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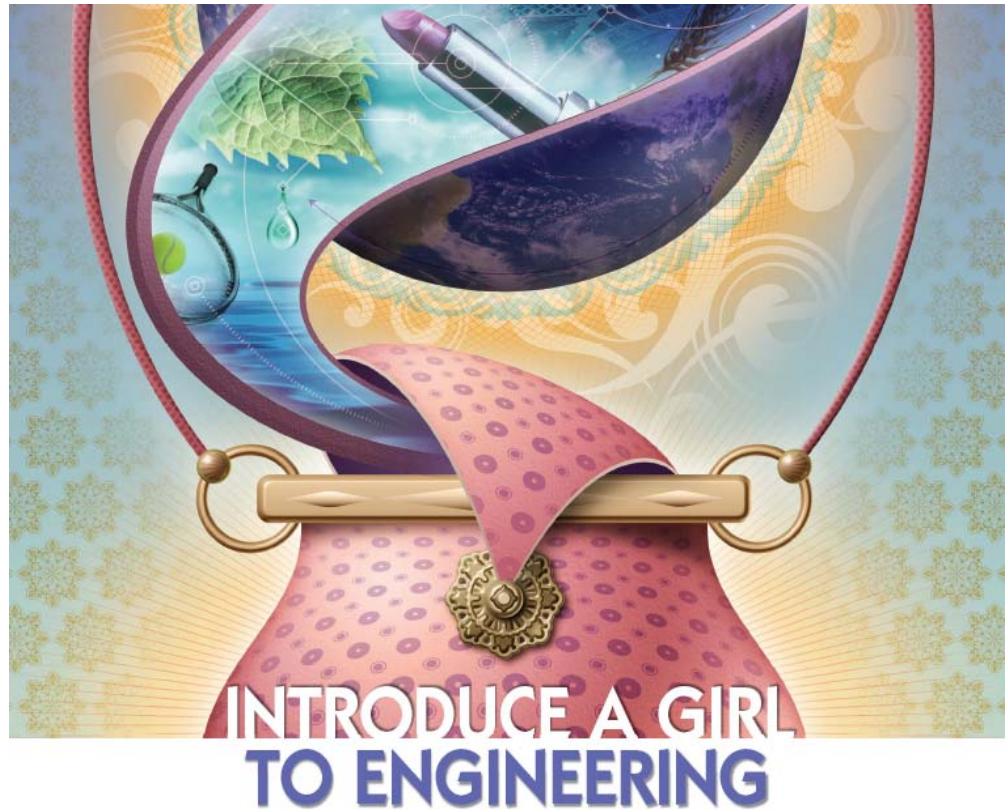
EASTERN NEBRASKA WIRE



Society of
Women Engineers

ASPIRE • ADVANCE • ACHIEVE

Volume 3:
February
2010



As part of Engineers Week, participate with others around the country on Introduce a Girl to Engineering Day, February 18, 2010.

Many girls — representing half the future work force — are not receiving the guidance and encouragement they need to enter the engineering arena. Introduce a Girl to Engineering Day is designed to mobilize as many as 10,000 engineering and technical professional women, who, along with their male colleagues, will reach at least one million girls. Career messages that especially resonate with academically prepared girls are outlined in the adjacent panel (Why Engineering?) Here are a few ways to participate and deliver the messages.

- **Contact a local school and visit a classroom.**
- **Offer to host a special program at your local science center.**
- **Let a high school student shadow you on the job.**
- **Host a role model luncheon.**
- **Work with a local Girl Scout troop on technology related badges.**

Message from the President



Open Your Hearts to EWEEK!!

Not only is February the month of LOVE with Valentine's Day, but it also holds the great ENGINEERS WEEK. This is a great time to showcase what engineering feats have been accomplished in the community and also to reach out and educate those about what engineering has to offer as a career.

The following is a quote I hope you take to heart this month as you think about how you can share engineering with those around you.

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

~ John Quincy Adams

I encourage all of you to *Introduce a Girl to Engineering* this month and to share your passion for engineering with everyone around you. You are the person that can change the face of engineering to a great big smiley face with lipstick. You are the energy that can bring more women into the chasm of men in engineering. You are the change maker that can help shape the future. You know what the future can be for any girl who wishes to dream of all the opportunities that are open to them in engineering, so share it.

Respectfully,

Amanda Stahlnecker

Eastern-NE SWE Section President

Board Meetings

Board meetings will be held the first Wednesday of every month at 5:45 pm. All are welcome to attend. The officers and chairs will provide monthly reports and discuss unfinished and current business of the section. For more information contact the president, Amanda Stahlnecker, at president@swe-nebraska.org.

Tip of the Month:

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."

~ Dr. Martin Luther King, Jr.

CALENDAR OF EVENTS

Next Meeting

Negotiating the Gender Gap

March 25th

11:30 am

Zachry Engineering

A flyer about this lunch and learn is on the following page.

Upcoming Meetings

E-WEEK

E-Week is February 14 – 20th so keep an eye out for all of the fun engineering events that will be taking place.

E-Week Displays will be at the Strategic Air and Space Museum all week.

E-Week Dinner and Presentation – See flyer on following page

POSTPONED

E.N. Thompson Forum on China

Chuck Hagel

"China Rising: Good or Bad News for U.S. Workers, Consumers, and Investors?"

Late February/Early Mark

Tickets - FREE

<http://enthompson.unl.edu/>

If you have any ideas for topics of meetings or other suggestions or know of another organization's meeting that would be of interest to the section, please email

SWE_Planning@swe-nebraska.org.

ANNOUNCEMENTS

Brook Hayes gave birth to a beautiful baby girl at 9:52 AM on Friday, December 11. Liatrix Ann was 8 lbs 12 oz and 21.5 inches long.



HAL Engineering Seminar for 7th grade students

Amanda Stahlnecker presented at the January 20, 2010 High Ability Learners Engineering Seminar on Civil and Railroad Engineering. The students learned a little about the different areas of Civil Engineering that lead into railroad engineering. A great discussion ensued by the students who were very interested in passenger rail and why railroads are still used. It was enlightening to see their interest in a topic that most have forgotten about. After the presentation, the students broke into pairs to complete an activity called the Gum Drop Dome. The activity gave them a chance to compare the use of a triangle versus a square in building structures and to understand how the materials play a part in a design. The presentation wrapped up with questions about engineering in general. It was a great outreach event and she would be delighted to be asked back next year to present.

E-WEEK BANQUET

THURSDAY, FEBRUARY 18, 2010

Sponsored by the Engineer's Roundtable
<http://www.eroundtable.unomaha.edu>
 0.1 Continuing Education Units (CEU) or
 1.0 Professional Development Hours (PDH) available

Brian York, Curator of Exhibits and Collections will speak about the process of obtaining and restoring items for the museum collection.

Brian began his career at the Strategic Air and Space Museum with the Curatorial Department in 1998 and was named Curator in January of 2000. He is a graduate of the University of Nebraska at Omaha where he earned a Bachelor of Arts degree in history and has completed graduate work in early-twentieth-century American history. Though his focus was on WWI trench warfare, since joining the museum he has gained a great appreciation and respect for WWII bombers and their crews.

Banquet Location:

Strategic Air & Space Museum
 28210 West Park Highway
 Ashland, NE 68003
 402.944.3100

Time:

6:00 PM – Social Hour (Cash Bar)
 7:00 PM – Banquet & Speaker

Dinner Selections & Prices:

Entrée Choices:

<i>Filet Mignon</i>	\$27.00
<i>Chicken Marsala</i>	\$25.00
<i>Grilled Salmon</i>	\$29.00

(All meals include: garden salad, seasoned oven roasted red potatoes, green beans Almandine, roll & butter, your choice of N.Y. Style Cheesecake or Chocolate Decadent Cake and coffee/tea)

The lead society for this year's national E-Week is The American Society of Civil Engineers and the lead company is Exxon/Mobil.

*Please note that this event is a **Thursday evening**. In order to provide a total attendance count to the Museum, only advanced reservations will be accepted. Advanced reservations, menu choices, attendee's name and payment must be received by **noon, Tuesday, February 16, 2010** (Monday the 15th is a mail Holiday). Checks should be made payable to the "**E-Week Roundtable**." Please clip the reservation form below (add an additional sheet if required), attach payment and send to the address shown.*

Send to: Elizabeth Hunter, Leo A. Daly Company Questions: email eahunter@leoadaly.com
 8600 Indian Hills Drive, Omaha, NE 68114, (Phone # 402-390-4473)

Attendee's Name(s)	Quantity	Menu Choice		Total Cost
_____	_____	<i>Filet Mignon</i>	x \$27	_____
_____	_____	<i>Chicken Marsala</i>	x \$25	_____
_____	_____	<i>Grilled Salmon</i>	x \$29	_____
Total Cost				_____

Attendee's E-mail address or daytime phone number: _____

Society of Women Engineers'

Invites you to attend the March Meeting

Negotiating the Gender Gap:

How to Succeed as a Professional Woman

A lunch and Learn with speaker

Sandy Maass

Of

Abrahams Kaslow & Cassman

Let's face it, men are everywhere. But as women we must learn how to adapt in their world. Sandy Maass, a partner in the litigation department of the employment law group at Abrahams Kaslow & Cassman, has been in the business world for over 20 years and has spoken at length on the topic of succeeding as a business woman. She's going to tell us about the common mistakes women make, what women desperately need to do to get ahead, and things that women should absolutely avoid.

Topics to be covered are, but not limited to, the following:

- A Woman in a Man's world
- Expectations in the work place
- Personal values to set boundaries
- Managing the men in your life
- Rights Vs. Demands
- Don't ask, Don't get
- Tips to avoid professional suicide

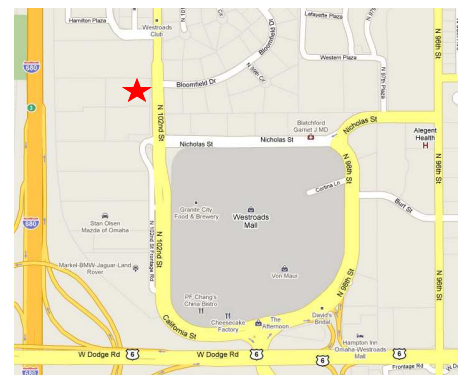
The meeting will be held on
Thursday, March 25th
at **11:30 am**

in the main conference rooms at the offices of
Zachry Engineering.

There is a \$10 fee and lunch will be provided.
Please RSVP to Renee Day at dayrm@zhi.com

By Tuesday, March 23rd

Cash is welcome, checks made out to SWE



Zachry Engineering
1121 N. 102nd Ct #301
Omaha NE 68114

First Lego League and Time Warner Cable

Several ladies lent a helping hand at the First Lego League Competition on January 30, 2010.

Aarthi Parthasarathy
Ticha Perez
Gabrielle Tarr and her daughter
Some Collegiate SWE Members

The best part was that Time Warner Cable was there. They sponsored several teams and provided most of the electronics support. They were following the Girls Tech team, an all-female team, filming a documentary. They filmed both Ticha and Aarthi when that team was at the activities they were helping out with.

If you have any announcements you would like to share, please forward them along to newsletter@swe-nebraska.org.

LADY IN THE SPOTLIGHT

Leigh Salgado

A SWE newsletter changed my life forever. Before I reveal how this happened I'd like to tell you a little bit about myself. I graduated from Creighton University with a B.S. in Atmospheric Science and a B.S. in Environmental Science. I pursued two degrees with the idea of having two options for a career. Plan A was to become a meteorologist and if things fell through...I'd pursue something in environmental science. Let's just say I'm on Plan B and I wouldn't change a thing. I began my career in environmental consulting and now work for a private industry. I've been married for 10 years and we have three children, twin 6 year old boys and a 10 month old baby boy. One child was born with a recessive genetic disorder that causes blindness. I participate locally and nationally in programs that support children with disabilities and blindness. Last fall my son inspired me to learn braille. I will never look at elevator buttons or public signs the same. Having a child with a disability has taught me

patience, advocacy, creativity, and resourcefulness. Through time, I have learned to appreciate what I have instead of what I don't have and admire the resilience of a child who has no idea he even has a disability.

Several years ago I first met my good friend at a previous job. We ended up sharing an office for a while and really got to know each other quite well. She later moved on to another job, but we remained close friends. When I finally decided it was time for me to find a new job, she gladly helped. I was in the process of accepting a job offer when she sent me a job advertisement from a SWE newsletter for an environmental position at Tyson Foods. My friend, however, didn't just send me the job advertisement, she mentored me through the whole process and of course I got the position. Today, I am still employed with Tyson Foods and really appreciate the opportunity I was given.

My friendship with Janet Doan mirrors exactly what SWE represents. Women need each other's support in the professional world as well as our personal lives. SWE provides a channel which helps cultivate these life-long relationships. Working in a male dominated field, I joined SWE a few months ago because I can truly appreciate the benefit of an organization that empowers women.



LOCAL JOB POSTINGS



The Lincoln, Nebraska manufacturing facility of global pharmaceutical company Novartis Consumer Health, producer of EXCEDRIN, MAALOX, THERAFLU, TRIAMINIC and other familiar over-the-counter brands, is seeking an

Industrial Engineer

This position will support the Lean Sensei and Site Leader in providing critical cost of goods sold information and analysis and documentation for business decision making, resource allocation, and strategy setting. Duties will include, but not be limited to:

- Lead the site roll-up of Better & Cheaper cost savings initiatives, coordinate monthly project reviews with area leaders and present progress against target to Site Leadership and global GMS Finance on monthly basis.
- Provide NPV and/or make/buy analysis required for special project analysis and/or CAR requests.
- Provide financial analysis and support to the site Lean initiative.
- Provide various ad-hoc financial analysis and lead special projects where applicable.
- Achievement of Better & Cheaper and Lean initiatives targets.
- Lead weekly Lean metrics review process within Tier 3 report out process.
- Successful approval of CAR's and special projects based on analytical information provided.

Minimum requirements include an undergraduate degree in Engineering with professional experience and/or certification in Lean Manufacturing; and at least five (5) years experience in an applied technical role. Pharmaceutical or process manufacturing experience preferred.

Novartis offers a fast-paced, results-oriented atmosphere and an attractive compensation and benefits package – with benefits (vacation, 12 holidays, 401K with dollar-for-dollar match, tuition reimbursement, fitness reimbursement, and more) effective on date of hire.

For full consideration, apply online at www.novartis.com by February 12, 2010 for full consideration, referencing job number 60416BR. In your cover letter and/or resume, please detail/describe your qualifications and experiences as they apply specifically to this position and the minimum and preferred qualifications described above. Only on-line applications accepted.

Novartis is an Equal Opportunity Employer

IN THE POLITICAL ARENA

SWE Convenes Roundtable to Discuss Attracting and Retaining Women in STEM Fields

On January 12, SWE convened a roundtable for the engineering community to discuss practical approaches to attracting and retaining women in STEM fields. SWE President Nora Lin served as the roundtable's moderator, and 58 representatives from associations of science and engineering professionals, Congressional offices, federal agencies, industry and academia were in attendance.

Topics of discussion included the current statistics of women in STEM in higher education; examples of what universities and professional societies are doing to address the underrepresentation of women and underrepresented groups in academia and the STEM workforce, including the NSF ADVANCE program; and an overview of the recent NASA Title IX reviews of STEM departments. In addition, SWE Corporate Partnership Council member, DuPont, provided attendees with the industry's perspective on the need for diversity in the STEM workforce.

While the roundtable presentations did highlight some of the many innovative efforts underway in academia and industry to attract and retain women in the STEM fields, they also emphasized the lack of real growth in the number of women who have earned engineering bachelor's degrees nationwide since the mid-1980s, and the lack of retention of women with bachelor's degrees in engineering in academia, and the engineering workforce in the long-term.

From this roundtable, SWE plans to work more closely with roundtable participants to develop collective action items centered around the topic of attracting and retaining women in STEM fields.

For more information about the roundtable, including the agenda and speaker presentations, please visit the Public Policy Community in [MySWE Communities](#).

FACTS AND FIGURES

Attributes Employers Value Most in Candidates*

In order of importance:

- Communication skills (verbal & written)
- Teamwork skills (ability to work well with others)
- Interpersonal skills (ability to relate well to others)
- Strong work ethic
- Motivation/initiative
- Flexibility/adaptability
- Analytical skills
- Computer skills
- Organizational skills
- Detail oriented
- Leadership skills
- Self-confidence
- Friendly/outgoing personality
- Well mannered/polite
- Tactfulness

- GPA (3.0 or better)
- Creativity
- Sense of humor
- Entrepreneurial/risk-taking skills

Notice that grade point average is low on the list!

Employers Rate Importance of Experiences*

In order of importance:

- Relevant work experience
- Internship experience
- Any work experience
- Co-op experience

*Source: JOB OUTLOOK 2002 National Association of Colleges and Employers

PERSONAL & PROFESSIONAL GROWTH

7 Reasons Why Speakers Flop By Mark Sanborn

Few qualities create a more vivid impression of a leader than the ability to speak in public. The higher a leader rises within an organization, the more frequently she is called upon to address others. Ironically, hapless leaders are offered little or no training to develop their speaking skills. A fortunate few ooze natural communication talents, but the vast majority must labor to sharpen their speaking skills or else suffer from their deficiency.

As a professional who makes his living giving speeches and seminars, I have sat through hundreds, if not thousands, of executive presentations. Most of the speeches I have heard (or endured) have been less than memorable. Far too often, the presentations have been painful, not only for the speaker, but also for the audience trying to feign interest.

The majority of presenters, even those who flopped dramatically, were well-intentioned. They had a message they believed was relevant, or a passion they were eager to share. Moreover, they stood to gain something, whether support, respect, or credibility, by delivering a masterful presentation. Clearly, nobody sets out to destroy his reputation with a mind-numbing speech. Why, then, do communicators fail so miserably when they have every incentive to excel?

Thoughts and emotions require technique to be successfully communicated. Consider putting in golf. Without technique, it doesn't matter how brilliantly you wish to hit the golf ball, or how shrewdly you've accounted for the slope of the green and the speed of the putting surface. In the end, only good form and practiced skill allow you to consistently make great shots. Public speaking is no different.

Public speaking, like any skill, must be developed. The more often you speak, the better you become — IF you learn from your mistakes. The fastest gains to improve your speaking ability come when you eliminate potential sources of disaster. While I've observed great creativity in flopping a speech, there are seven common reasons why speakers fail.

1. A disregard for time

Long-windedness — speaking beyond the allotted time — may be the easiest way to alienate an audience. Strangely enough, it seems to be epidemic among business leaders. Speaking overly long is rude and smacks

of arrogance and self-importance. It suggests to the audience that the speaker values his presentation greater than the time of his listeners or anything else on the program.

The length of a speech shouldn't be a function of title or power, but a function of how long a person has agreed to talk. Start on time and stop on time. Not only will your audience respect you for it, but also you will demonstrate respect for your audience.

2. Unclear purpose

Here's the million-dollar question of any presentation: What's the point?

I'm puzzled by the number of leaders who ramble through a speech without saying anything of substance. I'm equally dismayed by the number of leaders who cram 21 bullet points into a 30-minute presentation. Communicators frustrate people when they rattle off reams of information without pointing the way to practical application. If you cannot identify a concise, worthwhile purpose for the presentation, you probably shouldn't be making it.

Design your speech the way the pros do. Begin by asking, "At the end of this presentation, what do I want listeners to think, feel, and do?" Good presenters speak to the head, the heart, and the hands.

3. Inadequate preparation

There is no excuse for "winging it." The best speakers are borderline neurotic in their preparation--even if their demeanor suggests otherwise. Presenters who come across as brilliantly unscripted likely spent hours practicing in order to appear "off the cuff."

If you paid for a ticket to a Broadway show where none of the actors had practiced in advance, you would demand your money back. Too bad the audiences of executive leaders don't get the same privilege. Each speech is a transaction. Your listeners are paying attention, and you owe them a worthwhile presentation in return.

4. Failure to capture attention

The scarcest resource in the world used to be time; today it is attention. The average listener is bombarded with messages from many different sources. From email to radio to voicemail to cell phones, everybody is trying to tell us something, and your attempt to give a speech is just one more bombardment.

Your content and delivery had better grab the audience's attention right out of the shoot. You don't have the luxury of "warming up" your audience. Hit them square between the eyes with something that will break their preoccupation with the thousands of other stimuli clamoring for their attention.

Most importantly, make your remarks relevant. Postmoderns are less interested with the question "Is it true?" and more interested in the question "How does it affect me?" Yes, you need to be intellectually honest to prove your points, but never forget to demonstrate that your message matters to the listener.

5. Pomposity

Ego-driven leaders are more concerned with what followers think about them than with what followers do because of them. Rather than influencing their listeners, pompous leaders attempt to impress the audience. In doing so, they manipulate rather than inspire.

A preoccupation with self is deadly to a communicator. Self-absorbed leaders speak in order to get their needs met rather than to meet the needs of the audience. Unfortunately for speakers, audiences are quick to pick up the scent of a pompous communicator and they will tune out any presenter perceived as arrogant.

6. Boredom

Today's audiences are filled with people who were raised on MTV. This generation spent its formative years watching music videos that contained 150 images in the course of a minute. For them, watching a talking head is about as stimulating as staring at a blank computer screen.

A speaker who entertains never fully flops. Don't get me wrong: entertainment by itself is not a worthwhile goal for an executive presenter, but it sure beats the alternative, which is to be boring. For a speaker, the value of entertainment comes from its ability to mentally engage listeners. I've found the best way to educate is to slip good ideas in on the wings of entertainment.

Great restaurants know that the presentation of cuisine is as important as its preparation. Speakers would be wise to take note: presentation and perception go hand-in-hand. The best communicators use the sizzle to sell the steak.

7. False endings

I've seen the following scenario play out hundreds of times. A speaker starts to conclude, even tells the audience of her intent, and then tells a pithy, witty story. The audience responds favorably, and the speaker gets a rush. "Wow, they liked that. I've got an even better story," she thinks to herself. And then she ends again with another story/quote/challenge. Like a junkie in search of another fix, the speaker keeps ending until there is no positive response, but rather visible signs of disgust. By then, it is too late to recover.

Conclude concisely. Each false ending weakens the message in front of it. A simple rule to remember: good endings only happen once.

Summary

The beginning of excellence is the elimination of foolishness. You can ramp up your speaking performance by analyzing your last presentation with these seven questions:

1. Did I stick to my allotted time?
2. Did I develop and present purposefully?
3. Was I thoroughly prepared?
4. Did I capture attention at the very beginning?
5. Did I positively influence listeners?
6. Was I appropriately entertaining, or at least not boring?
7. Did I end only once?

An affirmative answer to each question virtually guarantees that your next presentation won't be a flop. Not only will your communication be flop-proof, but you will likely be perceived as an articulate and effective speaker.

About the Author

Mark Sanborn, CSP, CPAE is president of Sanborn & Associates, Inc., an idea studio for leadership development and remarkable performance. He is an award-winning speaker and the author of two recent bestselling books, *The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary* and *You Don't Need a Title to be a Leader: How Anyone Anywhere Can Make a Positive Difference* are bestsellers. His newest book *The Encore Effect: How to Give a Remarkable Performance in Anything You Do* released in September 2008. To obtain additional information for growing yourself, your people and your business (including free articles), visit www.marksanborn.com, www.fredfactor.com and www.youdontneedatitle.com. For information about having Mark speak for your group, call 303.683.0714.