



# The Gear

July 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 154 Members of the Wisconsin Section, and Its Supporters*

## President's Corner – Dina Robinson Bertolini, Section President

Dear SWE Members and Supporters,

First of all I would like to thank all those who participated in the Executive Council last year with a position or as a Chair/committee member and all those who have chosen to stay on for another year. Our outstanding members and volunteers are the heart of SWE-WI. They keep the section healthy, pumping the system with new ideas, motivation and passion. Without their continued efforts and determination we wouldn't have the fabulous section we currently have. Thank you.

I love to garden and this year I had hoped to have success with a beautiful annual called Moon Flower. Moon Flowers have large white blooms that have an intoxicating fragrance. Unlike many flowers, the Moon Flower's fragrance peaks and comes in waves in the cool evenings of summer. To get my Moon Flower seeds ready I had to first scrape them, soak them and finally plant them. They sat outside in a pot for nearly two weeks (almost three) before they started to take off. I was very worried that my preparation wasn't done correctly (did it need to soak longer, shorter, too much sun, shade or was it the soil)? Throughout their care I made sure they had enough water and adequate sun, all the while anticipating the fragrant, beautiful blooms that would soon come. Now, they are big and healthy.

The beginning of the new fiscal year is much like my Moon Flower. Currently, we are re-organizing, getting items standardized for the next position holder, discussing goals, and preparing for the Strategic Planning meeting. In hopes with all the preparation & work, things go smoothly and in the end of fiscal year all our SWE-WI goals come to fruition.

I hope this year is as fabulous as last year, and building on that passion and motivation, even better. Please feel free to help, vocalize or share any passion you have for SWE or the love of engineering, and the sciences.

Thank you for being a part of SWE and we hope with your participation we can continue to fuel the passion that makes SWE such a wonderful organization.

Dina





## Upcoming Events At A Glance

DATE:	EVENT:	LOCATION:	SEE NEWSLETTER PAGE:
July 17-20, 2006 Mon. - Thurs.	Girl Scout Survivor Camp	East Troy, WI	13
July 23, 2006 Sunday	SWE-WI Executive Council Strategic Planning Meeting		
Aug. 26, 2006 Saturday	APT (American Players' Theater) Event – "Romeo and Juliet"	Spring Green, WI	3 & 4
Sept. 12, 2006 Tuesday	University of Wisconsin at Madison SWE Collegiate Section - Kickoff Meeting	Madison, WI	Go to <a href="http://www.engr.wisc.edu/studentorgs/swe/">http://www.engr.wisc.edu/studentorgs/swe/</a> for details
Sept. 17, 2006 Sunday	National Women's Friendship Day Event	Neenah, WI	5
Sept. 19, 2006 Tuesday	University of Wisconsin at Madison SWE Collegiate Section - Meeting with Northrop Grumman	Madison, WI	Go to <a href="http://www.engr.wisc.edu/studentorgs/swe/">http://www.engr.wisc.edu/studentorgs/swe/</a> for details
Sept. 23, 2006 Saturday	Wisconsin Girls Collaborative Project (WGCP) Celebration Conference	Madison, WI	*
Oct. 12-14, 2006 Thurs. – Sat.	SWE National Conference	Kansas City, MO	4
Nov. 4, 2006 Saturday	Girls+Math+Science=Opportunities Career Guidance Conference for Middle School Girls	Fond du Lac, WI	9-13
Nov. 2006	SWE-WI Dinner Meeting with University of Wisconsin at Platteville	Platteville, WI	*
Dec. 2006	University of Wisconsin at Madison Upgrade Event	Madison, WI	*
Dec. 2006	Milwaukee Upgrade Event	Milwaukee, WI	*
Apr. 2007	University of Wisconsin at Madison Upgrade Event	Madison, WI	*
Apr. 2007	Milwaukee Upgrade Event	Milwaukee, WI	*

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





## SWE -Wisconsin Event Notice

**What: SWE-WI at the Theater, Shakespeare's "Romeo and Juliet"**

Join us for an evening at the American Players' Theater, a premier outdoor theater in Wisconsin. All SWE members (college & professional), their families (children over 6 years old), & invited guests are encouraged to attend.

**Where:** American Players' Theater, Spring Green, WI (40 miles west of Madison). See maps on the next page.

**Date:** Saturday, August 26<sup>th</sup>, 8:00 PM

**Time:** Play starts promptly at 8:00 PM, plan on arriving at least 30 minutes ahead to get parking & seated in the theater. We'll meet at the ticket stand, and I'll be wearing a large sun hat.

**Cost:** \$45/each. This includes food and a ticket for the show.

**Please send those checks to:** Dina Bertolini  
306 W. Washington Street  
Dodgeville, WI 53533

**Please write checks out to SWE - WI**

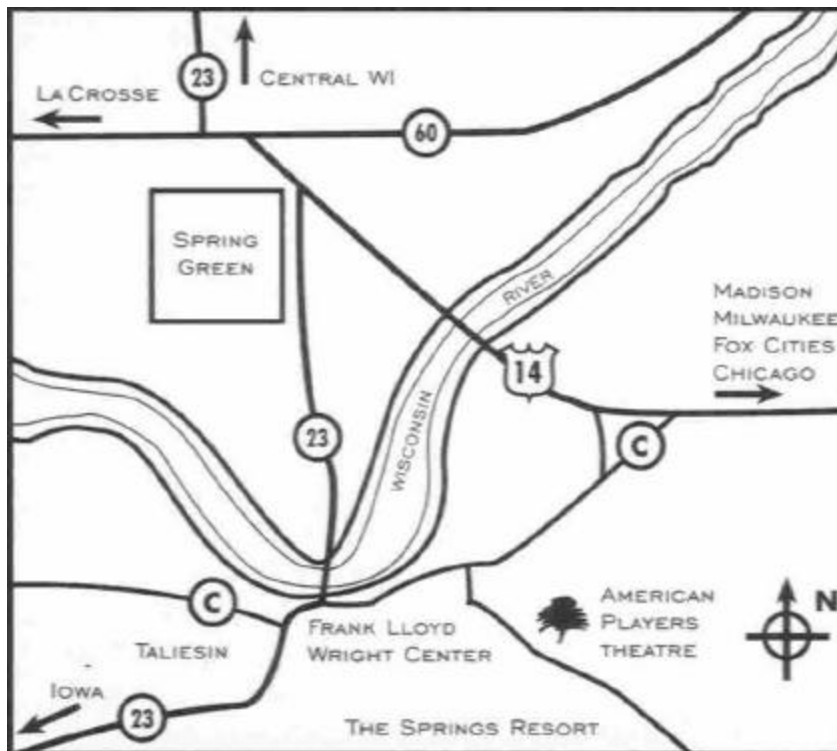
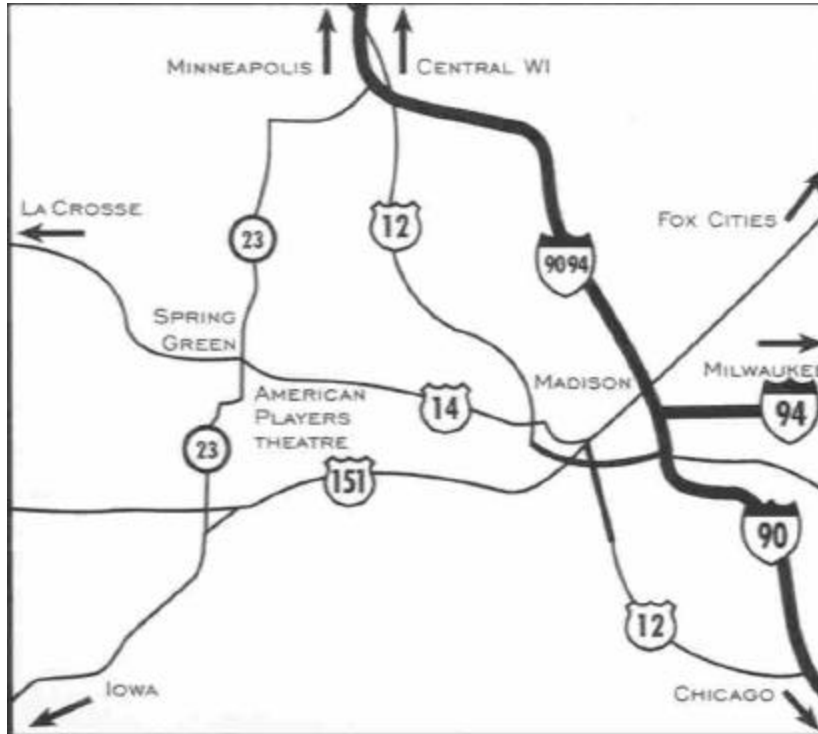
**Misc.:** Dress for the weather. Remember to wear comfortable low-heeled shoes. Other details can be found at [www.americanplayers.org](http://www.americanplayers.org), "Visitor's Guide" or calling 608-588-2361.

**RSVP:** By **August 18<sup>th</sup>, 2006** to Dina Bertolini at (608) 588-7866 or [dbertolini@westbrookeng.com](mailto:dbertolini@westbrookeng.com) or [dmechanics@yahoo.com](mailto:dmechanics@yahoo.com). **If you need directions or in the case of an emergency call my cell at 563-543-8787.**

Check out our webpage link: <http://condor.netwurx.net/~swewi/upcoming.htm>

- For maps see next page -

## Maps to American Players' Theater Spring Green, WI



## National Women's Friendship Day

Bring a dish to pass as you come celebrate with  
the Engineers of the Fox Valley Area!

Sunday, September 17<sup>th</sup>  
1-5 PM

Doty Park Shelter, Neenah, WI

**Rain or shine come for a good time!!**

**What to bring:** Come with family, friends, a dish to pass, and any sporting equipment you would like to use in the park. The Doty Park Shelter in Neenah, WI has been reserved for our usage. We'll supply the location and utensils, you supply the fun!

This will be an informal event for networking and learning more about what the Society of Women Engineers has to offer!! You'll even be able to renew your membership while you relax!

Suggestions for what to bring:

Last name      A-E: Appetizers/ snacks  
                    F-J: Beverages  
                    K-O: Main Dishes  
                    P-T: Desserts  
                    U-Z: Main Dishes

Directions:

From Oshkosh:

- 41 N to exit 132 (Main St)
- Right onto Main St. (Main St. becomes W Wisconsin Ave)
- Left onto N Commercial St/ WI -114
- Right onto E Forest Ave
- Right onto 5<sup>th</sup> St.

From Green Bay:

- 41 # to exit 145 (WI-441S)
- Take the Racine St South/ CR-P exit toward WI 114/Menasha
- Slight right onto Racine Rd/ CR-P
- Racine Rd/ CR-P S becomes Racine St.
- Right onto Ahnaip St.
- Slight Left onto Walnut St.
- Walnut St becomes 5<sup>th</sup> St.

Any questions, please contact Monica Cutillo 845-661-0924 ([monica.cutillo@gmail.com](mailto:monica.cutillo@gmail.com)) or  
Donna Pantry ([dfenderneubauer@new.rr.com](mailto:dfenderneubauer@new.rr.com))



## SWE National Conference – Kansas City, Missouri October 12-14, 2006



The SWE National Conference is the largest professional development and career conference for women engineers. In 2005, our conference attracted more than 4,000 engineering professionals, engineering students, and corporate representatives. Our 2006 Kansas City conference theme ***Women Blazing Technology Trails*** focuses on technology, professional development, career advancement, leadership, and much more. Whether you are an undergraduate or graduate engineering student, a professional in a corporation or government, or an academic professional, this conference is for you! Join us for the premier event of the year!

Conference registration is now open...consider booking hotels, etc. early, they fill up fast! Go to [www.swe.org/2006](http://www.swe.org/2006) for more info.

### ***Early bird discount deadlines are:***

Professional Members – August 25, 2006

Undergraduate/Graduate Collegiate Members – September 25, 2006



## Member News

**Welcome** to the following new SWE-WI members:

- Kathy Anderson
- Kristen M. Ball
- Lorisa L. Belling
- Tarah J. Jensen
- Mukta Nitin Joshi
- Teresa M. Mitchell
- Heather Nooks
- Kristin J. Rudy
- Kelly Ann Stapelbroek
- Marsha L. Chen
- Jill Fedor
- Michelle Ann Morrissey
- Rachel Marie Turcotte



➤ **Congratulations to the following SWE-WI Members for their number of years of SWE membership! (according to SWE Headquarters Membership Directory):**

- Wilma Carol Marcy Labelle – 35 years
- Elizabeth Bastian – 33 years
- Marilyn John – 33 years
- Elaine Lange – 33 years
- Betty Parrott – 31 years
- Erin Epping – 28 years
- Karen Ziemnick – 24 years
- Michelle Lepak – 21 years
- Debra Nelson – 21 years
- Susan Thomas Schlett - 21 years
- Lisa Cvengros – 20 years
- Gina Janke – 20 years
- Karen Spence – 20 years



## Meet Our New FY07 Officers! – First of a 3 part series



### **Dina Robinson Bertolini - President**

Dina Bertolini graduated in 2001 from Iowa State University with two bachelor degrees, one in Civil Engineering and another in Environmental Science. She is currently employed at Westbrook Associated Engineers, Inc. She works within the Transportation Department and she has helped to also create an environmental specialty within the company.

She has been involved with SWE since 1995. Since graduating and moving to Wisconsin she has continued her enthusiastic participation in SWE. She has served as the section's Secretary for two years. Currently she is in her first year acting as President after completing two years as a member of the Council of Representatives for SWE-WI. She is the University of Wisconsin – Platteville Collegiate Section's Counselor. She is also in her second year as the Region H Collegiate Membership Coordinator.

### **Yiying Xiong – Section Representative**

Yiying Xiong holds a bachelor's degree in Hydraulic Engineering from Tsinghua University (China) and a master's degree in Civil and Environmental Engineering from Marquette University. After graduating from Marquette in 2002, she started her career at Mead & Hunt, Inc. as a water resources engineer. She loves being a consulting engineer and working on a great variety of engineering projects.

Yiying's involvement with SWE may be relatively short compared to many other members, but being a member since 2005 has been a great experience for her. She helped with the June Professional Development seminar at Johnson Creek and made many wonderful friends who are great to work with and fun to talk to. She is looking forward to her new role as a Section Representative and making SWE a family for all women engineers.



### **Laura Matter – Career Guidance Chair**

Laura Matter is a Manufacturing Engineer at Cooper Power Systems in South Milwaukee. Laura moved to Wisconsin in December 2004 from Minneapolis where she held positions as Career Guidance Chair, Membership Chair, and Awards & Recognition Chair for SWE-MN.

Laura attended Northwestern University and graduated in 2000 with degrees in Industrial Engineering and Manufacturing Engineering. Since college, she has worked at Eaton, Toro, and GE Healthcare. She currently lives in Racine with her husband Jay. Besides being involved with SWE, Laura enjoys scrapbooking, doing yoga, camping, and traveling.



## Girls + Math + Science = Opportunities!

### Request for Presenters

Agnesian HealthCare, Aurora Health Care, Moraine Park Technical College and UW-Fond du Lac are planning *Girls+Math+Science=Opportunities (G+M+S=O)*, a special event for middle school aged girls, on Saturday, November 4, 2006. The planning committee has identified you as a potential math, science or healthy lifestyle/nutrition session presenter.

The event will be held at UW-Fond du Lac this year, and will consist of: opening keynote address, two morning sessions, lunch, one afternoon session and a closing ceremony. We expect between 150-200 middle school girls to attend from the greater Fond du Lac area.

We are seeking presenters to conduct one to three 60 minute hands-on sessions. The sessions can be the same as each will have a different group of girls in attendance. For more information please read the attached guidelines. **We are asking you to submit a session proposal by Monday, July 17.** All proposals will be reviewed by the committee, and those chosen to present will be contacted by mail.

Why join us for this year's conference? Of the 128 participants responding to the 2005 program evaluation, the following agreed or strongly agreed:

- 71% have more positive attitudes towards math
- 87% have more positive attitudes towards science
- 83% are more interested in careers in math and science
- 85% are more aware of the skills and abilities needed in math and science careers
- 82% are more aware of women who are role models in math or science careers
- 75% will consider careers in math or science that they had not thought about before
- 79% are thinking more about their futures

**97% of the girls stated they would recommend this conference to a friend.**

If you have any questions please feel free to call Leanne Doyle at (920) 929-3622. A \$30 stipend and \$60 materials budget will be offered as compensation per session. You will also receive a free event t-shirt and lunch.

Please consider sharing your enthusiasm and expertise by participating in this year's event,

G+M+S=O Planning Committee

G+M+S=O Committee Members: Shelley Armstrong (Fond du Lac Public Library), Erin Doyle (Agnesian HealthCare) Leanne Doyle (UW-Fond du Lac), Tim Havican (Agnesian HealthCare), Greta Kostac (Aurora Health Care), Gail Roberts (UW-Extension, Fond du Lac County), Brenda Scotello (UW-Fond du Lac), Sandra Strook (MPTC), Jennifer Walters (Aurora Health Care), Danielle Visser (Mercury Marine)

## Girls + Math + Science = Opportunities!

### Guidelines

The event will be held on Saturday, November 4, 2006 at UW-Fond du Lac. Please review the information below and indicate how many sessions you can present (one, two or three). You are asked to have your room set up at least 15 minutes before the scheduled start time. Each session will have approximately 12-15 middle school girls and one teaching assistant. The assistant can be of your choice or we will be happy to assign one to you. We ask you to spend a few minutes sharing with the participants a little about yourself and how math and/or science have influenced your life. Your *hands-on* presentation (Lecture format is not acceptable and PowerPoint presentations may be used only as a minor resource or reinforce the main, interactive portion of the presentation) can then take up to 40 minutes. We suggest that you leave at least 10 minutes for wrap-up, clean up and any parting words. Between sessions one and two in the morning there will be snack time built into the schedule.

**Please place a check next to the session(s) times you prefer.**

	8:45-9:00 a.m.	Registration
	9:00-9:30 a.m.	Keynote Address
	9:30 – 9:40	Organize in Commons for session 1
( )	9:40-10:40 a.m.	Session #1
	10:40- 10:50 a.m.	Snack Break & organize in commons
( )	10:50- 11:50 a.m.	Session #2
	12:00- 1:10 p.m.	Lunch in the commons
	1:10 – 1:20	Organize for 3 <sup>rd</sup> session
( )	1:20-2:20 p.m.	Session #3
	2:30-3:15 p.m.	Closing Session
	3:15 p.m.	Dismissal



Ripon School District participants at 2005 program luncheon

## Girls + Math + Science = Opportunities!

### *Presenter Information*

\_\_\_\_\_  
Name Home Phone Work Phone

\_\_\_\_\_  
Home Street Address

\_\_\_\_\_  
E-mail Address Current Employer

Your proposed session title: \_\_\_\_\_

Please indicate the session track:  Math,  Science,  Healthy lifestyle/nutrition

Are you requesting a teaching assistant?:  yes  no

Please describe your motivating/attractive/interesting activity or hands-on. This description will be used in the GMSO brochure (If an example from last year's program will be helpful to you, please use the below contact information).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you like to offer your session(s) stipend(s) as an in-kind donation to the G+M+S=O program?  
 yes  no

Please submit this proposal by **Monday, July 17, 2006 to:**

Leanne Doyle, Continuing Education, UW-FDL, 400 University Drive, Fond du Lac, WI 54935  
•fax: (920)929-2919 •e-mail address: leanne.doyle@uwc.edu

If you have any questions please feel free to call Leanne Doyle at (920) 929-3622 or any member of the committee listed below.

## Girls + Math + Science = Opportunities!

### – Program Impact Report (page 1 of 2)

**Title:** Girls + Math + Science = Opportunities!

**Impact Summary:** UW-Fond du Lac Continuing Education, in collaboration with numerous community partners, hosted a first time Girls + Math + Science = Opportunities conference attended by 140 middle school girls October, 2005. The purpose of this conference was to increase awareness of: careers in math and science, how interests and abilities match the skills needed in these fields, and seeing women in math and science fields as role models.

**Situation:** The middle school years are an extremely difficult and challenging academic time for girls. While girls and boys tend to perform equally well in math and sciences throughout their elementary educations, studies suggest that, upon reaching middle school, many girls become intimidated by these subjects. They submit to the stereotype that "boys are better" at math and science and turn their attention to other fields of study. Locally the Fox Valley Health Care Alliance predicts the Fox Valley will see a major shortage of healthcare workers by 2010-2012. These potential future healthcare professionals are in middle school right now.

***Evidence of impact:***

**Inputs:** A working committee convened nine months prior to the conference for the purpose of developing program goals and program creation. Partners included: Agnesian Healthcare, Boys & Girls Club, Family Resource Center, Fond du Lac Public Library, Fond du Lac Public School District, Girls Scouts of Manitou Council, Moraine Park Technical College, and UW-Extension 4-H. Program funding was obtained from: Northeast Wisconsin Area Health Education Center, St. Agnes Hospital Foundation, UW-Milwaukee, Fond du Lac Area Foundation and the Sophia Foundation. Additionally, an anonymous donor sponsored two leadership awards. Full scholarships were provided from UW-Fond du Lac and MPTC to 11 economically disadvantaged girls.

**Outputs:** The one day conference started with an opening session featuring a keynote speaker. The girls then participated in two workshops at UW-Fond du Lac after which all participants walked over to Moraine Park Technical College for a special luncheon. At this luncheon there was another speaker, and afterwards two young women were presented with Judy Goldsmith Young Woman Leadership Awards. These recipients had been nominated by their teachers or other adults, in recognition of their demonstrated leadership ability. Both girls received certificates and \$500 savings bonds. Following the luncheon all girls participated in another workshop at Moraine Park Technical College. While the girls were participating in this afternoon workshop, sixty parents attended a 'Surviving the Early Teens with Your Middle School Daughter' session instructed by a local therapist. Concluding the afternoon workshop the girls, and parents, were invited to attend a closing session presentation at UW-Fond du Lac.

## **Girls + Math + Science = Opportunities!**

### **– Program Impact Report (page 2 of 2)**

A unique program feature was the opportunity for girls to check out library materials relating to women in math or science. Those checking out materials were invited to submit one page reflections. Of the girls having submitted one page reflections, two were given \$100 shopping sprees.

Forty three workshop sessions were offered throughout the day. Instructors included: physicians, veterinarians, professional teachers, geologists, nurses, an engineer, and a pharmacist. In addition to the workshop instructors there were 26 volunteers, mostly mothers and community partners, who donated their time in the staffing and chaperoning of the event.

#### **Comments made about the event included:**

‘I learned that you don’t have to be a dork or someone who is not popular to get A’s and B’s in math and science.’

‘Women are underestimated.’

‘I learned that there are a lot of women who were told they couldn’t be in math or science courses and they ended up being successful.’

‘Just because you are a girl, you can do anything you set your mind to.’

#### **Success story:**

In part, the success of this new program is attributed to a middle school girls committee having helped plan the entire event. They designed the event logo, selected the t-shirt colors, created the luncheon menu, selected music used during the opening and closing sessions, created and produced a radio ad, were photographed and featured in a local newspaper story, offered assistance in selecting opening/closing keynote speakers, stuffed the goody bags and guided the adult committee on the development of the program evaluation.

The girls committee also reviewed the one page library material reflections submitted by conference participants. The committee developed a rubric, ranked the reflections and selected two girls to receive \$200 shopping sprees.

#### **Contact:**

Leanne Doyle, UW-Fond du Lac  
Phone number: (920) 929-3622



## Volunteers Needed!

### Girl Scouts Survivor Camp 2006



**When:** July 17-20

**Time Commitment:** 1 day for ~3 hours in the morning, starting at about 9:00 am

**Where:** Camp Alice Chester in East Troy, WI

**What:** The SWE-WI section has once again teamed up with Milwaukee Area Girl Scout Council this year to bring a fun week of engineering related activities to local area middle & high school aged girls. The camp is based on a Survivor theme where "tribes" of campers participate in preplanned "challenges" which focus on learning engineering skills.

Each day has a different theme to show them the breadth of the engineering field.

**How can you help?!** We need volunteers to help facilitate the planned activities with the camp staff. All the supplies will be provided at the camp. You just need to come to camp, have fun with the girls, & show them how exciting engineering can be!

If you would like to participate or would like more information, please contact Julie McMullin ([jmcmullin@brwncald.com](mailto:jmcmullin@brwncald.com) or 414-571-6483).

## Volunteers Needed!

### Interested in being involved? Here's your chance!

- **A Cadette/Senior Girl Scout Troop** (ages 13-15 years old) from Illinois is planning a trip to Milwaukee in August. They have expressed an interest in doing something really cool - like going on a plant tour or seeing how another engineer works (they've seen enough of their leader's work). So we are looking for a fellow SWE member who might be able to help out - if you have an idea/contact or can help out please contact their leader (Anne Lucietto) at [anne.lucietto@swe.org](mailto:anne.lucietto@swe.org). Thank you!
- 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!
- **We are still looking for interested individuals for the following roles within SWE-WI:**  
Professional Development Chair  
Awards & Recognition Chair  
Scholarship Chair  
Archives/Historian Chair
- **Also, keep in mind that any of our committee chairs would be happy to have you on their committee!**

If interested in any of the above positions, please contact us at [swe-wi@swe.org](mailto:swe-wi@swe.org). Thanks!!



## Recent Meetings/Activities

### SWE-WI FY07 Elections

#### **WELCOME TO SWE-WI ELECTED OFFICERS!**

**Thank you to our nominating committee, Martha Maxwell and Julie McMullin for overseeing our elections.**

Our FY'07 officers are:

**President:** Dina Robinson Bertolini

**Vice President:** Betty Leonhard

**Secretary:** Barb Grlica

**Treasurer:** Gina Janke

**Section Representative:** Sarah Stepanski

**Section Representative:** Yiyong Xiong

**Alternate Section Representative:** Nancy Herzallah



Thank you to the following individuals who have volunteered as chairs for SWE-WI in FY'07:

**Career Guidance Chair:** Laura Matter

**Membership Chair:** Susan Thomas Schlett

**Public Relations Chair:** Rita Murino

**Newsletter Editor:** Andrea Cole Fyhrlund

**Website Administrator:** Vanessa White

**E-mail Coordinator:** Ann Yates

**Advertising/Fund Dev Coordinator:** Melissa Hockersmith

**WI Girls Collaborative Project Liaison:** Emily Braun

Please join us in congratulating EVERYONE who will serve SWE from July 1, 2006 through June 30, 2007.



## Recent Meetings/Activities

### Professional Development Workshop “Tap Into Creativity” – by Betty Leonhard



We would just hate for those who missed out on our Professional Development Workshop, which was held on Saturday, June 10, to feel left out, so here's some of the **homework** the rest of us were assigned to help us tap into our own creativity:

- ❖ Turn off your TV and car radio for a week. (I turned the radio off for two weeks to make up for not turning my TV off.) This will give your brain time to really think without distractions.
- ❖ Carry a notebook and write down those bits of inspiration that come to you at the weirdest times. (I know I can't remember them all on my own)
- ❖ Engage in diverse experiences; take a new route home, go to the library and check out something different, meet new people (attend the next SWE meeting, ok so she didn't say that, but I inferred)
- ❖ Schedule a retreat or vacation somewhere new (I highly recommend Alaska, I just got back and it was awesome)

As for tapping into the creativity of your team, here's some more homework and tips:

- ❖ Brainstorm routinely, allow adequate time for people to connect with the right side of their brain
- ❖ Make people draw their ideas as a picture (maybe this isn't as much of a stretch for some design engineers out there)
- ❖ Break old habits: Make everyone change their watch to the other wrist (unless you work at my company where watches can't be worn)
- ❖ Do brain stretches first: Pick general items and think of new uses for them (*really* new uses, and lots of them, the crazy creative ideas don't start flowing until you get to probably the 20<sup>th</sup> use... you could've done it when you were 5 years old, so dig up that creative person)
- ❖ Play “yes and.” Never use “but...” after someone gives an idea, at least not during the creative brainstorming session
- ❖ Support life long learning & continuous improvement: provide training and development opportunities (attend the next SWE professional event and bring a colleague or friend so you both can learn something new- again this is my inference on the item)

I've got 30 more pages of information on Brainstorming Technique from Elaine Beaubien. Let me know if anyone is interested in copies, she said we could distribute them to you.

And of course we have to give a huge thanks to our corporate sponsors who helped make this event happen: Mercury Marine, Astronautics Corporation, and Marquette University.



## Recent Meetings/Activities

### SWE-WI Annual Family & Friends Picnic

Special thanks to Gina Janke for organizing the June 24, 2006 SWE-WI Picnic at Nagawaukee Park. Outgoing President Susan Thomas Schlett presented officers and chairs with certificates of appreciation and SWE pins.



(l to r): Susan Thomas Schlett, Andrea Cole Fyhrlund, Julie McMullin, Betty Leonhard, Vanessa White, Barb Grica, Gina Janke, and Dina Robinson Bertolini



Shea Schlett models her cute SWE socks and pin !



Susan Thomas Schlett and daughter Shea



Enjoying a great day at Nagawaukee Park



Molly Fyhrlund, Shea Schlett, Ethan Schlett, and Tyler Schlett



**Thursday, May 04, 2006**

**Durrant Women In Engineering Banquet Celebrates UWP Women**



PLATTEVILLE - The first Durrant Women in Engineering Banquet was recently held at the University of Wisconsin-Platteville, celebrating women who are in the science, technology, engineering and mathematics (STEM) fields. The Durrant Group, with headquarters in Dubuque, Iowa, partnered with UWP to fund this banquet. The evening was a time for networking and enjoyment.

Durrant has over 300 employees in 12 office locations across the country. A leader in the architecture and engineering industry for almost 75 years, they continue to build on the initial vision for growth, service and success. Kevin Eipperle, managing principal for the Dubuque office, has said that one of Durrant's goals is to help diversify the workforce. The company donated approximately \$2,000 to fund the banquet. "We feel it is an important event and feel honored to sponsor this opportunity," said Eipperle during his address to the crowd. He later added, "This was a great event. I think it accomplished a lot. I am pleasantly surprised at the turnout; it shows me how strong the program is." He also noted that many of the staff at Durrant are UWP alumni. Kimberly Marinelli was the night's keynote speaker. A graduate of UWP, Marinelli earned a bachelor's degree in civil engineering with a structural emphasis. She currently works with TCI Architects, Engineers, Contractors, Inc., as a structural designer for midsized commercial projects. Prior to employment with TCI, Marinelli worked for Durrant in Dubuque, Iowa, as a structural designer.

In her speech, Marinelli addressed the female students who will soon be entering male-dominated fields. She encouraged them to be confident, express themselves and find a supportive network in the workplace. Marinelli said afterward, "Tonight was wonderful. It is so encouraging to see the women attending this. Our support network here at UWP is phenomenal. I kind of fell into the Mentor Program and Society of Women Engineers (SWE), and it was a great opportunity. I hope the advice that I shared will help them when they enter the workforce."

## Durrant Women In Engineering Banquet – continued from page 19

As part of the program, a panel of five graduating female students, including Deborah Cottrill, Rachael Lehr, Adelene Dunleavy, Mali Butteris and Dominique Detloff Friebel, shared their experiences as women in STEM majors at UWP. Friebel said she originally learned about engineering at the Women in Engineering Summer Camp she attended as a junior in high school. She said, "After the first time, I knew I wanted to be an engineer. I returned the next year; once wasn't enough. That's where I decided Platteville was the college for me." She also highlighted the mentor program, saying that it gave her the confidence to succeed, and added, "The Women in Engineering Program encourages women to pursue anything they can possibly think of."

Eipperle then presented each of the 17 graduates with a professional portfolio on behalf of Durrant. May graduates will include Elizabeth Bortz of Portage; Kay Burchell of Onalaska; Nicole Busse of Waseca, Minn.; Butteris of Westby; Dunleavy of Cambridge, Minn.; Tara Fahey of Cottage Grove, Minn.; Friebel of Geneseo, Ill.; Jamie Rott of Spring Green; Emily Schiefelbein of Osseo; and Candace Thelen of La Farge. December graduates will include Anne M. Broessel of Glen Haven; Cottrill of Milwaukee; Petrina Eger of Woodbury, Minn.; Nicole Hansen of Green Bay; Jackie Kohn of Platteville; Lehr of Appleton; and Laura Nowicki of Oshkosh. During her address earlier in the program, Carol Sue Butts, the UWP provost and vice chancellor, said, "Right now, I see our future leaders in engineering. These students have not only survived but also thrived. They can make a tremendous impact on the future." Regarding Tammy Salmon-Stephens, the director of Women in Engineering Program, Butts said, "Tammy works tirelessly to encourage girls and women to dare to dream to make a greater impact in their lives and society by going into STEM fields."

Salmon-Stephens reflected later, "I think the Durrant banquet met several needs. It reiterated how important the Women in Engineering Program is to our students. The speakers provided inspiration and hope, recognizing that everyone has struggled, and encouraged students to hang in there. Since the banquet, students have come up to me and said how important it was to them. It may also have motivated some UWP alumni to get involved or continue to be involved with UWP and help girls realize that careers in the STEM fields are really doable." For more information about the Women in Engineering Program, contact Tammy Salmon-Stephens at (608) 342-1563 or [salmont@uwplatt.edu](mailto:salmont@uwplatt.edu). For more information about Durrant, contact Eipperle at (563) 583-9131 or [keipperle@durrant.com](mailto:keipperle@durrant.com).

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## Council Of Representatives Briefing

June 22, 2006 COR Conference Call Highlights\*

### FY'07 Region H Election Results

**Governor** – Alyse Stofer

**Lt. Governor** – Mary Clor

**Treasurer** – Julie Long

**Secretary** – Betty Leonhard (our very own SWE-WI member!)

### 2007 Region H Conference Updates

- January 26-28<sup>th</sup> in Chicago – Mark your calendar!
- Conference Sponsorship Brochures are available to pass on to corporations...
- 60K secured so far for conference (goal is between 170K & 250K).

### 2006 Region H Conference Final Report

- 37K overage as a result of several platinum supporters coming through close to conference time. Partial refund will be made to students who attended (total of about 2K). Remaining 35K to be split between Ames, IA conference organizers and Region H (about 17K each). Lots of possibilities as to what to use 17K of Region H money for...such as scholarships, travel grants, etc. Topic for future discussion.
- Region H Awards will not be announced until the next COR conference call, July 2006.

### SWE Board of Directors Meeting #4

- Motion to reinstate Northeast Indiana SWE Section passed.
- Aug. 4th-5th – Installation of SWE Officers & Board Meeting #1 in Boise, Idaho. Concern raised over low voter turnout (<800 members) in electing SWE leadership.
- Audit Committee Needed – per bylaws Region H required to form a committee to review Region H Treasurer's reports yearly. Those interested should contact Alyse Stofer.

### Open Region Level Positions – Call for Volunteers

- Region H Nominating Committee Chair – to be elected at 2007 SWE National Conference in Kansas City, Missouri, during the Region H meeting.
- Region H Webmaster Needed.
- Region H Collegiate Leadership Coaches Needed – particularly in areas of SD, ND, MN & Iowa. Good opportunity particularly for those out of school less than 5 years, but will accept students.

### Members needed for the following National SWE Committees:

- Work/Life Balance Committee
- Professional Development Committee (this committee is in the process of filling in training for career levels other than recently graduated and executive levels...leadership initiatives).

\*Highlights submitted by S. Schlett filling in for D. Bertolini & S. Stepanski filled in for R. Murino.

Questions may be directed to your FY'07 SWE-WI Section Reps on the COR (Council of Representatives): Sarah Stepanski, Yiyong Xiong & Nancy Herzallah (alternate).





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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 Melissa Hockersmith ([melissa.hockersmith@gmail.com](mailto:melissa.hockersmith@gmail.com)).

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



## Upcoming Events!

July 17-20, 2006.....	Girl Scouts Survival Camp, East Troy, WI
July 23, 2006.....	SWE- WI Executive Council Strategic Planning Meeting
August 26, 2006.....	American Players' Theater, "Romeo and Juliet", Spring Green, WI
September 17, 2006.....	National Women's Friendship Day, Fox Valley Event
September 23, 2006.....	Wisconsin Girls Collaborative Project Celebration Conference, Madison, WI
October 12-14, 2006.....	SWE National Conference, Kansas City, MO



### *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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