



The Society of Women Engineers is (SWE) is a non-profit educational service organization whose goal is to encourage women to achieve their full potential in careers as engineers and leaders.

**The Sonora Region, also known as Region B, includes Arizona, New Mexico, Southern California, Southern Nevada, and Utah.**

The SWE Mission is to stimulate women to achieve full potential in careers as engineers and leaders, expand the image of the engineering profession as a positive force in improving the quality of life, and demonstrate the value of diversity.

For more information on SWE visit [www.swe.org](http://www.swe.org)



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## WELCOME!

Hello and welcome to the October 2011 edition of the Governor's Monthly Newsletter!

***Please be sure to share this information with your section***

***Link this newsletter from your section website!***

I'm trying out a new format for the newsletter and I hope you'll enjoy it! In this edition I'll be sharing information about the following items:

- WE11 Wrap-up – *Nearly 6,000 in attendance!*
- Membership – *Renew! Recruit!*
- Western Regions Conference and Career Fair – *Registration open! Tour sign-up closes Dec. 1, 2011*
- Sonora Region Awards – *Nominations Due Nov. 1, 2011*
- WOW! That's Engineering – *Submissions Due Nov. 1, 2011*
- Sonora Senate Blog – *Updates Coming Nov. 1*
- Representatives Report No. 2 – *Due Nov. 10, 2011*
- Section Websites – *Updates Requested!*
- Region Goals

## GOVERNOR'S CORNER

I had a blast while I was in Chicago for WE11! It was great seeing all of my SWE-pals, cheering for all of the award winners at the banquets, and even gifting **Justina Mikals** with the first-ever (??not sure if anyone keeps stats such as these...??) SWE Bikini, or the **SWEkini!** Thanks again to Justina for being such a great sport about it at our Region B Meeting! ...and the rest of you can stop with those threats about getting me in one in Hawaii!

Until then, I hope that you have a Happy Halloween and I'm already looking forward to seeing everyone in Hawaii!

*~Kerrie Greenfelder, Region B Governor*

*P.S. I'd love to highlight your section – feel free to send me a photo, fundraising or news blurb to include in a future edition!*

## MEMBERSHIP

Please remind your section members to renew (or start!) their membership with the Society of Women Engineers. Membership applications and renewal instructions are easy to find on the SWE webpage ([www.swe.org/membership](http://www.swe.org/membership)).

We also have a goal of increasing the Sonora Region membership by 15 percent, so now would be a great time to have a membership recruiting party (bring a friend!) or even consider gifting a membership to SWE for the holidays!

One of the most overlooked categories of membership is the **"K-12 Educator"** and the cost is only \$20.00.

More information can be found here:

[http://societyofwomenengineers.swe.org/index.php?option=com\\_content&task=view&id=1403&Itemid=385](http://societyofwomenengineers.swe.org/index.php?option=com_content&task=view&id=1403&Itemid=385)

Please encourage your local educators to become members or even sponsor a full-time teacher in your area!

## SONORA REGION WEBPAGES

2012 Western Regions Conference:

<http://www.swewestern2012.org/>

Region B Blog:

<http://sweregionb.org/>

Senate Blog:

<http://sonorasenate.wordpress.com/senators/>

Collegiate Team Blog:

<http://regionb.wordpress.com/>

**PLEASE VISIT OFTEN!!!**



The Sonora Region Executive Council at Celebrate SWE! (L-R: Secretary Stephanie Loete, Lt. Governor Jeannette Lindemann, Treasurer Keli Callahan, and Governor Kerrie Greenfelder); Kerrie is holding the "official" Region Bee Bear (a gift from Joan Fisher, San Diego Section Representative and Region B Leadership Coach)

## WE11 WRAP-UP

As reported by Executive Director Betty Shanahan at the Region Governors Meeting (Oct. 12), the attendance for WE11 in Chicago was **5,854!** Wow!

The Region B Meeting was equally successful with much business accomplished! I'm happy to report some great news from the meeting:

- We voted! The 2013 Sonora Region Conference and Career Fair will be held in Salt Lake City, Utah!
- Rebate Checks were sent by HQ on Oct. 7; checks were based upon membership as of Aug. 31
- Our Region Committees are doing great things and I'm excited to be a part of it! Expect to see more information as the year progresses.

The official meeting minutes, as well as the meeting presentation, will be posted by Stephanie in the communities.

If you have any questions or comments, please do not hesitate to contact Governor Kerrie Greenfelder ([Kerrie.Greenfelder@swe.org](mailto:Kerrie.Greenfelder@swe.org)).

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## 2012 JOINT WESTERN REGIONS CONFERENCE - HONOLULU, HI

**SWE TAKES OVER HAWAII** from February 29 to March 3, 2012!!

[www.swewestern2012.org](http://www.swewestern2012.org)

Join over 250 of your closest SWE friends in Hawaii for the 2012 Joint Western Region Conference for Regions A, B, and J. Registration is now open for individual registration as well as corporate sponsorship. Visit the website to register. **Early Registration closes on December 1, 2011**, so register now! The cost of registration will increase \$25 after December 1st.

### **TOUR REGISTRATION WILL CLOSE ON DECEMBER 1, 2011.**

The scheduled tours offer opportunities to see Hawaii and a lot of work has gone into arranging low price options for SWE members. Please review the tour offerings on the conference website and register today.

We have secured six companies for the conference, but would like to have 30 at the career fair. The corporate registration packet is available – check the website today! If your company is interested in sponsoring the conference in any way: sponsorship levels, general funds, trinkets, door prizes, etc, please contact Sunshine Smith at [alyssa.g.smith@gmail.com](mailto:alyssa.g.smith@gmail.com).

## **FREE REGISTRATION GIVE AWAY!!!**

To be included in the raffle for one free conference registration have all of your friends include your name in the "Recommended By" box on the online registration. Every time another SWE member mentions your name, you will receive one ticket for the raffle. There is no limit on the number of raffle tickets that can be included. If you have already registered and would like to add a recommend name to your registration, please email Jenn Harris.

Visit the website to view the Keynote Speaker Bios, the conference schedule, including all of the workshop topics, career fair sponsors, and other helpful information for your trip.

### **SEE YOU ON THE BEACH!!**



If you have any questions, please contact Jenn Harris at [jennifer.harris@swe.org](mailto:jennifer.harris@swe.org).

*[text courtesy of Jenn Harris – Conference Planning Guidance Chair]*

## SONORA REGION AWARDS NOMINATIONS DUE NOV. 1

One of the most exciting programs that the Sonora Region does is recognize our members/sections for outstanding performance.

The following awards will be presented at the Annual Sonora Region Conference in Hawaii:

- Sonora Sustaining Benefactor \*\*
- Sonora Emerging Leaders (Professional & Collegiate) \*\*
- Sonora Outstanding Collegiate Section Mentor \*\*
- Sonora Outstanding Program \*\*
- Membership Awards
- Sonora History Award

\*\*Nominations for all awards, except the Membership and Sonora History Awards are due to the Sonora Region Awards Committee [Deb Willems ([Deb.Willems@swe.org](mailto:Deb.Willems@swe.org))] by November 1, 2011.

The awards nomination packet with detailed descriptions of each award and the nomination process can be found here:

<http://sweregionb.org/call-for-region-awards-submissions>

The Sonora History Award theme for 2012 is **Professional Development**; Scrap-book pages are turned in at the conference and are displayed for all to see.

If you are interested in judging, joining the Awards committee or have any questions about this year's awards process, please contact the Sonora Region Awards Committee Chairs, Jeannette Lindemann ([jlindemann@ddbce.com](mailto:jlindemann@ddbce.com)) or Deb Willems ([deb.willems@swe.org](mailto:deb.willems@swe.org)).

*[text courtesy of Deb Willems – Sonora Region Awards Chair]*



At the SWE Awards Banquet and Celebrate SWE! at WE11 in Chicago, the following individuals and sections were recognized for outstanding programs, projects, and efforts.

### Individuals:

- Violettee Brown – 25-Year Member
- Deborah Brunt – 25-Year Member
- Rebecca Jo Campbell – California Polytechnic State University, San Luis Obispo – Third Place, Collegiate Technical Poster Competition, Graduate Level
- Christine Hailey, PhD, PE – Utah State University – Distinguished Engineering Educator
- Mary Phelps – HEDGE Co. – Fellow
- Stephanie Smith – California Polytechnic State University, San Luis Obispo – First Place, Collegiate Technical Poster Competition, Undergraduate Level
- Charlotte Wagner – 25-Year Member
- Deborah Willems – InTouch Health – Distinguished New Engineer

### Collegiate Sections:

- Arizona State University – Outstanding Collegiate Section Award – Silver
- California Polytechnic State University, Pomona – Outreach Award, Medium Section
- California Polytechnic State University, San Luis Obispo – Boeing Team Tech Competition – First Place (tie): Atlas Copco Mafi-Trench Team
- California Polytechnic State University, San Luis Obispo – Boeing Team Tech Competition – First Place (tie): Quality of Life Plus Team
- California Polytechnic State University, San Luis Obispo – Newsletter Award – Second Place
- California Polytechnic State University, San Luis Obispo – Outstanding Collegiate Section Award – Gold
- Utah State University – Professional Development Program Award, Medium Section

### Professional Sections:

- Central New Mexico – Newsletter Award – Third Place
- Orange County – Professional Development Event Award, Large Section

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## PROVIDE FEEDBACK ABOUT WE11 AND PREVIEW WE12

Thanks to all the attendees, speakers, sponsors, the Chicago Regional Section and volunteers for making WE11 a conference to remember!

We hope that you took advantage of the valuable professional development sessions, participated in the exciting tours and receptions, and made long-lasting connections during WE11. As always, we appreciate your feedback, so we can make next year's conference even better. WE12 will take place November 8-10, 2012 in Houston for "3 Days of Energy. A Lifetime of Opportunity." Watch this [video](#) for a Houston preview.

Please take a few moments to contribute to our overall WE11 Conference survey, as well as surveys for the individual sessions you attended. Your feedback on each session is very valuable. **Please submit responses by Friday, October 27.** Note: All responses will be confidential.

[Overall WE11 Conference Survey](#)  
[Thursday Sessions](#)  
[Friday Sessions](#)  
[Saturday Sessions](#)

*[text courtesy of SWE HQ]*

## MORE SWE FUN FROM CHICAGO!



Governors and Region Collegiate Teams (RCT) from Regions A, B, and J;  
Photo taken at WE11



Governor Kerrie Greenfelder (middle) with Past SWE President Pat Brown (left) and Region B Professional Senator Fran Stuart (right); Photo taken at WE11

## WOW! THAT'S ENGINEERING NOMINATIONS DUE NOV. 1

This is Shayla Bennett from the North Alabama section of SWE, one of the 2009 Wow! That's Engineering! host sections, and current lead for SWE Outreach Programs work group. I would like to extend a personal invitation for your section/MAL to apply to host one of the three Wow! That's Engineering! events for 2012.

The application can be found at <https://www.surveymonkey.com/s/Wowgrant2012>.

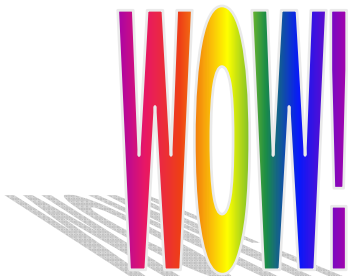
Wow! is an amazing opportunity to impact 200 middle school girls in your area. In addition to grant money for the event, you get two great party planners to help you with your event.

These Wow! Champions will help you through the entire process and will even be at your event the day of to ensure your success. We look for willing and active members with a team mentality.

**Applications are due Tuesday, November 1<sup>st</sup> by midnight.**

Please don't hesitate to contact Randy Freedman ([Randy.Freedman@swe.org](mailto:Randy.Freedman@swe.org)) or I ([Shayla.Bennett@swe.org](mailto:Shayla.Bennett@swe.org)) if you have any questions. We look forward to reading your submission.

*[text courtesy of Shayla Bennett – SWE Outreach Committee]*



## SONORA SENATE BLOG UPDATES COMING NOV. 1

The Sonora Region Senators have taken the time to create a blog to keep the region membership updated on what the Senate is working on and issues they are addressing. Please pay a visit to the site and share with your section members. This is a very easy way to keep the communication flowing to our members.

<http://sonorasetate.wordpress.com/>



Governor Kerrie Greenfelder (left) with Region B Professional Senator Amy Jo Bowdidge (right); Photo taken at WE11 Awards Banquet

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## SECTION REPRESENTATIVES REPORT NO. 2 DUE NOVEMBER 10, 2011

Please consider this your friendly reminder for the Representatives Report No. 2 – it's due to Governor Kerrie Greenfelder ([Kerrie.Greenfelder@swe.org](mailto:Kerrie.Greenfelder@swe.org)) by **November 10, 2011!**

Please use the same file that was completed for Report No. 1 (and if you've lost it, please contact Kerrie for a replacement copy). Remember to fill in the yellow boxes on each tab related to Report No. 2. Again, the tab names correspond to the report (e.g., Summary2 is used for Report No. 2). There is also sample text provided within the report in case you get stuck on a question.

Please contact Kerrie if you have any questions about this new reporting format or if you have not yet submitted the E-postcard information that was collected for Report No. 1.

## SECTION WEBSITES

**SWE HQ has put out the request for section website updates by January 1, 2012.** Please update the officer lists, contact information, etc. If your section uses a social media site like Facebook to provide information to your members, please include a "Please Visit Us Here: \_\_\_\_\_"-type message on your homepage. If you need website assistance, please contact Governor Kerrie Greenfelder ([Kerrie.Greenfelder@swe.org](mailto:Kerrie.Greenfelder@swe.org)).

## SONORA REGION GOALS

The FY12 Sonora Region Goals are presented below with a brief update toward our progress:

1. (REGION) 95% of sections turn in section reports on time – **ON TRACK! GREAT TURN-IN RATE FOR REPORT NO.1 – THANK YOU! KEEP IT UP FOR REPORT NO. 2!**
2. (REGION) Increase Region B Membership by 15% - **ON TRACK! SIGN UP FOR THE SONORA REGION MEMBERSHIP COMMITTEE** (contact Chair, Helena Murvosh, [murvoshhelena@stanleygroup.com](mailto:murvoshhelena@stanleygroup.com))
3. (REGION) "SWEeter Future Outreach Program" – combined efforts to reach out to 25,000 K-12 students – **ON TRACK! SIGN UP FOR THE SONORA REGION OUTREACH COMMITTEE** (contact Chair, Stephanie Loete – [Stephanie.Loete@swe.org](mailto:Stephanie.Loete@swe.org))
4. (REGION) 200 Region B members attend the Western Regions Conference (Hawaii) – **ON TRACK! REGISTER TODAY** (see news item in this issue)
5. (REGION) Leadership Pipeline – Foster 15 mentor/mentee relationships - **ON TRACK! SIGN UP FOR THE SONORA REGION LEAD COMMITTEE** (contact Chair, Justina Mikals, [Justina.Mikals@swe.org](mailto:Justina.Mikals@swe.org))

Please do not hesitate to contact Governor Kerrie Greenfelder ([Kerrie.Greenfelder@swe.org](mailto:Kerrie.Greenfelder@swe.org)) if you have suggestions, feedback, comments, etc. about the Sonora Region and/or Society goals!