



The Gear

Mar 2004

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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. Trial subscriptions & address changes to Gina Janke, 1801 Newberry La., Racine, WI 53402, gina.janke@swe.org

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Serving the 100 Members of the Wisconsin Section, and Its Supporters

"President's" Corner – By Julie McMullin, Section Career Guidance Chairperson

March is traditionally when Girl Scout cookies are delivered, but this year the Girl Scouts of Milwaukee will be introducing the national Fair Play initiative to Milwaukee. Along with badges for communication, global awareness, and leadership, the Girl Scouts now offer a Fair Play badge. Fair Play is a Girl Scouts initiative to encourage girls to learn about and explore science, technology, and engineering. Funded by a \$500,000 grant by the Intel Foundation, the Fair Play program encourages girls to explore science and technology through specialty camps and partnerships with science museums, universities, nature centers, and mentoring relationships with professional women in science, engineering, and mathematics. SWE is just one of several organizations that are providing mentoring and support to the Girl Scouts for this initiative.

Currently the Wisconsin section of SWE is helping the Girl Scouts of Milwaukee with their annual Career Fair. The Girl Scouts Career Fair will be held at the Milwaukee School of Engineering (MSOE) on Saturday, March 27 and will provide an opportunity for about 200 middle- and high-school girls to find out what engineers really do and to get them excited about science and technology. The Milwaukee section of the Girl Scouts has also chosen to make engineering its main focus for their annual Girl Scouts camp the first week of August. This camp will have a "Survivor" theme with an engineering twist, providing the girls with challenges that will improve their survival skills but more importantly, open their eyes to the realities and exciting challenges of engineering.

If you are interested in assisting with the Career Fair or the Girl Scouts camp, please contact Julie McMullin at 414-483-1528 or jmcmullin@brwncald.com.

Support for production of this newsletter provided to the Wisconsin Section by Rockwell Automation (www.ra.rockwell.com) and Westbrook Engineering (www.westbrookeng.com)



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"Within minutes of my first visit to the Grainger Center, I was extremely impressed with the caliber of the students and faculty. They were all collectively committed to making quantum improvements to supply chain processes. Their attention with industry is second to none."

—Maureen Strahan
VP Global Supply Operations
Hewlett-Packard

For more information:
www.bus.wisc.edu/grainger
graingerctr@bus.wisc.edu
608.262.1941



100 - By Lisa Henn, Section Vice-President

On February 20th the Wisconsin Section passed a major milestone: our 100th member joined the section! As a volunteer I've long looked forward to this point and yet surprised that it is upon us already.

My Wisconsin Section knowledge only goes back to the early months of 1995. But it's enough to see how the section has changed:

- In 1995 we had 55 members. Now we could double that before the end of the fiscal year in June.
- We had 3 volunteers in those days. Now we have 13, with more signing up all the time!
- Over the years in-between we've won 5 awards from the national organization (including membership growth)

Up ahead in Wisconsin is the National Conference. You who were members in 1995: would you have thought it possible then? Yet it's coming. And after that--boundless possibilities!

Thanks to all 100 of you for making it possible!

Nominations for Section Leadership Needed!

Nominations are now being accepted for all Section-elected positions. The positions include President, Vice-President, Section Representative, Secretary, and Treasurer. Officer candidate can be self-nominated or nominated by another member.

The requirement for any elected office is to be a member in good standing. All nominations should be sent to Lisa Henn, Nomination Committee Chair, via e-mail, lisa.henn@swe.org, or telephone, (608) 223-9125, by **April 16, 2004**.

To better understand the responsibilities for the positions, below is a summary and typical time required to fill this position. Please note that many officer activities are conducted via telephone (teleconference for most Executive Council meetings) and e-mail, so proximity to Madison or Milwaukee is not a requirement.

- **Section President:**

- (1) Be the project leader of the Section & keep Section operations on schedule.
- (2) E-mail and mail Section literature and correspondence to officers and committee chairs, as appropriate
- (3) Prepare agenda & participate in monthly Executive Council meetings for Section strategy and policy
- (4) Preside at Section meetings whenever possible.
- (5) Provide column for newsletter every 2 months

Time commitment: 5 hours per month average plus time for meetings

- **Section Vice-President:**

- (1) Perform any duties of the Section President in her absence or at her request.
- (2) Perform any other duties assigned by the Executive Council.
- (3) Attend meetings whenever possible.
- (4) Participate in monthly Executive Council meetings for Section strategy and policy.

Time commitment: Varies but should not exceed 3 hours per month plus time for meetings

Continued on page 4

Nominations for Section Leadership Needed! - Continued

- **Section Representative:**

- (1) Attend 2 Region H business meetings, one in fall, one in spring, & national Society meeting, or send alternate. (Funds for offset travel costs are available.)
- (2) Act as the official contact(s) between National and the Section.
- (3) Vote for the Section at Council of Representatives at national Society meeting, in Milwaukee, October 2004
- (4) Prepare and submit quarterly reports of the Section activities to Regional director.
- (5) Attend Region H teleconference calls and report back to the Section on pertinent issues.
- (6) Attend meetings whenever possible.
- (7) Participate in monthly Executive Council meetings for Section strategy and policy.

Time commitment: 5 hours per month average plus time for meetings.

- **Secretary:**

- (1) Record, prepare, maintain, and distribute the minutes of each meeting of the Executive Council.
- (2) Carry on the Section correspondence as requested by the President or the Executive Council.
- (3) Maintain a file with a copy of correspondence (mail & e-mail) sent out in the name of the Section.
- (5) Attend meetings whenever possible.
- (6) Participate in monthly Executive Council meetings for Section strategy and policy.

Time commitment: 3 hours per month average plus time for meetings.

- **Treasurer:**

- (1) Be responsible for the collection, safekeeping, and distribution of all section funds.
- (2) Sign checks for the Section as authorized by the President.
- (3) Prepare, maintain, and report as directed on the financial position of the Section in relation to the approved budget.
- (4) Maintain the current official membership records of the Section.
- (5) Keep an exact account of all receipts and expenditures for submission to the Society Treasurer at the end of each fiscal year.
- (6) Attend all meetings whenever possible.
- (7) Participate in monthly Executive Council meetings for Section strategy and policy.

Time commitment: 2 hours per month average plus time for meetings.

If any of these positions are of interest to you or if you wish to nominate a member, please contact Lisa Henn at the above phone number or e-mail, by April 16.

If you can only participate in a short-term volunteer position, please consider being a member of the Nomination Committee. This role would take about a total of 4 hours maximum, setting up election materials & tallying ballots through April and May months. Please contact Lisa Henn for more information.

SWE Meeting Notice

What: Increasing Personal Effectiveness: Understanding Self & Others

Professional Development Seminar Objectives:

- Understand your behavioral tendencies & how your behavior affects others
- Identify strategies for working together to increase productivity
- Find methods to more effectively accomplish tasks & improve relationships with others

Facilitator: **Reggie Owens**, Global Learning & Development Manager, Rockwell Automation. Mr. Owens has over 20 years of human resource development and management experience, including the areas of change management, leadership development, interpersonal and team effectiveness, communication skills, and conflict management.

Where: Rockwell Automation Headquarters (1201 South Second Street, Milwaukee)

Date: Wednesday, March 24, 2004

Time: 5:30-6:00PM **Pizza dinner**
6:00-8:30PM **Interactive Seminar**

RSVP: By **Thursday, March 18, 2004** for admission through RA Security & dinner count.
Contact Gina Janke at 262-636-1315 or gina.janke@swe.org

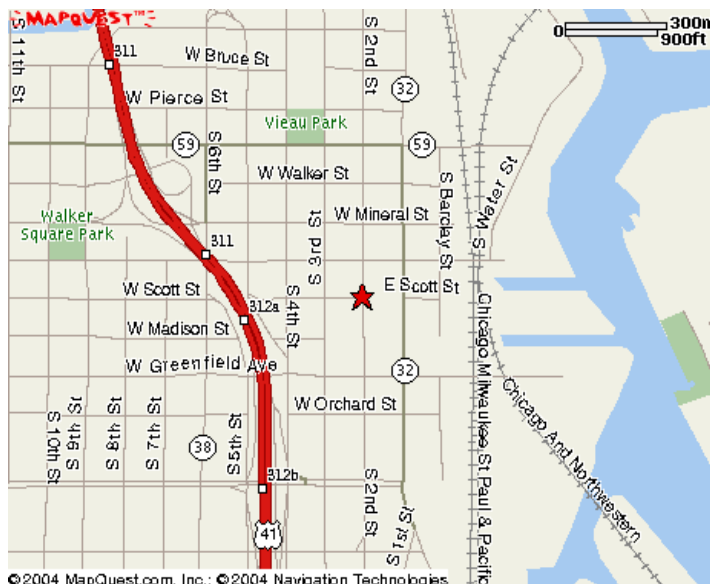
How to get there:

From Madison, North of Milwaukee (From I-94/US-41/US-43/I-794 Milwaukee Interchange):

I-94 E becomes US-41 S/I-43 S. Take the 6TH STREET exit- exit number 311- toward WI-59/NATIONAL AVE. Take the 6TH ST ramp. Stay straight to go onto W MINERAL ST. Turn RIGHT onto S SECOND ST. Visitor Parking at GREENFIELD & S SECOND ST.

From South of Milwaukee:

Take I-94 W to US-41 N. Take the exit- exit number 312A-B- toward BECHER ST/MITCHELL ST. Take the ramp toward LAPHAM BLVD/GREENFIELD AVE. Take the LAPHAM BLVD ramp toward GREENFIELD AVE. Turn RIGHT onto W LAPHAM BLVD. Turn LEFT onto S 2ND ST. Visitor Parking at GREENFIELD & S SECOND ST.



Enter building at Second Street Entrance on West side (same side as parking lot) and contact RA Security for admittance.

Public Transportation:

Route 19 (M.L. King - 13th St) has a stop at Second St & Greenfield. Contact Milwaukee County Transit System at www.ridemcts.com or (414) 344-6711 for more

SWE Meeting Notice

What: Leveraging Your Business Skills to Enhance Your Career – A panel discussion

Additional details at <http://www.msn.fullfeed.com/~swewi/Mar31MsnMtg.htm>

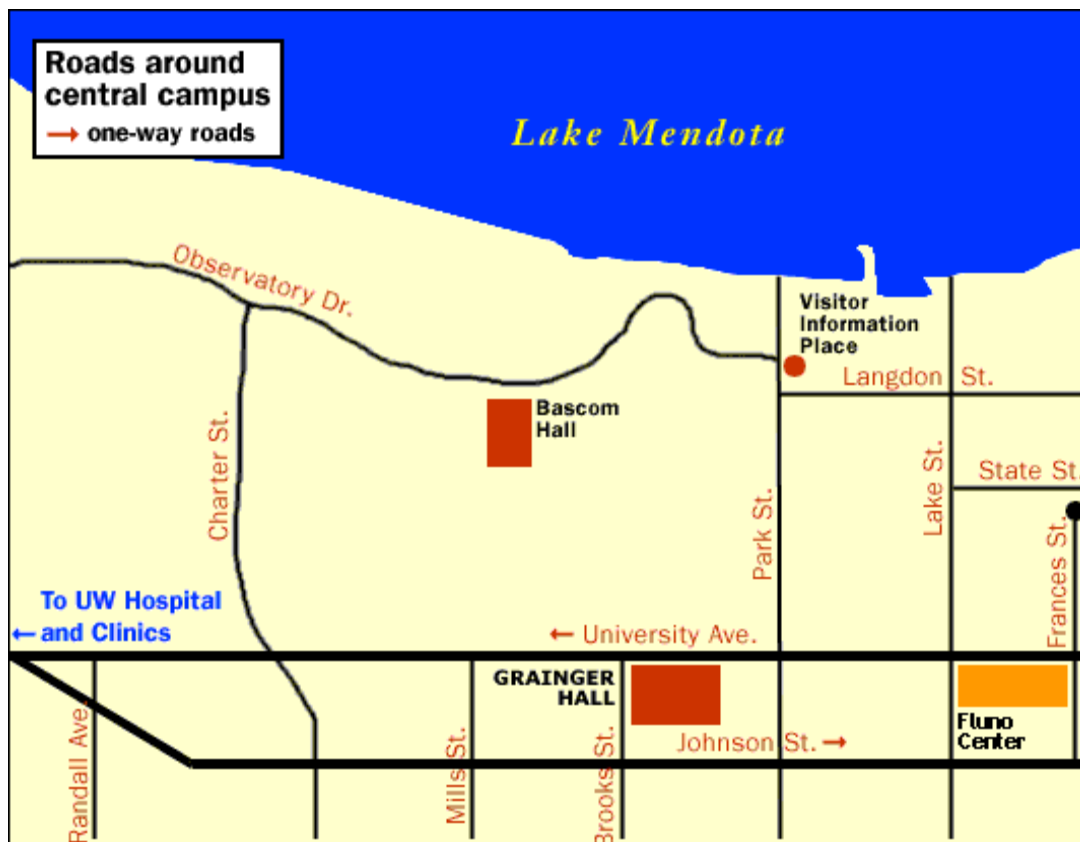
Date: Wednesday, March 31

Time: 7:00 pm

Where: 5120 Grainger Hall
975 University Ave.
Madison, WI

Cost: Gratis

RSVP: To Lisa Henn, swewi-AT-idcnet.com, or (608)221-1551 x3641 by Tuesday, March 30.



SWE Meeting Notice

What: Come meet the future of engineering – our fellow members in the student sections! The Wisconsin Section will **share a dinner** with the UW-Madison **students**. They'd like to meet us and learn more about SWE in the professional sections. Any event with them is **fun**, so we hope you'll join us!

Additional details at <http://www.msn.fullfeed.com/~swewi/Apr2204MsnMtg.htm>

Date: Thursday, April 22

Time: 6:30 pm

Where: Frida Mexican Grill
117 State Street
Madison, WI

Cost: Most entree items range from \$8 to \$17.

RSVP: We will call in a head count to the restaurant. RSVP to swewi-AT-idcnet.com by **Wednesday, April 15**.

Directions:

Frida Mexican Grill is just off the west corner of the Square.

1. From the beltline (US 12/18), take exit 263 to John Nolen Drive North.
2. Exit Broom St.
3. Follow Broom St. past W. Washington Avenue.
4. The next street is W. Mifflin St. Turn right.
5. On the left in the first block will be an entrance to a parking ramp. Park.
6. Continue walking northeast along Mifflin St past the library and Overture Center and through one more block to the Square.
7. Take a hard left turn onto State St. Walk 1/2 block and Frida's is on your left.

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 swewi@msn.fullfeed.com.



Key Facts About Women Business Owners and Their Enterprises – Updated for 2004

Did you know that between 1997 and 2002, an average of 424 new women-owned firms were started every day, translating into nearly 775,000 start-ups per year and accounting for fully 55% of new firm start-ups?

Learn more about the dynamic growth of women-owned businesses from "Key Facts About Women Business Owners and Their Enterprises," a recently updated fact sheet from the National Women's Business Council. This fact sheet is being released in recognition of Women's History Month in March and may be accessed by clicking

www.nwbc.gov/keyfacts/KeyFacts_%20About_Women_Business_Owners_2004.pdf.

(If your browser has any problems opening this document, visit www.nwbc.gov. The document is posted in the first bullet under "What's New" on this site.) We hope that you will find this information useful and consider it for inclusion in your articles, newsletters or other communications.

For more information about the Council or this fact sheet, please contact:

Stephanie Peacock

Director of Communications

National Women's Business Council

(202) 205-6827

Stephanie.peacock@sba.gov



Honor, integrity, valor, and exceptional opportunity define this badge.

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To qualify for the FBI Special Agent position, you must possess a four-year college degree plus three years of professional work experience, be available for assignment anywhere in the FBI's jurisdiction, be between the ages of 23 and 36, and be in excellent physical condition with the ability to pass a rigorous physical fitness test.

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www.fbijobs.com

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TDD: (202) 324-2967.

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Professional Development Conference – Hosted by the SWE Chicago Regional Section

The theme of this year's PD conference is Explore New Horizons... Rise To Your Full Potential.

Our conference's goal is to inspire the attendees to explore opportunities of growth in their personal, technical and professional lives. The conference will take place on Saturday March 20, 2004 from 9am –4pm at Abbott Laboratories in Abbott Park, Illinois. The day will feature a keynote and closing speaker and three concurrent tracks: Technical, Professional, and Personal. Each track will have three 1 hour long sessions. This year we will also be featuring resume critiquing. Please bring a printed copy of your resume for review.



Join us on Saturday, March 20 for **Explore New Horizons**, the Society of Women Engineers Chicago Regional Section's annual, award-winning, professional development conference. Explore our website for more information on the different sessions, and use our PayPal system to register.

General Information:

Registration Fees

(Priority Registration - postmarked or on-line RSVP before Monday, March 8th)

Prices	Priority Registration	Regular Registration
SWE Member	\$75	\$90
Non-member	\$95	\$110
Student SWE	\$40	\$50
Student non-member	\$50	\$60
Unemployed	\$50	\$60

- * Dress Business casual
- * Bring lots of business cards
- * Lunch is provided free, sponsored by Abbott Laboratories
- * Register [online](http://www.swe.org/chicago/pdconf4/register.html) (<http://www.swe.org/chicago/pdconf4/register.html>) or Mail the form found in the [brochure](http://www.swe.org/chicago/pdconf4/brochure.html) (<http://www.swe.org/chicago/pdconf4/brochure.html>) and a check(postmarked by March 8 for discounted price) to:
Society of Women Engineers
Chicago Regional Section
P. O. Box 95525
Palatine, IL 60095-0525

If you have additional questions about the conference, feel free to contact the co-chairs, [Amy Theis](#) or [Rebecca Miller](#) (e-mail to swechicago@yahoo.com) or call the SWE voice mail at 312-409-1978

The Anita Borg Social Impact Award – Call for Nominations

Submission deadline: March 31, 2004

In a world that she saw as rapidly using technology across all borders and human boundaries, Anita Borg spoke out on behalf of a large, underrepresented segment of the world's population - women. She believed emphatically that women's lives must benefit from technology. Anita Borg stressed that women's voices, representing multiple approaches and priorities, are essential and that where women define the benefits, technology is developed for the good as well as for profit. Throughout her life, she worked to make her vision of relevant, valuable technology become the norm. This award was created to honor those who fulfill her vision.

The Anita Borg Institute will present this award at each Grace Hopper Conference. The first award will be presented at the 2004 Grace Hopper Celebration, October 6-9, 2004 in Chicago, Illinois. In addition, the award recipient will receive a cash grant of \$10,000.

This award identifies achievements by an individual or team who has increased the positive impact of technology on the lives of women.

- Impact will be measured by the degree and type of social change, amount of women's increased empowerment through the technology or increased influence over technology.
- The award recipient may have developed the technology, motivated social change and empowerment through that technology, or increased women's influence over and decision-making about technology.

Submit nominations to socialimpactaward@anitaborg.org by March 31, 2004.

Required Nomination Materials:

- Title of nominated achievement
- Name of nominee(s)
- Brief summary (maximum of 700 words)
- Statement of merit (3-5 pages) - Must include short bio of person(s) responsible and address the following issues:
 - Describe the impact and how it was measured. Was the action taken with respect to a specific situation? What motivated the nominee to take action?
- Letters of recommendation (maximum of 3 letters)
- Nominator's name, e-mail address, phone number and relationship to nominee

Please send all nomination information in a single e-mail message if your mailer supports attachments. Include names and contact information in the e-mail message and attach the statement of Merit and Resume/Vitae to the message. If you are unable to send attachments, send the Statement of merit and the Resume/Vitae as separate messages.

Questions may be emailed to the Chair of the Anita Borg Social Impact Award Committee, Ellen Lapham, at elapham@aimhigh1.com.

Volunteers Needed!

Interested in being involved? Here's your chance! Consider these great opportunities:

We have what we hope is a fun year outlined at

<http://www.msn.fullfeed.com/~swewi/upcoming.htm>! We would be interested in help with two meetings in Milwaukee and one in Madison. In Madison we are hoping to plan a family event, so ideas on that are particularly welcome. If you are interested in meetings elsewhere in the section, also let us know. Email to swewi@idcnet.com.

- **Volunteers are needed for the Girl Scouts Career Fair on March 27, 2004 at the Milwaukee School of Engineering. Two volunteers from 9am until noon and two volunteers from 11:30am until 2:30pm will be expected to sit at a booth and answer any questions the girls may have on science, engineering, and technology. Volunteers are also needed to help plan and implement the "Survivor" games and activities for the Girl Scouts camp this August. Anyone interested in helping with either of these events should contact Julie McMullin at (414) 483-1528 or jmcmullin@brwnald.com.**
- **Interested in working with the WI Section on the 2004 National Conference? We are looking for someone to head up our merchandising of Conference Gear. If you are interested or have any questions, contact Abby Peele Abigail.peele@swe.org for more information.**
- **The 2004 National Conference will be in Milwaukee! Most of it is planned, but there's still a chance to participate. Contact Abby Peele Abigail.peele@swe.org for more information.**
- **There are also opportunities at the national level. The Society of Women Engineers will be the lead society for National Engineers' Week (E-week) in 2006. If you want to be on the steering committee, you can contact Patti Garland at patti.garland@swe.org.**
- **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.**

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, or 262-636-1315)

Webpage ads, per 2 month period: \$50 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 Lisa Henn (lisa.henn@swe.org, or (608)241-3496)

Upcoming Events!

- Mar. 20..... Chicago Professional Development Conference. See p. 9 for details.
- Mar. 25..... Meeting: Increasing Personal Effectiveness: Understanding Self & Others. See p. 5 for details.
- Mar. 31..... Meeting: Leveraging Your Business Skills to Enhance Your Career. See p. 6 for details.
- Apr. 22..... Meeting: See the Future! Meet our fellow members in the student sections. See p. 7 for details.



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:

Wisconsin Section, Society of Women Engineers
1801 Newberry La.
Racine, WI 53402