- \$300

Career Fair Only Professional- \$50

Retired- \$215

Session Only (Must choose a CES Session or Invent It Build It) - \$0.00

Virtual Conference Professional- \$199

*Nonmembers will pay \$100 additions for Membership Dues*

Also consider [volunteering](#) during the conference to earn credit towards your registration.

Visit the conference Website here: <http://we13.swe.org/>

## 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!



**Annie Liu, Corporate Liaison**

#### **1) What is your job title and responsibilities?**

I am new to the professional world and work as a Scientist I for KellyOCG at Janssen Pharmaceutical, a Johnson & Johnson Company. I develop and run cell-based assays that evaluate GPCR activity.

#### **2) What was your favorites classes in college?**

My favorite class in college was Brain Computer Interface where we signal processed brain waves to predict when seizures were occurring or where a person's hand is on a horizontal x-y coordinate plane.

#### **3) What is one hobby you have and one interesting fact about you?**

I ballroom dance competitively. I started in college and have loved it ever since. As for an interesting fact, I lived in Sydney, Australia for seven years when I was a child.

**4) What are your long term goals?**

I want to create something, either a product or a startup company.

**5) What is the best advice you can give SWE members?**

Come up for air every once in a while from your day-to-day repertoire and look at the big picture: appreciate what you have, evaluate what you want for the future, and take baby steps towards reaching your goal!



**Cassandra Zook, Newsletter Chair**

**1) Where do you work and what do you do?**

I am a systems engineer working for the Navy (Naval Surface Warfare Center) designing, installing, and maintaining steering and navigation systems for aircraft carriers.

**2) What is the most important lesson you have learned throughout your career?**

Never be afraid to ask for what you want! My company doesn't have a very good mentoring environment so new people are often on their own. I've gotten so many opportunities in my career simply because I said "I want to do this. Can I do this?" You'll never get something you don't try for :)

**3) What is your SWE history? I.e. when did you first join and what other roles/events/committees have you been**

**involved with in the society?**

I first joined SWE as a sophomore at Drexel University. I served as treasurer and president of our chapter and I am only sad that I didn't join sooner because some of the relationships I've made have been such a great influence on my life.

**4) What are your favorite hobbies/what do you do for fun?**

I love to travel but I especially love to hike. I have a list of place I want to backpack including the Camino de Santiago in Spain, the Appalachian Trail on the east coast of the U.S, and the Great Walks in New Zealand. Now I just have to figure out how to get enough time off work!

## PREVIOUS EVENTS

### **SWE - PHL October Professional Development Meeting - Thursday, October 3<sup>rd</sup>**

Sheryl Sandberg's book, *Lean In: Women, Work, and the Will to Lead*, has generated many headlines since its publication earlier this year. In an effort to build upon the points in her book and keep the conversation going, Sandberg, the COO of Facebook, has started a website called [leanin.org](http://leanin.org) which includes additional career and leadership resources for women. One of those is a presentation about gender bias called "Creating a Level Playing Field," by Shelley Correll, Professor of Sociology at Stanford University, and Director of the Michelle R. Clayman Institute for Gender Research. Correll explains how stereotypes act as a shortcut in information processing, and suggests solutions to create environments where everyone has opportunities to do their best work and get recognized for it. Our meeting will be an interactive discussion about *Lean In* and gender stereotypes.

#### **Kickoff Meeting**

6 PM September 17, 2013

The Boathouse, Conshohocken

New and current Philadelphia SWE members got together to network and discuss upcoming events over great food. New members were able to hear an overview of the Society and its goals, plus see how they can contribute in various ways to the Philadelphia section. Attendees came from a variety of backgrounds and industries, which led to many interesting conversations. Of the 26 attendees, 15 were new to SWE – welcome, and we hope to see you again soon!

## 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

**Congratulations to the FY14 Philadelphia SWE Officers!**

<u>Elected Officers</u>	<u>Name</u>	<u>Email</u>
<b>Executive Council Voting Members</b>		
President	Jackee Nowicke Mohl	<a href="mailto:president@philaswe.org">president@philaswe.org</a>
Vice President Outreach	Amanda Weissman	<a href="mailto:outreach@philaswe.org">outreach@philaswe.org</a>
Vice President Prof Develop	Danielle Dunn	<a href="mailto:profdev@philaswe.org">profdev@philaswe.org</a>
Vice President Communication	Mary Beth Biddle	<a href="mailto:communications@philaswe.org">communications@philaswe.org</a>
Secretary	Marie Brady	<a href="mailto:info@philaswe.org">info@philaswe.org</a>
Treasurer	Alexis Wasserman	<a href="mailto:treasurer@philaswe.org">treasurer@philaswe.org</a>
Section Representative	Elisha Rios	<a href="mailto:elisha.rios@merck.com">elisha.rios@merck.com</a>
Section Representative	Tori Morgan	<a href="mailto:vmorgan811@verizon.net">vmorgan811@verizon.net</a>
Alternate Section Rep	Amanda Weissman	<a href="mailto:outreach@philaswe.org">outreach@philaswe.org</a>
<b>2012 Committee Chairs and Section Leaders</b>		
<b>Outreach Group</b>		
Awards Coordinator	OPEN	
Certificate of Merit	Nicole Wilson	<a href="mailto:nicolecwilson@hotmail.com">nicolecwilson@hotmail.com</a>
Collegiate Liaison	OPEN	
Girl Scouts Co-Chair	Jill Cardamone	<a href="mailto:jcardamone@gmail.com">jcardamone@gmail.com</a>
Girl Scouts Co-Chair	Elizabeth Rowland	<a href="mailto:erowland1824@gmail.com">erowland1824@gmail.com</a>
Engineering Mini-Camp	Vicki Brown	<a href="mailto:vbrown@mail.widener.edu">vbrown@mail.widener.edu</a>
Engineers' Club of Philadelphia Liaison	OPEN	
Scholarship Program	Diane Ess	<a href="mailto:scholarship@philaswe.org">scholarship@philaswe.org</a>
<b>Professional Development</b>		
Corporate Liaison	Annie Liu	<a href="mailto:corporate@philaswe.org">corporate@philaswe.org</a>
Meeting/Events Coordinator	Tracie Spangler	<a href="mailto:rsvp@philaswe.org">rsvp@philaswe.org</a>
<b>Communications</b>		
Membership	Jennifer Garner	<a href="mailto:membership@philaswe.org">membership@philaswe.org</a>
Newsletter Editor	Cassandra Zook	<a href="mailto:newsletter@philaswe.org">newsletter@philaswe.org</a>
Newsletter Editor	Sara Ray	
Webmistress	Diane Ess	<a href="mailto:webmaster@philaswe.org">webmaster@philaswe.org</a>
<b>Collegiate</b>		
Drexel Counselor	Elizabeth Henning	<a href="mailto:Eah827@gmail.com">Eah827@gmail.com</a>
Swarthmore Counselor	Rebecca Rose	<a href="mailto:rebecca.snelling@gmail.com">rebecca.snelling@gmail.com</a>
Temple Counselor	Jennifer Bullock	<a href="mailto:jennifer.bullock.jb@gmail.com">jennifer.bullock.jb@gmail.com</a>
University of Pennsylvania	Alexis Wasserman	<a href="mailto:president@philaswe.org">president@philaswe.org</a>
Villanova Counselor	Alisha Trocciola	<a href="mailto:alisha.trocciola@gmail.com">alisha.trocciola@gmail.com</a>
Widener Counselor	MaryAnn Skehan	<a href="mailto:maryann.b.skehan@boeing.com">maryann.b.skehan@boeing.com</a>
Messiah SIG Counselor	OPEN	

## Open Officer Positions

We have several open officer positions that need 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. Below is a list with a short description. Feel free to contact Jackee ([president@philaswe.org](mailto:president@philaswe.org)) if you are interested for more information.

**Collegiate Liaison** - Responsible for maintaining contact with Collegiate Reps, helping to develop new sections at area universities, and helping with university events. This position is great for a recent graduate staying in the area and wanting to get involved in the professional section.

**Awards Chair** - Responsible for compiling information (with the help of the section) for SWE Society Awards for our section. This position gives you valuable insight into the society as a whole.

**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](http://www.philaswe.org)  
[info@philaswe.org](mailto:info@philaswe.org)

## UPCOMING EVENTS

<b>October</b>	
Oct 23 <sup>rd</sup> -26 <sup>th</sup>	SWE National Conference



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.*