



SWE Outlook

The Philadelphia Section ~ Region E

FY15.12 July 2015

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LETTER FROM THE PRESIDENT

Welcome to 2015-2016 year! One of the things that impresses me most about the Society of Women Engineers is how we continually evolve and grow. We thrive on a change of leadership that happens every year at all levels. We have come far from a time when women and men had to look in different columns for job advertisements and grown from having only 139 known women engineers to having 26,000 SWE members! You can learn more of the SWE Story here

<http://societyofwomenengineers.swe.org/membership/history/2454-the-swe-story>.

This year, SWE made its biggest change ever by updating its logo for the first time in 65 years. To see the new logo and learn about SWE's rebranding visit the SWE website: <http://societyofwomenengineers.swe.org/new-logo>.

With the spirit of change and continual growth, I'd like to highlight a few things we will be focusing on this year within the Philadelphia SWE section. I have the pleasure of serving as President for a section with a long history and a reputation for great events for our members, so it was a challenge to identify areas to grow. Thank you to last year's officers and all those who have held officer positions before. Our section has an excellent foundation to continue to grow.

There are three main topics that I will be focusing on, in addition to our regular activities. First, I'd like to increase awareness of our section within the Philadelphia area. This will include increased communication methods and reaching out to companies to be sure their employees are aware of what we offer. We will also be partnering more with other local SWE and professional engineering sections. We hold yearly events with Widener University and the University of Pennsylvania, and there is room to develop partnerships with collegiate and professional sections nearby. Finally, I'd like to highlight the achievements of our members and recognize the amazing women in our section.

Keep an eye on your email, our Facebook, and our Twitter accounts for information on our upcoming Fall kickoff and future events including conferences.

I look forward to seeing you at an event this year. If you have ideas or questions, feel free to reach out to me at any time. I can be reached at phila_president@swe.org.

Amanda Weissman

SOCIETY NEWS

We've Kicked into High Gear – Introducing the New SWE!

Today's the day! We have launched SWE's new, modernized logo and brand!

This is the next phase of a process that began almost two years ago. We will continue to update Society communications where necessary as we move forward and embrace our new look and feel.

But, this change requires your support. Below is a list of important reminders about our new brand rollout and how it impacts you, SWE Regions, Sections and International Affiliates:

- You will start to see the new logo on all SWE websites and social media.
- We have created a logo kit for every Region, Section and International Affiliate, containing your official new SWE logo. Customized/non-official logos need to be phased out in a timely manner. This is important in order to ensure that the SWE brand is consistent and strong wherever people interact with the Society.
- You can find your kit at newlogo.swe.org, and begin using the new logo on all marketing materials including promotional items (such as items you are creating for WE15), websites, social media accounts, email signatures, memos, posters, etc.
- All Sections using the Weebly platform for their website will have their logo automatically updated on their site by SWE HQ over the coming days.

Updated brand guidelines are available at newlogo.swe.org as well. Feel free to reach out with any questions at marketing@swe.org.

This is a new chapter in SWE's 65 years of excellence and we're excited to celebrate it with you!

Any questions or issues please contact marketing@swe.org.

FY16 Committee Leadership Announcement

The [FY16 Committee leadership team](#) has been approved. Please join the FY16 Board of Directors in congratulating both our new and continuing leaders. These leaders are the key to accomplishing all the activities that fulfill SWE's mission.

You can find the FY16 reporting structure in the [Reporting Linkage document](#). Please note that the collegiate leadership coaching committee has been rolled up into the leadership coaching committee. Similarly the multicultural committee has been combined with the membership committee. The SWE Rep to INWES Board and international member coordinator roles were sunset, and we thank these leaders for their efforts.

Our committees and volunteers move the Society forward to accomplish our mission, and are also a key aspect of our talent development pipeline. We encourage both collegiate and professional members to participate in committees, and there are a wide range of opportunities available. You can still sign up and join a committee at any time via the [volunteer interest form](#). More information on the Society Committees is located on the [Committees page](#). SWE values diversity and thus we hope you will identify areas in which you would like to participate and sign up today.

Please join us in wishing all of our SWE leaders much success in their new and continuing roles in FY16.

[Colleen Layman](#)
FY16 President

SECTION NEWS

Call for Help - Volunteers & Ideas Needed!

The PHL SWE Professional Development Team is looking to plan some fun and exciting events for the section in the upcoming FY16 year. To make these activities as beneficial and diverse as previous years, we need your help! If you have an idea for an event that you'd like SWE Philadelphia to host, or if YOU would like to plan an event for the section, let us know! Please send all event ideas, musings, and volunteer names to our VP of Professional Development, Elisha Rios, at phila_profdev@swe.org.

Save the Date – 2016 Region E Conference

The 2016 Region E Conference, “Under the SWE,” will be held in Newport News, Virginia, February 19th – 22nd, 2016. Please visit the Region E Conference website for conference and registration details: <http://www.sweregionconference.org/>.

Open Positions – Philadelphia SWE

Part of what makes the Philadelphia SWE section so great is the amazing participating of our members who keep it running like a well oiled machine. Read the open positions available for our section to see how you can get involved in FY16!

Awards Chair

Focus on member and section recognition. Compiles package to submit section for regional and society awards. Assists in submitting packages for members nominated for society awards. Helps identify any awards to be given at end of the year banquet. This year, will begin to develop foundation for yearly section awards for members.

Collegiate Liaison

Facilitates communication between section and local collegiate section presidents and counselors including flowing information to collegiate sections or requests for support from the collegiate sections. Assists collegiate MALs in the Philadelphia Section with any questions they may have.

Newsletter Co-Editor

Compiles relevant communications from a section, regional, and national level into a monthly newsletter. Works with section board members to identify important information and events to include in each publication. Actively solicits section members for contributions. Posts newsletters to the SWE Philadelphia webpage. Distributes newsletter to the Philadelphia Section.

If you're interested in any of these positions, please send an e-mail to Amanda Weissman at phila_president@swe.org.

Philadelphia SWE Officer Spotlight

Check out the answers to these interview questions below to see what they have in store for our section this upcoming year and get to know them a bit better!



Julie Williams, SWE PHL Vice President - Communications FY16

1) *What company do you work for?*

Syngy - it's a sales compensation and performance management company

2) *Describe briefly what you do.*

My position as a consultant has a business aspect, discovering and satisfying client needs, as well as technical. I manipulate databases using our company's software to automate the calculation of complicated bonus payments. As long as it wasn't caused by me, I love when things break and I get to figure out how to fix them!

3) *How do you keep a competitive edge?*

I always maintain a friendly demeanor, even during disagreements. It has earned me respect and a reputation for solving problems.

4) *What's your favorite SWE event that you've attended in the past year?*

The bottling workshop at Manatawny Stillworks was so much fun! I loved seeing how a few relatively simple machines (and willing laborers) could be lined up to churn out a finished product!

5) *What do you look forward to most about being the FY16 SWE PHL Vice President of Communications?*

I'm most looking forward to getting to know more SWE Philadelphia members!

6) *Describe yourself in one word.*

Positive!

Seeking Corporate Contacts

If you know someone in your company who is in charge of or interested in making donations to a philanthropic organization, please let the Society of Women Engineers Philadelphia Section know so that we may get in touch!

The Society of Women Engineers is the world's largest advocate and catalyst for change for women in engineering and technology. We help members reach their full potential as engineers and leaders through networking, professional development and the shaping of public policy. And, we inspire young girls to become engineers and support them with scholarships. To that end, the Philadelphia section solicits donations and allocates the funds to scholarships and programs geared towards professional development and outreach.

Do you shop on Amazon? You could be missing an opportunity to help SWE!

Amazon has a feature called Amazon smile. All you have to do is use a specified link when signing in to Amazon to shop like always and Amazon donates money to the organization you specify. If you shop on Amazon but use the link <http://smile.amazon.com/ch/23-2604522> to log in 0.5% of the price of your purchase will be donated to Philly SWE! It only takes one click and then Philly SWE gets extra money to host events for you!

UPCOMING EVENTS



Stay tuned for upcoming FY16 events!

PREVIOUS EVENTS

SWE Technical Tour & Beer Tasting at Conshohocken Brewing Company



On June 28th, thirteen SWE Philadelphia Members and guests were given a tour of the Conshohocken Brewing Company located at 739 East Elm Street in Conshohocken, PA. A hidden gem along the Schuylkill River Trail, The Conshohocken Brewing Company is a small batch brewery that not only produces innovate and high quality craft beer – they're big on community involvement too! Ken Buonocore, our tour guide, and brewery owner, led us down the production line, explaining each machine and how it works to boil, blend and brew the delicious gold pints. After our lesson in production, we were able to lounge in the bar area and sample some of the mouth-watering beers that were brewed only a few feet away! This was a great bonding experience for all SWE members and guests!

****Fun Fact – Ken Buonocore, part owner of The Conshohocken Brewing Company, is a chemical engineer at his day job!**



Transition to College with Confidence - TC2



On Saturday, July 25th, high-school students joined the Philadelphia SWE and Drexel SWE section for a fun day around the topic “TC2: Transitioning to College with Confidence.” These successful students were recipients of a Philadelphia SWE Certificate of Merit at their high schools. Philadelphia SWE volunteers led some discussions around what it means to be an engineer, including stories from their own time in college and as a professional. As the day progressed, the students learned activities to add to their “toolboxes” – team building activities, icebreakers, elevator pitches, and more. In addition, ladies from Widener and Drexel SWE participated in a panel discussion to help the students understand some major academic and social differences between high school and college. Despite a day full of information, both the participants and volunteers walked away enthused about their future career paths. As one student mentioned, “I learned more today than I have from my high school counselor! Thanks!” Philadelphia SWE looks forward to growing TC2 in the future.

Surveys for Past Events

Check out [SWE Philadelphia’s “Get Involved” webpage](http://philadelphia.swe.org/get-involved.html) for Post-Event Surveys, where you can provide feedback (both positive and constructive) for the event(s) that you attended. The SWE Philadelphia board continuously reviews your input from these surveys to incorporate in future events!

<http://philadelphia.swe.org/get-involved.html>

MEMBER NEWS



Congratulations to Tessa Anodide on her new job, and good luck with her relocation to Manassas, Virginia!

Do you have exciting news to share? It could be anything from graduations to birthdays, engagements to professional accomplishments. Email the [SWE Newsletter Editor](#) with your exciting news!

OFFICER CONTACT LISTING

FY16 Elected Officers	Name	Email
Executive Council Voting Members		
President	Amanda Weissman	phila_president@swe.org
Vice President Outreach	Tori Morgan	phila_outreach@swe.org
Vice President Prof Develop	Elisha Rios	phila_profdev@swe.org
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Section Representative	Cassandra Zook	crz333@gmail.com
FY15 Committee Chairs and Section Leaders		
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PHILADELPHIA SECTION,
REGION E

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UPCOMING EVENTS



Search SWE Philadelphia



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, demonstrating the value of diversity

The Philadelphia Section was one of the original chartering sections of SWE, chartered on May 27, 1950