

SWE Newsletter

Professional Edition



UC Berkeley



Note from the Editor

Hey SWEsters!

With EWI just around the corner and career fair/infosession season in full swing, this newsletter is all about how to make a great impression and improve your networking skills.

We hope you enjoy the read and maybe learn a thing or two along the way. Best of luck with your job hunt!

Cheers,

Amy Zhang



What Not to Wear

Career Fair Style Tips by Stacy Ma

Career fairs provide a great opportunity to meet representatives face-to-face and make a memorable impact. But how exactly do you make a lasting first impression? It goes beyond a polished resume and an impressive list of skills and all starts with what you wear. Generally, stick to more conservative professional clothing and a darker or neutral color palate. You can throw in a splash of color; just keep it tasteful (i.e. No neon green or hot pink). A great pair of slacks, a button down shirt, and a blazer is always a go-to outfit and feel free to switch out a button down shirt for a nice blouse. Skirts are also a great option but be careful about the length. They shouldn't be above the knee or too tight. If there's ever some doubt, just throw on a pair of black tights. Above all else, make sure your clothes are wrinkle free and clean, and your shoes scruff free. With a professional look and confidence, you'll ace your next career fair.

Pick up that insert!

The page isn't there for nothing. Check out the experiences of fellow UC Berkeley SWE members who had the opportunity to attend the annual SWE national conference, hosted this year in Chicago, Illinois. And don't forget about the Region A conference this year taking place in Hawaii!



SWE Halloween Social

By Anran Li

On the night of Saturday, October 29, SWE co-hosted a Halloween social with UPE, IEEE, and HKN. There was delicious candy and tons of fun. The night started off with casual socializing as attendees met members from other clubs. They could also take photo booth pictures with friends or enjoy yummy refreshments such as soda, cake, and cookies. The planned events began with a viewing of Michael Jackson's spooky Thriller music video. Then, attendees got down and dirty and carved their own pumpkins. There were some extremely creative pumpkin designs such as the Apple logo, the Android logo, Hello Kitty, and the awesome face. After a short break, the costume contest began. Participants dressed up as everything from Dropbox to Anime characters to light-up Deadmau5 heads! Expensive chocolate was awarded to the contestants with the best individual and group costumes. Lastly, several packs of toilet paper were brought out. People ambushed their friends and turned them into toilet paper mummies. The night wrapped up as new friends exchanged numbers and goodbyes. This social was a great way for members to relax between midterms and meet new people.

Early Bird Internship Fair

By Tasha Hodgson

On Wednesday, October 19, SWE co-hosted the Career Center's Early Bird Internship Fair. Open to all Cal students, this fair included more than 50 participants offering internships and jobs in many different fields.

Companies like Samsung and TiVo were looking for prospective hires in the EECS department, while Target and Macy's were looking for interns and employees from multiple majors. Other participants included

Ford, IDM, and Amgen.

The doors of Pauley Ballroom opened to a waiting line of students, and continued to accommodate all those who were interested in talking to and networking with the various companies. The Early Bird Internship Fair provided students with many wonderful opportunities to find internships, and possibly even careers!



WE11 National Conference

By Amy Zhang



Chicago, Illinois. October 12th. This date marked the arrival of the 18 UC Berkeley SWE members who ventured out to the Midwest to attend the annual national SWE conference from October 13th to 15th. With over 250 companies attending the career fair, and many of their representatives putting on workshops, there was never a dull moment to be had in Chicago. From



learning how to work a career fair to racking up interviews to tasting some of Chicago's best deep-dish pizza, the conference goers made many memories along the way.

Don't forget to read the special insert with personal stories from conference attendees about their own experiences at

national conference.

Next year, national conference will take place in Houston, Texas. If you're interested in going, look out for an email coming your way at the end of Spring semester/early



summer.

And of course, the Region A conference is coming up soon. It will take place from February 29th to March 3rd 2012 in beautiful Hawaii! Early deadline registration closes on December 1st. For more information about the ABJ conference, visit <http://www.swewestern2012.org/aloha.php>.



Top 10 Interview Mistakes

By Christine Loh

1. Inappropriate physical appearance (This includes dress as well as personal hygiene.)
2. Appearing disinterested (A little more enthusiasm goes a long way!)
3. Being unprepared (Make sure you do some research before the interview.)
4. Acting unprofessional (Be sure your phone is turned to silent!)
5. Asking poor questions (This is not the time to ask about benefits or vacation time.)
6. Talking negatively (Insulting your former employers is a major no-no.)
7. Being late (This one probably speaks for itself.)
8. Verbal ticks (An interview is not a place for excessive "um," "like," and "you know.")
9. Eye contact (Not too much, but not too little!)
10. Following up (Make sure to thank your interviewer at the end, and maybe write a follow-up email to them as well.)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4 Ice Skating	5 SWE Science Saturday and Scholars
6	7 GM 3/EWI Etiquette	8	9	10 Evening with Industry 6pm	11 Veteran's Day 3 day weekend!	12
13 Swing Dancing with PTS and TBP	14	15	16	17 Ballroom Dancing with HKN	18 Ultimate Frisbee Tournament	19 SWE Science Scholars
20 Collegiate Leadership Coaching Committee	21	22 Ir-resistor-able Jewelry	23	24 Happy Thanksgiving!	25	26
27	28 GM 4	29	30			

For times, locations, and absolute up-to-date information on future events, please visit swe.berkeley.edu/calendar.

Joke of the Month

Job interviewing techniques for any hiring manager!

Take the prospective employees you are trying to place and put them in a room with only a table and two chairs. Leave them alone for two hours, without any instruction. At the end of that time, go back and see what they are doing.



Aspire

Advance

Achieve

If they have taken the table apart, put them in Engineering.

If they are counting the butts in the ashtray, assign them to Finance.

If they are waving their arms and talking out loud, send them to Consulting.

If they are talking to the chairs, Personnel is a good spot for them.

If they are wearing green sunglasses and need a haircut, Computer Information Systems is their niche.

If the room has a sweaty odor, perhaps they're destined for the Help Desk.

If they mention what a good price we got for the table and chairs, put them into Purchasing.

If they mention that hardwood furniture DOES NOT come from rainforests, Public Relations would suit them well.

If they are sleeping, they are Management material.

If they are writing up the experience, send them to the Technical Documents team.

If they don't even look up when you enter the room, assign them to Security.

If they try to tell you it's not as bad as it looks, send them to Marketing.



To join our mailing list, please visit swe.berkeley.edu. For more information regarding national SWE, go to www.swe.org.

National Conference Personal Stories



We asked a few of the attendees to tell us about their conference experiences to give everyone who wasn't able to go a better picture of what conference is like. Here, for your reading pleasure, are their personal stories. Enjoy!

I enjoyed the conference this year even more than last year because I wasn't focused on getting a job/internship at the exclusion of everything else conference had to offer. I had several interviews, don't get me wrong, and I did my fair share of "schmoozing" with company representatives, but I found talking to industry professionals extremely rewarding when viewed through the lens of one young woman engineer talking to powerful mentors in industry who have already been through some difficult phases of career growth. I spent 30 minutes talking to a top missile defense program manager at Raytheon about the struggles of being a good wife, mother AND engineer, and she was extremely candid with me and made me feel really excited about my own future balancing all of these rewarding life experiences.

-Cassie Parkos

SWE Conference was a one-of-a-kind experience. One of my personal highlights was making it into the "Celebrate SWE" Q&A video featuring conference attendees. I happened to walk by the people filming Q&A responses for the video two days earlier at the conference. They asked me if I wanted to be on video and told me to answer the question "Why did you want to become an engineer?" At the time, I didn't know what it was for, but at Celebrate SWE, I was delighted to see my response in the video!

-Monica Mohal

The annual SWE conference was an opportunity that I absolutely could not find elsewhere as an engineering student. For a fun-filled adventure of 4 days and 3 nights in the "windy city" of Chicago, we were off to shaking hands with top engineering leaders, relaxing over hors d'oeuvres with company recruiters, learning valuable experiences and advice from almost anyone you meet, exploring the city with my fellow SWE buddies, and even took back some very useful products from the 250 exhibition career fair! If you get lucky, you might even land an internship or job offer from the company of your choice. Not bad for missing just 2 days of class! I highly recommend everyone to apply and attend the Region A conference this spring semester in Hawaii!

- Elina Lin

Being only a sophomore, going to the annual SWE conference felt rather intimidating at first. Many people there were about to graduate, professional members, and conference veterans. My greatest fear was that I wouldn't be able to get very much out of it, but my experience was quite the contrary. While I may not have landed as many interviews as my fellow attendees or visited as many career fair booths as I would have liked, I gained the most valuable thing I could possibly have imagined there and that was a peek into my future. It's nearly impossible knowing what it is you want to do with your life, especially as a college student. And in an environment like Berkeley, it feels like everyone has it all pulled together. But conference showed me that I didn't have to know. At least not yet. Because there are so many opportunities out there for young engineers like us and so many successful engineers who, just a few (or more than a few) years ago, felt exactly the same way I do now. I understand that there's nothing wrong with being uncertain because it allows you to try as many things as you like. And one day, just maybe, I'll be able to find that one thing I want to do most for the rest of my life.

-Amy Zhang

The best part about SWE Conference is listening to, attending workshops by, and befriending amazing women. And, just in the thick of the semester when you're feeling like you might be better off dropping out of engineering and becoming a tight-rope walker (since, hey, you already walk the fine line of maintaining sanity every day!) they remind you 1) why it's awesome to be an engineer, 2) why you're putting yourself through all this stress, and 3) what you can do to change the world. SWE Conference is a much-needed and inspirational break from school that lets you know you're not alone. Bonding with other students as well as practicing professionals, you realize something: hard working engineering women are out there changing the world and the people around them all the time. And one day, you might be the one standing up in front of dozens, hundreds, or even thousands of other bright women, sharing your success story and thanking SWE for its role in keeping you off the real 100-ft-high tight-rope and on the engineering one. That's the power of SWE Conference: providing possibilities, the chance to learn from other women's paths, and the ability to shape your own life. THAT'S why I love SWE Conference!

-Kelsey Boulanger

