



Aspire ~ Advance ~ Achieve

~What's Inside~

- 2 ➤ SWE Calendar
- Making Strides Against Breast Cancer
- SWE Philadelphia Archive
- 3 ➤ Upcoming Events
- 4 ➤ Member Survey Results
- 5 ➤ Committee Chairpersons Available
- 6 ➤ Member Spotlight
- Welcome New Members
- 7 ➤ SWE Philadelphia Website
- 8 ➤ Drexel News
- 9 ➤ Officer Contact List
- 10 ➤ Effective Networking

SWE Outlook

November/December 2006

Letter from the President

At this year's National Conference in Kansas City, MO, members of SWE's Focused Interest Group presented a revised Vision Statement for the Society. This statement and supporting "vivid descriptions" were developed over the course of one year and included input from section members via two surveys. We are all familiar with the words "Aspire, Advance, Achieve" associated with SWE. However, this phrase is just that – a broad idea about what SWE is and what it does. The Focused Interest Group (or FIG for short) felt that the Society needed to better develop a vision statement that would provide the framework for the mission and initiatives of SWE at the National,

Regional, and Local levels. Members of the Council of Representatives reviewed and discussed the proposed Vision Statement and voted to adopt it:

The Vision Statement:

- Aspire to make engineering a top educational choice for girls.
- Advance women engineers in the workplace.
- Achieve excellence as leaders within our fields.

The Vivid Descriptions:

- SWE's outreach activities make girls enthusiastic about engineering, increasing the percentage of women in engineering curriculums to 50%.
- SWE activities positively impact women's decisions to graduate in engineering and stay in the engineering profession.
- Most women studying or working in engineering are SWE members.
- SWE is known as a premier provider of professional development for engineers and engineering leaders.
- The world regularly hears about the accomplishments of engineers, especially women engineers, in the news.
- Women engineers are sought after for distinguished leadership positions at the world's top companies and institutions.
- SWE continues to be widely recognized as the primary resource on women in engineering.
- SWE has tremendous support from corporations and organizations because they recognize the value that women engineers provide to society.
- SWE's Board of Director positions are coveted because of their prestige.

The vivid descriptions are ways for us to paint a picture or create a mental image of SWE's success – success we support and enjoy! By using the Vision Statement and Vivid Descriptions as a guide, all sections can continue to plan events, activities, and projects that support the Society. I encourage you to refer to the Vision periodically, and continue to take pride in your SWE membership and the work that each of us does in order to promote Engineering in the educational, collegiate, and professional segments of our lives.

This conference, like most SWE Regional and National gatherings, is a powerful experience for me. It is not just an event for business as usual but is a motivational force to be enjoyed. I strongly encourage all section members to plan to attend Regional and National Conferences as they are able, in order to take full benefit from the development and networking opportunities that they provide. The 2007 Region E Conference is being developed now by the New Jersey professional section and the New Jersey Institute of Technology collegiate section; March 2-4, 2007 in Newark, NJ.

Jennifer Garner
SWE-Philadelphia Section President
foilfencer27@verizon.net



Aspire ~ Advance ~ Achieve

SWE Calendar

November 2006

11/14 Speaker Event at Rohm and Haas Croydon, PA

December 2006

TBD Holiday Lights at Longwood Gardens TBD

Making Strides Against Breast Cancer Walk

This year we had three SWE members participate in the 7th Annual Philadelphia Making Strides Against Breast Cancer Walk. The team members were Lisa Colosimo, Angie Helmbrecht and Jaclyn Levensgood. We had a fundraising goal of \$500 and exceeded our goal and raised a total of \$915. Thank you to everyone who donated to this event.



SWE Philadelphia Archive

Have you ever wondered how the Philadelphia Section started? Did you know it was one of the founding sections 56 years ago? In honor of those that founded this section and those that have worked hard to keep this section alive, SWE Philadelphia is restarting it's own archive. Most of the collected information and documents will be added to the website, shared with you in the newsletter, and organized to be shared with the section.

Have you ever served as a SWE Philadelphia Officer? Do you have documents and/or correspondence that you do not know what to do with? Would you like to be apart of the archiving process? If so, we'd like to hear from you. Please contact Diana Fernie at diana.fernie@gmail.com.

National SWE has launched a new and improved archive site, <http://archives.swe.org> along with the Scrapbook featured in each SWE magazine. The National's archive site has a flash timeline, past publications, and individual profiles of female engineering pioneers. Take some time to explore this great site and learn about SWE's past.



Aspire ~ Advance ~ Achieve

Upcoming Events

SWE Philadelphia Section Meeting Tuesday, November 14, 2006

Sponsored by Rohm and Haas Company

Bristol Engineering Building, 3100 State Road, Croydon, PA

6:00 PM - Buffet Dinner - compliments of Rohm and Haas Company
Choice of Chicken Marsala or Baked Ziti with Meatballs

7:00 PM - Technical Speaker

Deirdre Crowley, Rohm and Haas, Mark Manager for Personal Care Products
"Applying Science to Personal Care Products"

RSVP by November 8th - Christine Miller (ChristineMiller@rohmmaas.com)

Deirdre Crowley

Deirdre Crowley is the North American Region Market Manager for Personal Care Polymers at Rohm and Haas Company. Deirdre joined Rohm and Haas Company in 1997 as a manufacturing excellence implementation manager for the Performance Polymers business. She then moved to Building Products in 2000 as Market Manager for Roof Tiles, Siding and Cement. In 2002, she became the NAR Market Manager for the Textiles and Nonwovens markets.

Prior to joining Rohm and Haas, Deirdre worked for Hoechst Celanese, first as a Plant Engineer for the Intermediates business and then as a Production Manager for the Masterbatch business. In her current role, Deirdre has been focused on identifying key opportunities for the Personal Care business by combining Rohm and Haas' consumer-research insights with it's unique technology to generate compelling value propositions for top Personal Care companies.

Deirdre graduated from the International Engineering Program at the University of Rhode Island with a BS in Mechanical Engineering and a BA in German. She holds an MBA from Columbia University.

Membership Dues

Do not forget to pay your annual membership dues! Membership dues are important to the vitality of our section. A small percentage of the total Philadelphia member dues are returned to our section to fund various programs and events. So, if you haven't already, mail in your renewal form today. If you have misplaced the hard copy of your renewal form, then simply log on to the National SWE site (www.swe.org) using your ID and password and click on "Member Services". Here, you will find a link entitled "Membership Renewal". You can renew your membership AND pay your dues at the touch of a button. If you have questions concerning dues, feel free to contact any of the officers.



Aspire ~ Advance ~ Achieve

Member Survey Results

Married or Single	
Single	60%
Married	40%

Age	
22-30	57.8%
31-40	20.0%
41-50	17.8%
50+	4.4%

Children	
Yes	35.6%
No	64.4%

Member in College	
Yes	73.30%
No	22.40%

Years as a Member	
<1	15.6%
1 to 2	11.1%
3 to 5	24.4%
6 to 10	20%
10+	28.9%

Website Viewing	
Daily	4.4%
Weekly	17.8%
Monthly	26.7%
Few Months	51.1%

Read Newsletter	
Yes	86.7%
No	11.1%

Too Many Emails	
Yes	11.1%
No	88.9%

Interest in Events	
Professional Development	64.4%
Networking	33.3%
Social	37.8%
Career Guidance	28.9%

Preferred Meeting Time	
Day	6.7%
Evening	44.4%
Weekend	33.3%
No Preference	15.6%

Frequency of Events	
Twice a Month	6.7%
Once a Month	37.8%
Once per Quarter	20%
Once per Year	28.9%

Event Location	
King of Prussia	62.2%
Center City	46.7%
Montgomeryville	35.6%
Conshohocken	46.7%
West Chester	28.9%
Oxford Valley	22.2%
Willow Grove	37.8%
Exton	26.7%
Bala Cynwyd	11.1%
Neshaminy	22.2%
Great Valley	22.2%
York/Harrisburg	2.2%
Media	4.4%

Who Can Come to Events	
Neither	40%
Spouse	40%
Kids	11.1%

Career Guidance/Outreach	
Collegiate	46.7%
Girl Scouts	51.1%
Future Cities	17.8%
Mentors	51.1%
Science Fair Judging	26.7%
Certificates of Merit	26.7%
Widner Mini-Camp	44.4%
Job Postings	24.4%
FIRST	22.2%

Professional Development	
Work/Life Balance	60%
Women's Issues	55.6%
Entrepreneurship	28.9%
Organizational Consultant	26.7%
Mentor	42.2%
Office Politics	33.3%
Nontraditional Career Paths	64.4%
Negotiating Skills	51.1%
Advanced Degrees	26.7%
P. E. Licensure Issues	22.2%
Career/Life Coaching	42.2%
Communication Skills	53.3%
Identity Theft	17.8%
Managing Stress	48.9%
Cross Promoted events	42.2%

Social	
Sporting Events	48.9%
Charity walks/Fundraisers	53.3%
Theater Events	35.6%
Destination trips	55.6%
Family-oriented events	35.6%
Summer BBQ picnic	44.4%
Wine Tasting	60%
Hiking Social	48.9%
SWE Spa Day	60%
Working Women Lunches	33.3%
Stay at Home Mom Lunches	4.4%
After the Holidays Party	44.4%
Pajama Party & Movie	15.6%

The FY07 online member survey was a great success. We had 45 members participate in the survey which is about 38% of our paid members. Highlighted above are the most popular answers to the survey. Congratulations to Deena Grattan for winning the \$25 gift certificate to Target. Whose those of you who missed out this year keep an eye out for future surveys. Thanks to all that participated!



Aspire ~ Advance ~ Achieve

Committee Chair Positions Available

The Philadelphia section is calling for volunteers to fill several open committee chair positions for the 2006-2007 year. Are you looking to become more involved in Phila SWE this year? Then take a minute to review the committee chair descriptions and decide if a position is right for you. Chairing a committee is a great way to enhance your leadership and time management skills. If you are interested in volunteering or would like more information, please e-mail Jennifer Garner (foilfencer27@verizon.net). Each of the committees listed below is looking for an enthusiastic leader:

Current Available Chair Positions:

- **Professional Development** - Do you have a strong desire to help SWE-Philadelphia encourage and assist our members to attain high levels of educational and professional achievement? Would you enjoy helping to promote diversity, work/life balance, communication skills, etc.? The professional development chair organizes and executes interesting and relevant meetings, tours, and events keeping in mind diversity, disciplines, and professionalism. Our goal is to create fun, yet professional, meetings and events in an effort to provide opportunities for members to connect with other professionals and expand their technical knowledge. The PD chair will work directly with the meeting coordinator, publicity chair and other board members. Estimated time commitment: 2-3 hours per month.
- **DeVry University-Fort Washington Collegiate Section Counselor** - The counselor will serve as a connection between the Philadelphia professional section and the DeVry student section, with assistance from the Collegiate Section Liaison. She will also work closely with the Collegiate Section Liaison, student section officers and faculty advisors to ensure that information and events are kept up to date. Tasks may include helping to plan joint events. Estimated time commitment: 1-2 hours per month.
 - Speakers Bureau
 - Science Fair Coordinator

Brand New Committee Position(s) - we are searching for volunteer for the following potential positions:

- **Girl Scouts** - We are looking for an enthusiastic volunteer to head this brand new committee. No previous Girl Scout experience is required. While we welcome all ideas for this committee, we want to focus on a program to help girls earn specific badges. The program can simply be a one-day event (i.e. a Girl Scout Badge Day) held in the Fall or Spring. The committee chair would be responsible for first researching potential programs via the Girl Scouts, SWE National, and through other sections. Next, she will utilize committee resources to develop a plan of action. Other chair tasks may include coordinating the following logistics: program development, target age group, budget, point of contact, date, location and number of volunteers needed.
- **Messiah College Contact** - Several Messiah College students belong to Philadelphia professional section of SWE because Messiah does not have an individual collegiate section. However, the Messiah students are interested in starting their very own section! We are looking for a Philadelphia member to do some follow-up with our current contacts and possibly guide the girls through the process of becoming a new SWE section. Note: Philadelphia and National officers will be available to assist you. This contact position will be similar to the role of our Collegiate Section counselors. Tasks may include gathering contact information of student contacts and faculty advisors, and helping to plan joint events.
- **Archives Committee** - This is another proposed committee with which we are seeking volunteers to fill the committee. The Philadelphia section was one of the founding sections of the National SWE organization. We have over 50 years worth of interesting documents, photos, and factoids. Committee volunteer tasks may include collecting of documents from other members, assisting in compiling historical records and extracting pertinent information, and possibly creating an appropriate method of organization for all documentation.



Aspire ~ Advance ~ Achieve

Member Spotlight



Name: Marylí Colón

Profession: Mechanical Engineer/ Layout Engineer

Company: Intelligrated

Company Website: <http://www.intelligrated.com/>

College/University: Polytechnic University of Puerto Rico

Years as a SWE member: 1

Work Description: Intelligrated is a supplier of Integrated Material Handling Systems, Services, and Products. We help customers in the retail, grocery, manufacturing and pharmaceutical areas develop a solution for material handling. As part of the team I perform a variety of engineering tasks. My main responsibilities are to create equipment layouts, detail drawings

schematics and equipment orders and inventory.

Tell us a little about yourself: I come from Puerto Rico where I worked full time with HVAC systems while at the same time studied full time at night to complete my bachelor's degree in mechanical engineering. Soon after graduation my fiancé (now husband) got a job with a major aerospace company. After this event we decided to get married and moved to Pennsylvania last summer. Being a person who likes challenges I saw this opportunity as a chance to grow personally and professionally. Living in Pennsylvania has been a wonderful experience that gave me the opportunity to meet new people, new cultures and new places.

Welcome New Members

Philadelphia section warmly welcomes the following new members:

New Members:

- Jurgita Ceponyte
- Maureen Condon
- Suchita Dadhich
- Sonya Davis
- Sreedevi Dawadi
- Carol Eicher
- Stacey Garrison
- Lydia Grose
- Nancy Harkins
- Andrea Manning
- Theresa Prendergast
- Barbara Rico
- Monica Roche

Eileen Marie Shuter

- Natalie Solov
- Suellen Torregrosa
- Maricarmen Trexler
- Michelle Witulski

Drexel Upgrade:

- Angela Brown
- Princy Mathai

University of Delaware

Upgrade:

- Danielle Mauz

RPI Upgrade:

- Lynn Reis

Purdue West Lafayette

Upgrade:

- Cassandra Shoup

Transfers:

- Michelle Vigil - Southwest Texas
- Jennifer Wright - Santa Clara Valley
- Mary Zlobl Fischer - New Jersey



Aspire ~ Advance ~ Achieve

Philadelphia Section Website: Decoded

Improvements are constantly being made to our website. It is slowly becoming the archive for all things SWE Philadelphia. Regular updates and modifications are being made to serve you better and provide accurate and relevant information for the Philadelphia Section as well as prepping the site to be submitted for next year's National website award. Below you will find an overview of what to expect and future plans for the site. Send suggestions to diana.fernier@gmail.com and some take the time to visit www.philaswe.org to see what it has to offer you.

- **Home** - Here you will find upcoming event information, what's new with the section, and the President's Message. You can also see the site's update list.
- **Events** - The events page utilizes Google Calendars which currently includes Philadelphia Section and Drexel Section Events. Do you already have a Gmail Account? Our calendar can easily be imported into yours. Want to volunteer at local events or within the Philadelphia Section? Information can be found here.
- **Officers** - Learn more about our current and past Section Officers and Committees here and how to contact them.
- **Membership** - The benefits of being a member are revealed along with a complete application for National SWE. Coming soon, the different levels of SWE membership and how to upgrade!
- **Member News** - Find out about fellow section members, their personal companies, and accomplishments.
- **Newsletters** - View PDF versions of section newsletters as well as the newsletter schedule. You'll also find links to the National and Drexel newsletters. Newsletter Archives coming soon!
- **Collegiate Sections** - All 7 section's contact information is provided. This page serves as the student's information source.
- **Scholarship** - Collegiates can find scholarship opportunities and past scholarship winners. Philadelphia and National applications are provided.
- **About Philly SWE** - Visitors can learn more about SWE's mission, values, history, and conferences. Section boundary and member location maps. Archives coming soon!
- **Job Bank** - Employers want SWE members. Find current employment opportunities here. Job Upload form and job bank email list coming soon.
- **Photos** - A picture speaks 1000 words. SWE members are immortalized on the web. We're always looking for pictures, so at the next meeting bring your camera and send us your pictures.
- **Links** - Seek out information related to other engineering societies, outreach, and SWE.
- **Contact Us** - Send us an email, our webmaster is glad to hear from you. Section and National mail addresses are also provided for those who prefer a more traditional correspondence.
- **Future** - Documents - Section Bylaws, Officer procedure/description manual, Meeting sign in sheet, and lots more.



Aspire ~ Advance ~ Achieve

Drexel News

Every year, the Drexel Chapter of the Society of Women Engineers holds an opening event, the Ice Cream Social. This provides new freshman with insight regarding SWE's general goals as well as details about Drexel SWE. This year the Ice Cream Social was a huge success with over 50 people in attendance. A presentation about what the ladies at Drexel SWE do was given by the President of the chapter, Idil Aktan which included talking about Pocono Plateau, the National Conference, and various volunteer activities such as Alternative Spring Break. Following Idil's presentation, Stephanie Schweibert, the newsletter editor gave a presentation on "How to survive Drexel Engineering," with some useful tips on Freshman Design and how much time to spend on homework. The ladies are excited for their upcoming events which include a Concrete Lab demonstration, a guest speaker on taking the PE, MCATs and similar career-oriented tests, as well as Philly Cares Days, and Holiday Card making for the Children's Hospital of Philadelphia. Most recently a few of the ladies volunteered at Drexel's annual Freshman K'NEX competition where they maintained crowd control, filmed the event, and helped to ensure that everything ran smoothly. With the wonderful execution of the beginning of the term they hope the rest of the year will be as great.

Drexel Senior, Jennifer Vondran participated in this year's National Collegiate Poster Competition, BLAZE YOUR TECHNOLOGY TRAIL!! The Collegiate Poster Competition is sponsored by IBM and Rockwell. The poster is to represent an engineering project or technical research. Jennifer's abstract on Preparation and Characterization of Electrospun Chitosan-PEO Fibers qualified her as one of 10 undergraduate collegiate finalists. All finalists received a \$250 travel stipend to attend National Conference, FREE Collegiate Registration, and 1 ticket to the Celebrate SWE! Awards Banquet to display their poster.

Here's an excerpt from Jennifer's abstract:

"Tissue engineering is an interdisciplinary field merging chemistry, biology, and biomaterial and mechanical engineering principles to create viable design replacements for failing tissues and organs. In order to overcome the immunosuppressive response of a host and promote intracellular homeostatic conditions, there are certain biological and physical requirements for tissue substrates. The tissue substrate must be biocompatible - both structurally and biochemically, bioresorbable, elastomeric and non-toxic during its degradation. The biopolymer(s) serve as a temporary scaffold for cells to attach, organize, multiply, and participate in respiration and digestion. The three dimensional structure of the tissue scaffold should elicit a functional response, encouraging cellular differentiation and neo-tissue formation. Therefore, the scaffold should be porous and exhibit a high surface area to volume ratio to guide the cellular development and migration."

Update Your Profile

Have you recently moved? Did you finally earn that master's degree or MBA? Did you accept a great new job offer? Then don't forget to update your National SWE Member Profile and tell us about it! The process is simple. First, go to the National SWE website (www.swe.org) and log in using your Member ID and password. Next, click on Member Services in the left hand column. Finally, click on "Profile Update" in the first column and fill in all pertinent new information (i.e. address, education record, employer, etc.)!



Aspire ~ Advance ~ Achieve

Effective Networking - Are you a Savvy Schmooser?

With Guest Speaker Kimberle Levin, President and CEO of Teknuko.

The SWE Philadelphia October meeting was a great success with 11 members in attendance. Kimberle Levin was an inspirational speaker and for those of you that missed this meeting here are some tips on effective networking.

- Prepare a 7-9 second self introduction - keyed to the event.
- Extend a firm, web to web handshake as a greeting.
- Read a local newspaper, a national newspaper, and appropriate professional journals for conversational contributions (What do I say next? Turning News into Schmooze).
- Don't save nanoseconds. Take the time for pleasantries such as wardrobe compliments.
- Networking is a LIFESTYLE not just a work style.
- Good things do NOT come to those who wait; they come to those who INITIATE.
- Charm and Chutzpah are a dynamic duo.
- Networking is an ENRICHMENT program, not an ENTITLEMENT program
- We must earn our referrals and leads.
- Small talk is important; it leads to big talk, big business and best friends.
- Stay in touch with people with you need nothing from them.
- Overcoming shyness is a path to success.



SWE Philadelphia Section
The Engineers' Club of Philadelphia
215 South 16th St, Suite 36
Philadelphia, PA 19102

Address Correction Requested

Aspire ~ Advance ~ Achieve