Welcome to FY16 everyone! I’ve had a busy end to my summer and fall, filled with some interesting travels for both work and vacation to Israel, Turkey, Maine, New York, Michigan, and Florida just to name a few. The photo included with this article is from my vacation in Turkey with my husband Brooks, what an amazing trip; we even brought back a handmade rug as an epic souvenir and the first item for our new house. With the ongoing demands of business travel and wanderlust, you may wonder when am I actually in MN? Well, contrary to the adventurous impression of my Facebook stream, I am in town on average 75% of the time. I like to spend my time supporting outreach activities, working with my Girl Scout troop (they are in 10th grade already?!), and the occasionally party.

We are off to a great start for FY16, I so appreciate the hard work of Tricia Walker and the preceding executive council for setting us up for success, with establishing our current strategic plan, fostering a strong partnership with SHPE, and excellence in professional development and outreach programming. I look forward to keeping the momentum going and pushing our team to excel in their society goals. I am a big fan of goal setting, and planning for stretch goals; I hope to share in the joys of success in reaching these goals with the executive council and committees as the year progresses. Congratulations to Sam Madden and Jess Springer with the Open House at the Bakken, it was AWESOME! Stay tuned for the next development and networking events they have up their sleeves.

I am especially excited about the 13th annual Junior Girl Scout Badge event sponsored by Boston Scientific. I have happily handed the reins of this event over to Jen Tsai and Emily Easko. As an event that is near and dear to my heart, and one that has helped me foster so many connections through both SWE and the community, you will find me there – cheering enthusiastically and helping to spread interest in STEM to the next generation. We have new growth in our Outreach committee, please join us as we strengthen our program outside of signature events and offer new volunteer opportunities.

I am still coasting on a rush of inspiration from WE15, Whoa! Nashville. This was only the 2nd time I’ve attended the conference, and the first time I participated in both Celebrate SWE! and as an exhibitioner. It was great to see so many familiar and new faces from SWE-MN. I am proud of our award winners!

There is so much more in store for us through the year, I feel like I’ve hardly captured the tip of the iceberg. Please find out more of our highlights in the newsletter, and check in on our weekly announcements and calendar often, as I’m looking forward to seeing you at one of our events soon! Please feel free to drop me a line any time.

All the best,
Rachel
president@swe-mn.org
VP Spotlight

Wow, first newsletter of the SWE year. I am very excited by the energy of our SWE planning teams this year as we look to expand some of our classic events to reach even more members and future members. You will still find your favorite events such as Girl Scout Patch Day, WOW!, and Spring Seminar. Girl Scout Patch Day is only a few days away taking place on November 14th. Another new item this year you may have noticed is the extensive branding campaign that was undertaken by SWE headquarters more than a year ago. An outside firm was hired to consult to make sure that the outside perception and internal perception of SWE matches what WE want it to be. Just as Google and so many others have done, it was time for a new look for SWE. You’ll see some of the new elements in our website, press releases, even this newsletter. To learn more and see the new resources, SWE-MN will be hosting a Webinar with Past President Elizabeth Bierman on November 11th from 12-1pm. More details on the website calendar, or email Lynn (vp@swe-mn.org) for call in information. To explore on our own time, check out this website:

http://societyofwomenengineers.swe.org/new-logo

What would you like to see us do this year? How do you want to participate? I’d love to hear your thoughts. I look forward to seeing you at an upcoming event—metro lunches, GSPD or more! A new look for SWE: How to use our new resources to help answer “So what is SWE?”

Elizabeth Bierman, Past President SWE
November 11th, 2015 12-1pm WEBex
Join WebEx meeting
Meeting number: 923 278 985

-Lynn Davenport

Section Representative Update

MARK YOUR CALENDARS:

Fall is prime time for the Annual SWE Conference, celebrated this year in Nashville, Tennessee. It is also the perfect time to start planning to attend the SWE Region H Conference! The University of Wisconsin-Platteville SWE Section, in conjunction with the Dubuque Professional SWE Section, will host the 2016 Region H Conference, focused on “M” Powering Women on February 26-28th. Thanks to the close location and shorter duration, this is an affordable and great opportunity for professional development, networking, leadership development, and getting to know your fellow SWE-MN members better. We hope to see many members there! If you have any questions, please get in touch – we would be happy to help. –

Your Section Representatives (Lauren Kelly, Kim Miller, Melissa Stiegler, Patricia Walker)
WE15—Reach Out to Reach Up

It is hard to believe that WE15 has already come and gone. This year thousands of individuals gathered in Music City, Nashville, TN. Women were represented from all stages of their engineering careers. From young collegiate interested in internships or their all-important first jobs, to seasoned professionals seeking new opportunities to grow. This year there were over 9000 attendees, over 30 SWE-MN attendees, 2 SWE-MN happy hours, and SWE-MN won the multicultural award! See below for some of the fun from this year’s event!

Plenary sessions available online to view at http://we15.swe.org/

Two SWE-MN individuals were also recognized for society level awards this year. Kalyani Mallela received the SWE Distinguished New Engineer award and Charlene Willenbring received the Outstanding SWE Counselor award. See more details on pages to follow.
Kalyani Mallela recently joined Philips Healthcare as a senior systems engineer working on development of external defibrillators. Prior to that she was a systems engineer manager at Starkey Hearing Technologies in Eden Prairie, Minnesota. Joining the company in 2010, Mallela quickly earned the position of first technical lead for the biggest program in the company’s history. Her performance was such that she became a role model and mentor for subsequent technical leads.

Mallela managed nine engineers who were developing and launching innovative technology for hearing aids, fitting software, accessory devices, and mobile applications. Her team participated in research and technology projects and product development along with providing technical support to customer service. Mallela is recognized for her leadership and relentless efforts in meeting customer needs.

Prior to Starkey, Mallela worked for Transoma Medical as a software engineer on the embedded system modules for Sleuth, an implantable cardiac monitoring system, and for Boston Scientific as a systems engineer for design analysis and validation of LATITUDE™, a patient management system for monitoring cardiac defibrillation and resynchronization.

Mallela joined the Society of Women Engineers in 2008 and has become increasingly involved with the Minnesota Section. She has held various leadership roles, including outreach co-chair, fund development co-chair, section representative, vice president, and president. She has been honored with the Most Dedicated Member, Bravest Volunteer, and Key Contributor awards. She has been involved at the region level and served as Region H senator. She is very active at the society level through her involvement in its outreach, scholarship, awards and recognition, and multicultural committees. Mallela was also the awards and recognition committee chair-elect and chair for FY12-13.

She volunteers in her community for Vibha, an organization dedicated to creating a brighter future for underprivileged children in India, and the India Association of Minnesota, a nonprofit organization for building a strong and cohesive community of Asian Indians in the state. She currently serves as vice president of awards at the Minnesota Federation of Engineering, Science, and Technology Societies.

Dedicated to outreach, Mallela has been instrumental in communicating to more than 2,000 schoolchildren each year through classroom visits, hands-on activities, mentoring, and sharing her experiences as an engineering student and professional. She inspires girls toward technical opportunities by serving as a role model.

In 2014, Mallela was recognized by SWE as one of the five New Faces of Engineering candidates. The same year, she was named top New Faces of Engineering candidate by DiscoverE and was featured in national media and in a satellite media tour. She was recently profiled on www.BeAnEngineer.com, www.ladyparagons.com, and www.engineergirl.org.

Mallela holds M.S. degrees in management of technology and electrical engineering, both from the University of Minnesota Twin Cities, and a B.E. in electronics and communications from Osmania University in India. She enjoys travel, cooking, playing board games, and spending time with her husband, Vijay.
Congrats to Charlene Willenbring

OUTSTANDING SWE COUNSELOR
Charlene Willenbring
UTC AEROSPACE SYSTEMS
SWE COUNSELOR TO UNIVERSITY OF MINNESOTA

For outstanding performance as a SWE counselor, for cultivating enthusiasm for STEM in the community, and for setting an example of work/life integration for the next generation.

Charlene Willenbring has been the counselor for the SWE collegiate section at the University of Minnesota (UMN) since 2006. Expanding the counselor role, Willenbring also serves as a liaison to the local Minnesota Section, leveraging her position to cultivate enthusiasm for professional membership. Collegiate member participation at Minnesota Section outreach and joint collegiate and professional development events has increased significantly during her tenure.

Under Willenbring’s guidance, the UMN SWE section has taken advantage of the resources available through the Society and the university to strengthen its programs. Being an active UMN alumna and SWE member further strengthens Willenbring’s effectiveness as a counselor. The UMN section has received the Outstanding Collegiate Section Award, Silver Level, for the past two years. In FY13, with Willenbring’s support, the section hosted the Region H conference.

Since joining SWE as a student in 2001, Willenbring has held numerous leadership positions. She was co-director of the College of Science and Engineering’s largest career fair and a collegiate section president. After graduation, Willenbring joined the Minnesota Section (SWE-MN), where she became membership co-chair. She planned the first events to welcome new professional and collegiate members into the section. As a SWE-MN member, Willenbring has served as vice president, two-term section representative, and nominating committee chair. At the Society level, she was the FY13 bylaws committee chair and the FY15 counselor/faculty advisor coordinator. Willenbring received SWE’s 2013 Distinguished New Engineer Award and the Minnesota Federation of Engineering, Science and Technology Societies’ 2014 Young Engineer of the Year award.

She also focused on supporting collegiate sections by chairing the Region H Transition Membership program in FY11. She enjoys sharing with collegiate members all the benefits a professional membership offers.

Wilenbring is currently a business development manager with UTC Aerospace Systems’ military fixed-wing segment. Her responsibilities include evaluating business opportunities, developing pricing and negotiation strategies, and growing the military business. Previously, she spent several years as a program lead and developed temperature sensors used on a variety of commercial, military, and regional aircraft.

Willenbring is also active in her company’s Professional Women’s Council (PWC), an employee resource group focused on encouraging women to achieve their professional and personal goals and increasing employee engagement. She leads the PWC’s community involvement committee, planning events and activities benefiting local organizations.

While Willenbring blends her intense job demands and SWE activities with an active family life, she still finds time for other community activities. Her enthusiasm for community involvement is matched by her dedicated focus on educating young women about opportunities in STEM. She is a weekly math tutor at a local elementary school and volunteered her time planning hands-on demonstrations for the Fox 9 Girls and Science event, hosted by a local TV station, to promote science, technology, engineering, and mathematics (STEM) fields to young girls in the community.

In her spare time, Willenbring enjoys spending time outdoors with her husband and two children. The couple has visited every Minnesota state park and hiked all 156 miles of the state park hiking club trails.
Professional Development Events

2015 SWE-MN Open House

SWE MN Professional Development team hosted this year’s Open House at the Earl Bakken Museum in Minneapolis, with the theme centered around Innovation and Inventions. Each SWE-MN Committee compiled information about their favorite female inventor. Examples included Letitia Geer, the inventor of the medical syringe and Katharine Blodgett, the inventor of low reflectance invisible glass! We are excited to say that we had just over 100 attendees at the Open House. We would like to thank Medtronic for being an outstanding sponsor for this year’s Open House. Not only did they bring in amazing keynote speakers, but about 20% of our attendees were Medtronic employees. Medtronic’s keynote speakers, Amisha and Jennifer, were extremely inspiring and made such a strong impact on this year’s attendees. We hope to see them at future SWE-MN events. In addition, over 20 different companies from the Twin Cities were represented at this year’s event and over 10% of our attendees were students, both undergraduate and graduate level, from the University of Minnesota. Thank you everyone who attended and helped out with the event!

SWE-MN & Aerotek Presented “How to Build Your Individual Brand”

In the beginning of October, the Professional Development team partnered with Aerotek to host the event, “How to Build Your Individual Brand.” We hosted 20 SWE-MN members for an in-depth look into how to market and highlight your own abilities, in order to further your career. We got great feedback and plan to partner with Aerotek once again next year. We want to give a big shout out and thank you to Elizabeth Bierman for helping set this relationship up!
Awards Update

I am here to help with applications and information required for submission. Here is a general timeline for application submissions:

- New Faces of Engineering – November 2015
- Deadline for Region H Awards—December 2015
- MFESTS Awards – January 2016
- SWE Awards – March 2016

New Faces of Engineering
DiscoverE has two award categories – New Faces and New Faces College Edition. Finalists are selected by the professional society (SWE) and announced in February 2016. Winners are selected by DiscoverE and announced on April 4, 2016. The deadline is approaching fast – online applications must be submitted by November 20, 2015.

Region H Awards
Region H awards are given to individuals, collegiate sections, and professional sections. All awards are descriptions can be found at region.swe.org/awards.html. All award packets are due December 1, 2015. FY15 awards will be awarded at the FY16 Region H Conference.

MFESTS
The Minnesota Federation of Engineering, Science and Technology Societies presents four awards annually during Engineering Week to recognize the individual achievements from within Member Societies:

- Distinguished Engineer of the Year
- Distinguished Scientist/Technologist of the Year
- Young Engineer of the Year
- Young Scientist/Technologist of the Year

If you are interested in being nominated or nominating someone else, please contact me so we can get started! The submission deadline sneaks up in January after the holidays. See the website for more information.

SWE Awards
SWE awards are available for individuals and events at the national and regional level. The deadline for submissions seems far off, but completing the packets can take some time. SWE-MN has a strong history of great leaders and outstanding events. Let’s start the conversation now – this could be your year!

“You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come of it.”
– Maya Angelou

Stephanie Fasen
Outreach News

Events

Girl Scout Patch Day – Design Your Future

- On November 14th at 9:00am at Boston Scientific Junior Girl Scouts will explore what it’s like to be a product design by participating in 4 hands-on experiments. In addition, this event will include the Adult’s Leadership Education Track.
  * If you are interested in volunteering please contact the volunteer coordinator volunteer@swe-mn.org.

Superhero Engineers

- Is it a bird? Is it a plane? No – it's an engineer, the everyday superhero!!! Join us for some fun superhero themed events, complete with superhero themed experiments.
  * December 15th --- Wyoming, MN sponsored by Polaris
  * If you are interested in volunteering please contact the volunteer coordinator volunteer@swe-mn.org.

Updates

SWE-MN Storage Locker Organized!

- Special thanks to everyone who helped organize the SWE storage locker and inventory the experiment bins. Just a friendly reminder to the experiment bin owners to complete the experiment inventories by mid-November.

Counselor Updates

UMN

UMN won honorable mention for the SWE Team Tech competition at WE15. This is the first year they have entered. YAY!

St. Thomas

1. Brought 14 women to WE15!
2. Company sponsored meetings every month to get to know what is going on in the MSP area in engineering.
3. Involved in the community through outreach events - this fall we've helped out at the Works museum GirlTime event and are participating in an Up Til Dawn event to raise funds and awareness for childhood cancer. We also will be helping out at the SWE MN Girl Scout day.
4. Working to enhance the experience of aspiring female engineers on campus through social events.
Scholarship Update

We are still looking for corporate sponsors for the SWE-MN Corporate Partner Scholarship program!

The SWE-MN Corporate Partner Scholarship program recognizes the accomplishments of hard-working women engineering students by providing financial assistance to enable them to achieve their educational and professional goals. Tuition based scholarships are offered to students in engineering and computer science at the schools in Minnesota, North Dakota and South Dakota with accredited programs.

Corporate partners are asked to provide a donation of at least $1,000 per named scholarship and may specify the discipline of study of the woman who receives their scholarship. This is a great opportunity for companies to create a higher profile with the students at the 11 schools in our program service area, where companies may not recruit in person. We advertise our scholarships and sponsors on the SWE-MN website, in announcements that go out to each school, and in a number of emails that advertise the program.

If you know a company that might be interested in participating in our program, please let me know and I can send information regarding our program for their review. Our deadline for donations is quickly approaching, so please don't wait!

Erica Girard

FY16 Sponsorship

SILVER

GE WOMENS NETWORK
AEROTEK

BRONZE
### November 2015

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- Girl Scout Patch Day
- West/South Metro Networking Lunch
- Rochester Networking Lunch
- North Metro Networking Lunch
Congrats to following SWE-MN Members

Rachel—New house
Jen Tsai—New house
Erin Lamke—Engaged
Jacalyn—Engaged
Laura Kooistra—New baby
Kalyani—New baby
Lesley—New baby on the way
Lynn—New job, switched Medtronic Divisions

LOOKING FOR MEMBER NEWS:

Recently got a new job or promotion? New marriage, child, grandchild? If so, we’d love to hear about it!!
Send in your exciting Member news to newsletter@swe-mn.org to be included in the next newsletter

Did you Know???
SWE-MN has their own Google Calendar that you can add to your Google account.
Here’s how:
Visit www.swe-mn.org
Go to the Calendar Tab.

On the bottom right of the calendar, select the (+) sign and click ADD to the pop-up message to add the SWE-MN Calendar to your account.

You won’t miss an upcoming event!!