



The Gear

The Society Of Women Engineers, Wisconsin Section – February 2011
Serving the 187 Members of the Wisconsin Section, and Its Supporters

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President's Corner – by Jill Nondorf

February marks the start of the second half of the SWE fiscal year. It's hard to believe how fast the time goes by. Throughout this newsletter you will see a variety of events planned for the spring and past events that other SWE members were involved in during the last few months. I hope to see more of you at some of the events that we have planned. Our section VP, Jenna Walsh, has put a lot of effort into scheduling a variety of events. Region H Conference was held February 4-5. I was excited to meet with the other SWE members in our Region. There is an event planned for February 15 in which we will be reviewing a number of items discussed at both the National and Regional Conferences. This re-cap is for those who were unable to attend either Conference, but want to hear about what happened. Since we are over halfway through the fiscal year, we have our Mid-Year Planning meeting being held on February 19 to discuss our objectives for the remainder of the year. The event will be held at Oshkosh Corporation in Oshkosh, and is open to all SWE members. I encourage all of you to attend to share your ideas or get involved.

February also marks the month in which Engineers Week (E-Week) is held. This year E-Week is February 20-26. For those of you not familiar with E-Week I highly recommend checking out the website (www.eweek.org). The purpose of E-Week is to educate the public on the need to educate the engineers of the future and to help overcome the social, economic, and education barriers that discourage students from pursuing careers in engineering and technology. The E-Week website provides creative and easy activities for anyone to present engineering and technology to kids of all ages. The WI-SWE section will be involved in a variety of activities throughout E-Week and I encourage all of you to take a moment to reach out to your local schools. It's amazing what impact the presence of a "real" engineer makes on the students.

Jill Nondorf



Article deadline for "The Gear" is the fifteenth of the preceding month. Trial subscriptions are available to persons interested in membership. Send articles to: Andrea Cole Fyhrlund, Editor, afyhrlund@ameritech.net

Upcoming Events At A Glance



DATE:	EVENT:	LOCATION:	SEE PG(S):
February 15, 2011 Tuesday	Tour Of Wisconsin Institutes Of Discovery	Madison, WI	3
February 18-24, 2011 Friday - Thursday	19 th Annual Future City Competition	Washington, D.C.	4
February 19, 2011 Saturday	Mid-Year Planning Meeting	Oshkosh, WI	
February 20-26, 2011 Sunday - Saturday	National Engineers Week	USA	
February 22, 2011 Tuesday	Engineers Week Event At Hawley Road Environmental School	Milwaukee, WI	5
February 24, 2011 Thursday	National "Introduce A Girl To Engineering" Day	USA	6
February 25, 2011 Friday	Women & Science Day At UW-Stevens Point	Stevens Point, WI	6
March 1, 2011 Tuesday	Annual Regional Conference Re-Cap Webex and Conference Call	Oshkosh WI, Milwaukee WI, Dubuque IA	7
March 23, 2011 Wednesday	<u>Question Behind The Question</u> Book Review	Greenfield, WI	7
March 26, 2011 Saturday	Exploring The E In GEMS: Engineering!	Oshkosh, WI	8
March 26, 2011 Saturday	Badger State Science And Engineering Fair	Milwaukee, WI	9
April 14, 2011 Thursday	Madison Area <i>Meet And Greet</i>	Madison, WI	10
April 14-16, 2011 Thursday - Saturday	Engineering EXPO At UW-Madison	Madison, WI	10

- Refer to our website at www.msn.fullfeed.com/~swewi as details become available

Nominations Committee: Volunteers Needed!

Every year our SWE-WI Section elects a new Executive Council to lead the group, and one important factor of the election process is the Nominations Committee. The Nominations Committee populates the slate with candidates who are interested in running for the elected positions on the Executive Council. With the FY12 elections approaching this spring we're looking for volunteers to take a lead role in running the elections as part of the Nominations Committee. Elected positions are listed on pages 16 and 17 of this issue of *The Gear*.

No prior experience is necessary! For more information please e-mail: jill.nondorf@swe.org



SWE Mega Issues – Your Feedback Requested

The SWE Senate has two Mega Issues for which they're seeking feedback by **15 Feb 2011**. (I've done the MI 112 survey in the second link below, and it only took a few minutes to complete.)

MI 112

The mega issue group for "MI 112: How can SWE provide assistance to unemployed members" has developed two surveys to get feedback from SWE members regarding their approach to unemployment.

The first survey is directed towards collegiate members and recent graduates:

<https://spreadsheets.google.com/viewform?formkey=dGpXN09VeTNINW1MOTJJaW1zMDI3bFE6MQ>

The second survey is for members who ARE EMPLOYED:

<https://spreadsheets.google.com/viewform?formkey=dFV6clZRS3JoRkVMUGJrRk5ra0hwbVE6MA>

MI 114

The Public Policy Mega Issue 114, "To what extent and in what areas should SWE venture beyond STEM to issues relevant to SWE's mission in the area of public policy?" is in need of feedback from all SWE members.

<https://spreadsheets.google.com/viewform?formkey=dElfME84TVhHeVVKNW9pUHZKT1pXWkE6MQ>

Tour: Wisconsin Institutes For Discovery

What: Tour of the Wisconsin Institutes For Discovery

Date: Tuesday, February 15, 2011

Time: 5:00 PM

Where: The Wisconsin Institutes For Discovery

330 North Orchard Street

Madison, WI

Located between University Avenue and Campus Drive.



No RSVP is necessary. Tour will begin at the welcome desk.

Check out their website for more information: <http://www.discovery.wisc.edu/>



19th National Engineers' Week Future City Competition

[Engineers and Scientists of Milwaukee](#) (ESM) hosted over sixty teams from 19 different schools on Saturday, January 22, 2011 at the MSOE Kern Center for the 19th Annual Wisconsin Regional [Future City Competition](#). Students presented clever solutions to this year's challenge: provide a reliable and effective health care product or system that will improve the quality of life and care of those who are ill, injured, or handicapped. Students showcased innovative ideas such as implanted blood-glucose monitors and nanomedicine that aid in human tissue regrowth and destroy cancerous tumors.

The city "Lebenstadt" from students Thomas Chelius, Emily Chmielewski, and Elizabeth Bertacchini of St. Mary's Hales Corners won first place with their medical system the *iPanc*, which monitors and regulates insulin for those suffering from type I diabetes. They will advance to the National Future City Competition Finals in Washington D.C. during Engineers' Week, February 18-24, 2011 where they will compete for the grand prize of an all-expenses paid trip to Space Camp in Huntsville, Alabama. Coming in second place was "Neo Genesis" from St. Alphonsus, in third place was "Seniores Civitatis" from Tippecanoe, and in fourth was "Schwebenstadt" from Mount Calvary Lutheran. Congratulations to all the winners, special awards winners, and all who participated!

1st Place Team St. Mary's Hales Corners



Emily Chimielewski, Mentor Jeff Bertacchini, Thomas Chelius, Elizabeth Bertacchini, and Teacher Jeannette Van Hecke



SWE-WI E-Week Event Notice

What: Engineers Week Event at Hawley Road Environmental School

Where: Hawley Road Environmental School
5610 West Wisconsin Avenue
Milwaukee, WI 53213-4248
Glen Stavens - Principal
Sherry Kromrey- 5th Grade Teacher

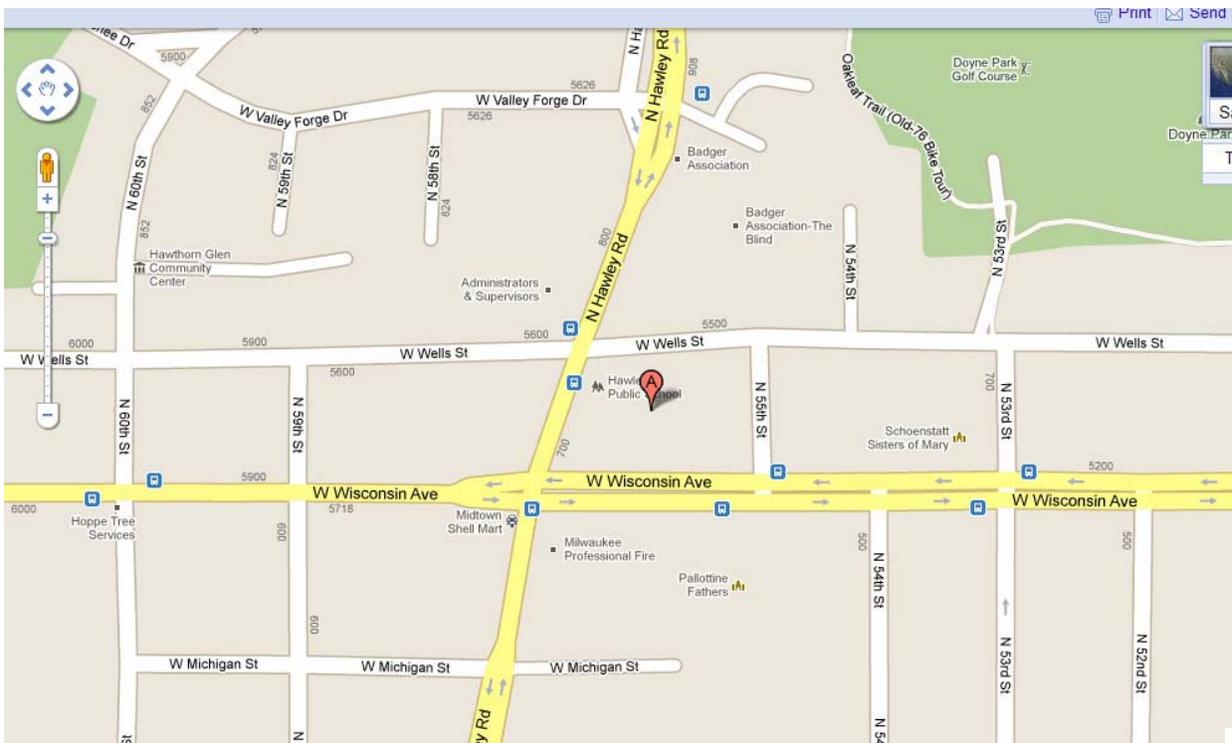
When: Tuesday, February 22, 2011

Time: 10:30-11:30 and/or 11:30 – 12:30 (Please arrive a little earlier to have time to find room locations)

Misc.: An activity and supplies will be provided to you to follow. 4th/5th Graders please sign up for one or two sessions listed above.

RSVP: By Friday February 18, 2011 to Rita Murino Usarek at Rita.Murino@swe.org
If you need directions or in case of an emergency call my cell at 414-380-1875.

Directions:



Introduce a Girl to Engineering Day

February 24, 2011 will be the 10th anniversary of Introduce a Girl to Engineering Day

For the past ten years, women engineers have introduced more than one million girls and young women to engineering. More than just one day, Introduce a Girl to Engineering is a national movement that shows girls how creative and collaborative engineering is and how engineers are changing our world.



[Request a Kit and Sign the 2011 Pledge Roster](#)

Get inspired. See the [2011 Girl Day Roster](#) of events

Visit [Engineer Your Life](#) and learn effective ways to talk to girls

Other Resources:

[Girls Think of Everything: Stories of Ingenious Inventions by Women](#)

[Resources for Girls, Teachers, Parents](#)

[Dia para Presentar una Nina a la Ingenieria](#)

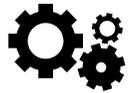
[Brownie try-it experiments for young girls](#)

[Three Cheers for Engineers! Student pamphlet](#)

[Girl Day Event Archives](#)

[Techbridge](#)

[More background information](#)



Women & Science Day At UW-Stevens Point

What: **SWE is sponsoring: The Polymers of Custom Nail Polish!**

Come learn all about nail polish! Learn about the different ingredients that make nail polish different colors or sparkle. Test out your skills as a research scientist or engineer doing research and development to create new nail polish colors and styles.

Date: **Friday, February 25, 2011**

Where: **UW-Stevens Point Campus**
Stevens Point, WI

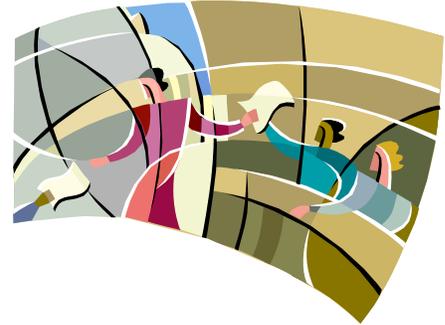


RSVP: E-mail Karyn Schroeder at Karyn.c.schroeder@kcc.com if you're interested in helping out.



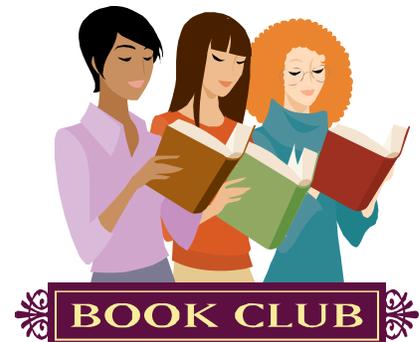
SWE Region H Regional Conference Recap

- What:** **Annual Regional Conference Recap**
A discussion and sharing of information gained at the SWE Region H Regional Conference in Ann Arbor, MI.
- Date:** **Tuesday, March 1, 2011**
- Time:** **12:00 Noon**
- Where:** **Oshkosh Truck – Oshkosh, WI**
Rockwell Automation – Milwaukee, WI
John Deere – Dubuque, IA
- RSVP:** There will be a conference call and a Webex presentation. Please send an e-mail to Jill Nondorf jill.nondorf@swe.org for the call-in number and Webex passcode if you're interested in joining in.



SWE-WI Book Review

- What:** **Book Review: QBQ! The Question Behind The Question: Practicing Personal Accountability in Work and in Life**
- Date:** **Wednesday, March 23, 2011**
- Time:** **6:30 PM – 8:00 PM**
- Where:** Starbucks
4741 South 76th Street
Greenfield, WI
(414) 817-1932
- RSVP:** To Jenna Walsh jennagwalsh@gmail.com
- Cost:** \$5.00 – Will be used toward refreshments



Exploring the E in GEMS (Girls Engineering Math Science): Engineering!

When: Saturday, March 26 from 8:30 am – 3:30 pm
Where: Oshkosh Corporation Global Technology Center
370 W Waukau Ave
Oshkosh WI

What a FUN Saturday! Students from UW-Fond du Lac will travel to Oshkosh Corporation, and between 9:30 – 11:30 a.m. they will be joined by female Oshkosh Corporation engineers for a materials and processing engineering hands-on and FUN workshop! After the workshop, there will be a fabulous tour of Oshkosh Corporation and lunch. In the afternoon there will be a hands-on corporate electronics workshop.

SWE-WI is looking for additional volunteers to chaperone this great learning event.



About Oshkosh Corporation: they design and build the world's toughest specialty trucks and truck bodies and access equipment by working shoulder-to-shoulder with the people who use them. They make it their business to understand the rigors of our customers' jobs, and deliver vehicles to them that out-perform anything else on the market. They then back those vehicles with a 24/7 global service network. And because Oshkosh Corporation is broadly diversified, they can leverage their proprietary technologies to create powerful competitive advantages across many different markets.

This philosophy has earned Oshkosh a leadership position in every truck market in which they compete, including defense, fire and emergency, concrete placement and refuse hauling.

Chaperones:

If you're interested in being a chaperone for this event, please contact Jill Nondorf (jill.nondorf@swe.org). There is no charge to chaperone. Please meet at Oshkosh Corporation (address above) at 9:00 am.

This program is sponsored by UW-Fond du Lac, Moraine Park Technical College, Oshkosh Corporation, Manitou Girl Scouts and SWE (Society of Women Engineers). Funding is provided for by the National Girls Collaborative Project. Enrollment is limited to 40 girls



Badger State Science And Engineering Fair

Saturday, March 26, 2011 is the 10th annual
Badger State Science & Engineering Fair
at Marquette University in Milwaukee, WI.

The following volunteer judges are needed – consider donating your time to this great event!

- Specialty Awards Judges
- Major Awards Judges
- Scientific Process Judges

Judging runs at various time intervals
from 7:00am to 4:00pm

See www.bssef.org for more details



Benefits Of Judging

Excellent Opportunity to Network
Develop Communication Skills
Develop Analytical and Evaluation skills (Translates into leadership and management skill base)
Sharpen your Investigative Skills
Build Self Confidence
Share Knowledge with Today's Youth
Have fun while helping others

Judges are an integral part of a science fair. As a judge you are part of the science fair infrastructure. Your time as a judge has impact that goes far beyond the day of judging, your time reaches out and influences students, schools, the community, businesses and science fairs.

Background

After a decade hiatus, a group of University of Wisconsin - Madison professors brought back to Wisconsin the science & engineering fair.

Since incorporation in 2001, the Wisconsin Science Education Foundation (WiSEF) has focused on expanding original science research efforts in high school aged students and providing the opportunity to compete. The primary program of WiSEF, the Badger State Science and Engineering Fair (BSSEF) and is open to all Wisconsin high school students.



Meet And Greet At PF Chang's China Bistro

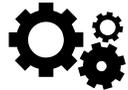
Date: Thursday, April 14, 2011

Where: PF Chang's China Bistro
2237 Deming Way
Middleton, WI
(608) 831-2488
www.pfchangs.com

Meet & Greet

Time: 5:30 – 7:30 PM

Cost: No fee - Attendees may order refreshments at their own cost.



What: UW-Madison's 2011 Engineering EXPO
Date: April 14-16, 2011 (Thursday through Saturday)
Where: UW-Madison Campus
Contact: Sophia Carman scarman@wisc.edu if interested in volunteering

What is Engineering Expo?:

Engineering Expo is a three day event held every two years at the University of Wisconsin-Madison's College of Engineering. Expo is run entirely by students and brings over 10,000 visitors to campus biennially. Participants at Expo include Fortune 500 industry leaders, engineering student organizations on campus, individuals displaying their engineering projects and ideas, and thousands of students and members of the community. During the first two days of Expo, elementary schools, middle schools, and high schools are invited to explore what engineering involves. Each day the event is open to the public and we encourage public engagement throughout the event.

Thursday will involve elementary schools and middle schools, while Friday involves high schools. Events are scattered during all three days and have included events like Science is Fun and the Wonders of Physics, speakers from industry, marble design competitions, and the robotics competition on Saturday to name just a few.

Check out <http://engineeringexpo.wisc.edu/> for more information.



Collaborative News

Science Club for Girls Receives Award from the AfterSchool Alliance and MetLife Foundation

Last fall, the Afterschool Alliance and the MetLife Foundation awarded [Science Club for Girls](#) with a prestigious Afterschool Innovator Award. The grassroots organization was selected from over 300 nominations and is one of only two STEM programs selected, as well as the only girl-focused organization to receive the award. Science Club for Girls also serves as the Convening Organization for the [Southern New England Girls Collaborative Project](#), which serves Massachusetts and Rhode Island using the NGCP model.

http://r20.rs6.net/tn.jsp?llr=vdohsxbab&et=1104319338767&s=2297&e=001L6BK9J-DiO8TRbuJlwMQR2nIC1f-7JJxrG3L9GPOC5Fev6bWtPSPkmMjJVwnY9eGlrCyAsHiF_EwQ1PZx3855BDR7NA-dIFgwZRed3r7gAT5LBFzPOR6kuVbnTEfFDEMjxgbe-3e9CEEU6mTLMWb87Dk5WSpAKENqFPiTX5w49ESwkGZ1S13HxsufpSY6I5g6uudGptZol2ybBJ-Wfzd_yAcQV2bvCn

NGCP Collaborative Mini-Grants

[NGCP mini-grants](#) are designed to enhance access to and build collaboration between programs and resources. Mini-grant application resources, including a sample application, research based strategies, and evaluation requirements are available online at

http://r20.rs6.net/tn.jsp?llr=vdohsxbab&et=1104319338767&s=2297&e=001L6BK9J-DiO_SC19Awf9VhoJLBdbGGwuEeCF1x_WmOhfj9QkNujX0mDBjZs1SrlHWG6bq3vTq5di-7S63pty62S5fb0TqgS9EIXjN8obxJ2bcaQAulsZoW-UkUbAtSG4oVj1WNIW-TXSCLQn0IKueaRnJwKDjy6Ug
These collaboratives are currently offering mini-grants:

- GRITS (TN) Collaborative Project mini-grants close February 20, 2011.
- Kentucky Girls STEM Collaborative Project mini-grants close February 28, 2011.

Featured Mini-Grant

All Girls Rockets for Schools Team

The "Girls Rock-ets" All Girls Team is a collaboration between the [Milwaukee School of Engineering \(MSOE\)](#) and [Sheboygan County 4-H](#). The goal is to introduce girls to STEM through the process of constructing an 8-foot rocket. Girls spend six months preparing the rocket by sanding, measuring, epoxying, and designing the theme for their rocket. Teams design a functional and original payload for the rocket. The "Girls Rock-ets" had the honor of being the first all-girls team in Wisconsin to compete in the Rockets for Schools event held in Sheboygan, Wisconsin.

The team helped lead rocket activities at the Sheboygan County 4-H Fun Fair, conducted a rocket building workshop, presented at the Wisconsin Girls Collaborative Conference in Madison, and participated in a booth promoting the STEM fields at STEMfest in Milwaukee.

<http://r20.rs6.net/tn.jsp?llr=vdohsxbab&et=1104319338767&s=2297&e=001L6BK9J-DiO9IGrCFJG9xVn2NqRzkMJDyK0yLZw9eefpHNuwJa2d3E1FEIZO6WYgUtP1fnfi4fMtCVvgzc0oxQXnxH-Fc2iNz4OTwS5vEWIZHVADRlw7hhtY83YNPD-RAGAnvI3IQ8g5bRZ1OdsnhKMBcfrEYul0V4pviZYWGS7k=>



Meet Your FY11 SWE-WI Officers – part 3 in a series

	<i>Betty Leonhard</i>	<i>Section Rep.</i>
	City of Residence:	Hortonville
	Engineering Discipline/Major:	Industrial Engineering (QE by trade)
	College(s) Attended:	UW-Platteville
	Company	s.a.h. mom
	Previous SWE Roles	Past WI President LCC, Bylaws, etc.
The best thing about being an engineer is....	Making improvements in the product or process that makes the fellow-worker or customer (preferably both) happy or at least makes things a little easier.	
My favorite engineer tool is...	Excel (only because I don't have VISIO on my PC) so I sometimes make it work like VISIO.	
This summer I enjoyed....	Too much time on facebook.	

	<i>Karyn Schroeder</i>	<i>Outreach Chair</i>
	City of Residence:	Neenah, WI
	Engineering Discipline/Major:	Materials Science & Engineering
	College(s) Attended:	Michigan Technological University
	Company	Kimberly-Clark Corp.
	Previous SWE Roles	none
The best thing about being an engineer is....	Using creativity to make stuff come to life!	
My favorite engineer tool is...	Microsoft Excel	
This summer I enjoyed....	A last minute trip to Barcelona, Spain and southern France with my hubby!	



SWE-WI Member News

Congratulations!

- To Julia and Tom Spankowski on the arrival of their baby Ella Noelle on Christmas Day!
- To SWE-WI member Andrea Cole Fyhrlund for her promotion to Team Lead for the Rockwell Automation Mequon-based Supplier Quality Engineers & Technicians.
- To our President, Jill Nondorf, for being one of 5 nominees selected by SWE nationally, to be considered for the E-Week: New Faces of Engineering 2011 award!
- To Jenna Walsh on her wedding engagement!



If you get a promotion or a new job or have any other announcement, SWE-WI would love to hear about it and give you a pat on the back in an upcoming issue of *The Gear*! Just send a note to Andrea Cole Fyhrlund at afyhrlund@ameritech.net



Employment Opportunities At Rockwell Automation

Are you interested in working for a successful, global leader in technology? You can find employment opportunities at Rockwell Automation's career search site: <http://www.rockwellautomation.com/careers/>. The search utility allows you to find available positions based on geographic location, job title, and type of position. Many engineering requisitions are currently posted in Mequon and Milwaukee Wisconsin, such as:

Lean Project Manager
Sr. Reliability Engineer
Sr. Quality Assurance Engineer
Project Manager
Hardware Development Engineer
...and many more!

**Rockwell
Automation**

LISTEN. THINK. SOLVE.™



Top Interview Secret: Know the Right Questions To Ask

Most interview preparation books are filled with sample questions that you'll have to answer during an interview. While it's certainly important to know how to answer tough interview questions, it's equally important to know how to ASK questions in an interview. There are three good reasons to be prepared to ask great questions during interviews.

- To uncover the interviewer's hiring motives.
- To demonstrate your interest and intelligence.
- To uncover any unspoken concerns or "red flags."

Let's look at each of these points:

1. To uncover the interviewer's hiring motives.

A big mistake candidates make going into a job interview is to assume that they know the hiring motives of the interviewer based solely on the job description. But the reality is that each person within an organization will have a slightly different idea of the perfect person for the job.

It's up to you to find out the hiring motives of each person you interview within any one organization. Ask a simple question and you'll know what your interviewer is looking for. Such as:

- What do you see as the most significant challenges for this position?
- What qualities do you look for to fill this position?

Then just listen closely. He/She will tell you just what you need to know in order to tailor your answers to his/her desires.

2. To demonstrate your interest and intelligence.

Nothing works better than a well thought out question to convince your interviewer of the sincerity and interest. Additionally, a good question is the simplest, yet most effective way of impressing them with your intelligence.

The main thing is that you want your question(s) to be specific to the organization you are interviewing with. Avoid generic questions such as "Where do you see your company going in five years?" The interviewer is going to realize you just asked the last five companies that same question. A more targeted and specific question will win you points in the interview, and may tip the scale in your favor when they're discussing which candidate to hire.

3. To uncover any unspoken concerns or "red flags."

Before you walk out of your interview, find out any concerns that may eliminate you as a candidate. This is your best chance to defend your candidacy. This is also your second chance to undo an interview error, or provide vital information. Ask a question something like:

"What concerns do you have that would prevent you from calling me back for the next interview?"

Spoken concerns can be answered with new information on how you've overcome challenges, learned new skills, or adjusted to new industries quickly. Remember, if you don't ask, they will not tell you, and you'll always wonder why they didn't call you back. When it comes to interviews, there is no such thing as over preparation. A resume will get your foot in the door, but the interview will seal the deal. Make sure you're ready to win the job by *asking* the right interview questions.

~~~~~  
Deborah Walker, Certified Career Management Coach  
Read more career tips and see sample resumes at:  
[www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
email: [Deb@Alphaadvantage.com](mailto:Deb@Alphaadvantage.com)



## Collegiate Section Events Corner:

Check out what the Region H  
Collegiate Sections are doing

### University of Wisconsin - Madison

<http://www.engr.wisc.edu/studentorgs/swe/>

E-mail contact: Kylie Diges  
[diges@wisc.edu](mailto:diges@wisc.edu)

### University of Wisconsin - Platteville

[http://www.uwplatt.edu/wep/files/2010\\_dates.pdf](http://www.uwplatt.edu/wep/files/2010_dates.pdf)

E-mail contact: Acacia R Myers  
[bakerac@uwplatt.edu](mailto:bakerac@uwplatt.edu)

### Michigan Technological University

<http://swe.students.mtu.edu/events/>

Email contact: [swe@mtu.edu](mailto:swe@mtu.edu)

### University of Wisconsin - Milwaukee

<http://swe.soc.uwm.edu/>

### MSOE (Milwaukee School of Engineering)

<http://swe.groups.msOE.edu/officers.html>

### Marquette University

<http://sites.google.com/site/marquetteswe/>



**ENGINEERS  
WEEK® 2011**  
FEBRUARY 20-26

National Engineers Week will be celebrating its 60<sup>th</sup> anniversary in 2011! Check out [www.eweek.org](http://www.eweek.org) to see how you can get involved in the annual celebration of engineering!

## Multicultural Morsel

By Betty Leonhard



For the past year I've been collecting a potpourri of short multiculturalisms. So here they are:

You can't be respectful of important cultural days if you don't know when they are. Get a Multicultural Calendar. Here are 2 I found.

- <http://usa.multiculturalcalendar.com/v/home.html>
- <http://www.diversityresources.com/>

I came across "Profiles in Diversity Journal" and their free article listing their 2009 International Innovations in Diversity Awards. Your companies may be able to pick up on a few ideas by learning what other companies have done. You will recognize many of the companies on this list.

[http://www.diversityjournal.com/pdfarticles/2009\\_Innovations\\_in\\_Diversity.pdf](http://www.diversityjournal.com/pdfarticles/2009_Innovations_in_Diversity.pdf)

### Multiculturalism: from Wikipedia

*In contemporary society, different understandings of the term has resulted in two different and seemingly inconsistent strategies:*

- focuses on interaction and communication between different cultures. That interaction creates multiculturalism.*
- centers on protecting the uniqueness of diversity and culture. Cultural isolation contributes to global cultural diversity.*

Which is your understanding?

"In the practice of tolerance, one's enemy is the best teacher."

~Dalai Lama

see more at <http://nameorg.org/resources/quotes/>

If you have any morsels to share with our members please send them to [betty.leonhard@swe.org](mailto:betty.leonhard@swe.org).



# Call for Nominations for SWE-WI Elected Officers

Dear SWE-WI Members,

It is time again where we start looking to you to consider a leader-volunteer role in our section for the next SWE fiscal year. As a priority, our section must elect officers. There are many other committees and coordinator positions that you can consider as well. Some basic descriptions are included below. Another good way to find out what each leader does is to talk to the person currently in that position or visit our “Wisconsin Section Community” online and read their “tactical plan.”

We are looking for candidates for the following officer positions within the section:

- President
- Vice President
- Secretary
- Treasurer
- Two (2) Section Representatives to represent our members on the Region H Council
- One (1) Alternate Section Representative to fill in as needed

Section officers shall serve for a term of one fiscal year, to coincide with the Society’s fiscal year. FY2012 is defined as July 1, 2011 through June 30, 2012.

We are in the process of forming our Nominating Committee who will work together over the next couple months in developing the FY11 ballot. If you are interested in serving on that committee or in running for an officer position, contact us at [swe-wi@swe.org](mailto:swe-wi@swe.org) for more details. A candidate interest form will be available to all our members in February.

And as always, if you can’t take on a position, then we just ask that you take advantage of and participate in any of our great activities throughout the year.

## ***Listing and Basic Descriptions of All Volunteer Positions in SWE-WI***

***bold*** indicates an elected position, \* indicates a voting member of the Executive Council who must attend Section Executive Council calls.

- ❖ **\*President-** Lead, represent, communicate, disseminate, organize, delegate.
  - **Awards Coordinator-** manage all individual and section award submissions.
  - (note President has indirect relationship with following independent groups)
    - **Nominating Committee-** develop the ballot and manage elections.
      - **Tellers-** count the ballots/ verify the election results
    - **Audit Committee-** perform annual assessment of the section’s financial records.
    - **National Society of Black Engineers (NSBE) Liaison-** assist in coordinating joint activities
    - **Society of Hispanic Professional Engineers (SHPE) Liaison-** assist in coordinating joint activities
    - **American Indian Science and Engineering Society (AISES) Liaison-** assist in coordinating joint activities
- ❖ **\*Vice President-** back up the president, communicate with counselors. Oversee/guide the following:
  - **Professional Development Chair-** Manage speakers and logistics for professional development events
    - **Madison Lead-** communicate about and help plan events in area
    - **Milwaukee Lead-** communicate about and help plan events in area
    - **Fox Valley Lead-** communicate about and help plan events in area
    - **Professional Development Committee-** assist chair and local leads in planning events.
    - **Registration Coordinator-** collect and distribute RSVP information for events.
  - **Rockwell Automation (RA) Corp. Liaison-** coordinate with members at RA to benefit both the company & our Section
  - **GE-Healthcare (GE-HC) Corp. Liaison-** coordinate with members at GE to benefit both the company & our section
  - **Kimberly Clark (KCC) Corp. Liaison-** coordinate with members at KC to benefit both the company & our section

## Call for Nominations (continued)

- *Collegiate Counselors- are elected by their collegiate sections and report to the Region Governor, but are asked to keep in touch with SWE-WI through our VP. Our 7 sections are: Marquette, UW-Madison, UW-Milwaukee, UW-Platteville, UW-Stout, MSOE, Michigan Tech*
- ❖ **\*Secretary-** Take minutes, keep attendance, mail hardcopies. Oversee/guide the following:
  - **Publicity Chair-** coordinate all forms of media regarding SWE-WI. Oversee/guide the following:
    - **Publicity Committee-** Creating and distributing media: event flyers, e-blasts, brochures, surveys
    - **Webmaster-** Update section website with information provided by EC.
    - **Google Calendar Moderator-** Update section's google calendar
    - **Linked-In Moderator-** Update section's Linked-In group page, manage job page.
    - **Facebook Moderator-** Update section's Linked-In group page, include event notices.
    - **Community Moderator –** Update SWE-WI Section Community with information provided by EC.
    - **Newsletter Editor-** Compile and Format the section newsletter.
      - ◆ **Asst Editor-** review newsletter for clarity of concepts and grammar. May also write columns.
    - **Email Coordinator-** distribute incoming emails to [swe-wi@swe.org](mailto:swe-wi@swe.org) & send out e-blasts.
    - **Press Liaison-** maintain relations with outside media and write press releases.
    - **Historian-** research history of our section and update current history, maintain section archives at UW Milwaukee and forward to Society's archives as needed.
- ❖ **\*Treasurer-** Keep financial records, write invoices, submit report for taxes. Oversee/guide the following:
  - **Advertising Coordinator-** Manage relationship with those placing advertisements.
  - **Scholarship Chair-** Create a section scholarship for local collegiate members, raise funds, create process for application and selection
    - **Scholarship Committee-** assist Scholarship Chairperson
- ❖ **\*Section Reps-** attend region conference calls, attend Region H meetings at conferences, submit reports to region governor.
  - **alternate(s)-** attend section and region conference calls, fill in for reps if needed.
- ❖ **\*Membership Chair-** Manage recruitment & retention efforts. Oversee/guide the following:
  - **Membership Committee-** assist the chair and sub chairs in welcoming members
    - **Welcome Coordinator-** mail new member packets to new section members
    - **Transition Coordinator (aka Upgrade) -** promote & manage the transition of local graduating collegiate members to professional membership
  - **Networking Committee Chair-** coordinate networking activities throughout section
    - **Milwaukee Area committee -** Schedule and attend local Meet & Greets.
    - **Madison Area committee -** Schedule and attend local Meet & Greets.
    - **Fox Valley Area committee -** Schedule and attend local Meet & Greets.
- ❖ **\*Outreach Chair-** Arrange activities to promote engineering to girls. Oversee/guide the following:
  - **Outreach Committee-** assist chair and sub chairs. Members needed in Madison, Milwaukee, & Fox Valley areas.
  - **E-Week Coordinator-** coordinate outreach activities in line with Engineers Week initiatives. (February)
  - **Engineering Fair Coordinator-** manage efforts building up science fairs and mentorship in Wisconsin (incl. Badger State Science and Engineering Fair in March)
  - **Project Lead The Way Coordinator-** coordinate activities with Project Lead the Way high school teachers.
  - **Girl Scout Liaison-** coordinate with area councils/troops for badge workshops, camps, and career fairs.
  - **GMSO & GEMS Liaison-** manage relations with planning committee for Girls + Math + Science = Opportunities & Girls Engineering Math & Science programs (Fond du Lac, Oshkosh, UW-Fox Valley, Manitowoc, Waukesha)
  - **WI, National Girls Collaborative Project Liaison-** share & collaborate with like minded organizations on outreach activities.

*The following have not been defined or implemented yet:*

- **Multicultural Committee –** Organize activities that address diversity and inclusiveness
- **Work Life Balance Committee -** Organize activities regarding self improvement.
- **Mentorship Committee -** Organize mentoring activities or programs for members



# GET INVOLVED!!

Below are open positions for SWE-WI, FY11

Please contact Jill Nondorf ([jill.nondorf@swe.org](mailto:jill.nondorf@swe.org)) for information or if interested!

- **Awards Coordinator**- manage all individual and section award submissions.
- **Nominating Committee**- develop the ballot and manage elections.
  - **Tellers**- count the ballots/ verify the election results.
- **Audit Committee**- perform annual assessment of the section's financial records.
- **PD Chair**- Manage speakers and logistics for professional development events.
  - **Madison Lead**- communicate about and help plan events in area.
  - **Milwaukee Lead**- communicate about and help plan events in area.
  - **PD Committee**- assist chair and local leads in planning events.
- **GE-Healthcare (GE-HC) Corp. Liaison**- coordinate with members at GE to benefit both the company & our section.
- **Publicity Committee**- Create and distribute media: Event flyers, e-blasts, brochures, surveys.
  - **Google Calendar Moderator**- Update Section's Google calendar.
  - **Linked-In Moderator**- Update Section's Linked-In group page, manage job page.
  - **Facebook Moderator**- Update Section's Linked-In group page, include event notices.
  - **Community Moderator** – Update SWE-WI Section Community with information provided by EC.
  - **Asst Newsletter Editor**- review newsletter for clarity of concepts and grammar. May also write columns.
  - **Press Liaison**- maintain relations with outside media and write press releases.
- **Advertising Coordinator**- Manage relationship with those placing ads.
- **Networking Committee Chair**- coordinate networking activities throughout Section.
  - **Milwaukee Area committee** - Schedule and attend local *Meet & Greets*.
  - **Madison Area committee** - Schedule and attend local *Meet & Greets*.
  - **Fox Valley Area committee** - Schedule and attend local *Meet & Greets*.
- **Outreach Committee**- Assist chair and sub-chairs in arranging activities to promote engineering to girls. Members needed in Madison, Milwaukee, & Fox Valley areas.
  - **E-Week Coordinator**- coordinate outreach activities in line with Engineers Week initiatives. (February)
  - **Engineering Fair Coordinator**- manage efforts building up science fairs and mentorship in Wisconsin (incl. BSSEF-Badger State Science & Engineering Fair in March).
  - **PLTW Coordinator**- coordinate activities with Project Lead The Way high school teachers.
  - **Girl Scout Liaison**- coordinate with area councils/troops for badge workshops, camps, and career fairs.
  - **GMSO & GEMS Liaison**- manage relations with planning committee for Girls + Math + Science = Opportunities & Girls Engineering Math & Science programs (Fond du Lac, Oshkosh, UW-Fox Valley, Manitowoc, Waukesha).
  - **WGCP (Wisconsin Girls Collaborative Project) Liaison**- share & collaborate with like-minded organizations on outreach activities.
- **Scholarship Committee** – fundraising for scholarships & scholarship application management.



# National & Region H Business

## S O C I E T Y U P D A T E

- **2011 Region H Conference in Ann Arbor:** Our Section Representatives, Martha Maxwell and Betty Leonhard attended the meetings during the Region H Conference and will have more to report in a future newsletter.
- **Blue Sky:** Have you ever had an idea for a program or service that SWE should consider? Submit them for the Board Of Directors and Senate to consider at their annual strategic planning meeting (this February). The form is online in the sharepoint governance site at <http://share.swe.org/governance/Shared%20Documents/Strategic%20Plan/FY11%20New%20program%20or%20service%20idea%20template.doc> or send ideas to [Holli.pheil@swe.org](mailto:Holli.pheil@swe.org)
- **FY12 Region H nominations:** The Region H Nominating committee is still looking for a couple of candidates for Lt. Governor, Secretary, Treasurer, Senator, Alternate Senator, and Region Representative to the National Nominating Committee. Please contact Cathy Pieronek if you are interested or have any questions about the roles. Lt. Governor and Alternate Senator especially need candidates. You can send your name to our own Martha Maxwell who is on the committee. [mamaxwell@ra.rockwell.com](mailto:mamaxwell@ra.rockwell.com)
- **Senate:** The senate has been working on several items lately.
  - **Member Services:** The Senate had been compiling feedback from members to analyze how valuable SWE's member services are. They had a teleconference to discuss the results in January. This discussion will assist the Board Of Directors in their analysis of programs and services for continuation, improvement, or even sunseting in the upcoming year(s), especially as the FY12 budget planning cycle gets underway.
  - **Mentoring:** The next subject the Senate will tackle is on the subject of mentoring.
  - **Mega Issues:** the sub-committees for each Mega Issue continue to work on their topics. See the last issue of *The Gear* for a refresher on what this year's Mega Issues are.
  - **Strategic Planning:** Many Senators and SWE leaders will be in Chicago on February 5<sup>th</sup> for SWE's annual Strategic Planning Meeting.
  - **2<sup>nd</sup> In-Person Meeting of FY11:** The Senate will have a full business meeting on Saturday, February 6<sup>th</sup> also. One bylaws motion is on the agenda; it is to create a Senate Secretary position. Additional discussion on Mega Issues will be held as well at this meeting.

*Details on all the Senate or Region business can be found online in their respective communities.*

**Contact Your SWE-WI Section Representatives**

Betty Leonhard: [betty.leonhard@swe.org](mailto:betty.leonhard@swe.org)

Martha Maxwell: [mamaxwell@ra.rockwell.com](mailto:mamaxwell@ra.rockwell.com)



# SWE-WI FY11 Executive Council and Committee Chairs

Section President:

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920-235-9151

[Jill.nondorf@swe.org](mailto:Jill.nondorf@swe.org)

Section Secretary:

Kim Groshek  
920-220-1266

[groshekster@gmail.com](mailto:groshekster@gmail.com)

Publicity Chair:

Rita Murino  
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Section Vice President:

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Section Treasurer:

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Membership Chair:

Heidi Balestrieri  
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Newsletter Editor:

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Section Representative:

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Scholarship Chair:

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Website Administrator:

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Section Representative Alternate:

Needed

Mentoring Coordinator:

Sam Eiring  
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[sam@sameiring.com](mailto:sam@sameiring.com)

Awards Coordinator:

Needed

Collegiate Member Transition

Coordinator:

Brittany Barry  
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[Britt.e.barry@gmail.com](mailto:Britt.e.barry@gmail.com)

Outreach Chair:

Karyn Schroeder

[karyn.c.schroeder@kcc.com](mailto:karyn.c.schroeder@kcc.com)

Advertising Coordinator:

Needed

Outreach – E-week Coordinator:

Needed

Professional Development Chair:

Needed

**Section Website:** <http://www.msn.fullfeed.com/~swewi>

Check out the website for lots of useful SWE information! Do you have other ideas? Let us know. We'd love to add even more material to the site. Send e-mail to [swe-wi@swe.org](mailto:swe-wi@swe.org).

**Advertising Information**

Newsletter ads, per issue: ½ page ad = \$25. Full page ad = \$50. For more information, contact Gina Janke at [gina.janke@swe.org](mailto:gina.janke@swe.org).

Webpage ads, per 1 month period: \$15 for text & simple graphic link. Graphic should be in one of the following software formats: JPEG, GIF, BMP, TIF, TGA, RAS, EPS, PCX, PNG, and PCD.

For more information, contact Sarah Stepanski [sarah.stepanski@swe.org](mailto:sarah.stepanski@swe.org).



# Upcoming Events!

- Feb. 15, 2011..... Tour Of Wisconsin Institutes Of Discovery, Madison, WI
- Feb. 18-24, 2011..... 19<sup>th</sup> Annual Future City Competition, Washington, D.C.
- Feb. 19, 2011..... Mid-Year Planning Meeting, Oshkosh, WI
- Feb. 20-26, 2011..... National Engineers Week
- Feb. 22, 2011..... Engineers' Week Event At Hawley Road School, Milwaukee, WI
- Feb. 24, 2011..... National "Introduce A Girl To Engineering" Day, USA
- Feb. 25, 2011..... Women & Science Day At UW-Stevens Point, Stevens Point, WI
- Mar. 1, 2011..... Annual Regional Conference Re-Cap, Oshkosh, WI
- Mar. 23, 2011..... Question Behind The Question Book Review, Greenfield, WI
- Mar. 26, 2011..... Explore The E In GEMS: Engineering!, Oshkosh, WI
- Mar. 26, 2011..... Badger State Science And Engineering Fair, Milwaukee, WI
- Apr. 14, 2011..... Night Of Networking At PF Chang In Madison, Madison, WI
- Apr. 14-16, 2011..... Engineering EXPO At UW-Madison



Society of  
Women Engineers

ASPIRE • ADVANCE • ACHIEVE

## About The Society of Women Engineers...

*The Society of Women Engineers (SWE), founded in 1950, is a not-for-profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and be recognized for their life-changing contributions and achievements as engineers and leaders. For more information about the Society please call (312)596-5223.*

Address changes to:

Wisconsin Section, Society of Women Engineers  
126 W. Chestnut St.  
Port Washington, WI 53074

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