



The Gear

The Society Of Women Engineers, Wisconsin Section – April 2011
Serving the 195 Members of the Wisconsin Section, and Its Supporters

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President's Corner – by Jill Nondorf

Happy Spring!!! I hope that you all are getting a chance to enjoy some of the lovely weather that we have had lately. Spring always gives me a feeling of renewal and fresh starts. The WI SWE Section has some great events planned for this spring and the remainder of the SWE fiscal year. There will be three end-of-year events held, one in each of our main regions, Madison, Fox Valley and Milwaukee. I hope that all of you can attend one of the events!! In addition, we will be holding an awards banquet to recognize all of the hard work put forth by all of our SWE members and volunteers. Look for more details in upcoming E-blasts!

The SWE FY11 year coming to an end means FY12 is just around the corner. We are currently in the process of putting together the ballot for the upcoming elected Leadership Positions (see details in this newsletter). Each year there is an election for President, Vice President, Secretary, Treasurer, and Section Representatives. All of these positions provide a great opportunity to develop leadership skills within SWE. Please feel free to contact me to discuss any of these opportunities. In addition to the elected roles SWE has a large number of un-elected voluntary positions (also listed in this newsletter). Please take the time to read through the roles to see what catches your eye. In the next few weeks you will be receiving a ballot to vote on these positions. We all value your opinion and hope that many of you take part in our Section elections.

Your current Executive Council has put forth significant effort into tailoring the FY11 SWE activities to meet your needs. During our last planning meeting a survey was developed such that we can better understand what YOU as members want from your SWE Section. Please click on the link to the survey: <http://www.surveymonkey.com/s/RGNKX2P> and take the 10-15 minutes to fill it out. We plan to use this information in future event planning. It is my goal to make SWE beneficial to all of our members. To do so, I must first understand what your needs and wants are. I greatly appreciate your time in participating in the survey.

Engineer's Week 2011 proved to be quite the success for the SWE-WI Section. Within this newsletter you will see several E-Week activities that took place throughout the past few months. In addition to these activities Karyn Schroeder, SWE-WI Outreach Chair, has made BIG changes to the SWE-WI Outreach website. Check it out!!

<http://www.msn.fullfeed.com/~swewi/pages/outreach.html>

Enjoy the beautiful weather!

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):
April 14, 2011 Thursday	Madison Area Meet And Greet	Madison, WI	2
April 14-16, 2011 Thursday - Saturday	Engineering EXPO At UW-Madison	Madison, WI	3
April 22, 2011 Friday	Earth Day	Earth	3
June 2, 2011 Thursday	SWE-WI End Of Year Ice Cream Social	Madison, WI	4
June 22, 2011 Wednesday	SWE-WI Awards Banquet	Beaver Dam, WI	4

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



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 for attending - Attendees may order refreshments at their own cost.

Come join SWE-WI for networking in a fun, relaxed environment!





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. Each day the event is open to the public and we encourage public engagement throughout the event.

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



Earth Day – April 22, 2011

Started in 1970, Earth Day was originally conceived as a day in which the people of the world could come together and educate themselves about the needs of the planet.

Elements of the 2011 Earth Day campaign include:

- [Athletes for the Earth](#): Bringing the voices of Olympic and professional athletes to the environmental movement
- [The Canopy Project](#): Supporting global reforestation
- [Green Schools](#): Greening America's Schools within a Generation
- [Women and Green Economy \(WAGE\)™](#): Engaging women leaders in the creation and development of a global green economy
- [Creating Climate Wealth](#): Convening 200 of the world's entrepreneurs to solve climate change and create a new green economy
- [Arts for the Earth](#): Celebrating the work of environmental artists in all media, and partnering with the American Association of Museums to bring sustainability to museums nationwide



Check out <http://www.earthday.org/> for more information!



SWE-WI End Of Year Ice Cream Social

What: End of Year Ice Cream Social

Date: Thursday, June 2

Where: Ella's Deli and Ice Cream Parlor
2902 E. Washington Ave
Madison, WI 53704
(608)241-5291

Time: 6:30 – 7:30PM



ELLA'S
Deli and Ice Cream Parlor

Bring the whole family and enjoy a visit to Ella's Deli with fellow SWE-WI members! Ella's was named "Best Deli" by Madison Magazine. Their dessert menu alone is 12 pages long!



SWE-WI Awards Banquet

What: SWE-WI Awards Banquet

Date: Wednesday, June 22

Where: Benvenuto's Italian Grill
831 Park Ave.
Beaver Dam, WI
(920)887-7994

Time: 6:30 PM

Cost: \$15 Members, \$25 non-members



All SWE-WI members are invited to join us for the SWE-WI Awards Banquet! Come share in the recognition of fellow Section members for their efforts over the past year.



New Features On The SWE-WI Website:

Outreach: <http://www.msn.fullfeed.com/~swewi> click on “K-12 Outreach”

- Is your school or organization looking for engineers who can visit and talk about their careers?
- Are you looking for ideas to make an outreach event fun and successful?
- Have you completed any outreach activities?



Using this icon on the webpage you can log a request for a SWE member to come and help with outreach at your school or group function.



Please use this icon on the webpage to enter outreach activities which you have participated in. We want to track our Section's outreach involvement!

SWE-WI Scholarship:

The Wisconsin Section is embarking on a venture to provide scholarships to women engineering students at our seven affiliated local universities: Marquette University, Michigan Technological University, Milwaukee School of Engineering, UW-Madison, UW-Milwaukee, UW-Platteville and UW-Stout. Scholarships will be awarded to well-rounded students, based on an application process that considers academics, extracurricular activities, teacher recommendations, and community involvement.

In order to ensure the financial stability of our scholarship program we are working to create a scholarship endowment with SWE Endowment Funds Inc. In order to award our \$1,000 annual scholarship, we are required to initially raise \$25,000 to fund the endowment. Currently we have \$5,091 toward the goal.

We are requesting your support to reach our goal!

The recommended levels are:

- \$1,000 or higher = Platinum Level
- \$500 - \$999 = Gold Level
- \$200 - \$499 = Silver Level
- \$50 - \$199 = Bronze Level
- \$49 or less = Friend Level

Thank you for your support of the Wisconsin Section scholarship program!

<http://www.msn.fullfeed.com/~swewi> and click on “Donate”



FIRST Boosts 2011 Scholarship Funds To Record Level!



Mass High Tech (3/22, Brown) reported, "The New Hampshire-based robotics and science challenge organization FIRST (For Inspiration and Recognition of Science and Technology) has boosted the money available as college scholarships to \$14.7 million for 2011." With the addition of "16 new backers to the scholarship fund," the organization now has "146 colleges, universities, corporations and associations that support the FIRST mission by donating merit-based scholarship opportunities to eligible students." Roughly a third of applications is offered a scholarship, and one quarter are female. "Any high school junior or senior participating in the FIRST Robotics Competition or FIRST Tech Challenge is eligible to apply for one or more FIRST Scholarships." The article notes some of the specifics for those interested in applying, as well as a list of the new FIRST Scholarship Providers.

FIRST Attracts A Number Of All-Girl Teams. Scientific American (3/23, Greenemeier) reports on the evident success of Dean Kamen's FIRST Robotics competitions (FRC) in turning "engineering into a contact sport and engineering students into superstars," as evidenced by the recent competition held in New York City. Notably, the tournaments "have attracted a few all-girl teams, despite the fact that adolescent and teenage girls can be a hard-to-reach demographic" for STEM education advocates. The article details the experiences of the Fe Maidens from The Bronx High School of Science, which last year reached the finals. Team members talked about preparing for the competition, and how they responded to new challenges like the competition's inclusion of a second, "minibot" that could be deployed for extra points. "Our real goal as a girls' team is to dispel all those stereotypes that girls have about girls in engineering," said senior and team captain Leena Chan.

Check out the FIRST Robotics website: <http://www.usfirst.org/> for more information and to see how you can get involved!



WE11 Volunteer Registration is Open!

Are you planning to attend WE11 in Chicago, IL? How about **saving 50%** on registration?

We are excited to announce that the official volunteer registration is now open, and both Professional and Collegiate SWE members will receive a 50% discount on their conference registration fee in return for being a volunteer. Please follow the link below to register as a volunteer:

<http://www.swe.org/chicago/WE11.html>

General registration to attend WE11 will open in April.



SWE-WI Member News

Welcome To The Following New SWE-WI Members!

Molly Baker	Allison Friedli
Jennifer Danczyk	Megan Mallette
Sam Eiring	Joann Milhaupt
Julie Feld	Jeffrey Sauter



Congratulations!

To Julie and Nat McMullin on the birth of their baby boy Connor Michael McMullin!



Multicultural Morsel

By Betty Leonhard



If you've read the Spring 2011 edition of SWE Magazine, you can skip this article today. The magazine contains a good article called "Are You Prepared to Be in the Global Workplace?" that I encourage everyone to read.

I wanted to point out these 5 cross-cultural dimensions which resulted from Solar Turbine's global awareness workshops. These are key areas to analyze both your own culture and your global partner's culture against. Then you can adjust to be effective.

- POWER DISTANCE
- TASK/RELATIONSHIP
- UNCERTAINTY AVOIDANCE
- INDIVIDUALISM/COLLECTIVISM
- HIGH/LOW CONTEXT

One of the insets with the article emphasized how you can gain international exposure right here in the US by taking the time to connect with someone at the office who is from a different culture.

The title says it all: be prepared. A few years back when I did some work in Mexico, the booklet about Mexican business culture the HR department gave me before I left was extremely helpful. It also covered things like don't drink the water and how not to get abducted.

If you have any morsels to share with our members please send them to betty.leonhard@swe.org.

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

University of Wisconsin - Platteville

http://www.uwplatt.edu/wep/files/2010_dates.pdf

E-mail contact: Acacia R Myers
bakerac@uwplatt.edu

Michigan Technological University

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

Email contact: 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/>



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 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 & 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



Recent Events – E-Week Outreach by GE Healthcare

February 20-26 was National Engineer's Week in the USA. During this week, engineers are encouraged to engage our youth to learn and experience this career option. Kristy Schmidt (X-Ray) and Gina Dundun (MR), from GE Healthcare's Global Supply Chain, spent an afternoon at Dixon Elementary School conducting experiments with Girl Scout Troop 2403. They shared a Paper Helicopter experiment (commonly used during GE Six Sigma training). The students designed and re-designed a paper helicopter trying to improve its flight and landing accuracy. They also conducted a "Who Dun It" science mystery, using paper litmus testing to solve a crime. A fun creative time was had by all!

Mark your calendars for the next Engineer's Week is March 7-12, 2012!



Recent Events – Exploring the ‘E’ in GEMS at Oshkosh Corporation

On Saturday, March 26, 2011, an Exploring the ‘E’ in GEMS (Girls Engineering Math Science): Engineering! for middle-school girls event was held at Oshkosh Corporation, a manufacturer of the world's toughest specialty trucks, truck bodies and access equipment. The program was funded by the National Girls Collaborative Project. The intent was to provide hands-on team oriented activities as determined by female Oshkosh Corporation engineers. Additionally, the engineers provided narrative to the girls describing why they decided to pursue engineering, their experiences in higher education, what high school classes are important to consider, and their work experiences. The day’s activities gave the girls the opportunity for hands-on, mentoring and seeing how math and science are applied to real world situations.

UW-Fond du Lac, MPTC, the Manitou Girls Scouts and three local Fond du Lac middle schools recruited participants for this field trip. The girls were recruited by flyers sent to the girls’ homes, school announcements, website promotion and press releases. SWE-WI President Jillian Nondorf, principal engineer, materials and process engineering, at Oshkosh Corporation and Rachell Harsh, senior electrical engineer, developed and instructed the workshops and provided the plant tour.

This event attracted 21 middle school participants. The day started with a PowerPoint entitled ‘A Career in Engineering’ which defined what an engineer is, the different types of engineering fields, the engineering process, and questions. The participants then engaged in creating basic motors and transportation devices.

Lunch was casual and the engineers and other guest engineers sat among the girls and talked with them about their experiences in engineering. The girls were encouraged to talk about science and math classes they were participating in and ask questions about engineering. Following lunch the girls had an opportunity to explore various Oshkosh Corporation vehicles followed by a tour of the materials lab and bays where vehicles were being created. Learning about liquid nitrogen provided educational entertainment for the participants. The day ended with homemade ice cream, the cooling provided by liquid nitrogen, and working in teams to create water divers.



Working with
liquid nitrogen!



Recent Events – E-Week Outreach With Kimberly-Clark Corporation

E-Week at Kimberly-Clark, sponsored by K-C's Society for Women Engineers, is a volunteer opportunity open to all K-Cers that allows you to give back to the community by doing fun science experiments in local classrooms with kids from K-12 grades! In the past 6 years K-Cers have reached **over 23,000 students** with simple and fun hands-on experiments showing how everyday things are made and work. Help inspire children's curiosity by guiding them through fun experiments. The SWE Team supplied logistics and experiments as part of National Engineer's Week, February 20-26, 2011. This activity is not limited to people with scientific backgrounds! Anyone can participate; no special training on your part is needed, just an enthusiastic approach and a smiling face! In the SWE-WI Section, we had nine (9) members and K-C employees help out!

We will be posting the experiments and helpful presentations from the K-C program to the Outreach section of our SWE-WI website!

2011 results:

Thank you all for responding to the call to help students at your local school learn about science, technology, engineering and math!

We had an **OUTSTANDING response this year! We reached the **highest number** of students since we started the event in 2006!!**

Year	# K-C sites	# KC participants	# schools/ events	# students
2011	6	246	41	6619
2010	5	107	32	4830
2009	4	32	11	937
2008	6	125	25	2390
2007	13	118	42	2909
2006	13	153	71	5393

Just in case you forgot, there was a competition between locations. The sites with the most participation (number of K-Cers and students reached) are:

- Overall: Winner - **Beech Island, SC** with 4456 students and 132 employees!
- Mill Competition: Winner - **Jenks, OK** with 1299 students and 74 employees!
- Staff Competition: Winner - **Neenah, WI** with 711 students and 36 employees!

These sites will receive an ice cream or pizza party for the K-C participants at that location!

Employees at Marinette, Roswell, and the Charlotte Sales Office should be recognized for their participation in the event as well. Thank you for your efforts!

To encourage participation and turning in of evaluation forms, there was a drawing for a free case of Kleenex for two lucky classrooms:

- **Beech Island** - Warrensville Elementary, Volunteer - Michael Halstead
- **Jenks** - Bixby North Elementary, Volunteer - Greg Ryan

Thank you for bringing science, math, engineering and FUN to our local schools! We know the kids learned a lot because of each one of you!



Recent Events – Rube Goldberg Machine Contest

Every year SWE-WI sponsors a special award at the Milwaukee Area Rube Goldberg Machine Contest. This year Waukesha County Technical College (WCTC) was host for the event and our group sponsored the "Best Steps Award" for best written step-by-step instructions. There were 18 southeastern High School (H.S.) teams who competed in the competition. It was amazing to see the enthusiasm by these groups of students. The machines ranged from a Bathroom theme, Toy story theme, Monopoly Game theme, Mario theme, Castle theme, Wisconsin theme, Cabin theme and the competition could not go without a Harry Potter theme (just to name a few). The blind grading for the best procedure is focused only on the written steps of the machine. The award criteria focused on the detailed steps which are concisely written and provide enough details so that the reader can imagine the machine references which the steps refer to in the end-to-end process without looking at the final product.



The award went to the team from Pius H.S. pictured here, this group also won second place overall.

Congratulations!



Recent Events – E-Week Outreach At Hawley Environmental School

On February 22, 2011 Rita Murino Usarek (Industrial Engineer, UWM SWE Counselor) coordinated and volunteered at an event at a local Milwaukee school for Engineer's Week. This year her outreach event was at Hawley Environmental School. Maria Schmelzer (Electrical Engineer) and Bianca Bain (graduate student at Marquette University) also volunteered to bring engineering to 4th and 5th graders through the challenge of building the Tallest Paper Tower. Teams of students had only 2 sheets of newspaper to use as building material, and the goal of building the tallest tower which could stand for 30 seconds. The winner for one classroom is pictured below. The Wisconsin Professional Section of SWE worked with 4 classrooms: Two 4th grade and two 5th grade. We would like to give a special thank you to Rhulene Artis for helping us find a school for this year's activities and for her assistance over many years. She has helped with materials, taken pictures and has provided great suggestions on how to successfully reach out to young students. Special thanks goes to 5th grade teacher Shari Kromrey for helping us schedule a time to volunteer at her school, and for being an inspiration to us and her students. All four teachers had prepared their students and arranged their classrooms as special learning environments. Rita and the team of engineers hope to see the group at Hawley Environmental School next year!



A winning team!



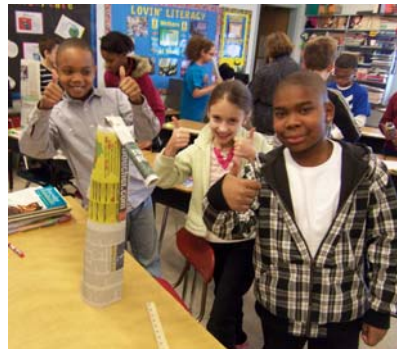
Maria Schmelzer (Electrical Engineer) & Rita Murino Usarek (Industrial Engineer) volunteer during Eweek at Hawley Environmental School



4th & 5th grade students at Hawley Environmental School work on their tallest Paper Towers



Rita Murino Usarek helps students with the activity to build the tallest Paper Tower



Bianca Bain (graduate student at Marquette University) wraps up with her class



GET INVOLVED!!

Below are open positions for SWE-WI, FY11

Please contact Jill Nondorf (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

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Section Representatives Report

- **2011 Region H Conference in Ann Arbor:** Martha and Betty will be at the meetings during conference and will have more to report out later.
- **Blue Sky:** Ever had an idea for a program or service that SWE should consider? Submit them for the BOD and Senate to consider at their annual strategic planning meeting (this February.) The form is online in the sharepoint governance cite at <http://share.swe.org/governance/Shared%20Documents/Strategic%20Plan/FY11%20New%20program%20or%20service%20idea%20template.doc> or send ideas them to Holli.pheil@swe.org
- **FY12 Region H nominations:** The region H Nominating committee is still looking for a couple candidates for Lt. Governor, Secretary, & Treasurer, Senator, Alternate Senator, and region rep 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
- **Senate:** The senate has been working on several items lately.
 - **Member Services:** The senate had been compiling feedback from members to analyze how good and how valuable all of SWE's member services. They had a telecon to discuss the results in January. This discussion will assist the BOD in their analysis of programs and services for continuation, improvement, or even sunsetting 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 and what kind of
 - **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 MI's are.
 - **Strategic Planning:** Many senators and SWE leaders will be in Chicago on February 5th for SWE's annual strategic planning meeting.
 - **2nd In-Person Meeting of FY11:** The Senate will have a full business meeting on Saturday the 6th 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

Martha Maxwell: mamaxwell@ra.rockwell.com



SWE-WI FY11 Executive Council and Committee Chairs

Section President:

Jill Nondorf
920-235-9151

Jill.nondorf@swe.org

Section Secretary:

Kim Groshek
920-220-1266

groshekster@gmail.com

Publicity Chair:

Rita Murino
414-380-1875

Rita.murino@swe.org

Section Vice President:

Jenna Walsh
920-379-7939

jennagwalsh@gmail.com

Section Treasurer:

Gina Janke
262-636-1315

Gina.janke@swe.org

E-Mail Coordinator:

Ann Krieger
414-617-8657

Ann.krieger.2007@gmail.com

Section Representative:

Betty Leonhard
920-344-2344

Betty.leonhard@swe.org

Membership Chair:

Heidi Balestrieri
262-542-4602

hbison01@yahoo.com

Newsletter Editor:

Andrea Cole Fyhrlund
262-268-1092

afyhrlund@ameritech.net

Section Representative:

Martha Maxwell
262-512-8649

mamaxwell@ra.rockwell.com

Scholarship Chair:

Amanda Normand
715-723-0177

normanda@uwstout.edu

Website Administrator:

Sarah Stepanski
262-785-1163

sarah.stepanski@swe.org

Section Representative Alternate:

Needed

Mentoring Coordinator:

Sam Eiring
262-894-6694

sam@sameiring.com

Awards Coordinator:

Needed

Collegiate Member Transition

Coordinator:

Brittany Barry
847-977-8274

Britt.e.barry@gmail.com

Outreach Chair:

Karyn Schroeder

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.

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For more information, contact Sarah Stepanski sarah.stepanski@swe.org.



Upcoming Events!

- Apr. 14, 2011..... Night Of Networking At PF Chang In Madison, Madison, WI
- Apr. 14-16, 2011..... Engineering EXPO At UW-Madison, Madison, WI
- Apr. 22, 2011..... Earth Day
- June 2, 2011..... SWE-WI End Of Year Ice Cream Social, Madison, WI
- June 22, 2011..... SWE-WI Awards Banquet, Beaver Dam, WI



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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.
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