

Society of Women Engineers

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Happy 60th Birthday SWE!

"From the Efforts of Many, One Organization Emerged" - Troy Eller

In recounting the founding of the Society of Women Engineers, Miriam "Mickey" Gerla wrote in a Jan. 3, 1952, letter that "any such information in the Society History will be of great interest in the future and the more groups recalled and mentioned in the History, the greater will be the prestige and the stronger the foundation of the Society."

When 60 women came together on May 27, 1950, at the Cooper Union's Green Engineering Camp in New Jersey to create SWE, it was not the first women's engineering organization to be founded in the United States. The short-lived American Society of Women Engineers and Architects was formed in 1919. And the present-day SWE wasn't even the first organization to call itself SWE.

Women engineering students at the Drexel Institute began organizing as early as 1946 and officially established a Society of Women Engineers in 1949 with undergraduate members from five districts in the northeastern United States. A group of working women engineers in New York also formed a Society of Women Engineers that year, of which Gerla was elected president. Other small groups of working women engineers had formed in Washington, D.C., and Boston as well.

However, the May 27, 1950, meeting at Green Engineering Camp did mark the first time that both engineering students and practicing engineers from across the country came together to form a unified society. The

undergraduates at Drexel had neither the time nor the resources to maintain their regional undergraduate organization. Additionally, the groups of graduate engineers in New York, Boston, and Washington, D.C., were limited in scope and power because they operated independently of one another. By establishing a national organization for graduates and undergraduates, they hoped to create a strong and effective organization to support women engineers at all career stages.

SWE leaders recognized early on that the formation of a unified and lasting society specifically for women engineers was historically significant. In concluding her 1952 letter, Gerla stated, "I believe the great number of groups all desiring to form a 'Society of Women Engineers' through the years may be considered an excellent indication of the need for such a Society. It is only if we exist through the formative years of the Organization that we will have done better than the previous groups who failed."

Sixty years and more than 20,000 members later, it is safe to say that SWE's founding members succeeded.



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TOP TEN THINGS SWE OFFICERS CAN- NOT LIVE WITHOUT

1. LOVE <3
2. FOOD
3. INTERNET
4. PLANNER
5. PHONE
6. COFFEE
7. FRIENDS
8. TV
9. BLANKIE
10. SWE!

Evening with the Industry

On November 10, 2010, SWE hosted its annual Evening with Industry (EWI) at Hs Lordships Restaurant from 6 to 9 pm. Over 150 students and 50 company representatives attended the event, making it one of SWE's largest EWI events! Companies that attended included Apple, Accenture, National Instruments, Dow, Medtronic, National Security Agency, and many more. The night began with a career fair, where students were able to mingle with company representatives and submit their resumes. Afterwards students were seated with company representatives of their choice. While enjoying a lovely three-course meal, students were able to chat with company representatives in a more personal setting. Our keynote speaker, Krista Donaldson, later spoke about her experience leading her nonprofit incubator firm, the importance of technology in this age, and advice for young students pursuing engineering degrees. Cisco also presented scholarships to this year's recipients, Constance Lu, Sara LaVigna, and Anika Tuba. Congratulations!

From its elegant atmosphere and delicious food to the valuable insight shared and large turnout, EWI 2010 will definitely be remembered!

-Constance, Deirdre, EWI Coordinator



Top Ten Strategies to Rock a Career Fair at Cal:

Though EWI is over, there are many more career fairs and interview opportunities where these strategies might come in handy.

1. Create a Targeted & Unique Resume & Cover Letter
2. Research Companies. Have a plan!
3. Print a Name Tag (Name, Degree, Major, Year) or buy a MBA one.
4. Prepare an "Elevator Pitch"
5. Look professional and presentable: Wear Business Casual or Business Formal
6. Get to the Career Fair close to the start time
7. Reach out and talk to the right person in the desired position. Talk to alums and the UR Manager. Email addresses and business cards.
8. Follow-up: Company Websites and Information Sessions, Recruiters, Hiring Managers. Some companies have Room Only Interviews.
9. Apply to company website!
10. Submit your resume on Callisto

-Kelly Zhang, Collegiate Development Director



A Look Back...

Chilly mornings. Cold winds. Rain. November. Who can believe that Thanksgiving break is almost upon us? These last three months have been quite a whirlwind. Looking back, I don't think I can even remember the girl who walked uncertainly up the many steps to the Foothill dorm, not knowing what to expect there. Even though first semester isn't even over yet, Cal has already become a part of me and I a part of it. From trekking cross campus to locate classes to attending SWE events and meeting awesome people, my experiences here have already shaped me in ways that I could never have imagined. Adjusting to a new environment is never easy yet somehow I feel like I belong here almost as if I've lived here my whole life. And even with the panic of midterms, the mad rush of TeleBEARS, and the stresses of homework, somehow I still manage to find time to have a bit of fun. Whether that be cheering on the Bears at Memorial Stadium in the blistering sunlight, learning to appreciate the small things in life

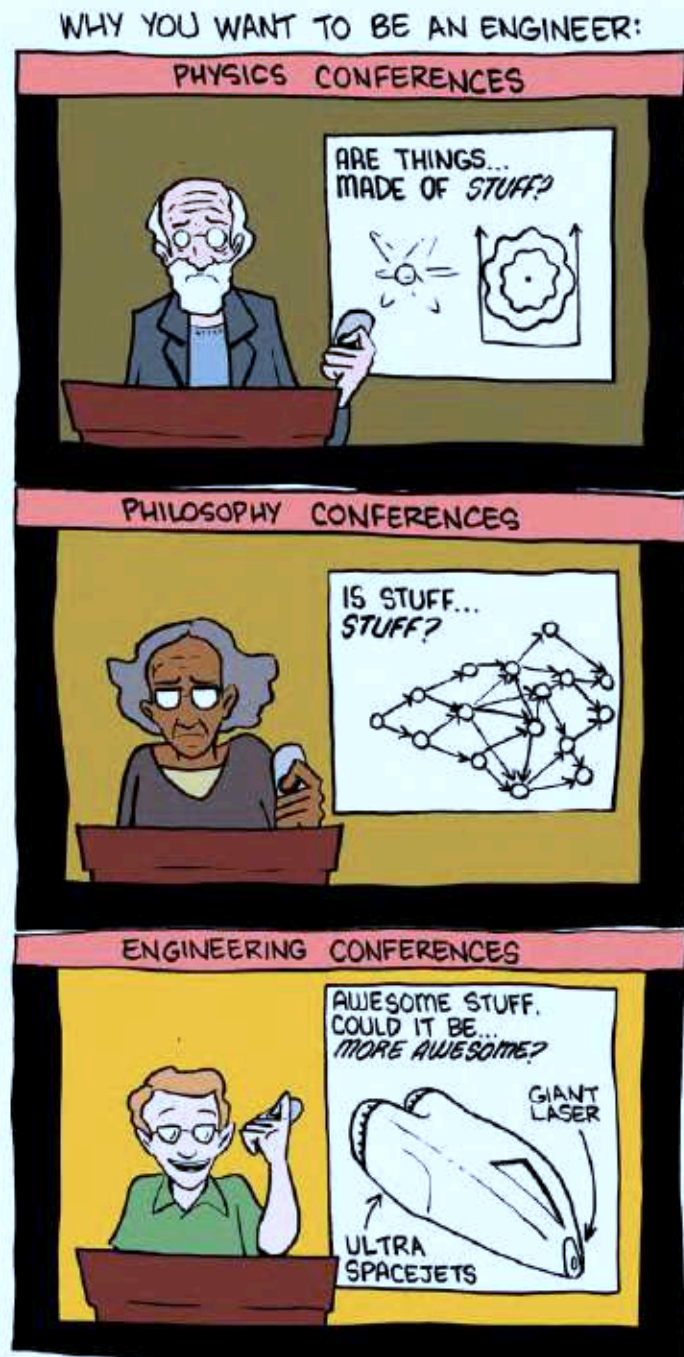


from a TDPS production of *Our Town*, or sitting out under the stars listening to the music emanating from the Greek Theater, there's always something to do here. But more importantly, there are always people to have fun with. For me,

that's the best thing about Cal: the people. Everyone knows the academics are superb, the professors we learn from are at the top of their fields. However, college is more than just about academia. It's about developing life skills and forming relationships, and I consider myself lucky to know that the friendships I build here and now have the potential of lasting me a lifetime.

-Amy Zhang, PR committee

Engineering Joke of the Day...



<http://www.smbc-comics.com/?db=comics&id=1797#comic>

A Letter from the Editor

Hey there SWE members!

I can't believe it's almost the end of a semester already! I want to thank you all for sticking with SWE and following through every issue. I also want to thank Amy Zhang, the absolutely wonderful writer, for writing fantastic articles for every issue. I don't know what I would do without you! I hope all of you enjoyed this last GM and issue of 2010. It's a temporarily farewell for now. Until next semester, see ya!

*Best Regards,
Tracy Chuong
tracychuong@berkeley.edu*

November 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 General Meeting 4	16 Bain & Co. Info Session	17	18	19 Movie Night	20
21	22	23	24	25	26	27
28	29	30				

UPCOMING EVENTS

11/15/10
SWE GM 4
6-8pm
Wozniak Lounge

11/16/10
Bain & Co. Infosession
6-7pm
3110 Etcheverry

11/18/10
SWE National
Conference Recap
6-8pm
3110 Etcheverry

11/19/10
Movie Night
6-10pm
Wozniak Lounge

For absolute up-to-date info, please visit swe.berkeley.edu/calendar
If you would like to be added to the mailing list, please contact Tracy
at tracychuong@berkeley.edu

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