



UW-Madison

Society of Women
Engineers



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A Letter from the President



Greetings from the University of Wisconsin-Madison Section of the Society of Women Engineers!

What an amazing fall semester we have had with SWE thanks to the tremendous involvement of our members, dedication of the officer team, and support from generous donors! As always, SWE has continued to make an impact on the UW-Madison campus as well as in the community with events for the professional development of members, social functions, and outreach to schools and community groups. I am proud to be serving as this year's president and cannot wait to see what the spring has in store for us.

We hope you enjoy this newsletter as an update to SWE alumni, company representatives, the community, and students about what we have accomplished together. There are always ways to get involved or support SWE and we enjoy sending this newsletter as a chance to share these opportunities with you.

Thank you again for your continued support and involvement. On Wisconsin!

Abigail Heimel
Society of Women Engineers President 2012-2013



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Community Outreach



Girl Scouts

This semester was a huge success for the Girl Scouts Committee from all aspects! We held three total events, one for each age group. One of the events even had over 100 participants! Our main mission was to clearly explain what 'engineering' actually means through hands-on and realistic activities. An example of one of the very effective activities was lighting up an enclosed and dark refrigerator box by utilizing sunlight. The girls got to place a filled water bottle in a hole at the top of the box and place tin foil inside and on top of the box. The girls got this great opportunity to tackle a real world engineering problem because the activity directly applies to the situation in the Manila, Phillipines. In this city, these exact

solar water bottles are used because the tin huts that are packed so close together let in little light and electricity is too expensive. In other activities, we really stressed the design concept and had the girls make prototypes from everyday materials. Additionally, we got the chance to tour some engineering phenomenons, including a nuclear reactor and a car simulator. Can't wait for another great semester!

-Kara Novotny & Emily Ballweg



The School Outreach Committee focuses on empowering girls of all ages to be strong and successful in whatever they do, and emphasizes engineering as a path to achieving their goals. This semester, the committee has expanded its involvement with two local Girls, Inc. chapters, provided mentoring to the Badger Ridge Middle School Science Olympiad team, and has helped with the development of the Pre-College Initiative program for high school students. These events have featured tours of Madison engineering facilities, presentations on the different engineering disciplines and life as an engineering student, and hands-on projects such as programming calculator-controlled robots, designing a water filtration system, and engineering the world's best salsa. We hope to reach out to more Madison-area girls in the coming semester, to promote engineering as a fun and rewarding field of study and a path to a promising career!

School Outreach

-Corrie Brandl



Community Service

This was another great semester for community service! SWE members got very involved through opportunities such as Habitat for Humanity, the College of Engineering blood drive, and a work party at the arboretum. Ashley Mussel helped plan a trip to Great Harvest Food Bank where volunteers helped sort hundreds of pounds of food. We also have a great group who helped collect pledges for the Wisconsin Public Television Phone Drive. Some of us were even on TV! Next semester will involve an even more successful blood drive, participation in Relay for Life, and various other volunteering opportunities. It was great to continue helping out with events that we do every year and adding a couple new ones! Happy volunteering!

-Kelly Kayser

Mentoring & Section Vitality



Mentoring

This semester, 48 SWE members participated in our Big Sib Little Sib (BSLS) mentoring program in which upperclassmen and underclassmen are paired into families of three or four. Each family spends time together participating in SWE- or self-planned activities. The older students mentor the younger students in regards to majors, classes, and work experience, while helping to incorporate new members into the organization. This program has been helpful in getting new members involved with SWE and increasing connections within SWE. This semester we hosted several events, including a pumpkin carving competition, an internship/co-op panel, a Thanksgiving-themed event, a winter-themed study night, as well as bi-monthly study nights. We also used the family point competition to encourage SWE involvement in Homecoming and fundraising events. Next semester, we are looking forward to hosting our big event of the year - Day on Campus, and we are excited to bring the prospective freshman women engineering students to our campus and show them the great opportunities offered at this university!

-Kimberly Callan & Kaylee Carpenter

This semester, Outreach and Diversity has been focused on two main goals: continuing activities planned by the Freshman Committee and working to encourage building upon the existing relationship with the other College of Engineering diversity organizations. The Freshman Committee's goal enable the involvement of younger members in planning events and to give them a taste of what a leadership position is like. With Freshman Committee, events such as a shopping trip and a trip to the Farmer's Market were planned. Through these events, the committee members were able to learn how to plan a successful event with SWE. Additionally, a Team-Building Night (with activities by the Adventure Learning Programs, or ALPS) was planned with SHPE, NSBE, and HAE. Through this event the organizations involved were able to meet new people and strengthen their teamwork skills. Cooperation between the different diversity organizations is important because we are all working towards the same goal of increasing diversity within engineering. Therefore, working together is imperative. Next semester, Freshman Committee will be under new leadership, but retain the same goals. As the Freshman Committee grew, we decided to elect one of the highly-involved freshmen to lead the committee and enable them to gain even more valuable leadership experience. Finally, we will be planning more events in conjunction with SHPE, NSBE, and HAE such as a ropes course, also through ALPS.

-Kelly Derauf



Outreach and Diversity



Congratulations to the Boeing Team on taking 2nd place in this year's competition!



Special Events

Special Events encourages members to connect and build relationships on a personal level. Events planned this semester were designed to encourage undergrads to get more involved. This semester, we enjoyed going pumpkin picking, having a pumpkin carving contest, painting ornaments, and watching the midnight showing of *The Hobbit*. Special Events, also, strengthens the bonds with other organizations. We did this by playing intramural soccer with ASME and participating in this year's homecoming, "Where tradition lives," with the ASME and AIChE. Special Events has had a great semester creating friendships! We are very excited for the events coming next semester!

-Rose O'Donnell



Grad Affairs

The Graduate Affairs committee is a resource to the undergrads of SWE to get informed on the option of graduate school and to learn about life after college. This semester, two presentations on graduate school basics and FAQ's were given. The benefits of going to grad school, the application process, and funding were among the topics discussed. In addition, the committee paired with the Women in Science and Engineering Leadership Institute (WISELI) for an event about women in STEM careers. Grad Affairs is still seeking out an officer for the Spring 2013 semester. Any SWE member is encouraged to fill this position if interested!

-Kylie Diges



Engineering Tomorrow's Careers (ETC) Camp

Every year, the ETC Camp committee plans a week-long summer camp for high school sophomore and junior girls who are interested in an engineering-related field. This year will be ETC's 21st year and will be held June 16th-21st. Registration recently opened up and a large number of girls have already shown interest. An increase in our budget has enabled us to admit more campers, and we are excited to implement changes to accommodate for this increase. This year we decided to make a switch to an online registration system. We also are in the process of creating a series of promotional videos to promote the camp, SWE, and engineering at UW-Madison. Another major goal for this season is to invest in engineering design based activities for the week of camp, as well as incorporate more talks from industry

representatives. Overall, the committee is looking forward to working through new changes this season to both expand and improve ETC Camp!

-Lindy Couwenhoven & Nivedita Singh

External Vitality



External Relations

This fall, SWE had a lot of great events with our Friends of SWE ranging from monthly section meetings to multiple plant tours and info sessions. In addition to our typical meetings, we started a new event where 20 SWE members travelled down to Chicago for a plant tour trip! On December 1st-2nd, we toured Frito Lay in Beloit, WI and United Technologies Aerospace Division in Rockford, IL on our way down to Chicago. We stayed in Chicago for the night where we were able to enjoy the Magnificent Mile and all the Christmas lights. The members had a great time touring the companies and spending time in Chicago. We hope to make this an annual trip with even more company tours in the future. If you are interested in becoming a Friend of SWE to host a meeting, plant tour or networking event please submit your information to our company database on our website under the 'For Industry' tab (<http://swe.slc.engr.wisc.edu/industry/sponsorship.php>).

-Christina Wallhauser

Evening with Industry will be February 4th at Union South. About 150 students and numerous companies attend this event that consists of a mini career fair followed by dinner and a scholarship awards ceremony. EWI provides a comfortable environment to network with companies on a more personal level. We hope to have a mixture of companies attend so every engineering major will be represented. In planning the event thus far, we sent out the company invites, updated the registration form, and brainstormed gift bag ideas for the attendees. The response has been positive, including scholarships for the event. In the next few months, we will organize the registration information and confirm all of the event details. We look forward to hosting EWI and are excited to plan a successful event!

-Avery Wine & Kristen Rasse



Evening with Industry



Boeing Team Tech

Boeing Team Tech is a design competition committed to giving SWE members an opportunity to combine technical skills, team work, and industrial necessary for future success. Since last January 2012, Boeing Team Tech has partnered with Avon Rubber p.l.c. to develop a scrap rubber recycling system within their manufacturing facility. Throughout the semester a diverse group of engineers researched existing designs, brainstormed solutions, and evaluated each solution multiple times – finally settling on a final design that fulfilled the client's needs. Through collaborations with Jordan Reduction Solutions and Rubber Asphalt Solutions a system design was developed and quoted. In November, the team traveled to Houston, TX

to present their capital project at the SWE National Conference where they placed 2nd only behind University of Illinois! The team is currently searching for a new project for next year which is to start at the end of January. If you are interested in becoming an industrial sponsor for SWE's Boeing Tech Team, our contact information is listed on the first page of this newsletter and the rest is as easy as innovation delivered to your doorstep!

-Amanda Blochowicz

Our Sponsors

THANK YOU!

We are very fortunate to have such close relationships with many businesses and companies, who choose to donate knowledge, time, and funds to our organization. These donations to our organization are a huge reason why we are as so heavily involved on campus and in the community as we are. We are extremely grateful for our corporate Friends of SWE, and we want to say thank you for being so gracious to our organization.



Interested in sponsoring SWE?

The numerous activities hosted by SWE every year are only possible through the generous donations from our industry sponsors. If you or your company is interested in sponsoring SWE, the Corporate Sponsorship section of our webpage can be found at:
<http://swe.slc.engr.wisc.edu/industry/sponsorship.php>

Thank you in advance for your support!



Section Officers



President
Abigail Heimel



VP of Internal Relations
Wendy Wigstrom



VP of External Relations
Christina Wallhauser



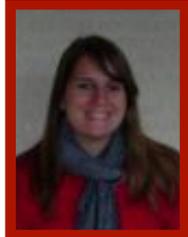
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Grad Affairs
Kylie Diges



Boeing Team Tech
Amanda Blochowicz



Community Service
Kelly Kayser



ETC Camp
Nivedita Singh



ETC Camp
Lindy Couwenhoven



Evening with Industry
Avery Wine



Evening with Industry
Kristen Rasse



Fundraising
Jan Chitphakdithai



Girl Scouts
Kara Novotny



Girl Scouts
Emily Ballweg



Marketing
Mackenzie Bower



Mentoring
Kimberly Callan



Mentoring
Kaylee Carpenter



School Outreach
Corrine Brandl



Special Events
Rose O'Donnell



Technical Communications
Jenna Klaus