Greetings from the University of Wisconsin-Madison Section of the Society of Women Engineers! This spring has been full of new events and exciting opportunities for our members. As always, we owe a tremendous amount of gratitude to our members, dedicated officers, and generous donors who make all of our events possible.

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.

It has truly been an honor serving as this year’s SWE President and I am so proud of everything we have accomplished together as a section. As we look forward to another exciting year of SWE event, we thank you for your continued support and involvement and hope to see you at an event soon. On Wisconsin!

-Abigail Heimel
As usual, SWE had a great time volunteering in the Madison community this semester. From collecting pledges on TV for the Wisconsin Public Television to cleaning up the University of Wisconsin Arboretum, SWE spent many hours volunteering. The College of Engineering blood drive was extremely successful with the collection of 46 units of blood. This was also the first time that we planned a Spring Break service trip. We had 10 girls drive down to Tucker, Georgia and work on a Habitat for Humanity house for a week. The girls had a great time and we plan on continuing this trip in the future. This semester included many local volunteering opportunities as well as an awesome Spring Break trip down south. As we continue into the next year, we hope to grow the blood drive and plan even more opportunities for SWE members to help out in the community.

-Kelly Kayser

The School Outreach Committee focuses on empowering girls of all ages to be successful in whatever they do, and emphasizes engineering as a path to achieving their goals. This semester, the committee continued its involvement with two local Girls, Inc. chapters, provided mentoring to the Badger Ridge Middle School Science Olympiad team, and helped run the Pre-College Initiative program for high school students going into engineering. The committee also contributed to events such as Super Science Saturday at O’Keeffe Middle School, where we presented a shaving cream paper dyeing activity, and the Capital Science and Engineering Fair which is a competition for high school students who have done independent research. 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 designing a cookie assembly line. We hope to continue to reach out to girls in the Madison area to promote engineering as a fun and rewarding field of study and a path to a promising career!

-Corrine Brandl

The Girl Scout Committee planned several events this semester. These included Girl Scout Days for Brownie, Junior, and Cadette/Senior level Girl Scouts. The girls had the opportunity to learn about all different types of engineering through a variety of engineering based activities. The first event this semester was for the Brownie Girl Scouts. On this day, these girls learned about all different types of engineering including Hydraulic, Civil, Mechanical, and Aeronautical Engineering and looked at the flowrates of through different shapes and sizes. The girls learned that the area of the hole had a big role in how much water flowed out. They also looked at the strength in different types of paper and about how aerodynamics contributes to the way things are made.

At the Junior and Cadette days, the girls learned about Mechanical, Civil, Electrical and Robotic engineering. Graphing calculators were programmed by the girls to make different types of drive patterns in a small robot with two wheels. This activity was said to be the best activity of the day by many of the girls and leaders. The girls also learned about closed and open circuits by testing different materials with a test circuit’s wires (and LED light attached to a 9 volt battery) to the material. During the Junior Day, we were fortunate enough to have ASME teach the girls about making parachutes and paper airplanes. They then did an egg drop with real engineering constraints such as money, time, and resources. This semester was full of fun engineering activities that the girls, leaders, and volunteers had a lot of fun doing.

-Jessica Phillips & Eleanor Bloom
This semester, 53 SWE members participated in our Big Sib Little Sib (BSLS) mentoring program for which upperclassmen and underclassmen are paired into families of three or four, all of similar majors. Each family spends time together participating in SWE or self-planned activities while participating in a “mentoring”-type relationship in which the upperclassmen provide guidance and advice to younger members regarding classes, professors, extracurricular curriculars, etc. This program is helpful in getting new members involved with SWE and in increasing connections within SWE. Families are rewarded based on the amount of points they receive. This semester we awarded a half-semester prize in order to encourage continued participation throughout the semester. This semester we hosted several events, including various themed study nights, a registration advice panel before class-registration, a Day on Campus, which is essentially a private orientation for high school senior women accepted to the College of Engineering at UW. This event took a lot of planning and ended up being a very fun event. We received much positive feedback and are looking forward to communicating to the new mentoring officers ways to make the event even more helpful to high school seniors in choosing a college and in becoming acquainted with UW-Madison. We are sad to see this semester and our term end, but are looking forward to transitioning the new mentoring officers and seeing all they accomplish!

-Kaylee Carpenter & Michelle Bay

This semester, the primary event for Outreach & Diversity was the Parents' Luncheon. Parents and other family members who attended this luncheon were educated about the recent events and goals of SWE. This event is successful in ensuring that parents are aligned with the goals and aspiration of their daughters in SWE.

-Kelly Derauf

Special Events’ goal is to bring SWE members together in an informal setting. As a group we have gone ice-skating, snowboarding, saw Mary Poppins the musical, participated in intramural volleyball, danced at Zumba, and completed many races. One of our highlights this semester was getting third place in Engineers’ Week among many other student organizations competing. We have had a fun semester with a great turnout at events!

-Samantha Betlej & Abigail Stewart
**Fundraising**

This semester in Fundraising we had some fun activities going on. We created new apparel for everyone to enjoy. The apparel consists of sweatshirts, sweatpants and t-shirts. Due to popular demand we created a shirt similar to an older one that says “be the engineer your mother always wanted you to marry.” These shirts were a huge hit! We were fortunate enough to sell a good amount of both the new and old apparel at section meetings and Day on Campus. Some of our old apparel even sold out. We also hosted a “Spring Fling” at Lucky’s Bar and Grille in April. The DJ we hired was fantastic and Lucky’s was very hospitable. Everyone seemed to have a great time and enjoyed dancing the night away.

-Katie Groh

**Freshman Committee**

Freshman Committee is a committee that is focused on helping freshmen members become more involved in SWE and providing them with leadership experience. This year, the position of Freshman Committee Chair was added, which put a current freshman in charge of the committee for the Spring semester and the following Fall semester. Throughout the year, members helped to plan social events for the committee and the rest of SWE, such as a movie night and trips to the Farmers Market, and also took the opportunity to shadow other SWE officers and help plan events in different committees. One of our big projects this year was organizing SWE’s student org exhibit at Engineering EXPO, which was a huge success and helped us expose many students to computer programming and engineering.

-Meghan Turner

**Engineering Tomorrow’s Careers (ETC) Camp**

Engineering Tomorrow’s Careers Camp is a weeklong, overnight camp for high school sophomores and juniors interested in pursuing a degree in engineering. This season will be the largest one in ETC’s history with seventy-seven registered attendees! The schedule has been finalized and includes several new activities including a smartphone app programming seminar, labs with the Materials Research Science and Engineering Center, and a sustainability lecture coupled with a tour of the new Wisconsin Energy Institute facility. Additionally, we have invited ETC Camp overnight-founder, Cally Edgren from Rockwell Automation, to speak at a semi-formal dinner, followed by a performance by Fundamentally Sound. We will be welcoming back representatives from Kraft Foods, AECOM, GE Healthcare, and BP who continue to lead the campers through real-life activities that truly demonstrate the career options available with an engineering degree. A team of eight enthusiastic SWEsters have been selected to join us as counselors for the week as we introduce the campers to engineering and UW-Madison. We are very excited to see what the week has in store! If you are interested in sponsoring a camper or participating in future ETC Camp sessions, please contact us at etccampmadison@gmail.com.

-Lindy Couwenhoven and Nivedita Singh
Boeing Tech Team is a design competition in which SWE sections around the country contact sponsors to find a project and compete with their final prototype and presentation against SWE sections from other universities. This year the Boeing team is working closely with Oscar Mayer to design a new automated way of placing meat inside of their Lunchable trays. The team has been working very hard all semester to come up with new designs and ideas to solve this complex problem. Working with Oscar Mayer has been amazing. The team has had the opportunity to meet with employees and tour facilities. Recently the team went on a trip to Carol Streams, IL to see the Lunchable line themselves. Everyone is excited to continue with this project and come up with a design that Oscar Mayer approves of and a presentation that will put them in 1st place at nationals!

-Emily Ballweg

The UW-Madison Society of Women Engineers section hosted Evening with Industry on February 4th at Union South. With over 20 companies and about 130 students attending, EWI was the largest it has ever been. The night consisted of a mini career fair followed by dinner and a scholarship awards ceremony. Students had an opportunity to network with companies on a more personal level. Every engineering major was represented, which helped draw all College of Engineering students to the event. To close the night, we ended it with a raffle with prizes that were graciously donated by companies. We would like to thank everyone that made this event possible and so successful. Thank you to the companies that attended, our sponsors, our awesome SWE section, and all that came! Mark your calendars because next year EWI will be on February 3rd, 2014 at Gordon Commons. You don’t want to miss it!

-Avery Wine and Kristen Rasske
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 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
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