



*Success  
On Your  
Own Terms*

*2010  
annual report*



60 Years of Inspiring Perspectives

1950

1960

1970

1980

1990

2000

2010

## Our Mission

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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*To supporters of the Society of Women Engineers: The fiscal year 2010 marked the 60th anniversary of SWE and kick-off of our yearlong SWE60 campaign. Just as we've done every year of the six decades preceding this milestone, our partnership led to many exciting accomplishments.*

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Since the first group of 60 pioneering women assembled at Cooper Union's Green Engineering Camp in New Jersey in 1950, we've all strived to define success on our own terms. Here are just some of the ways we defined success in FY10:

#### **SWE "Recruits" A Major Cultural Icon Into Engineering**

60 years ago, gender roles were strictly defined; from early on young girls were expected to play with dolls, not dream of a career in engineering and technology. In 2010 our members were still dealing with dolls—but on our own terms. In a landslide election, fueled by passionate SWE members employing social media, consumers around the world voted that Barbie® Doll's next career would be computer engineer. Designers at Mattel, Inc. worked with SWE and the National Academy of Engineering to create Computer Engineer Barbie.®

#### **Streamlining the Future through Structural Change**

Founding member Katherine Stinson submitted SWE's first articles of incorporation over her lunch hour; she took a break from her business to work on SWE business. Sixty years later we made a major change to how SWE works. A new streamlined senate structure will enhance SWE's strategic vision and allow us to be more nimble in addressing issues that matter to our mission.

#### **Actions Bring About Advancement**

Our founders were women of action—they realized that if change in the engineering profession was going to happen, they had to make it so. Those words hold true to this day and during the 365

days of FY10, SWE took a leading role in public policy action. SWE participated in numerous STEM-related events over the course of the year, including two hosted by the White House; at one, President Obama launched the "Educate to Innovate" initiative. SWE also organized, with co-sponsorship from 17 other engineering societies, a Capitol Hill Day: Diversity and Inclusion Fuels Innovation in STEM. Additionally, SWE approved and published a position statement on "Equal Opportunity and Affirmative Action" and further solidified its status as a Title IX Subject Matter Expert (SME), developing 12 unique presentations/publications.

#### **Our 360° Perspective Continues ...**

With support from the Clare Boothe Luce Program of the Henry Luce Foundation, SWE released a comprehensive review of STEM-related literature. This compilation spanned nine years of *SWE Magazine* annual reviews of social science literature on women in engineering.

We've highlighted just a few success stories here and throughout this annual report. Thanks to the support and dedication of members, corporations, organizations and individuals, FY10 was a year of achievements. Beyond FY10 we recognize, like our pioneering founders did 60 years ago, that there will be even greater successes to define—always on one's own terms.

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Nora Lin,  
*SWE FY10 President*



Betty Shanahan, CAE  
*Executive Director and CEO*

# FY10 Outreach Highlights

In FY10, the Society's outreach initiatives continued to expand.

In November 2009, SWE President Nora Lin and other leaders of the Science, Technology, Engineering and Mathematics (STEM) community, joined President Obama at the White House for the announcement of his new "Educate to Innovate" initiative. SWE was among 200 organizations that signed a STEM Education Coalition letter supporting this initiative and its two signature events—National Lab Day and National STEM week.

During SWE's own Annual Conference, for the first time an entire track was dedicated to outreach with workshops and an Outreach Expo that drew 20 exhibitors and more than 300 attendees. In another first—or FIRST® (For Inspiration and Recognition of Science and Technology)—SWE kicked off 2010 with an alliance agreement, designed to inspire young people's interest and participation in science and technology.

## FY2010 Scholarships

### Freshmen/Reentry

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Admiral Grace Murray Hopper Memorial  
B.J. Harrod  
B.K. Krenzer Memorial Reentry  
Bertha Lamme Memorial

Chevron Corporation  
Dorothy M. & Earl S. Hoffman  
Exelon Corporation  
Ford Motor Company  
Honeywell

Lockheed Martin Corporation  
Olive Lynn Salembier Memorial Reentry  
Solar Turbines  
SWE New Jersey Section  
SWE Phoenix Section

### Upper Class and Graduate

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Ada I. Pressman Memorial  
Anne Maureen Whitney Barrow Memorial  
Baker Hughes  
Bechtel Corporation  
Booz Allen Hamilton  
Boston Scientific  
Brill Family Scholarship  
Caterpillar Inc.  
Chevron Corporation  
Cummins Inc.  
Dell  
Dorothy Lemke Howarth  
Dorothy M. & Earl S. Hoffman  
Dorothy P. Morris  
DuPont  
Electronics for Imaging  
Elizabeth McLean Memorial

Ford Motor Company  
General Electric Women's Network (GEWN), *Querétaro, Mexico*  
General Motors Company  
Goldman, Sachs & Co.  
Honeywell  
IBM Corporation  
Illinois Tool Works  
Intel Corporation  
ITT Corporation  
Ivy M. Parker Memorial  
Jill S. Tietjen, P.E.  
Judith Resnik Memorial  
Kellogg's  
Lillian Moller Gilbreth Memorial  
Lydia I. Pickup Memorial  
Mary V. Munger Memorial  
MASWE Memorial

Meridith Thoms Memorial  
Northrop Grumman Foundation  
Rockwell Automation  
Rockwell Collins  
Susan Miskowicz Memorial  
SWE Boston Section  
SWE Central New Mexico Section  
SWE Mid-Hudson Section  
SWE Past Presidents  
SWE Region H  
Symantec Corporation  
The Betty Lou Bailey Region F  
United States Steel Corporation  
Verizon Foundation



FY10 President, Nora Lin, presents an award during Celebrate SWE!

## Women Advancing the World of Technology

More than 4,500 attendees helped kickoff SWE's 60th anniversary during WE09 in Long Beach. Highlights included an inspiring retrospective of the Society's history through the onsite anniversary gallery and a special portrayal of Beatrice Hicks, SWE's first president, during Celebrate SWE! Through a collection of video clips, "Hicks" led attendees on a journey through the Society's history with stories of members who have achieved success on their own terms over the past 60 years.

### Congratulations to the FY2010 SWE Award Recipients

#### Achievement Award

Chieko Asakawa, Ph.D.; *IBM Research*

#### Upward Mobility Award

Gayle Roberts, P.E.; *Stanley Consultants*

#### Rodney D. Chipp Memorial Award

William R. Goodin, Ph.D.; *UCLA Extension*

Captain Mordechai Levin;  
*Masterflight Foundation*

#### Resnik Challenger Medal

Elizabeth Sholes;  
*Ball Aerospace & Technologies Corporation*

#### Emerging Leader Award

Quality

Claire Jung, Ph.D.; *Texas Instruments*

Safety, Health and Environment

Anisha Ladha; *Intel Corporation*

Manufacturing and Construction

Helen M. Phillips;  
*Northrop Grumman Corporation*

#### Product Research, Design and Engineering

Tamaira Ross; *Boeing Defense, Space and Security*

#### Sales and Marketing

Jill Sciarappo; *Intel Corporation*

#### Procurement and Logistics

Karla Tankersley; *The Kroger Company*

#### Systems Engineering

Michele Van Dyke-Lewis, Ph.D.;  
*Lockheed Martin, Missiles and Fire Control*

#### Fellow Grade

Jane Knoche, P.E.; *Federal Aviation Administration*

Alma Kuppunger Forman, P.E.; *Temple University*

Wendy Schauer Landwehr;  
*Northrop Grumman Corporation, Electronic Systems*

April Renee Lauper, Ph.D., D.B.A., P.E.; *KBR*

Terri Fraser Morse; *The Boeing Company*

Mary D. Petryszyn; *Raytheon Integrated Defense Systems*

Linda Reed; *Northrop Grumman Corporation, Electronics Systems' Navigation Systems Division*

#### Distinguished New Engineer Award

Missy M. Brost;  
*The Boeing Company*

Kerrie Greenfelder, P.E.;  
*Camp, Dresser & McKee Incorporated*

Tina Haley;  
*The Walt Disney Company*

Kelly Griswold Schable;  
*The Boeing Company*

Erin McGinnis;  
*The Boeing Company*

#### Entrepreneur Award

Sandra C. Scanlon, P.E., LEED® AP;  
*Scanlon Szynskie Group Inc.*

#### Work/Life Balance Award

Debbie Edwards Veihdeffer;  
*Northrop Grumman Corporation, Electronic Systems*

#### President's Award

Brenda Manuel;  
*National Aeronautics and Space Administration (NASA)*

# 2010 CPC Members

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3M	ConocoPhillips	Honeywell	Raytheon
Abbott	Cummins Inc.	IBM Corporation	Rockwell Automation
Agilent Technologies	Dell	Illinois Tool Works	Rockwell Collins
BAE SYSTEMS	The Dow Chemical Company	Intel Corporation	SAIC
Baker Hughes	DuPont	ITT Corporation	Schlumberger Technology Corporation
Bechtel Corporation	Exelon Corporation	John Deere	Shell Oil Company
The Boeing Company	Exxon Mobil Corporation	Johnson Controls, Inc.	Southern Company
Booz Allen Hamilton	FM Global	Kellogg's	Symantec Corporation
Boston Scientific	Ford Motor Company	Kimberly-Clark	Texas Instruments, Inc.
BP	Genentech	Lockheed Martin Corporation	Timken
Caterpillar Inc.	General Electric Company	Medtronic, Inc.	U.S. Army RDECOM
Central Intelligence Agency (CIA)	General Motors Company	Merck	U.S. Navy
Chevron Corporation	Goldman, Sachs & Co.	NAVSEA	United States Steel
Chrysler Group LLC	Google	Northrop Grumman Corporation	United Technologies Corporation
The Clorox Company	HP	Pacific Gas and Electric Company (PG&E)	The Walt Disney Company



## Corporate Partnership Council (CPC) FY10 Highlights

### Retention Study Compendium Released

SWE released the CPC-sponsored "Retention Study: Analysis, Outcomes & Proactive Strategies," a web-based compendium comprised of a year-long series of *SWE Magazine* articles that underscored key research findings. Work/life balance survey modules and instructions were also made available exclusively for CPC-member organizations. This industry-wide study captured the retention trends of women in the engineering profession and the reasons they stay, or leave, the profession.

### CPC Ratifies Governance Document

As the CPC grew to more than 50 companies in FY10, new guidelines were developed to ensure the continuation of effective working relationships. The end goals were to demonstrate that all companies receive fair representation and are getting a return on the resources they devote to the CPC. Members of the CPC provided feedback and, in January, voted to adopt this governance document which will be reviewed by a task force every two years.

### CPC Fund Allocation Approved for Directing Innovation Program

On July 30, SWE presented and gained approval on a proposal to use a portion of the CPC Fund to support scholarships for the initial cohort of the "Directing Innovation: Business Acumen for Women in Science, Technology and Engineering." This program was created by SWE and Smith College for senior-level technical women leaders.

# FY2010 Sponsorships

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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 sponsoring organization and the Society.

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## 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

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
- Full conference registrations for three of the sponsored employees
- Best practices sharing through formal sessions
- One free 60-day online job posting on SWE's Career Center



## Annual Conference Sponsorship

The SWE Annual Conference is SWE's 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 and address specific goals for the sponsors.

### Key target areas are:

- K-12 educational outreach
- Collegiate outreach and scholarships
- Professional development
- Diversity and inclusion
- Leadership training
- Awards and recognition
- International programs

## 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 CPC members, corporate members, conference sponsors and SWE Magazine Heritage Club members are on page 7.*

# FY2010 Financials

## SOCIETY STATEMENT OF FINANCIAL POSITION

	2010 Total	2009 Total
Cash/Investments	\$7,625,549	\$7,510,480
Accounts Receivable	375,409	322,025
Prepaid Expenses	394,152	347,193
Net Fixed Assets	89,302	79,150
<b>Total Assets</b>	<b>\$8,484,411</b>	<b>\$8,258,848</b>
Liabilities & Accounts Payable	\$693,314	\$514,140
Deferred Revenues	1,668,442	1,709,313
Unrestricted Net Assets	4,283,354	4,496,549
Temporarily Restricted Net Assets	1,839,302	1,538,846
<b>Total Liabilities &amp; Net Assets</b>	<b>\$8,484,411</b>	<b>\$8,258,848</b>

## SOCIETY STATEMENT OF REVENUES AND EXPENSES

Revenues	Unrestricted	Temporarily Restricted	2010 Total	2009 Total
Dues	\$792,115	\$0	\$792,115	\$910,927
Other	965,037	0	965,037	295,798
Conference	2,780,011	0	2,780,011	3,566,776
Programs & Services	692,604	888,683	1,581,287	1,156,595
Publications	890,948	0	890,948	1,246,862
Relations	4,250	0	4,250	0
Net Assets Released from Restrictions	588,227	(588,227)	0	0
<b>Total Income</b>	<b>\$6,713,192</b>	<b>\$300,456</b>	<b>\$7,013,648</b>	<b>\$7,176,958</b>
<b>Expenses</b>				
Management	\$268,365	\$0	\$268,365	\$373,256
Administrative	1,969,528	0	1,969,528	1,810,862
Conference	2,156,754	0	2,156,754	2,589,425
Programs & Services	1,211,573	0	1,211,573	1,150,350
Membership	365,495	0	365,495	425,094
Publications	702,436	0	702,436	860,060
Relations	252,237	0	252,237	287,086
<b>Total Expenses</b>	<b>\$6,926,388</b>	<b>\$0</b>	<b>\$6,926,388</b>	<b>\$7,496,133</b>
<b>Revenue—Expenses</b>	<b>(\$213,196)</b>	<b>\$300,456</b>	<b>\$87,260</b>	<b>(\$319,175)</b>

## CONSOLIDATED NET ASSETS

<b>Society</b>	<b>6.30.10</b>	<b>6.30.09</b>
Contingency Reserve <i>(During FY10, \$625,000 was transferred from Contingency Reserve to General Operating)</i>	\$3,458,393	\$3,067,033
Restricted Grants	1,548,888	1,145,697
General Operating	(48,342)	217,018
Annual Conference	623,257	977,351
Sponsored Scholarships	290,414	393,149
Corporate Partnership Council	250,045	235,147
<b>Total Society Net Assets</b>	<b>\$6,122,655</b>	<b>\$6,035,395</b>
SWE-EFI Unrestricted	\$1,783,920	\$1,630,385
SWE-EFI Temporarily Restricted	1,897,270	1,383,475
SWE-EFI Permanently Restricted	2,119,450	1,981,764
<b>Total Net Assets</b>	<b>\$11,923,295</b>	<b>\$11,031,019</b>



# Support that Generates Success

## ANNUAL CONFERENCE SPONSORS

### \$20,000 + Sponsorship

BP  
Central Intelligence Agency (CIA)  
Chevron Corporation  
Cummins Inc.  
Dell  
EMC Corporation  
Exxon Mobil Corporation  
Genentech  
IBM Corporation  
Intel Corporation  
Kellogg's  
Kimberly-Clark  
Lockheed Martin Corporation  
Northrop Grumman Corporation  
Raytheon  
Sandia National Laboratories  
Stryker  
U.S. Navy Recruiting Command

### \$15,000–\$19,999 Sponsorship

DuPont  
Exelon Corporation  
HP  
Merck  
Texas Instruments, Inc.

### \$10,000–\$14,999 Sponsorship

BAE SYSTEMS  
The Boeing Company  
Booz Allen Hamilton  
ConocoPhillips  
Cornell University, The College of Engineering  
The Dow Chemical Company  
ITT Corporation  
Pitney Bowes  
S.D. Bechtel, Jr. Foundation  
Southern Company  
State Farm Insurance Companies  
U.S. Army RDECOM

### \$5,000–\$9,999 Sponsorship

Barclays Capital  
DE Shaw & Co., LP  
FM Global  
Illinois Tool Works  
Rockwell Automation  
Rockwell Collins  
U.S. Cellular  
URS Corporation

### Up to \$5,000 Sponsorship

Bechtel Corporation  
Boston Scientific  
The Clorox Company  
Corning Incorporated  
General Electric Company  
Goldman, Sachs & Co.  
Microsoft Corporation  
Procter & Gamble  
Schlumberger Technology Corporation  
Team SPAWAR  
Turner Construction Company  
United Technologies Corporation

## HERITAGE CLUB MEMBERS

Aerojet  
Central Intelligence Agency (CIA)  
Chevron Corporation  
DuPont  
Exxon Mobil Corporation  
General Dynamics C4 Systems  
Goldman, Sachs & Co.  
Hess Corporation  
IBM Corporation  
Intel Corporation  
Illinois Tool Works  
Jacobs

Johns Hopkins University  
Applied Physics Laboratory  
Lockheed Martin Corporation  
MIT Lincoln Laboratory  
National Security Agency (NSA)  
NAVAIR  
Schlumberger Technology Corporation

## CORPORATE MEMBERS

3M  
Abbott  
The Aerospace Corporation  
Agilent Technologies  
Argonne National Laboratory  
Autodesk, Inc.  
BAE SYSTEMS  
Baldor  
Bechtel Corporation  
BMPC-Knolls Atomic Power Laboratory  
The Boeing Company  
Booz Allen Hamilton  
Boston Scientific  
BP

Carbone Lorraine  
Carollo Engineers  
Caterpillar Inc.  
CB&I  
Central Intelligence Agency (CIA)  
Citrix Systems, Inc.  
ConocoPhillips  
Corning Incorporated  
Dallas County Community College District  
Dell  
The Dow Chemical Company  
DuPont  
Eli Lilly and Company  
Exelon Corporation

Exxon Mobil Corporation  
FM Global  
Ford Motor Company  
General Atomics Aeronautical Systems, Inc.  
General Dynamics AIS  
General Electric Company  
General Motors Company  
Goldman, Sachs & Co.  
Honeywell  
HP  
IBM Corporation  
Illinois Tool Works  
Informatica Corporation  
Intel Corporation

Kellogg's  
Kimberly-Clark  
The Kroger Company  
Lexmark  
Lockheed Martin Corporation  
Medtronic, Inc.  
Merck  
Merrick & Company  
MITRE  
Norfolk Southern  
Northeast Utilities  
Northrop Grumman Corporation  
Occidental Chemical Corporation  
Pacific Gas & Electric Company (PG&E)

Parker Aerospace  
Praxair, Inc.  
Procter & Gamble  
Raytheon  
Rockwell Automation  
Rockwell Collins  
Rolls-Royce  
The Shaw Group  
Solar Turbines  
Southern Company  
Spirit Aerosystems  
Textron  
Thomson  
The Walt Disney Company

# FY2010 Donors

## Lillian Moller Gilbreth Society (\$10,000 and above)

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Delphi Foundation	Hoffman Bequest
Mary Gunther	S.D. Bechtel, Jr. Foundation
Hess Foundation, Inc.	The Henry Luce Foundation, Inc.

## Admiral Grace Murray Hopper Society (\$2,500–\$9,999)

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Patricia Lynn Brown	Jessica Rannow
Nora C. Lin	SWE Sierra Foothills Section

## Ivy M. Parker Society (\$1,000–\$2,499)

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Elizabeth A. Shanahan	Anita Tjan
Susan Steinsapir, P.E.	Mayling Wong
Frances Stuart	

## Ruth I. Shafer Society (\$500–\$999)

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Valeta C. Chancey	Sara L. Irwin	Jodilyn A. Peck	Lynda M. Weiss
Elfreda T. Chang	LaRue James	Mary Petryszyn	Nancy W. Wentworth
Kathryn A. Cunningham	Jacqueline Johnson	Nancy L. Pon	Deborah Willems
Mary K. Daly	Ruthellen Kline	Bettina Riccio	Cynthia E. Woempner-Martin
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Jane L. Driscoll, P.E.	May C. Kung	Jacqueline Schlote	Joyce M. Woods
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