



## 2006 National Conference Information



### October 12-14, 2006 Kansas City Convention Center Kansas City, MO

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!

### Registration Information

You can now register online by visiting the conference website at [www.swe.org/2006](http://www.swe.org/2006). General information for registration and registration forms for download can be found at the same website.

### The SWE-RMS Council of Representatives needs you ideas on the BHAG: Big Hairy Audacious Goal

An email was sent to the SWE-RMS list that included three documents the Council of Representatives will discuss at the National Conference in Kansas City October 11-14. The first document (copied below) is a set of ideas for the new vision statement (aka the "Big Hairy Audacious Goal", or BHAG) for the Society. This vision is meant to convey SWE's 10-30 year goal. The previous vision statement is also listed for your reference. The other two documents sent via email are white papers prepared by the Mega Issues Focused Interest Group.

### Current BHAG

To be the recognized authority on, and advocate for, women in engineering.

### Ideas for new BHAG

1. Strengthen the WE in SWE.
2. To achieve and sustain parity for women engineering.
3. To encourage, enthuse and enact equality in engineering.
4. Revolutionize engineering: make it a popular educational choice for young girls and a top career choice for women.
5. Extend SWE's reach to engage more young girls in engineering education and get more women in engineering careers.
6. Saturate the engineering pipeline starting with young girls and finishing with highly experienced women.
7. Transform society's image of women engineers into one that shows the value and benefit that diversity brings to the table.

Please address any ideas, comments or concerns on the BHAG or any of the other two white papers to Heather Doty at [heather.doty@swe.org](mailto:heather.doty@swe.org) or to Joan Graf at [grafjj@msn.com](mailto:grafjj@msn.com) so that they may properly represent the section at conference. .

### Business Week Report: The Best Places to Launch a Career – Lockheed Martin ranked #2

*<first section has been omitted for brevity>*

It's opportunities like these, combined with a fast-paced business such as Bristol (Conn.)-based ESPN, that have helped catapult Walt Disney Co. to the No. 1 spot on *BusinessWeek's* inaugural "Best Places to Launch a Career" ranking. Disney's strong on-campus recruiting, solid benefits, and collaborative culture also helped land the entertainment giant at the head of the rankings, which identify top employers for new college graduates. Disney's place at the pinnacle is also a testament to its popularity with students, but its desirability goes well beyond the company's instant name recognition. In many ways, Kosa's experience at ESPN, where he enjoys exciting, high-pressure *(continued on next page)*

## Best Places to Launch a Career

*(continued from previous page)*

work, rapid advancement, and immediate impact, is the new American workplace writ small. Because if members of his generation have their way -- and they will -- there will be a lot more employers like ESPN.

With this ranking, BusinessWeek has put together a guide to the employers that really shine. Unlike other such rankings, BusinessWeek's incorporates feedback from three different sources. First we surveyed directors of undergraduate career services to find out which employers were creating buzz on campus. Next we asked those finalists to complete a questionnaire about pay, benefits, retention, and training programs, which we then compared with other employers in the same industry. Finally we asked Universum Communications to supply data from its survey of more than 37,000 U.S. undergrads about the finalists at the top of their list of most desirable employers.

The findings are often surprising. It's now clear, for instance, that to attract the best and the brightest, companies are no longer competing only with others in their industry. More open to career experimentation than previous generations, college grads are applying across a swath of industries. The result: No. 4-ranked Goldman Sachs (GS) could just as easily be vying with No. 43 Teach for America and No. 13 Google (GOOG) as with No. 9 JPMorgan (JPM) and No. 22 Lehman Brothers (LEH) for the very same applicant. The intensely competitive market for top young talent means companies have to fine-tune their game. Consider No. 2 Lockheed Martin Corp (LMT). Starting three years ago, the giant defense contractor made a big push to boost its appeal to undergrads, particularly the shrinking pool of U.S. engineering students. Based in part on input from focus groups, it stepped up recruiting, increased vacation time, and improved its mentoring program. In 2005, the number of applications for entry-level positions nearly tripled.

*<remaining article omitted>*

*Excerpt taken from Business Week Online*

*To view the full article visit:*

[http://www.businessweek.com/magazine/content/06\\_38/b4001601.htm](http://www.businessweek.com/magazine/content/06_38/b4001601.htm)

## Young Women in Science and Technology Event Seeking Volunteers

DeVry University is again hosting this fall's Young Women in Science and Technology Event. The event will be held on November 16th at the Marriott – Denver Tech Center, and is an all day event. There will be between 500 and 700 young women attending and we hope that the program will be exciting and motivate a number of these students to

pursue careers in science and technology. We have room for 20 vendor booths, if your organization would like to have a presence. There are a number of other opportunities as well, and will outline them below, in case you or others would like to contribute.

1. Sponsorship in several forms, including:
  - Several levels of monetary support opportunities
  - Promotional materials for gift bags
  - Goodies for gift bags
  - Contest prizes
  - Vendors for booths
2. We are working on a keynote speaker and are still open to suggestions
3. We need panelists, for a panel Q&A about engineering careers
4. We need help identifying 2 exciting (and not too expensive) interactive/hands-on activities for the girls. The activities should take about 50 minutes to complete and our thought is that each participant leave with something they built in one of the activities.

If you have questions or are interested and would like to discuss details further, I would like to schedule a short conversation either Monday or Tuesday next week.

There are additional details available at the website, which is under construction and will be populated with details as they become finalized. Applications and forms are already posted there. The URL is <http://ywist.org>

*Submitted by Martha Keul, Dean, Engineering Technology and Electronics at DeVry University, Westminster Campus  
Contact by telephone at \_\_\_\_\_ or by email at [mkeul@den.devry.edu](mailto:mkeul@den.devry.edu)*

## Volunteers needed for Girl Scout Camp at Denver Museum of Nature and Science for Engineer It!

The fall camp in for Girl Scouts at the Denver Museum of Nature & Science is about engineering, based on the newest exhibit to open at the museum, Engineer It!. Women engineers are needed to be a part of the evening program on Friday, October 27 from 6 - 10 p.m. Female Engineers will serve as real-life examples to young girls in grades 3-6th by participating in an "Ask an Engineer" session with the Girl Scouts from 6:15-6:45 and/or 9:30-10:00 p.m. Female Engineers will share with the girls what their job is like as an engineer and discuss the education they needed to get there, then field questions from the Girl Scouts. Between 7-9 p.m., engineers can tag along with smaller groups of Girl Scouts while they attend hands-on workshops to add their expertise...and have some fun! Below is a description of the event. *(continued on next page)*

## Engineer it! *(continued from previous page)*

ENGINEER IT! Think it. Build it. Test it. A Camp-In at the Denver Museum of Nature & Science STEM 3rd grade Brownies and Juniors.

Get ready to discover the museum in a whole new way with an exciting overnight adventure! Explore the museum's diverse exhibits without the crowds, including the new traveling exhibit Engineer It! Watch an IMAX movie, participate in fun, hands-on activities and sleep among selected exhibit halls. In the morning enjoy a simple breakfast and continue the fun at the Denver Zoo's 23rd annual Boo at the Zoo. Adult participation limited to Safety-Wise ratios in order to accommodate the many girls who want to attend. Includes souvenir patch, snack, light breakfast, museum, IMAX and zoo admission. Mandatory leaders' meeting and tour prior to the event.

When: Fri. - Sat., Oct. 27 - 28

Time: 6 p.m. Fri. - 11 a.m. Sat.

Where: Denver Museum of Nature & Science

Cost: \$40 per person

Capacity: 150 min.-350 max.

Deadline: Wed., Oct. 11

Note: The orientation meeting for the camp-in is scheduled for Wed., Oct. 11, 2006, 6:30 - 8 p.m. at the museum. Please send a representative who is planning to attend the camp-in to the mandatory leaders' meeting and tour prior to the event.

Interested engineers should contact Kristen Jensen by October 6, 2006 at [Kristen.Jensen@dmns.org](mailto:Kristen.Jensen@dmns.org)

## Reminder to SWE Members Preparing for the FE/PE Exams

The Fundamentals of Engineering (FE) and Principles and Practice of Engineering (PE) exams are only offered twice a year in April and October. The fall 2006 exams are scheduled for October 27 (PE) and 28 (FE).

SWE members planning to take either of these exams this fall are encouraged to check with your state board now to confirm your registration requirements and important dates. As you are preparing for your exam studies, remember that your SWE membership entitles you to a discount of 20% off Kaplan AEC Education FE/PE exam materials. Just visit the SWE/Kaplan Web site to take advantage of these savings and find out about FE/PE review courses near you.

*Taken from SWE NEWS – September 06*

## Update Your Résumé and Enter iPod Raffle

Between August 18 - September 22, SWE members who post or update their résumés in the Career Center are automatically entered into a drawing to win an iPod or SWE Interviewing Toolkit--complete with a SWE vinyl portfolio, SWE engraved business card holder, several professional development Web seminar DVDs, and an interviewing checklist and article reprints to help with your professional development.

The National Conference Career Fair is a great opportunity to begin your search for a Co-Op, an internship, or new career opportunity. With more than 200 leading corporations, government agencies and graduate schools exhibiting, this is the perfect place to explore future career prospects. Update your résumé today as companies attending the National Conference have begun scheduling their interviews for this one-day Career Fair. Go to [www.swe.org/careers](http://www.swe.org/careers) to fill out your profile, post or update your résumé, and search for your first or next career move. SWE's corporate sponsors post jobs daily so check the site often for updates. If you have any questions about the Career Center simply email [careers@swe.org](mailto:careers@swe.org).

Please note that résumés dated December 2004 and earlier will be purged from the database unless updated by October 6, 2006.

*Taken from SWE NEWS – September 06*

## Subscribe to SWE-RMS Email



**Subscribe to the SWE-RMS Email list to get the latest information on events and programs of the Rocky Mountain Section.**

**Be the first to know about tours, programs, networking meetings, and conferences. Be on the list. Be in the know!**

To subscribe to the SWE-RMS mailing list: email [listproc@lists.colorado.edu](mailto:listproc@lists.colorado.edu) with the message:

subscribe swe-rms last name, first name

You should receive an email confirmation.

To unsubscribe, email [listproc@lists.colorado.edu](mailto:listproc@lists.colorado.edu), and leave the subject line blank, and type the following in the body of the message: unsubscribe swe-rms

## **SWE Section Self-nomination for Wow! That's Engineering? 2007**

Is your section looking for an outreach event that will really energize girls? Do you need help in organizing your first outreach event? Or, are you looking for a new approach for EWeek, Introduce a Girl to Engineering, after-school programs, or summer camps?

And, wouldn't it be wonderful if all the expenses and logistics were handled by someone else so that you could focus on connecting with the girls?

SWE's Wow! That's Engineering? is the answer!

Three SWE sections will be selected to host high-visibility Wow! That's Engineering? events to be conducted in 2007. Through the continued sponsorship of IBM, SWE HQ is building upon our pilot events that were conducted earlier this year (as Develop, Design, Discover...Women Innovating with Technology) to partner with three sections. The result will be an event that will bring smiles to the faces of section members because the planning time will be dramatically reduced freeing up more time to interact with the girls. The excitement doesn't end with only those sections selected for the three national events. Soon, a new website featuring the Wow! That's Engineering? "event-in-the-box" template will enable any volunteer group to run their own event.

### **Wow! That's Engineering?**

What is it?

- Motivational keynote speaker
- Several hands-on activities or projects, designed for girls aged 12 – 17
- Take-away goodie bag containing resource materials and small, fun gifts
- Panel presentation for parents
- Engineer-Ware demonstrations (products, gadgets, technology supplied by the local volunteers)
- Time: Approximately 2 ½ hours in length.
- When: Anytime! Saturdays, after-school, early evenings, summer, school-vacations
- SWE HQ provides logistics and funding for these national events

Why is it?

- A SWE-branded career guidance event that communicates an updated message that engineering is creative, rewarding, and has global impact
- Provides role-models who personalize the face of engineering
- Celebrates the accomplishments of women engineers
- Engages the girls in highly interactive activities that involve teamwork and creativity

We all know that the teenage years can be a difficult time for girls. SWE wants to encourage girls to ASPIRE because smart girls become smarter women. Smart women define their own future and create the inventions, technologies, and products that ensure the future for all! A career in engineering and technology provides young women with economic independence and lifestyle options that translate into a better income, travel, and opportunities. Wow! That's Engineering? events provide a way to communicate that women engineers live a life in balance . . . a life where high achievement in a career includes time for personal growth, friends, and family. Women are valued in the engineering community because we understand that technology and innovation are interwoven into the human experience and SWE members are uniquely able to carry this message to girls.

Your section is invited to submit a brief nomination application to serve as the host for a Wow! That's Engineering? event for 2007. Please review the following supporting information prior to submitting your nomination form: Strategy for 2007: "Wow! That's Engineering", and Overview of Event Responsibilities. Please submit the nomination form by October 18, 2006.

*Taken from SWE NEWS – September 06*

## **Spanish Translators Needed for Agilent After-School Kits**

Spanish translators are needed to assist with converting kit directions from English to Spanish. The directions are approximately eight pages in length, and include photos or diagrams that do not require translation. Each volunteer is asked to complete the translation of one document, and to proofread the translation done by another volunteer. The Agilent After-School Kits are used by many SWE sections in their outreach efforts. The kits teach engineering and design principles through easy-to-assemble projects. This translation project will allow us to expand the span of reach of the kits to children and communities where Spanish is the first language. If you are interested please contact Stacy Johnson at 602-458-7085 to volunteer. We hope to complete this project by the end of this month.

*Taken from SWE NEWS – September 06*

## SWE-RMS Profile Update

Now that the summer is over and the new fiscal year is under way, please take a moment to review your member profile. Perhaps your email or mailing address has changed; maybe you recently received a promotion and your title has changed or you have a new job...now is the perfect time to update your profile. SWE developed the Member Service Center with you in mind; to keep you updated on current events and allow you the flexibility to update your profile 24 hours a day, 7 days a week. The information in your profile is vital to SWE.

We use your demographic, technical and employment information to develop programs and services to meet the needs of our members. In addition, the online directory is an excellent resource tool. The directory is a great way to find contacts especially if you're moving to another city. The online directory makes it easier for you to contact local SWE members. Please visit Member Services to have access to your personal profile - All you need is your login and password. If you have any questions, please email SWE HQ or call the Member Service Center at 312-596-5223.

*Taken from SWE NEWS – September 06*

### Newsletter Sponsor

We would like to thank **Washington Group International, Inc.**, for their support in printing and mailing the SWE-RMS newsletter.

# SWE-RMS Listing of Volunteer Opportunities

## MACY's Northfield at Stapleton Preview Charity Shopping Day

1. Volunteers needed to sell \$10 tickets that entitle the bearer to an exclusive 15-20% discount of almost everything at Macy's.
2. Volunteers needed the day of the event, October 10, 2006. Allocated time slot will be known on July 20, 2006.

Please contact Joan Graf at grafjj@msn.com

## Young Women in Science and Technology

Volunteers are needed for the all-day event being held on November 16, 2006 at the Denver Tech Center Marriott. Types of volunteers needed include:

1. Sponsorship in several forms
2. Keynote Speaker suggestions
3. Panelists, for a panel Q&A about engineering careers
4. Identification of interactive/hands-on activities for the girls.

Please contact Martha Keul, at \_\_\_\_\_ or mkeul@den.devry.edu

## Volunteers needed for Engineer It! Girl Scout Event at Denver Museum of Nature and Science

Women engineers are needed to be a part of the evening program on Friday, October 27 from 6 - 10 p.m. Types of volunteers needed include:

1. Female Engineers will serve as real-life examples to young girls in grades 3-6th by participating in an "Ask an Engineer" session with the Girl Scouts from 6:15-6:45 and/or 9:30-10:00 p.m.
2. Female Engineers will share with the girls what their job is like as an engineer and discuss the education they needed to get there, then field questions from the Girl Scouts.

## 2007 Region i Conference at Colorado School of Mines

The SWE-RMS professional section will be helping the students plan the conference. Please contact Heather Doty at heather.doty@swe.org to volunteer

## Bulletin Board

### DCB Concert goes "Around the World"

The Denver Concert Band goes "Around the World" on Saturday, October 21, 2006. The concert will include music such as "La Fiesta Mexicana", "Africa", and "Variations on a Japanese Folk Song". The event will be held at 7:30 p.m. at Central Presbyterian Church, 1660 Sherman Street, Denver (two blocks north of the Capitol building). Admission is free. For more information, call \_\_\_\_\_ or visit \_\_\_\_\_

www.denverconcertband.org.

Enjoy the holidays with The Denver Concert Band on Saturday, December 16, 2006, at 2 p.m.. The event will be held at Central Presbyterian Church, 1660 Sherman Street, Denver (two blocks north of the Capitol building). For more information and admission prices, call \_\_\_\_\_ or visit www.denverconcertband.org.

*Submitted by Tricia Schwaller*

## Discussion Board

**This newsletter's question:** What are you most excited about for this year's national conference in Kansas City?

*Please email discussion responses or topic ideas to Sandra.Wiese@gmail.com.*

**Last newsletter's question** At work, a customer representative will sometimes touch my leg, arm and once even my rear end in a way that makes me feel uncomfortable. It's not obvious and I'm not sure he's intentionally doing it to cause me discomfort. However, I would like to say something to him to let him know that behavior makes me feel uncomfortable. Any ideas on how to approach the subject?

### Responses:

**No Responses submitted.**



## Who Ya Gonna Call?



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CEC (CO Eng'g. Council)	Kim Blair	KBlair@pbsj.com

Please call Sandra Wiese at \_\_\_\_\_ or send e-mail to [sandra.wiese@gmail.com](mailto:sandra.wiese@gmail.com) with corrections.  
 SWE Rocky Mountain Section Website: <http://www.swe.org/SWE/RegionI/Sections/RockyMtn>

## Calendar of Events

For complete details, directions, and more, visit the RMS website calendar

September 14, 2006	Membership Event
September 16, 2006	Alzheimer's Memory Walk
October 8, 2006	Race for the Cure
October 10, 2006	MACY'S Preview Charity Shopping Day at Stapleton
October 12 – 14, 2006	SWE National Conference, Kansas City, Missouri
March 4 – 5, 2007	Region i Conference, Colorado School of Mines, Golden, CO