



# The Gear

The Society Of Women Engineers, Wisconsin Section – August 2010  
Serving the 159 Members of the Wisconsin Section, and Its Supporters

## Inside this issue:

|   |   |
|---|---|
| President's Corner                            | 1 |
| Upcoming Events At A Glance                   | 2 |
| Mexican Fiesta Science Expo                   | 2 |
| SWE-WI FY11 Strategic Planning Meeting        | 3 |
| SWE National Conference                       | 3 |
| Work/Life Balance Presentation                | 4 |
| FY11 SWE-WI Officers                          | 5 |
| Welcome To Our New SWE-WI Members             | 5 |
| Multicultural Morsel                          | 5 |
| Volunteer Opportunities                       | 6 |
| "So Why Should We Hire You?"                  | 7 |
| Section Representatives' Report               | 8 |
| SWE-WI Executive Council And Committee Chairs | 9 |

## President's Corner – by Jill Nondorf

SWE Fiscal Year 2011 has officially begun! I am looking forward to my role as President of the Section this year. During my time as President I am hoping to get more members involved in areas that appeal to them. I want to hear what you want your Section to provide for you! Please do not hesitate to share your interests and goals with me. I'm currently spending time trying to sort out all of the new responsibilities for the year. I want to extend my gratitude for all of the members who have stepped up during the last month so I could attend to a family emergency. Things are finally starting to calm down and I'm ready to extend more effort to SWE.

During the month of July many members have volunteered for positions within the Section, but there are also several spots still open. Please see the list of descriptions in the newsletter. We'd love to have you join us! Also, I'd like to extend a HUGE thank you to those who are already in positions. We are well on our way and planning events for the year.

Our Strategic Planning Meeting will be held on August 21 (details in the newsletter). All members are welcome to attend the meeting to brainstorm ideas for the upcoming year. The meeting will run from 8:30-3:30. During the meeting we will discuss goals and objectives for FY11, ideas for events, improvement suggestions, a leadership seminar, etc. I look forward to meeting the new EC members as well as any new faces present.

Our Section covers such a large area, that I am looking at ideas on how to make covering all of the members equally. I feel this is our biggest challenge as a Section, and I am hoping to address some of this challenge during my time as President. There will likely be some changes in terms of the committee members so volunteers can focus more on planning and attending events in their geographic location. I feel this effort will enable us to plan better events for the members and give volunteers a lighter load to carry. This will be discussed heavily at the planning meeting on August 21<sup>st</sup>. You will continue to see *Meet and Greet* events, professional development and outreach opportunities, similar to last year. We have an excellent joint meeting planned with Kimberly-Clark (details in the newsletter).

I'm very excited to get this SWE new year started and looking forward to meeting more of you!

~Jill

---

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](mailto:afyhrlund@ameritech.net)



## Upcoming Events At A Glance



| DATE:                                     | EVENT:  | LOCATION:     | SEE PG(S): |
|---|---|---------------|------------|
| August 21, 2010<br>Saturday               | SWE-WI FY11 Strategic Planning Meeting                                    | Oshkosh, WI   | 3          |
| August 27-29, 2010<br>Friday – Sunday     | Society Of Hispanic Professional Engineers<br>Mexican Fiesta Science Expo | Milwaukee, WI | 2          |
| September 23, 2010<br>Thursday            | SWE-WI / Kimberly-Clark Joint Meeting:<br>Work/Life Balance Presentation  | Appleton, WI  | 4          |
| November 4-6, 2010<br>Thursday - Saturday | SWE National Conference   | Orlando, FL   | 3          |
| November 13, 2010<br>Saturday             | GEMS (Girls Engineering Math And Science) Event                           | Menasha, WI   | *          |
| February 4-5, 2011<br>Friday – Saturday   | 2011 Region H Conference  | Ann Arbor, MI | *          |

- Refer to our website at [www.msn.fullfeed.com/~swewi](http://www.msn.fullfeed.com/~swewi) as details become available

**Click Here for the SWE-WI Google Calendar:**

<http://www.google.com/calendar/embed?src=swewisconsin@gmail.com&ctz=America/Chicago>

**For up-to-date info on the latest events on our calendar!!**

## Mexican Fiesta Science Expo

The Society Of Hispanic Professional Engineers (SHPE), University of Wisconsin-Madison Student Chapter, and Milwaukee's Mexican Fiesta will be hosting its first ever Mexican Fiesta Science Expo.

Date: August 27-29, 2010

Time: 12:00pm-7:00pm

Where: Henry Maier Festival Park  
200 North Harbor Drive  
Milwaukee, WI



The expo will showcase science and engineering projects led by high school students, college students, and company student interns to encourage and inspire interest in pursuing science, technology, engineering, and math (STEM).



## SWE-WI FY11 Strategic Planning Meeting



Got great ideas for activities for this coming year? Want to get more involved with our SWE Section and better acquainted with other members of SWE-WI? Here's a great opportunity: Help us launch FY11!

Please join us for the FY11 Strategic Planning Meeting. Please RSVP if you plan to attend. Snacks and lunch will be provided. An agenda will go out the week before the meeting. Please email with questions.

**Saturday, August 21, 8:30AM – 3:30PM**  
**Oshkosh Corporation – Global Technology Center**  
**370 W. Waukau Avenue**  
**Oshkosh, WI 54903**

RSVP to [jillian.nondorf@gmail.com](mailto:jillian.nondorf@gmail.com)



## SWE National Conference

### Registering for WE10

Registration for WE10 is open. Professionals should register by September 17 to get the early bird rates!

Click on the following link to go straight to the registration page:  
<http://registration2.experient-inc.com/showWEC101/Default.aspx>

Check out the SWE National Conference website for event details: <http://we10.swe.org/>



# Upcoming Professional Development Event

## *Save the Date!*

*Kimberly-Clark and Appleton to Co-host:*

Should work and life be a balance, a blend...or is it a bust?

Is work-life balance even achievable? For many women, it seems out of reach. We're busy at home, busy at work, and have precious little time for ourselves. Join women from Kimberly-Clark and Appleton for a dynamic presentation from author of "Live First, Work Second" Rebecca Ryan.

Thursday, September 23, 2010  
2:15 to 5:30 p.m.

Fox Cities Performing Arts Center  
Kimberly-Clark Theater

*No charge to participate  
More details to follow*



\* This event is for SWE Members Only \*

Watch e-mail communications for more details to come  
RSVP to Megan Warren at [megan.k.warren@kcc.com](mailto:megan.k.warren@kcc.com) by August 15<sup>th</sup>





## FY11 SWE-WI Officers

**Congratulations** to the following newly-elected officers of the SWE-WI Section!

|                                |                       |
|--------------------------------|-----------------------|
| <b>President:</b>              | <b>Jill Nondorf</b>   |
| <b>Vice President:</b>         | <b>Jenna Walsh</b>    |
| <b>Treasurer:</b>              | <b>Gina Janke</b>     |
| <b>Secretary:</b>              | <b>Kim Groshek</b>    |
| <b>Section Representative:</b> | <b>Martha Maxwell</b> |
| <b>Section Representative:</b> | <b>Betty Leonhard</b> |



# WELCOME!

**To the following new SWE-WI members:**

|                    |                       |
|--------------------|-----------------------|
| <b>Sally Green</b> | <b>Lisa Carper</b>    |
| <b>Amy Honek</b>   | <b>Valerie Mesery</b> |
| <b>Sue Stark</b>   | <b>Vicki Stokes</b>   |

## Multicultural Morsel By Betty Leonhard



I thought I'd take a different route for this column today. We're engineers, we like numbers, so let's see some demographics:

- 70 Million= the number of Americans that identify themselves as something other than Caucasian (about ¼ .)
- \$900 billion= the annual spending controlled by minorities.
- 16 to 22% = the population growth of African Americans, the largest minority group (with a substantial growth living in suburbs and of higher education and income.)
- 35 million = number of Hispanics in the US (almost matching the population of African Americans and moving to a wide variety of geographic locations.)
- 2 X = The increase in Asian population from 1990 to 2000: from 6 to 12 million people. (but they tend to be more segmented)
- \$35 billion in revenue = the highest growth in companies are those owned by Native Americans.

Multiculturalism is now mainstream in the US. Just check out the items in your grocery cart next time you're at the store. Minorities have an increasing amount of buying power. Companies have a matching amount of opportunities for marketing. Those opportunities mentioned in my last article to interact with other cultures are becoming more readily available.

**Source:** "The Multicultural Report - Brief Article". American Demographics. FindArticles.com. 09 Jul, 2010. [http://findarticles.com/p/articles/mi\\_m4021/is\\_2001\\_Nov\\_1/ai\\_79501206/](http://findarticles.com/p/articles/mi_m4021/is_2001_Nov_1/ai_79501206/)

If you have any morsels to share with our members please send them to [betty.leonhard@swe.org](mailto:betty.leonhard@swe.org). Personal insights, lessons learned, or articles to share are welcome.



# GET INVOLVED!!

Below are open positions for SWE-WI, FY11.

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

- **Awards Coordinator**- manage all individual and section award submissions.
- **Nominating Committee**- develop the ballot and manage elections.
  - **Tellers**- count the ballots/ verify the election results.
- **Audit Committee**- perform annual assessment of the section's financial records.
- **PD Chair**- Manage speakers and logistics for professional development events.
  - **Madison Lead**- communicate about and help plan events in area.
  - **Milwaukee Lead**- communicate about and help plan events in area.
  - **PD Committee**- assist chair and local leads in planning events.
- **GE-Healthcare (GE-HC) Corp. Liaison**- coordinate with members at GE to benefit both the company & our section.
- **Publicity Committee**- Create and distribute media: Event flyers, e-blasts, brochures, surveys.
  - **Google Calendar Moderator**- Update Section's google calendar.
  - **Linked-In Moderator**- Update Section's Linked-In group page, manage job page.
  - **Facebook Moderator**- Update Section's Linked-In group page, include event notices.
  - **Community Moderator** – Update SWE-WI Section Community with information provided by EC.
  - **Asst Newsletter Editor**- review newsletter for clarity of concepts and grammar. May also write columns.
  - **Press Liaison**- maintain relations with outside media and write press releases.
- **Advertising Coordinator**- Manage relationship with those placing ads.
- **Networking Committee Chair**- coordinate networking activities throughout Section.
  - **Milwaukee Area committee** - Schedule and attend local *Meet & Greets*.
  - **Madison Area committee** - Schedule and attend local *Meet & Greets*.
  - **Fox Valley Area committee** - Schedule and attend local *Meet & Greets*.
- **Outreach Committee**- Assist chair and sub-chairs in arranging activities to promote engineering to girls. Members needed in Madison, Milwaukee, & Fox Valley areas.
  - **E-Week Coordinator**- coordinate outreach activities in line with Engineers Week initiatives. (February)
  - **Mentor Coordinator**- manage new collegiate – professional SWE-WI mentor program.
  - **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.





## “So Why Should We Hire You?”

If you are currently in a job search chances are you've been asked that question already. Undoubtedly, it is the most feared interview question, but one of the most common. It pays to be ready to answer it. helps to understand that the question is an invitation for you to sell yourself. This is a good thing. No one is going to hire you until they have been sold on you. This is your chance to state your value to the prospective employer. The best way to answer this question is to prepare for it like a sales person. There are three steps to selling yourself with confidence.

### 1. Know your product “YOU.”

Every successful salesperson knows their product inside and out. They understand the benefits of each product feature. In like manner, you must be able to articulate your transferable skills. First, take inventory of your skills. Make sure the skills you focus on are in demand for the position you seek. Next, take stock of the times of crisis when you've used those skills to solve problems. Finally, ask yourself what your employer got out of your successes on the job. Did you save time or money, increase revenue, improve service or increase productivity? Your success stories carry more weight when you can quantify the results. These success stories make up your selling points.

### 2. Know the challenges of the position.

Before you can tell them why they should hire you, you must understand their current challenges. After all, you couldn't sell a car unless you knew understood how it was to be used. Until you know what challenges go with the position you won't know which of your selling points to talk about. To learn about their challenges you must ask them.

In the beginning of the interview ask your interviewer, “What challenges do you see as most significant for this position in the first six months?” Take careful note of his/her response. You will learn the “hot button” issues that you must sell you.

### 3. Match your skills to their challenges.

Here is where you get to sell yourself. Once you understand the critical skills they need for the job you simply share with them your success stories of when you have faced similar problems and how you solved them. Be sure to include the all-important benefit your company received. Start off your value statements with phrases like:

“I found a significant savings opportunity when...”

“My team gained efficiency when I discovered how to...”

“My boss achieved his quarterly objective when I...”

Remember, even if you don't get asked “why should we hire you” it is the underlying question and the point of the whole interview. Job interviews are your chance to sell your skills, talents and expertise. Before your next interview practice good salesmanship and prepare to sell yourself like a pro.

~~~~~

Deborah Walker, Certified Career Management Coach

Read more career tips and see sample resumes at:

[www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)



# S National & Region H Business

## OCIETY UPDATE

### Section Representatives Report

- **2011 Region H Conference Update:** The Regional Conference will be the weekend of February 5<sup>th</sup> in Ann Arbor, Michigan. If your company is able to assist in sponsorship, please contact Jennifer at [jennifer.morikawa@swe.org](mailto:jennifer.morikawa@swe.org). Your assistance to obtain sponsors is especially needed this year. Also they are currently taking suggestions for sessions, which may be sent through Jennifer as well.
- **Region H Nominating Chair for FY11:** Region H elected Cathy Pieronek as the Region's nominating chair for this year. Succession planning is a year-long process. If you might have an interest in a Region H position for FY12 or if you'd like to be on the committee, contact Cathy Pieronek [cpierone@nd.edu](mailto:cpierone@nd.edu).
- **Region Committees:** If you have an interest in participating on any region committees contact Wendy at [wendy.landwehr@ngc.com](mailto:wendy.landwehr@ngc.com). The committees are: Assessment, Awards, Collegiate Transition, Celebrate SWE, Procedures, and Nominating. Some are still looking for chairs. Our Section's own Julia Spankowski is chair of the Region H Procedures Committee and Assessment Committee.
- **Mega Issues:** Senators worked on several Mega Issues in FY10 and closed out discussion and recommendations on three of them:
  - MI00104 How do we match the skills, interests, and capacities of our volunteers with the needs of SWE to create a satisfying partnership that will last throughout their lifecycle?
  - MI00105 How can women engineers be successful in the engineering workforce of 2020? What will be the impact of the changing demographics of the engineering workforce?
  - MI00106 How can we empower women engineers to be successful on their own terms?
- **Strategic Plan:** The Society's strategic plan has been updated for FY11. One of the most noticeable changes is that the objectives have been edited to be measurable goals. Here are the focus areas for FY11:
  - Increase the impact of outreach activities by training a minimum of 1,000 members on messaging to all STEM stakeholders.
  - Offer quality professional development programs for all career stages and sectors as measured by program survey results.
  - Increase the number of discussions on SWE's position papers with industry, government, and academic influencers by 20%.
  - Improve the SWE membership and leadership profile to reflect the demographics of women in engineering and technology.

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



#### Contact Your SWE-WI Section Representatives

Betty Leonhard: [betty.leonhard@swe.org](mailto:betty.leonhard@swe.org)  
 Martha Maxwell: [mamaxwell@ra.rockwell.com](mailto:mamaxwell@ra.rockwell.com)



# SWE-WI FY11 Executive Council and Committee Chairs

**Section President:**

Jill Nondorf  
920-235-9151  
[Jill.nondorf@swe.org](mailto:Jill.nondorf@swe.org)

**Section Secretary:**

Kim Groshek  
920-220-1266  
[groshekster@gmail.com](mailto:groshekster@gmail.com)

**Publicity Chair:**

Rita Murino  
414-380-1875  
[Rita.murino@swe.org](mailto:Rita.murino@swe.org)

**Section Vice President:**

Jenna Walsh  
920-379-7939  
[jennagwalsh@gmail.com](mailto:jennagwalsh@gmail.com)

**Section Treasurer:**

Gina Janke  
262-636-1315  
[Gina.janke@swe.org](mailto:Gina.janke@swe.org)

**E-Mail Coordinator:**

Ann Krieger  
414-617-8657  
[Ann.krieger.2007@gmail.com](mailto:Ann.krieger.2007@gmail.com)

**Section Representative:**

Betty Leonhard  
920-344-2344  
[Betty.leonhard@swe.org](mailto:Betty.leonhard@swe.org)

**Membership Chair:**

Heidi Balestrieri  
262-542-4602  
[hbison01@yahoo.com](mailto:hbison01@yahoo.com)

**Newsletter Editor:**

Andrea Cole Fyhrlund  
262-268-1092  
[afyhrlund@ameritech.net](mailto:afyhrlund@ameritech.net)

**Section Representative:**

Martha Maxwell  
262-512-8649  
[mamaxwell@ra.rockwell.com](mailto:mamaxwell@ra.rockwell.com)

**Scholarship Chair:**

Amanda Normand  
715-723-0177  
[normanda@uwstout.edu](mailto:normanda@uwstout.edu)

**Website Administrator:**

Sarah Stepanski  
262-785-1163  
[sarah.stepanski@swe.org](mailto:sarah.stepanski@swe.org)

**Section Representative Alternate:**

Needed

**Outreach Chair:**

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

**Awards Coordinator:**

Needed

**Collegiate Member Transition**

Coordinator:  
Brittany Barry  
847-977-8274  
[Britt.e.barry@gmail.com](mailto:Britt.e.barry@gmail.com)

**Professional Development Chair:**

Needed

**Advertising Coordinator:**

Needed

**Outreach – E-week Coordinator:**

Needed

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

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

**Advertising Information**

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

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

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



# Upcoming Events!

|                       |                                                              |
|-----------------------|--------------------------------------------------------------|
| Aug. 21, 2010.....    | SWE-WI Strategic Planning Meeting, Oshkosh, WI               |
| Aug. 27-29, 2010..... | SHPE Mexican Fiesta Science Expo, Milwaukee, WI              |
| Sept. 23, 2010.....   | Work/Life Balance Presentation, Appleton, WI                 |
| Nov. 4-6, 2010.....   | SWE National Conference, Orlando, FL                         |
| Nov. 13, 2010.....    | GEMS (Girls Engineering Math And Science) Event, Menasha, WI |
| Feb. 4-5, 2010.....   | 2011 SWE Region H Conference, Ann Arbor, MI                  |



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

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

Address changes to:

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

**Generous support to SWE-WI provided by:**

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

Mead & Hunt ([www.meadhunt.com](http://www.meadhunt.com))

GE Healthcare ([www.gehealthcare.com/worldwide.html](http://www.gehealthcare.com/worldwide.html))



GE Healthcare

MEAD  
&  
HUNT

Rockwell  
Automation