



# The Gear

July 2003

*Serving the 76 Members of the Wisconsin Section, and Its Supporters*

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Position Open

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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). Trial subscriptions & address changes to Gina Janke, 1801 Newberry La., Racine, WI 53402, [gina.janke@swe.org](mailto:gina.janke@swe.org)

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## Wisconsin Section Update – By Gina Janke ([gina.janke@swe.org](mailto:gina.janke@swe.org))

Again this year, our section is more active than the previous year. This was accomplished through the help of all our member-volunteers. It has been overall another year of improvements. To compare our section to other sections in Region H (Illinois, Indiana, Iowa, Michigan, & Minnesota sections), the Wisconsin Section was self-rated in the areas of section management, membership growth and retention, activities and participation, and region/national participation. At the start of the financial year (July 2002), our section's score was 36. By the end of this year (June 2003), our section's score was 65. A 29-point improvement! This score is also comparable to other sections in Region H. Many thanks go to all our members who have helped to get the Wisconsin Section back on its feet. As you know, continuous improvement is an endless journey and this year's officers will be challenged to take the section to the next level in the upcoming year.

One of the main challenges will be to get even more member involvement. In addition to our planned meetings and activities, October 13-16, 2004, the SWE National Conference will be held in Milwaukee. Members statewide are encouraged to participate as there will be many opportunities to help make this event a success. You can help by getting your employer to sponsor an event, provide a speaker, give you time-off to help in planning, sponsor your conference attendance as a company representative, etc. Specific opportunity details will be available as the year progresses. My hope is that you thoughtfully consider these opportunities and share your talents as you can. Our Section point person is Abby Peele ([abigail.peele@med.ge.com](mailto:abigail.peele@med.ge.com)). She has been working as the Milwaukee Representative on Conference Program Board for the past couple years.

*Continued on page 2*



## Wisconsin Section Update – Continued from page 1

To give you the highlight of what's been happening in our section since our last update:

- WI Section Elections--The election closed on early June and the results are as follows:

Section President	<b>--Currently Open Position--</b>
Section Vice President	<b>Lisa Henn</b>
Section Representative	<b>Abby Peele</b>
Section Secretary	<b>Dina Bertolini</b>
Section Treasurer	<b>Gina Janke</b>

Our first Executive Meeting was held at the SWE picnic on June 22 with all officers present to discuss our section goal for the next year. Our next meeting will be via teleconference, scheduled for July 9.

- Women in Hard Hats Workshop--On May 17, the WI Section sponsored a booth at the annual WIHH workshop, at WE Energies Metro North Service Center, in Milwaukee. Hats off to Bryna, Abby and all the volunteers that helped on that event.
- SWE Picnic, June 22--The picnic was fun, attended by several members, family and guests. We were especially happy to have Betty Shanahan, National Executive Director, and Jeanne Elipani, National Conference Coordinator join us in this informal setting.
- Next Meeting--American Players' Theater, Spring Green, WI, Saturday, September 27, 3:00 PM. Join us for the annual outing at APT for their presentation of Shakespeare's The Tempest. Families and friends of all SWE members are invited to attend (including children over six years old). A limited number of discount tickets (\$18/each, regularly priced at \$30/each) are available on a first-come (prepaid) basis. See flyer for more information.
- Website--The Wisconsin Section website ([www.msn.fullfeed.com/~swewi](http://www.msn.fullfeed.com/~swewi)) has been updated frequently. Check it out to get the latest on section happenings.

It has been a great year, thanks to Bryna and last year's Executive Board and I look forward to the year to come and working with the new Executive Board, and the rest of the membership.

## GE Medical Systems Event: Women in Technology – by Abby Peele

The Women's Network at GE Medical Systems (GEMS) would like to invite the SWE-WI membership to an exciting panel discussion on Women in Technology on September 25<sup>th</sup>, 2003. The event will be held at the GE Medical Systems facilities in Waukesha. The panel discussion by top engineering leaders begins at 2:00 with a kick off by GEMS CEO Joe Hogan. The discussion will be followed by a reception at 5:00. Tentatively, there will be a lunch & tour provided prior to the meeting. Plan to attend this event!! Contact Abby Peele (414) 647-4579 for more information.

# SWE - Wisconsin Event Notice

**What:** SWE-WI at the Theater, Shakespeare's "The Tempest"  
Join us for an afternoon 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 attached maps below)

**Date:** Saturday, September 27, 3:00 PM

**Time:** Play starts promptly at 3:00 PM, plan on arriving at least 30 minutes ahead to get parking & seated in the theater.

**Cost:** A limited number of discount tickets (\$18/each) are available on a first-come (pre-paid) basis. Once those tickets are gone, regularly-priced tickets (\$30/each) will also be on sale through SWE

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

**VP:** By **Friday, September 12, 2003** to Dina Bertolini at (608) 588-7866 or [swewi@idcnet.com](mailto:swewi@idcnet.com)



See all the upcoming announcements at <http://www.msn.fullfeed.com/~swewi/upcoming.htm>

## Volunteers Needed!

Interested in being involved? Here's your chance! Consider these great opportunities:

### National Conference

The national conference will be here in October, 2004! We'll need volunteers to help in many areas.

### Membership Committee

Great way to meet people, welcome new members.

### Meetings

Bring your ideas! Help us put together a great program this year.

### Web Scouts

Surf for SWE! We're always looking for interesting links for our web page, <http://www.msn.fullfeed.com/~swewi>

### Web Master

Install the links and make sure the pages are current.

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## 2003 SWE National Conference: October 9 through 11 in Birmingham, AL

*“Supporting the World through Engineering”*

The Society of Women Engineers National Conference is a great time, with interesting seminars and fun fellow SWE members. Be inspired by the Achievement Award winner, the Upward Mobility Award Member, and all the Distinguished New Engineers. See the paper by fellow Wisconsin Section member Lisa Perronne! Tour the area. Feed your mind, and build skills. Find a new job! It's all here.

October seems a long time from now, but it'll be here before you know it! The early registration deadline is actually **July 31**. If you know you are going to attend, get your registration completed by then and save up to \$50.00 per person. Check out the program at <http://www.swe2003.org/>.

### 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 [swewi@msn.fullfeed.com](mailto:swewi@msn.fullfeed.com).



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## Advertising Information

Newsletter ads, per issue: 1/2 page ad = \$25 full page ad = \$50. For more information, contact Gina Janke ([gina.janke@swe.org](mailto:gina.janke@swe.org), or 262-636-1315)

Webpage ads, per 2 month period: \$50 for text & simple graphic link. Graphic should be in one of the following software formats: JPEG, GIF, BMP, TIFF, TGA, RAS, EPS, PCX, PNG, and PCD. For more information, contact Lisa Henn ([lisa.henn@swe.org](mailto:lisa.henn@swe.org), or (608)241-3496)

## Upcoming Events!

Sept. 25, 2:00 PM ..... GE Medical Systems Women's Network panel discussion.  
See page 2 for details.

Sept. 27, 3:00 PM ..... Join us in Spring Green, WI for the American Players'  
Theater presentation of The Tempest! RSVP by 9-12-03.  
See page 3 for details.



### *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.

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