



# The Gear

Jan. 2006

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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, 126 W. Chestnut St., Port Washington, WI, [afyhrlund@ameritech.net](mailto:afyhrlund@ameritech.net)

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*Serving the 137 Members of the Wisconsin Section, and Its Supporters*

## **President's Corner – Susan Thomas Schlett, Section President**

Dear SWE Members and Supporters,



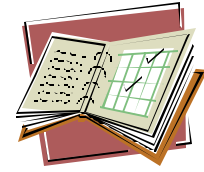
Well, the premier event of the year, **SWE's National Conference** attracted more than 4,000 engineering professionals, students and corporate representatives this past November in Anaheim, CA. I am very proud to report that SWE-WI received the following SWE awards in the large section category: **"Largest Net Membership Increase"** and **"Best Website"**. We also received the Region H award for **"Continuous Improvement"**. Thanks to everyone who helped us attain these accolades! In addition, former SWE-WI member Lisa Henn received the **"Region H Distinguished Service Award"**.

Ok. It's a new year. What are you going to do differently this year? We all have priorities in our lives. Is SWE one of your priorities? Do you take the time to periodically check the SWE websites and read the SWE newsletters? What have you done lately to go beyond your "comfort zone", to challenge yourself and others to learn and grow personally, as well as professionally? Let SWE help you to accomplish this amongst supportive, encouraging people!

Maybe you have never judged a Future City event or a 6th Grade Essay/Design Contest...give it a try! Why not be a part of creating a SWE-WI Professional Development Seminar! Do you know what "Sustainable Design" involves? How about bringing your favorite engineer to a Milwaukee Bucks basketball game with us? Do you have trouble "Conquering the Clock"...come learn how you might improve your organizational skills. Come join us for some thought-provoking activities! Couldn't you use some positive energy in your life? Find out how you can become involved by reading this newsletter and visiting our website at [www.msn.fullfeed.com/~swewi](http://www.msn.fullfeed.com/~swewi).

I look forward to seeing you in 2006!  
-Susan





## Upcoming Events At A Glance

DATE:	EVENT:	SEE NEWSLETTER PAGE:
Jan. 21, 2006	Future City Competition – Regional Judging	15
Jan. 28, 2006	Wisconsin Girls Collaborative Project Kickoff Event	10
Feb. 6, 2006	"Conquer the Clock", at U of W-Madison, Speaker Nancy Kruschke McKinney from Successful Organizing Solutions (S.O.S.)	5
Feb. 8, 2006	Diversity Event at Milwaukee Bucks Basketball Game with NSBE & SHPE	6 & 7
Feb. 16, 2006	Engineers and Scientists of Milwaukee (ESM) Engineers Week Banquet	15
Feb. 19-25, 2006	Engineers Week	3 & 4
Feb. 25, 2006	Leadership Coaching Modules (3): Effective Meetings, Conflict Resolution, and Succession Planning	8 & 9
Mar. 3-5, 2006	REGION H CONFERENCE at Iowa State University	10
March 14, 2006	Sustainable Design Speaker at the Urban Ecology Center (UEC) in Milwaukee	*
April 5, 2006	SWE Membership Upgrade/Networking Night Event with UW-Madison	*
April 2006	SWE Membership Upgrade/Networking Night Event with UW-Milwaukee, Marquette, MSOE	*
May 2006	Professional Development Seminar	*

\* Refer to the March issue of *The Gear* and our website at [www.msn.fullfeed.com/~swewi](http://www.msn.fullfeed.com/~swewi) as details become available.



## E-Week – by Betty Leonhard

This year's E-Week should be extra special for everyone reading this, because as you know, SWE is the organization sponsor for E-Week 2006. We are teamed up with Northrop Grumman to make it happen. E-Week is our chance both to celebrate the great things about being an engineer, as well as to encourage the next generation to consider engineering as a career. SWE needs your help to make sure this year's E-Week is the best one yet! It's our turn to shine. Every single SWE member is encouraged to step up this year and do a little more than they've done in previous years. If you haven't participated, then this is THE BEST time to start! Note that some activities occur outside of E-Week, so even if you are busy in late February, you can still contribute.



The theme this year is: *Engineers Make a World of Difference*. The E-Week 2006 goals are to:

- Increase the awareness of middle school students of the societal benefits of engineering
- Raise awareness of educators on engineering career opportunities, importance of engineering as a profession and the need for a technically literate population
- Train professional and student engineers on educator interface
- Provide resources to educators to support incorporating engineering into their curriculum

This year SWE is adding a new program called *Connecting Educators to Engineering*. Elements of this program are meant to target middle school teachers, informing them about engineering so they can encourage their students to pursue it and training engineers to be effective in the classroom. There will be a discussion forum online where educators can post questions or pose topics and engineers or other educators can respond. Curriculum and activities are being developed for teachers and training will be available for engineers. The Wednesday of E-Week has been designated "Connecting Day" which is when local activities between teachers and engineers should peak and there will be a Congressional briefing on issues in STEM education.



### **What can you do?????**

- Promote E-Week 2006 among local engineering organizations
- Provide *Connecting Educators to Engineering* information to other engineering organizations
- Be a moderator for a topic on the forum
- Participate in *Introduce a Girl to Engineering Day*
- Invite kids to check out [discoverengineering.org](http://discoverengineering.org)
- Participate in the Global Marathon, For, By & About Women in Engineering. It will be held on March 23, 2006 with 48 slots at 30 minutes each. It is a teleconference with optional Internet projection of slides. YOU can be a presenter! Or call to listen in and discuss the issues.

*Continued on page 4.....*

## E-Week – (continued)

- Future City Competition- the Regional runoff in Milwaukee needs judges for its January 21<sup>st</sup> competition. The National competition needs essay judges during early February; this year's essay topic involves surveying.
- SWE-WI's new 6<sup>th</sup> grade essay/design contest "Fuel Factor" needs judges too. To learn more visit [www.msn.fullfeed.com/~swewi/eweek2006.htm](http://www.msn.fullfeed.com/~swewi/eweek2006.htm)
- Visit [eweek.org](http://eweek.org) and check out their list of 50 ways to celebrate E-Week. Tell everyone you know to check it out too.

### **What can organizations do?????**

- Present awards to local teachers who already deliver a good engineering message
- Organize members as a pool of teacher resources
- Develop section activities that connect teachers with engineers
- Partner collegiate chapters with education majors
- Host a *Family Day* event to include parents in the engineering education process.

### **What can your company do?????**

- Hold an open house for local teachers
- Encourage employees to reach out to teachers
- Partner with a school

If you or your company does something for E-Week, we'd love to hear about it. If you would like to coordinate an E-Week activity in your area, contact us and we will try to help. Send information to our local email: [eweek-wi@swe.org](mailto:eweek-wi@swe.org)

### **Important Addresses**

- Direct information or questions for the society's activities to [eweek2006@swe.org](mailto:eweek2006@swe.org)
- EWeek website: [www.eweek.org](http://www.eweek.org)
- EWeek 2006 (SWE's) website: [www.eweek2006.org](http://www.eweek2006.org)
- Discussion forum: [www.swe.org/sweforum](http://www.swe.org/sweforum)
- SWE Member-Only information: Click EWeek 2006 link from the SWE home page and follow links for Member-Only

### **About E-Week**

Engineers Week is a formal coalition of more than 70 engineering, education, and cultural societies, and more than 50 corporations and government agencies founded in the United States in 1951 by the National Society of Professional Engineers. Dedicated to raising public awareness of engineers' positive contributions to quality of life, Engineers Week promotes recognition among parents, teachers and students of the importance of a technical education and a high level of math, science, and technology literacy, and motivates youth to pursue engineering careers in order to provide a diverse and vigorous engineering workforce. Each year Engineers Week reaches thousands of schools, businesses, and community groups across the United States.





## SWE-WI Event Notice: Conquer the Clock



Do you feel like you never have enough time? Are you overwhelmed? Does your to-do-list seem to get longer instead of shorter?

Come join the Professional Wisconsin SWE section and the University of Wisconsin – Madison SWE Collegiate section host “Conquer the Clock” by Nancy Kruschke McKinney, founder and owner of Successful Organizing Solutions (S.O.S.). Come join us as she teaches us how to use "master lists" and "to-do lists," how to say "NO," and how to shorten meetings.

**WHEN:** **Monday, February 6, 2006 - 6:30 pm until 8 pm**  
6:30 pm to 7:00 pm - sandwiches, beverages and snacks  
7:00 pm to 7:45 pm – presentation  
7:45 pm to 8:00 pm – Q&A  
Food will be provided complements of the SWE - Madison Collegiate Section

**WHERE:** **University of Wisconsin - Madison**  
**1610 Engineering Hall**

<http://maps.google.com/maps?q=1610+Engineering+Hall+Madison+Wi+University+Of,+Madison,+WI&spn=0.019596,0.043379&cid=43073056,-89401111,10736835690187360405&iwloc=A&hl=en>

**RSVP:** **Please RSVP by Monday, January 23, 2006.**  
To RSVP contact Dina Bertolini at [dbertolini@westbrookeng.com](mailto:dbertolini@westbrookeng.com) or [dmechanics@yahoo.com](mailto:dmechanics@yahoo.com).  
Lost, or would rather call, contact me on my mobile phone at (563) 543 8787.

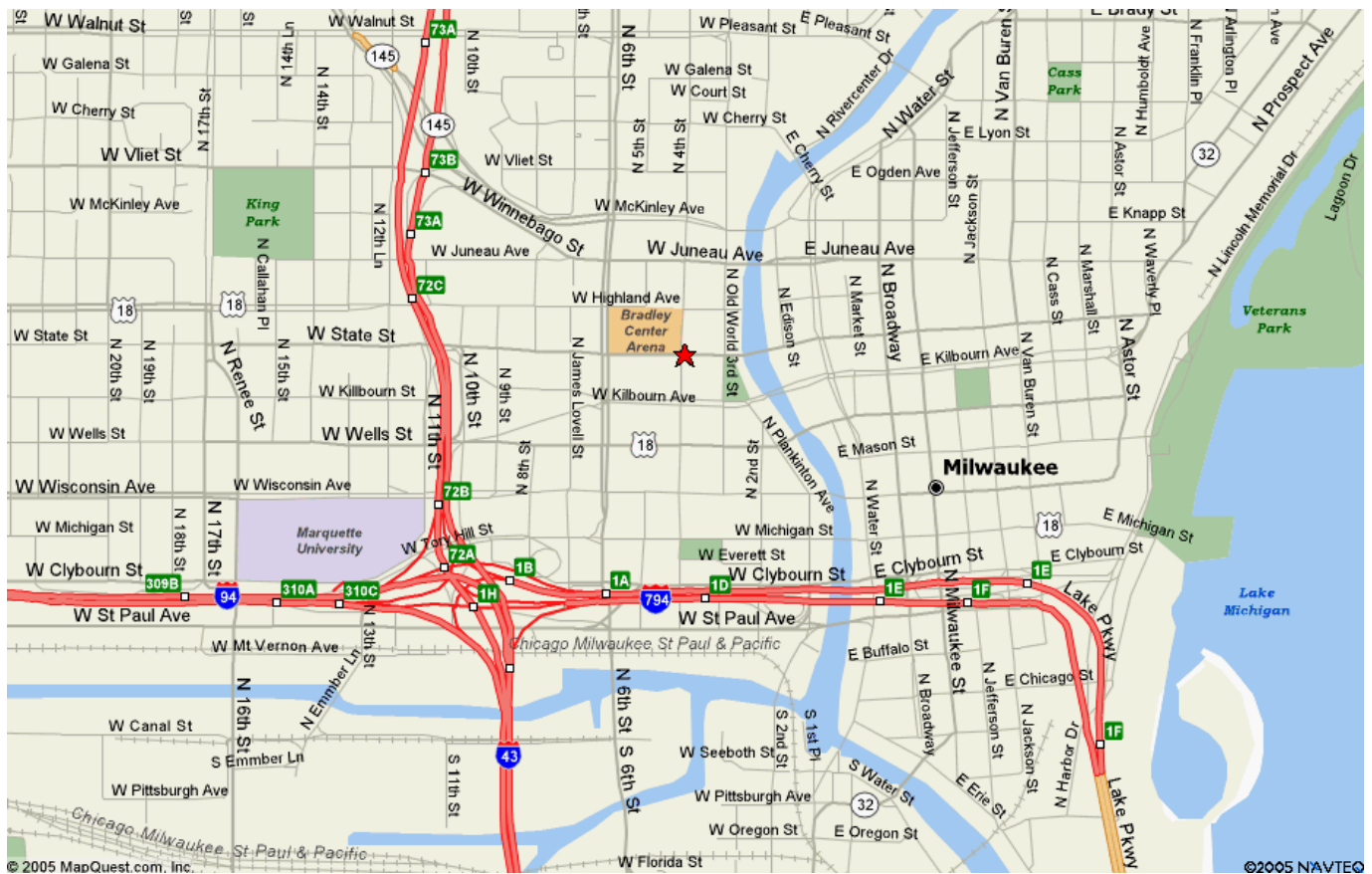
### More information on our Speaker

Nancy Kruschke McKinney  
Founder and owner of Successful Organizing Solutions (S.O.S.)  
[www.SOSorganize.net](http://www.SOSorganize.net)



# SWE -Wisconsin Diversity Event Notice

- What:** Milwaukee Bucks Basketball Game
- Who:** SWE, NSBE, & SHPE  
Wisconsin Professional and Collegiate Members and Guests
- Where:** Bradley Center 1001 N. 4<sup>th</sup> Street Milwaukee, WI  
(See map on page 7) Parking is in and around the Bradley Center.
- When:** Wednesday, February 8<sup>th</sup> 2006, 7:00 PM
- Time:** Tip off at 7:00 PM, plan on arriving at least 30 minutes ahead to get parking & seated in the arena. **We'll meet at the doors on 4<sup>th</sup> & State at 6:45 PM to get your tickets. I will be holding an orange sign saying SWE-WI.**
- Cost:** **\$13 /ticket** flat group rate. (\$28 value corner rows midsection-Section 438)
- Send checks made out to SWE - WI by Feb 1<sup>st</sup> 2006 to:**  
Rita Murino  
1204 E. Kensington Blvd  
Shorewood, WI 53211
- Misc.:** **Come see our Society Names on the Big Screen and the Bucks play.**
- RSVP:** By, **Friday January 13<sup>th</sup>, 2006** to Rita Murino at (414) 380-1875 or [rmurino@yahoo.com](mailto:rmurino@yahoo.com). **In case of an emergency call me on my cell at 414-380-1875.**



**PLEASE REMEMBER THE MARQUETTE INTERCHANGE IS UNDER HEAVY CONSTRUCTION  
BE CAREFUL SOME EXITS MAY HAVE CHANGED**

**Coming from the North**

Take 43 South to WI-145 E via EXIT 73A on LEFT toward MCKINLEY AVE.  
 Turn RIGHT on WI-145E/N 6TH ST  
 Turn LEFT onto W JUNEAU AVE  
 Turn RIGHT onto N 4<sup>TH</sup> ST

**Coming from the West**

Take I-94E take the I-43 N exit- EXIT310B- on LEFT toward GREEN BAY  
 Take I-794 EXIT 310C  
 Take the 7<sup>TH</sup> STREET exit- EXIT 1H toward CIVIC CENTER  
 Turn SLIGHT LEFT to take 7<sup>TH</sup> ST ramp toward CIVIC CTR.  
 Take 6<sup>TH</sup> ST SOUTH ramp  
 Turn LEFT on N 6<sup>th</sup> ST  
 Turn RIGHT on WELLS  
 Turn LEFT on 4<sup>TH</sup>

**Coming from the South**

Take I-43N take KILBOURN AVE exit- EXIT 72C-toward CIVIC CTR  
 Take KILBOURN TUNNEL to KILBOURN  
 Turn LEFT on 4th ST



## SWE-WI Event Notice: Leadership Coaching Modules

### Role Reversal

### Leadership Coaching Modules on Effective Meetings, Conflict Resolution, and Succession Planning

Have roles been reversed for you? Do you feel you have more responsibility in your position and now you have to lead meetings, deal with team relationships or begin project forecasting? Come join the Wisconsin Professional Section members for an opportunity to relax, have lunch and learn some important professional development essentials. Whether you are beginning to gain more leadership roles in the work place or would like to learn how to improve in some existing areas of concern, these modules will provide some useful tools that will help anyone in their professional career. The three Leadership Coaching Modules will be presented as follows:

<b>10:00 – 10:15 am</b>	<b>Speaker Introduction</b>
<b>10:15 – 11:00 am</b>	<b>Conflict Resolution:</b> a module that teaches us how to identify the conflict, methods to resolve them and how to maintain a healthy teamwork environment.
<b>11:00 – 11:45 am</b>	<b>Effective Meetings:</b> a module that focuses on how to conduct meetings, organize them, keep them productive and keep them on schedule.
<b>11:45 – 12:15 pm</b>	<b>Lunch Break</b>
<b>12:15 – 1:00 pm</b>	<b>Succession planning:</b> a module that discusses how one sets goals and begins forecasting milestones into the immediate and long-term future.

**WHEN:**      **Saturday, February 25, 2006**  
10am until 1pm  
Snacks and Lunch are provided

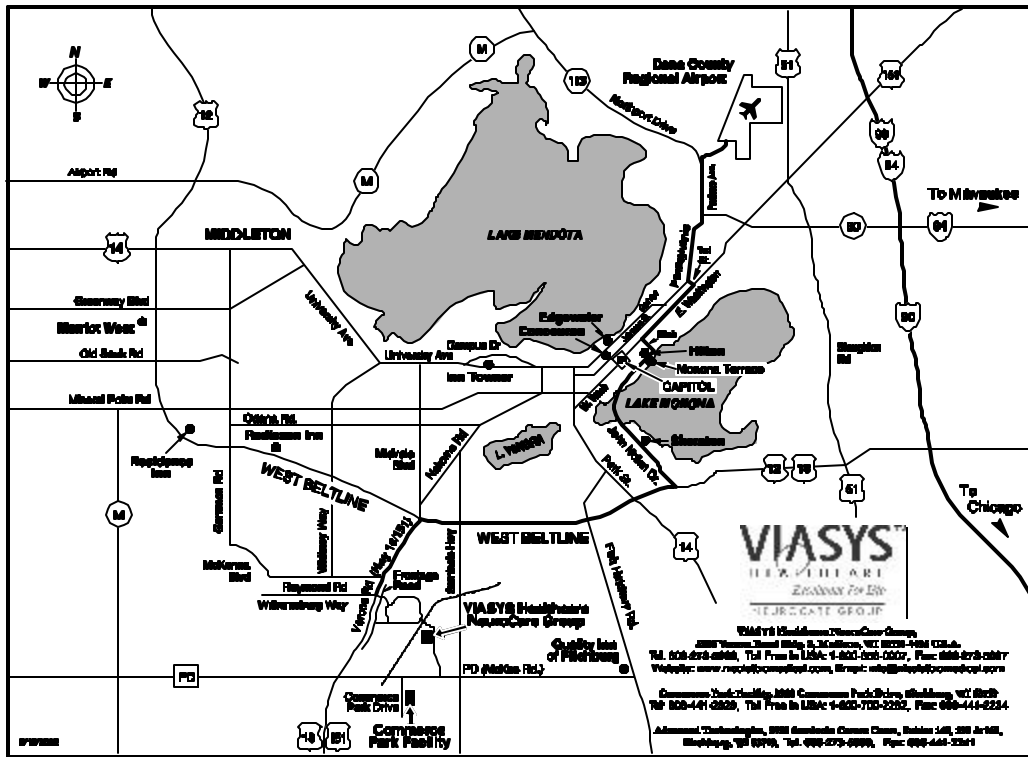
**WHERE:**      **Viasys Health Care Center**  
5225 Verona Road, Bldg 2.  
Madison, Wisconsin

Maps and directions are on page 9. Meeting will be held on the second floor in the Badger Conference Room. Signs will be posted. Visitor parking is available by the main entrance of Bldg 2.

**RSVP:**      **Please RSVP by Friday, February 24, 2006.**  
To RSVP contact Dina Bertolini at [dbertolini@westbrookeng.com](mailto:dbertolini@westbrookeng.com) or [dmechanics@yahoo.com](mailto:dmechanics@yahoo.com).

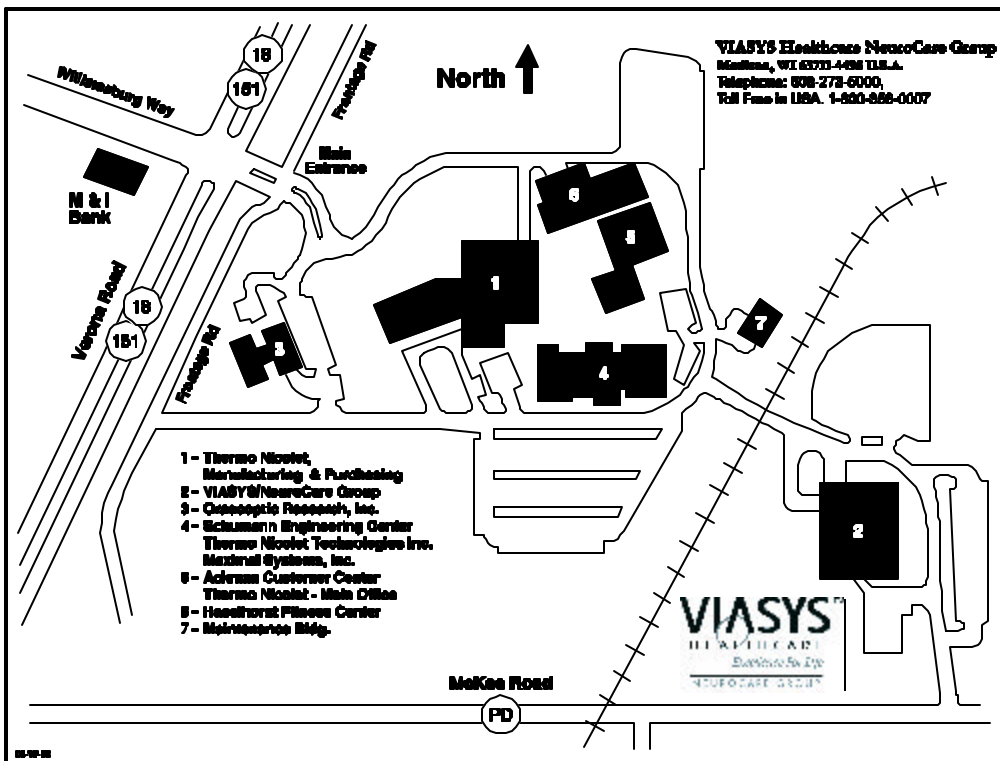
**Due to security issues, it is very important that you RSVP no later than Friday February 24<sup>th</sup>, 2006.**

Lost, or would rather call, contact Dina on her mobile phone at (563) 543 8787.



From US 18 headed west into Madison, WI:

- Take the U-18W/US 151W/Midvale Blvd exit, **Exit #258** towards Dodgeville
- Turn left onto Verona Road (1.25 mi.)
- Turn left at the intersection of Verona Road and Williamsburg Way. The entrance sign “Thermo Electron” is posted on the frontage road. Proceed to the bottom of the hill, cross the railroad tracks. Nicolet Biomedical is the red brick building. You will approach from the back of the building (Bldg. 2), please continue around the corner. Watch for the “visitor parking” sign on the right.



## **Region H 2006 Conference at Iowa State University** **March 3 – 5, 2006**

Registration is now open for the 2006 Region H Conference hosted by Iowa State University!

Visit our online registration website at:

<https://www.ucs.iastate.edu/mnet/swe/quickregister.html>

Collegiate members should name their section president as the housing contact, unless otherwise specified. Additionally, school vouchers will be accepted as a form of payment (attendees from the same section may be included on the same check).

Thanks for your patience while we have prepared for registration. We look forward to seeing you this March!

Iris Caldwell and David Johnson  
Region H Co-Chairs  
[swereg06@iastate.edu](mailto:swereg06@iastate.edu)

## **Wisconsin Girls Collaborative Project** **Kickoff Conference (WGCP)**



This project, funded by the National Science Foundation and administered by the Wisconsin Department of Public Instruction, offers the chance for schools and organizations committed to informing and motivating girls to pursue classes and careers in Science, Technology, Engineering, and Math (STEM) to come together to share best practices, develop new collaborations, and share resources. The successful career transition of students and the economic future of Wisconsin are tied to increased participation of all students in careers that rely on STEM skills and competencies. Mini-grants are available to organizations that collaborate in the development and delivery of programming that share this vision.

Find more details and registration information at

[http://www.pugetsoundcenter.org/ngcp/wgcp/kick-off\\_conference.htm](http://www.pugetsoundcenter.org/ngcp/wgcp/kick-off_conference.htm)

E-mail our SWE-WI WGCP contact, Emily Braun at [erbraun@mtu.edu](mailto:erbraun@mtu.edu), if interested in attending the Kickoff Conference on Jan. 28, 2006.





## Member News



**Congratulations to the SWE-WI Nominee for Engineers and Scientists of Milwaukee (ESM) Young Engineer of the Year Award:**

- Julie McMullin

**Congrats to the following two 2005 fall graduates receiving SWE Membership Upgrades from our Section:**

- Jessica Palmer – U of WI – Madison
- Jessica Aug – Michigan Tech

**Thank you to the following SWE-WI members who have volunteered to help with the Future City project:**

- Mary Dziewiontkoski
- Betty Leonhard

**Welcome to the following new SWE-WI members since 9/1/05:**

- Carolyn Anne Pehlke
- Sandy K. Poulos
- Brenda Sue Puck
- Heather Rose KIM Senstad
- Lisa Marie Lange
- Dana N. Handel
- Rebecca Elizabeth Lynch
- Sherry Ann Reiter
- Susan E. Burtch
- Mary M. Isely
- Joyce T. Bui

**Attention: Those SWE members planning to take FE and the PE exam:**

SWE announces partnership with Kaplan AEC – [20% discount for SWE members on FE and PE exam preparation materials.](#)

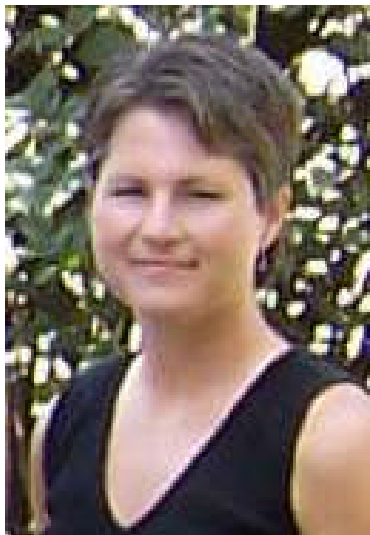
See [www.swe.org](http://www.swe.org) for details.



## Meet Our FY06 Officers – This is the 3<sup>rd</sup> of a 3 part series

### **Dina Robinson Bertolini – Section Representative**

Dina Robinson Bertolini has been involved with SWE since 1997. Dina became an undergraduate member of SWE at Iowa State University, Iowa. Throughout her undergraduate education Dina has been involved with SWE on various committees and volunteer activities. Dina joined the Wisconsin Section in 2002, when she graduated from Iowa State University and first moved to Wisconsin to start her career. She enjoys meeting new people and staying active within her community. Becoming active in the executive committee in 2002, as secretary, has allowed Dina to meet new women in engineering throughout Wisconsin. Dina is optimistic and excited about the new fiscal year, and the new challenges that await the Wisconsin SWE section as the section continues to grow. She was very thankful to have been on the committee and hopes she can contribute her services for another year.



### **Barb Gosenheimer – Membership Chair**

I am a Biomedical Systems Engineer for GE Healthcare in Madison. I am currently in a split role of Software Specification Engineer and Project Leader. I work closely with the software development and validation groups to create new software for our critical care ventilator.

I have been a member of SWE since I was in school and have found that I have an on-again/off-again relationship with the organization. I have volunteered for positions for a year, then refrained from volunteering for a year. I have enjoyed working with other professional women, and value the flexibility that that group fosters. It has been a great way to develop my leadership skills by volunteering, based on my personal schedule.



## Meet Our FY06 Communications Team

### **Andrea Cole Fyhrlund – Newsletter Editor**

I'm an electrical engineer, and have been working for Rockwell Automation in Mequon, WI for 10 years in the test engineering department. We develop and support test equipment for Rockwell's circuit boards in production facilities located worldwide. Prior to Rockwell I spent 5 years doing the same type of job at Plexus Corp., in Neenah, WI.

I became active in SWE while I was a student at Michigan Technological University. I feel that there are excellent networking, leadership, and learning opportunities with SWE.



### **Vanessa White – SWE-WI Website Editor**

Vanessa is a Hardware Verification Engineer at Astronautics Corporation of America, where she provides certification support for avionics equipment.

Vanessa became involved in SWE as a senior at UW-Milwaukee. She graduated in 2004 as an Electrical Engineer, at that time becoming a professional member through SWE-WI's student upgrade program. On hearing the WI Section had a need for website support, she felt her skills and experience would lend themselves well to the job. She is looking forward to many years of supporting SWE in this role.

### **Susan Slater – E-Mail Coordinator**

I have a Mechanical Engineering Degree from Michigan Technological University (MTU). My career has taken me to many different areas including nuclear power, machine shops, automotive and most recently distribution. My positions have also varied greatly over the years. Currently I work for Footlocker in the .com distribution center, where my most recent project was an automated receiving system.

I enjoy my work and generally have at least two jobs, one full time and one part time position. When time permits my hobbies include cars and crafts. In fact my dad's love for cars is what has inspired me throughout my life and what encouraged me to become an engineer.



## Volunteers Needed!

### **Advertising and Fund Development Coordinator**

A person is needed to help manage invoices and payment receipt for advertising, donations, and other Section fund development. Spreadsheets, invoice templates and other documents have been created to support this position. This person will be the liaison to the individual and Corporate Sponsors.

Estimated time per month: 3 hours. Resources required: Email address and phone number for contacting sponsors. All template documents in Microsoft Word and Excel. Training is provided. Please contact [Gina.Janke@swe.org](mailto:Gina.Janke@swe.org) if interested.

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### **A Wisconsin SWE Volunteer Opportunity!**

#### **E-Week: February 2006 “Connecting Educators with Engineering”**

The SWE-Wisconsin E-Week committee is currently holding a Design/Essay Contest for 6<sup>th</sup> graders in Wisconsin. Details on the design contest can be found at <http://www.msn.fullfeed.com/~swewi/eweek2006.htm>. We are currently looking for volunteers to help the E-Week committee sort the completed applications, send out response letters to applicants, and/or evaluate the completed contest applications to help choose the three winning applicants. If you are interested in helping out, please contact Julie McMullin at [jmcmullin@brwncald.com](mailto:jmcmullin@brwncald.com).

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### **Interested in being involved? Here’s your chance! Consider these great opportunities:**

- **Volunteer on your own time schedule!**

Would you be willing to call a new member to welcome them to our quickly growing organization? We are looking for volunteers! One thing we like to do for new members is give them a welcome call and ensure that we have the correct contact information for them. If you would be interested in participating in this activity, please contact SWE-WI Membership Chair Barb Gosenheimer at [Barbara.gosenheimer@swe.org](mailto:Barbara.gosenheimer@swe.org) and she will get you started.

- Other national and regional volunteer opportunities are posted regularly to the mailing list RegionH-Business. See <http://www.msn.fullfeed.com/~swewi/moreswe.htm> for more on mailing lists.

- **The Collegiate Leadership Coach Committee (CLCC)**, former Student Section Vitality Task Force, is looking for more coaches to support the student sections. They would like to have one Collegiate Leadership Coach (CLC) for every 5 schools in the Region. Currently, region H has 43 student sections and we have only 3 CLCs. We definitely can use more coaches. If interested, please contact Cathi Yee ([Catherine.yee@swe.org](mailto:Catherine.yee@swe.org)) directly for an application form. Thank you for your support in advance!

## 53rd Annual National Engineers' Week Banquet

**Sponsored by:** Engineers & Scientists of Milwaukee, Inc. (ESM)  
**Date:** Thursday, February 16, 2006  
**Time:** 5:30 p.m. Cash Bar, 6:30 p.m. Dinner & Awards

**Highlights Include:** 2005 Award Recipients to be Announced

*ESM is the regional coordinator for the 2006 Future City\* Competition. The first place team will receive a table at the National Engineers' Week Banquet.*

**Place:** Italian Community Center, 631 East Chicago Street, Milwaukee, WI  
**Cost:** Individual Tickets are available for \$50.00 per person

**Reservations Required:** Please RSVP to ESM at (414) 297-7239, E-mail [meyerc@matc.edu](mailto:meyerc@matc.edu)  
R.S.V.P. Deadline is Thursday, February 9, 2006

## \* 14th Annual Future City Competition

The Engineer's Week Future City Competition, now in its 14th year, is an awesome program for 7th and 8th grade students to foster interest in engineering, math, and science through hands-on, real world applications. This competition develops a wide variety of skills in the students. Teams consist of three students, a teacher, and an engineering mentor. The program consists of 4 segments: creating a city using SimCity3000 software, building a scale model of a portion of their city, developing a presentation to showcase their city, and writing an essay on an annually chosen topic relating to different aspects of engineering. It's an exciting program that does a great job of introducing engineering, problem solving, and teamwork to children.

Teams from Wisconsin schools participate in a regional competition to decide who gets to go to Washington DC, to compete against the rest of the nation during E-Week. The Regional Competition this year will be held on Saturday, January 21<sup>st</sup> 2006. The venue is MATC in Oak Creek (on the South Side of Milwaukee).

**Volunteers are needed to be judges.** This generally requires a commitment of your time from 7:30 until noon on January 21<sup>st</sup>. SWE also sponsors a special award for best use of recycled materials in a model. This is judged during the regional competition and that usually just takes an hour or two.

One last item to mention: if you know a 6<sup>th</sup> or 7<sup>th</sup> grader who would enjoy participating in this competition next year, have them visit [www.futurecity.org](http://www.futurecity.org) for more details.

### **For additional questions or for more information contact:**

Carla Meyer, Executive Director  
Engineers & Scientists of Milwaukee, Inc.  
700 W. State St. Room T200  
Milwaukee, WI 53233  
Phone: 414-297-7239  
Fax: 414-297-6711  
[meyerc@matc.edu](mailto:meyerc@matc.edu)



## Recent Meetings/Activities

### 2005 SWE National Conference – Anaheim, CA

SWE-WI received the following awards: “*Largest Net Membership Increase*” and “*Best Website*”. We also received the Region H award for “*Continuous Improvement*”.

In addition, the following collegiate SWE sections in our territory received awards:

**University of Wisconsin – Madison** – Large Section, Greatest % Net Increase in Section Membership

**Michigan Technological University** – 3<sup>rd</sup> place, Medium Section, Outstanding Student Section



Gina Janke, Cathy Krier, and Lisa Henn.  
Cathy and Lisa are former SWE-WI members



Lisa Henn receiving the “*Distinguished Service Award*” from Nora Lin at the Region H meeting.



Gina Janke at the Career Fair by an International Truck



Betty Leonhard and Gina Janke holding SWE-WI awards



## A Cause for Celebration! - by Elissa Risberg

It was that time of year again - the snow had fallen, the Christmas lights were strung, and the engineering campus was abuzz with students finishing their semester projects. More exciting was the anticipation of the winter graduation for two of our very own SWEster's!

What better way to celebrate the end of one chapter and the beginning of the next, than with the Wisconsin Professional SWE Section. Over a feast of delicious pasta on Dec. 5, 2005 we chatted about the plans for our soon to be alums.

Julia Bickler would be graduating with a degree in Industrial Engineering and returning as a graduate student focusing on Human Factors and Ergonomics. She would also be busy this summer balancing her internship at General Mills and making preparations for her upcoming wedding. Julia would be continuing as a Collegiate SWE member as she goes on to get her Masters degree.

Jessie Palmer, former SWE UW-Madison Section President, would also be graduating with a degree in Industrial Engineering. Upon her arrival back from travels in Europe, Jessie would be pursuing the Operations Management Leadership Program (OMLP) at GE-Healthcare in Milwaukee, WI. Jessie was presented with a free SWE Professional Membership Upgrade from SWE-WI, so she can continue her involvement in SWE at UW-Madison and beyond.



From left to right: *Betty Leonard, Dina Bertolini, Molly Johnson, Elissa Risberg, Jessie Palmer, Talia Esser, Julia Bickler*



## SWE National Conference Recap

On December 7, 2005 SWE-WI held a recap meeting of the 2005 SWE National Conference in Anaheim, CA. Gina Janke, Rita Murino and Betty Leonhard presented a snapshot of their favorite sessions they attended at the conference. Highlights from a wide range of topics were presented. It was a great way to get a taste of the Conference if you were unable to attend, and a nice refresher if you couldn't attend everything you wanted to. SWE business on the regional and national level was also discussed. This included SWE's involvement as lead society in the *2006 Engineers Week* activities.

The meeting was held at GEHealthcare's facility in Waukesha. The facility was excellent and we thank GEHealthcare for hosting our meeting. When we entered the glass structure we walked amidst displays of their technologies. A product of particular interest was the portable x-ray machine which had been signed by actors from the TV series *ER*, including George Clooney!

(Photo: Gina, Betty and Rita present SWE-WI president Susan Schlett with SWE awards that SWE-WI received at the 2005 SWE National Conference: *Largest Net Membership Increase*, and *Best Professional Website*, and the Region H *Continuous Improvement* award.)



## Council Of Representatives News

### Report from Anaheim (by Betty Leonhard)

The 2005 SWE National Conference in Anaheim California was yet another great one with a record setting 4100 attendees! I could go on and on about the wonderful sessions and the gorgeous weather, but the point of this article is to update you on some of the SWE business that transpired during the conference. There are three major meetings that are of section level interest to report on. They are: the Membership Meeting, the COR Meeting, and the Region H Meeting. If you'd like further details on anything, please contact your section representatives.

### Society's Membership Meeting

#### **President's Report, FY06 initiatives:**

- Junior SWE (trial year)
- E-Week 2006 – SWE adds new “Connecting Day” legacy program
- Women in Engineering & Technology Campaign – an image building crusade
- International Outreach
- Diversity

#### **Board of Trustee's Report:**

- The reorganization of our endowment funds into SWE-EFI is nearly done. It has been incorporated in DC (same as SWE) and it's Bylaws and 501c3 status are in progress
- Several new scholarship moneys were added this year

#### **Executive Director's Report:**

- Membership #s: there are 18816 SWE members, 31 CPC member companies and 64 corporate members

### Region H Meeting

#### **Region H Conference:**

Mark your calendars for March 3<sup>rd</sup> and 4<sup>th</sup>. Register before Feb. 10<sup>th</sup> to receive a discount! See website for more details:

[www.ucs.iastate.edu/mnet/swe/home.html](http://www.ucs.iastate.edu/mnet/swe/home.html) .

Also, if you've been involved in planning region conferences in the past and have some helpful insight and could contribute to a planning manual or a funds solicitation guide, our region is compiling these; so please contact region leaders.

#### **Volunteer Needs:**

- A list is being compiled to help us translate skills learned in SWE to skills that can be used at work. (send ideas to Stacey DelVecchio)
- Region H Nominating Committee for FY07 region positions (April Privett is the chair)
- Think about future personal SWE goals and Region positions

### **SWE Regional Programming Excellence Award**

This is a new award of \$5000 sponsored by IBM for the Region who has the most outstanding region conference session on an annually assigned topic. The topics by year are:

- 2006 Diversity & Inclusiveness
- 2007 Creative Problem Solving
- 2008 Effective Communication

The Region H Deputy Director will coordinate the organization of these sessions with conference chairs. Please send in any ideas for this or future years' topics.

### Council of Representatives Meeting

#### **Motions:**

- All but one bylaws amendment were passed. Student members are now to be referred to as collegiate members. Some had wording revised. Proposal #4 failed (the one about how to set quorum). See Fall issue of *SWE Magazine* for what the 9 proposals were.
- BHAG motion failed – sent back to Environmental Scanning FIG to revise further
- A motion on the National Election Cycle failed.

#### **Mega Issues:**

- Engineering Liaisons with Other Professional Societies – discussed extensively and made a motion to create a policy/strategy to be used when organizations approach SWE and want to have some sort of liaison. A task force has been created to do this and Debra Evans is the appointed chair.
- Title IX – a policy statement was formulated, but wording could not be agreed on in time allotted, so it was sent back to committee to take due time in creating it; seeing as it's our first official public policy statement.





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## 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: 1/2 page ad = \$25. Full page ad = \$50. For more information, contact Gina Janke ([gina.janke@swe.org](mailto:gina.janke@swe.org), or 262-636-1315).

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, TIFF, TGA, RAS, EPS, PCX, PNG, and PCD

For more information, contact Vanessa White ([vanessa.white@swe.org](mailto:vanessa.white@swe.org)).



## Upcoming Events!

Jan. 21, 2006.....	<b>Future City Competition – Regional Judging</b>
Jan. 28, 2006.....	<b>Wisconsin Girls Collaborative Project Kickoff Event</b>
Feb. 6, 2006.....	<b>“Conquer the Clock” at UW-Madison</b>
Feb. 8, 2006.....	<b>Milwaukee Bucks Basketball Diversity Event</b>
Feb. 16, 2006.....	<b>Engineers and Scientists of Milwaukee Banquet</b>
Feb. 19-25, 2006.....	<b>Engineers Week</b>
Feb. 25, 2006.....	<b>Leadership Coaching Modules</b>
Mar. 3-5, 2006.....	<b>Region H Conference, Iowa State, Ames, IA</b>
Mar. 14 2006.....	<b>Sensible, Sustainable Designs, Milwaukee, WI</b>
Apr. 5, 2006.....	<b>Membership Upgrade/Networking Night with UW-Madison</b>
Apr., 2006.....	<b>Membership Upgrade/Networking Night with UW-Milwaukee/Marquette/MSOE</b>
May, 2006.....	<b>Spring Professional Development Seminar</b>



### *About The Society of Women Engineers...*

#### **Our Principles:**

The Society of women Engineers is a non-profit organization dedicated to informing young women, their parents, counselors, and general public, of the qualifications and achievements of women engineers, and the opportunities open to them.

#### **Mission:**

- Stimulate women to achieve full potential in careers as engineers and leaders.
- Expand the image of the engineering profession as a positive force in improving the quality of life.
- Demonstrate the value of diversity.

#### *Address changes to:*

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Support for production of this newsletter provided to the Wisconsin Section by:

Rockwell Automation ([www.ra.rockwell.com](http://www.ra.rockwell.com))

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