



# SWENNEWS

Volume 3, Issue 3, January 2006

Publication of the Society of Women Engineers, Tampa Bay Area Section

## SWE in Perspective

by Carissa Giblin

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### Hello SWE Members and Friends:

You may have received your December statements like I did this weekend and you are either thrilled you maintained your budget or you may be wondering who took over your credit cards!! In either case, we still would like you to join us learn about strengthening your bottom line – in whatever stage of financial life you are.

The meeting will be held at the office of Chastain-Skillman, Inc., at 8402 Laurel Fair Circle in Tampa, just off of Highway 301 N and accross the street from the fair grounds. The speaker will be Jessica Majeski, a former engineer turned financial

### January Meeting Topic: Acheiving Financial Security

**Who:** Jessica Majeski,  
Financial Specialist

**Date:** Thursday, Jan 19, 2006

**Time:** 5:30 pm Networking  
6:00 pm Dinner

**Place:** Chastain-Skillman, Inc.  
8402 Laurel Fair Cir.  
Ste. 105  
Tampa, FL 33606

RSVP via call or email to Karen Karvazy, 813-621-9229, or kkarvazy@chastainkillman.com



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specialist. Light refreshments will be served. We hope to see you!

### January Meeting Speaker Bio:

Ms. Majeski began her career working in product design and business development at a fuel cell company in West Palm Beach. Her primary role was to establish and maintain executive-level strategic relationships with potential distributors, investors, and component suppliers that would play a key role in commercializing a PEM fuel cell technology for residential applications. From there, Jessica accepted a project management position with a small consulting company in Seattle where she investigated the technology trends, commercialization status, and economics of a number of distributed energy technologies. Her clients included electric and gas utilities, government agencies, and energy industry organizations. In 2004, Jessica moved to the Tampa Bay area and started a practice with Northwestern Mutual. Her mission is to educate her clients on financial security and to provide customized solutions for achieving that security. Jessica specializes in working with business owners and engineering professionals. She has a B.S.E. in Chemical Engineering from the University of Michigan.



# SWE Perspectives

## Thoughts on ... Women Leaders

Esther A. Heller

A leader is someone who actively moves a group towards its goals. Every one of you reading this has the potential to be a leader, even a great leader. It depends somewhat on circumstances and mostly on you.

Only 235 women have ever served in the US Congress. Currently, there are 68 in the House and 14 in the Senate. There have only been 25 female state governors; there are currently 8. Nineteen women are CEOs of Fortune 500 companies, including Anne Mulcahy at Xerox but not Carly Fiorina who left Hewlett Packard. There's lots more data out there, but you get the drift.

Why should we care? What do women bring to the leadership arena that's missing and important? A 2001 Wellesley College study showed that women communicate and listen well, are hands-on managers who value ethics and get others involved. These characteristics from the woman's traditional family role are not valued in the culture at large. But good things happen when women do get to leadership positions. Diane Feinstein got Congress to pass legislation banning assault weapons. Ruth Bader Ginsburg, on the U.S. Supreme Court, brings opposing sides together for dialog in making decisions.

We need to acknowledge women are great leaders. Marie Wilson is president of The White House Project, which has the mission to elect a woman as U.S. president. In her book, *Closing the Leadership Gap*, she talks about four A's required by great leaders, but which are often barriers for women — authority, ambition, ability, authenticity. Many women have difficulty claiming or using our authority. We should follow the advice of Maggie Kuhn, founder of the Grey Panthers, "Stand before the people you fear and speak your mind — even if your voice shakes," because "when you least expect it, someone may actually listen to what you have to say." We only have to look at Carly Fiorina and Hillary Rodham Clinton to see what happens to ambitious women, even now.

As to ability, a man entering a new situation is usually assumed able; a woman still has to prove herself, over and over again. Did you know that in public speaking, men are challenged less than women are and men do more of the challenging? And too many of us just accept that. We should keep in mind the words of Laurel Thatcher Ulrich, Harvard history professor, "Well-behaved women seldom make history." She accepts this interpretation although her original intent was to give well-behaved women a history. Finally, authenticity: Women with ambitions or aspirations have often walked a narrow path, such as being assertive but not aggressive, and risk losing their true selves. But great leaders are those who are authentic, true to themselves.

We need a culture shift to get beyond these barriers. Here are some things that each of us can do to make this happen.

Have something  
for the newsletter?

Send your  
news/photos to  
Karen Karvazy at

[karenk@chastainkillman.com](mailto:karenk@chastainkillman.com).

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# Events

## Events Calendar

### January 2006

New Year's Day - Jan 1

Martin Luther King Day - Jan 18

SWE Meeting - Jan. 19



### February 2006

Valentine's Day - Feb. 14

USF EXPO - Feb. 17-18

Engineering Banquet - Feb. 23

(registration on Page 5)



### March 2005

Women's History Month

Regional Conf. at UCF - Mar. 24-26

**St Patrick's Day - Mar. 17**

Women's Forum - USF - TBA



## USF Engineering EXPO

*February 17 & 18, 2006*

Have you experienced the USF's Engineering EXPO?

EXPO is the best, and fastest, way to get to know the College of Engineering and other professional engineers working in the Tampabay area.

Essential parts of EXPO to experience are the many fine exhibits from corporations and government bodies, intended to show projects and products their engineers work on. These exhibits are located in ENG, ENA, ENB, ENC, and CUTR buildings and should not be missed. Other exhibits included in EXPO are sponsored by individual professional societies and provide examples of their projects and activities.

EXPO is an experience not to be missed. If you know someone who is interested in the engineering field, bring them along!

For more details and directions:

<http://expo.eng.usf.edu/index.php>

## SWE Region D Conference

It is our great pleasure to announce the upcoming SWE Region D Conference March 24-26, 2006 at the University of Central Florida. The Conference, hosted by the Student Section of SWE at the University of Central Florida and the Central Florida Professional Section, is expected to attract over 250 women engineers and engineering students. More details about the conference can be found at [www.clubs.cecs.ucf.edu/swe2006](http://www.clubs.cecs.ucf.edu/swe2006) <<http://www.clubs.cecs.ucf.edu/swe2006>>.

We encourage SWE Members and non-members to attend the regional conference. Registration is available at: <<http://www.clubs.cecs.ucf.edu/swe2006>>. Registration is open to all students and professionals. The Early Registration deadline is **January 14<sup>th</sup>**. Take advantage of the discount!



# Thoughts on Women Leaders...

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**Support other women whenever and however you can.** Our culture raises women to be modest, making us uncomfortable taking or receiving credit for our accomplishments. So, we must get that credit for each other. When a woman has a good idea in a meeting, acknowledge it aloud, using her name. Vote for and otherwise support women candidates for public office. We need to diversify the pipeline to get a woman elected to the White House. I am thrilled that Jackie Speier, a driving force behind the Professional Business Women of California conferences, is running for Lt. Governor in 2006.

**Cultivate allies.** My best ally in all of this diversity work has been my husband, Nick Corsano. He once said to me, "You can't change the world by only talking to your friends." But we can expand our circle of friends, and there are men out there who, like Nick or the recipients of SWE's Rodney D. Chipp Memorial Award, "get it." We need them in our quest to reach those who don't.

**Bring your full self to whatever you do.** Embrace your home culture - its strengths are your strengths. By the way, great women leaders don't always wear black clothes. You want to be noticed in your true colors as we shift the culture.

**Find good examples and role models** - in person, in fiction, in history. There are many to be found within SWE and at the National Women's History Project website <[www.nwhp.org](http://www.nwhp.org)>. Two writers with examples in their novels, Ursula K. LeGuin and Marion Zimmer Bradley, are in speculative fiction, where writers get to change the rules.

**Go out there and do it yourself!** Own your ideas. Make them heard and act on them. Be proud and walk with your head up. Others will value your work but first you must value it yourself, both internally and externally. Eleanor Roosevelt, a great leader, said, "The future belongs to those who believe in the beauty of their dreams." You have beautiful dreams - fulfill them!

Every one of you, young or old, female or male, has the potential to be a leader, even a great leader. Yes, it really does depend somewhat on circumstances but mostly it depends on you. Together we can prove what we know: Women are great leaders.

*Note: This column is a modified version of the Keynote Address given at our June Member Appreciation and Scholarship Banquet.*

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Esther A. Heller is a former computer engineer, a SWE - Santa Clara Valley member and a lifetime Girl Scout, now doing diversity work. She welcomes feedback at <[esther@galarc.com](mailto:esther@galarc.com)> or via her website <[www.galarc.com](http://www.galarc.com)>.

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*SWENEWS* is distributed through e-SWE, the Tampa Bay Area Section listserv. If you would like to register for e-SWE (and receive *SWENEWS* and other announcements), contact [carissa.giblin@swe.org](mailto:carissa.giblin@swe.org)

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# Registration Form



## 2006 ENGINEERS WEEK BANQUET

### FEBRUARY 23, 2006



Radisson Carillon  
12600 Roosevelt Blvd.  
St. Petersburg, FL  
727-572-7800



### Speakers:

Carissa Giblin, VP of SWE Tampa Bay Area Section - "What is an Engineer?"

Dr. Forrest Masters, Florida International University –  
"Field Reconnaissance and Laboratory Simulation of Hurricane Winds"



### Special Guest Emcee:

Dr. Mel Anderson, PE, Prof. Emeritus, USF



#### Program

- 4:30 Exhibits, Reception, & Cash Bar
- 6:15 Banquet Seating
- 6:30 Welcome and Dinner
- 7:15 SWE Presentation
- 7:30 Dr. Forrest Masters
- 8:00 Awards

#### Entrée (choose one)

- Chicken selection
- Vegetarian selection

All entrées include salad, dinner rolls, vegetable, iced tea, water, coffee, and dessert.

- \$45.00 Early registration (**BY or BEFORE February 17, 2006**)
- \$55.00 Late registration (**AFTER February 17, 2006**) *Walk-ups will be taken on a space-available basis only.*
- \$35.00 Student registration
- \$150.00 Sponsor - Name of organization listed in program and displayed throughout the event. *Includes one complimentary registration; please provide name below. Respond by February 10, 2006.*
- \$250.00 Exhibitor - Name of organization listed in program and displayed throughout the event, along with a display table in the exhibitor area. *Includes one complimentary registration; please provide name below. Exhibitor space is limited, and requests will be granted on a "first come, first served" basis, by or before February 10, 2006.*
- \$600.00 Table Sponsor - Name of organization listed in program and throughout the event, along with a reserved table for ten registrants. Your organization's name will be prominently displayed in the center of the table. *Please use an additional page to provide the other nine registrants' names and meal selections. Respond by February 10, 2006.*

Name: \_\_\_\_\_  
*(Please include professional designation(s) after name, e.g., PE, PLS, AICP)*

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Additional Registration for Spouse/Guest: \_\_\_\_\_

#### PAYMENT MUST ACCOMPANY COMPLETED REGISTRATION FORM.

Make checks payable to: Engineers Week Committee  
Mail registration forms and checks to: John Marquardt, HSA Engineers & Scientists  
4019 E. Fowler Ave.  
Tampa, FL 33617  
(813) 971-3882

For questions, please call Carissa Giblin at (813)781-2104