Enduring Impact

Aspire

Advance

Achieve

Annual Report FY2005
The Society of Women Engineers stimulates women to achieve full potential in careers as engineers and leaders, expands the image of the engineering profession as a positive force in improving the quality of life, and demonstrates the value of diversity.

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The Enduring Impact of Partnering with Champions

As champions of women in engineering and technology, the Society of Women in Engineering continues to grow and succeed through the generosity and commitment of partners. The strides made this year will have an enduring impact on the young girls recruited into engineering's future ranks and women engineers in all stages of their careers.

Growth of our membership and the SWE Corporate Partnership Council point to an organization making an impact in the engineering community. This is reflected by the expansion of professional development, outreach and recognition programs.

After piloting a webinar last year, two more were offered in FY2005 to conveniently bring training and information to members with busy lifestyles. A new one-week course at Smith College for engineers ready for managerial positions quickly sold out, and the second annual SWE Leadership Conference was held for senior-level managers.

New initiatives for the academic community were put in place in FY2005 with the addition of an academic career track and Engineering Faculty Recruitment Fair at the national conference. A career development workshop exclusively for senior women faculty also was held in partnership with the Women in Engineering Leadership Institute.

The Emerging Leaders Awards were initiated in FY2005 to recognize women during the second decade of their engineering careers.

SWE made great strides in FY2005 in partnership with those sharing our vision and goals. The enduring impact of our new initiatives will be achieved and expanded with the enduring support of our partners.
GetSET: Inspirational Incubator

Each August, 80 wide-eyed girls from the San Jose, CA area spend a week at Santa Clara University attending an elite, four-year summer enrichment program in science and engineering, called GetSET. The community outreach program is for minority students to introduce them to technology and engineering, with tuition and expenses underwritten.

The 9th through 12th graders live as college students for the week, attending hands-on workshops using science and engineering principles to solve real-world challenges. The girls work in teams under the guidance and supervision of women engineers who volunteer as role models and mentors.

All GetSET participants have completed high school, despite most coming from school districts where the average dropout rate exceeds 60 percent. More than half of all GetSET alumni attend and graduate from college with nearly half earning degrees in science or engineering.

The Santa Clara Valley (SCV) section launched GetSET in 1992 with financial support from NASA and local businesses. Since then, additional funding from Microsoft, the S.D. Bechtel, Jr. Foundation and SWE's Program Development Grants sponsored by the Exxon Mobil Foundation allowed GetSET to expand four-fold.

“Little Things” Can Mean a Lot

Programs and activities at the grassroots in SWE local sections are what make the Society vibrant. Faith Kay is one example of how much impact one person can have. A project engineer with Forerunner Corporation of Lakewood, CO, and 2005 region governor of Square Root -1 Region I, Faith remembers not only when she became a SWE member, but why, after meeting SWE member Karen McLain at a women’s business luncheon. Upon learning Karen was a SWE member, Faith told her about receiving a SWE Certificate of Merit in high school from the Chicago Area section. “I told Karen that I was looking for a way to give back,” she recalls.

Faith has given back many times over since then. She co-chaired the Houston section’s Career Guidance Committee, became active in the SWE Rocky Mountain section when she moved to Lakewood two years later and held many leadership positions there, now serving as Region I governor. Yet, Faith’s favorite post was chairing the Rocky Mountain section’s Certificate of Merit Committee, because she still remembers the excitement when she received her SWE certificate. “That award came out of nowhere. It’s why I’m involved in SWE today—because back then, somebody acknowledged me.”

“It’s so rewarding and enriching to work with these girls. They are all extremely bright, motivated, capable and enthusiastic. We’re proud to have played even a small part in their success.”

– Linda Sorauf, GetSET Co-director

SWE Student Scholarships: $320,000 for 139 Women

In FY2005, 139 women students were selected from hundreds of applicants to receive SWE scholarships, totaling $320,000—a nearly 40-percent increase over FY2004 in recipients and funding.

Scholarship recipients demonstrate the desire and ability to succeed in an engineering field and meet the standards established by each corporate sponsor. SWE works with its corporate partners to continue providing these scholarships and to increase the pool of funds available so more women benefit. We applaud the recipients for their energy and determination and the sponsors for their continuing generosity.

“SWE delivers a national presence and attracts the kind of volunteer support that really makes our program money go far, and SWE members serve as wonderful role models for young girls. As other foundations join in, we can continue to build this into an even bigger program.”

– Truman Bell, ExxonMobil Foundation
**From Specialist to Strategist: First Executive Education Program Sells Out**

Smith College Executive Education partnered with SWE to launch a one week management development program for women engineers four to ten years into their careers, who are poised to assume higher level management and leadership positions. It sold out immediately. The curriculum featured management guru Tom Peters as keynote speaker and a week with renowned faculty on technical and managerial engineering subjects.

“We always believed considerable demand existed for programming like this,” said Dr. Barbara Reinhold, former director of Smith EEE and now a consultant to the program. “But the response exceeded all expectations. The 66 slots quickly filled up, and we had to wait list everyone else!”

Training focused on developing skills in three key areas critical to managerial strength and effectiveness: strategic innovation, communication and interpersonal skills, and financially-driven decision making. The women reviewed basic financial concepts and learned how to apply them to new product launches. They discussed the importance of creative, non-linear thinking in today’s increasingly competitive, global marketplace and reviewed medical and scientific findings that show women’s natural thought processes may be an edge in this area. They also identified their individual leadership and interpersonal styles and worked on honing their “executive presence.”

By the time the week ended, Reinhold said, many of the women had become far more confident and assertive. “They were ready to climb out of the ‘good girl’ paradigm that says, ‘Be quiet. Do your work; and it will speak for itself.’ The truth is, without at least some self-promotion, nobody will know.”

**New Web Training Just a ‘Click’ Away**

SWE continued to promote online professional development training this year with the introduction of two webinars, after successfully piloting the concept in spring 2004. Nearly 1,250 members attended either the live events or viewed them afterwards in the on-demand format. The topics offered were “Leading Teams Without Authority” and “The Mentoring Connection—Being and Finding the Perfect Protégé.”

**Leadership Advancement Conference: Advancing Mid-Level Professionals**

The SWE Leadership Advancement Conference, an all-day retreat for highly-skilled, mid-level women engineering managers, was held for the second consecutive year. Produced by the training firm, ThoughtBridge, and underwritten by generous funding from Honeywell, 60 women managers from companies grappling with major changes traveled to Scottsdale, AZ for the conference, “Leading Change in 2005.”

Topics covered the three stages of change, change issues facing them at their companies, and several new, effective change management strategies. ThoughtBridge facilitator Irma Tyler-Wood said participants returned home more motivated and confident about their ability to serve as effective change agents for their companies.

“Honeywell values strong leadership talent and recognizes the need to continually improve our leadership skills. One of Honeywell’s most important assets is its diversity of values, opinions, backgrounds, cultures and goals. Effective leadership enables us to leverage our talent and mobilize our diverse workforce into successful teams. The SWE Leadership Conference provides a forum for our associates to continue to build their leadership skills.”

– Vicki Panhuise, Ph.D., PMP, Vice President, Honeywell Commercial and Military Helicopters, Honeywell Defense and Space
Emerging Leaders Awards Announced

In 2005, SWE introduced the Emerging Leaders Awards—an important, new series of honors—to recognize women engineers who excel during the critical, middle phase of their careers (10 to 15 years out of college). The awards recognize “outstanding technical excellence” leading to significant accomplishments in seven areas: academia, manufacturing and construction; procurement and logistics; product research, design and engineering; quality; safety, health and environment; and sales and marketing.

Mid-career traditionally offers few opportunities for recognition, yet women who continue to strive and distinguish themselves as they enter the second decade of their engineering careers have a far greater chance of moving into mid- and senior-level management positions.

Barbara Haney, Intel’s representative to the Corporate Partnership Council (CPC), said the Emerging Leaders Awards provide important incentives for both women engineers and their employers. External recognition of accomplishments provides both a showcase for employees and a benchmark for a company. Intel sponsors the Emerging Leaders Awards for Product Research, Design and Engineering.

The Emerging Leaders Awards enable companies to demonstrate their ongoing support for women engineers. Stacey M. DeVecchio, Caterpillar Inc.’s representative to the CPC, said “Winning can boost a company’s image with potential employees, customers and the public, because a company must have been supporting women engineers for quite some time to field strong candidates.”

“The SWE Emerging Leaders Awards represent a special category, since they recognize engineers at a critical transition point, where their influence is extending outside their organizations. The ability to lead in industry-level settings is an important milestone for technical leadership.”

— Barbara Haney, Intel

Olin College Named Outstanding New Student Section for 2005

When Franklin W. Olin College, the first all-engineering, gender-balanced college in the United States, began operations in 2002, few might have guessed that its female students would quickly form a SWE Collegiate Section and, a year later, win SWE’s Outstanding New Collegiate Section for 2005. Nearly two-thirds of all female Olin students—64 of 98—were members by the end of the 2005 academic year, and male students and professors were invited to all events to promote greater inclusion of women. Their success is a combination of strong leadership and effective programming.

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Corporate Partnership Council:
A Virtuous Circle of Leveraged Engagement

In the three years since its inception, the Corporate Partnership Council (CPC) has become a major influence within SWE to improve impact and accelerate progress in providing programming, such as the National Conference and web seminars, that assist corporations with the recruitment, retention and advancement of women engineers and technologists. The 29-member CPC operates as a true “virtuous circle,” benefiting the SWE organization, SWE members and CPC member organizations.

Among Important CPC Initiatives are:

• Creating and funding an industry-wide Engineering Retention Survey. The study will establish comparative benchmarks for successful female retention and advancement.

• Accelerating development of SWE professional training materials. CPC member corporations made significant additions to a growing body of professional development seminars, workshops and online training presentations by recruiting highly-qualified, executive-level presenters and funding production and distribution costs.

• Underwriting SWE-branded outreach materials, such as the American Society of Engineering Education’s “Engineering, Go for It!” and NASA’s SCI Files.

• Serving as advisors to SWE leadership and staff CPC members to use their industry knowledge and resources to help SWE tackle major initiatives, such as a new strategic plan for the SWE National Conference.

What Members Say
About the CPC:

Karolyn Tiefenbach, DaimlerChrysler Corporation, finds her most valuable “best practices” are from fellow CPC members and how they leverage SWE opportunities, particularly those involving the National Conference. She said the information helped her greatly improve DaimlerChrysler’s career recruiting and collegiate networking efforts and that the conference is a great time and place to expose different levels of women to each other: executive women, entry-level workers and interns.

Eileen Walter, Rockwell Automation, says CPC membership helps ensure that her company will continue to enjoy, if not expand, the benefits it already receives through SWE—namely access to a highly desirable pool of future, female engineers. Walter said SWE’s scholarship program has been extremely helpful because they allow Rockwell Automation to groom candidates for future career success. “It’s not just the availability of good people, but the mentoring that goes on,” she said. “SWE has done a great job for Rockwell Automation in connecting us with our scholarship recipients at our 13 partner schools across the country, who then became qualified intern candidates.”

Corporate Partnership Council Members

3M
Abbott
Agilent Technologies, Inc.
Bechtel Corporation
The Boeing Company
Booz Allen Hamilton
Caterpillar Inc.
Chevron
Cisco Systems, Inc.
DaimlerChrysler Corporation
Dell Inc.
DuPont
Exxon Corporation
Exxon Mobil Corporation
Ford Motor Company
General Electric Company
General Motors Corporation
Goldman, Sachs & Co.
Guidant Corporation
Honeywell International Inc.
IBM Corporation
Intel Corporation
Kimberly-Clark Corporation
Lockheed Martin Corporation
Medtronic, Inc.
Microsoft Corporation
Northrop Grumman Corporation
Raytheon
Rockwell Automation

FY2005 Sponsorships

SWE’s mission is advanced every day through the dedication, effort and innovation of SWE members, combined with crucial financial support from corporations, foundations and individuals who endorse SWE’s mission and objectives. By working closely with each organization, we can design a sponsorship package that meets the needs of both the sponsor and SWE.

Corporate Partnership Council (CPC)

CPC members provide assistance to SWE through consultation with SWE leadership, sharing insight on industry trends and developments, and supplying financial support for innovative projects as well as operations and infrastructure of the society. Each CPC member commits a minimum of $30,000 annually, applied to SWE activities of its choice (including unrestricted support).

Corporate Membership

Diversity in the work force and in leadership correlates with improved corporate performance. A corporate membership shows commitment to diversity and support for professional development of women in the organization. SWE’s corporate membership is available to any corporation, educational institution or government entity that supports the mission and objectives of the society. A $3,000 corporate membership package includes:

• Nine individual SWE memberships for employees

• Three full conference registrations for three of the sponsored employees

• Best practices sharing through formal sessions

National Conference Sponsorship

The SWE National Conference is the society’s annual premier event for professional development, networking and career advancement for both professional and collegiate members. A conference sponsorship enables SWE to offer high-value, high-impact programming for all members and significant subsidies for participation by collegiate members.

Programs and Initiatives

Programs and initiatives support SWE’s objectives to launch or sustain programs that provide vital services to members, from college and entry-level engineers to senior executives, and reach girls at all ages to interest them in engineering and technology. At the same time, activities provide high visibility for the sponsor and achieve specific goals for the sponsor. Key target areas are:

• K-12 educational outreach

• Collegiate outreach and scholarships

• Professional development

• Diversity

• Leadership training

• Awards and recognition

SWE Magazine Heritage Club Advertising

SWE, our award-winning magazine, is published five times annually and provided to members in print and online versions. It contains articles geared to both professional and collegiate members to inspire, provide industry information and relay news about the society. Companies and organizations committed to advertising consistently in each issue of the magazine become Heritage Club members, which allows SWE to deliver a high-quality publication year after year.

Listings of SWE corporate members, conference sponsors and SWE Magazine Heritage Club members are on page 11.
### FY2005 Financials

#### Society Statement of Financial Position

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>2005 Total</th>
<th>2004 Total</th>
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<td><strong>$ 6,274,767</strong></td>
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*Managed by Board of Trustees

### Society Statement of Revenues and Expenses

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<td>$ 34,970</td>
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### Consolidated Net Assets

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<td>Kuwaiti Challenge Medal*</td>
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<td>Motorola Multi-Cultural Program*</td>
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<td>Corporate Partners Council*</td>
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<td><strong>Total Society Net Assets</strong></td>
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<td>Scholarship Fund*</td>
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<td>Anne Maureen Whitney Barnes Memorial Scholarship Fund*</td>
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<td><strong>Total Net Assets</strong></td>
<td><strong>$ 4,946,953</strong></td>
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Platinum Halo ($1,000 and above)
S.D. Bechtel, Jr. Foundation
Bostrom Corporation
Patricia Brown
Bonita Campbell
Virginia Connolly
Kimberly Cottrell
Julie Delia
Delphi Foundation
Nance Diccion
Alma Martinez Fallon
Ann Fletcher
FPL Group
John Goodrich
Hess Foundation
Heidi Houghton
Estate of Dorothy Howell
Ruth Hupprich
Diana Joch
Anne Marie Johlie
Sherra Kerrs
Margaret Kipilo
Marcia Lampela
Margaret Layne
Estate of Mary Munger
Norfolk Southern Foundation
Mary Petryszyn
Lynne Powell Ansa
Teresa Schissler-Boichot
Elizabeth Shanahan
Susan Steinsapir
SWE-Baltimore Washington Section

Golden Gear Circle ($500–$999)
Elizabeth Bierman
Bernice Brody
Julie Christoph
Jane Daniels
Jane Driscoll
Tracy Engnes
Gail Forest
Harmony Gillett
Joan Graf
Peggy Henderson
F. Suzanne Jenniches
John Lecky
L. G. Environmental Engineering
Rosemary Lafrance
Nora Lin
Katherine Norris
J. Tyler Parcher
Tina Poquette
Meg Reese
Suzanne Santos
Paula Simon
Linda Sorauf
Constell Steinhaus
Michelle Tortolani

Silver Cog Circle ($100–$499)
Libby Allman
Alice Anderson
Betty Lou Bailey
Carol Barry
Janet Badrista
Francine Bellson
Sandra Bennett
Tricia Berry
Dina Bertolini
Constance Bielawski
Odile Bordier
Miriama Breslauer
Wendy Bronmenshenkel
Cal Poly Clubs
Lauren B. Carly
Joyce Carpenter
Susan Casabella
Elfreda Chang
Kim Ciavarriello Griffin
Kathryn Cunningham
Mary Daly
Elizabeth Drake
Anna Durham
Debra Evans
Jessica Flasche
Jaimie Folkert
Barbara Fox
Jerene Francis
Cynthia Giroux
Lois Graham
Bunny Hadaris
Marguerite Harming
Erin Hartmann
Lisa Henn
Patricia Heny
Danielle Hestermann
Elizabeth Horton
Mara Howell
Lucy Hsu
Betty Irish
Sara Irwin
John Kasab
Emily Keneally
Ruthellen Kline
Joyce Krale
Beatrice Langmade
Lydia Lazurenko
Elmo LeClair
Elizabeth Lee
Carol Lenlein
Sara Leslie
Peter Leven
Cassandra Leyden
Sharon Lindquist-Skelly
Susan Lui
Deborah Main
Shirley McCarty
Gloria Montano
Judith Nelson
Roberta Nichols
Mac Nishioka
Katie Ollesheimer

Abigail Parcher
Susan Parsons
Helen Patricia
Lisa Paulick
Huy Pham
Hope Pluck
Beth Posey-Leonard
Janice Rossbach
Yvonne Simms
SWE-Arizona State University
Section
SWE-Michigan Tech Section
SWE-Region I-Square Root -1
Margaret Taber
Lilith Terry
Linda M. Thomas
Laurie Triton
Rebecca Upton Grandle
Judy Vance
Vulcan Materials Company
Rebecca Walker
Julia Weertman
Linda Weir
Susan Whately
Marilee Wheaton
Janet Williams
Joyce Woods
YCL Susan Wu
Mary Zeis
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Director of Regions
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Virginia C. Connolly, P.E., Honeywell Engines & Systems

Executive Director and CEO
Betty Shanahan

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Marjorie Inden

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