Inside This Issue

**WE19 Registration Open!**

Anaheim, CA Nov 7-9

Registration is now open for WE19 - the world's largest conference for women engineers. You can register and book housing at we19.swe.org. Hotels can go fast, so don’t delay! Remember to renew your SWE membership to make sure you get your registration discount for the conference!

SWE-WI is excited to connect with members at the annual conference, WE19, in Anaheim, CA this November! Check out the attached At-A-Glance for some of the networking/group photo opportunities. As always, follow this Facebook page for updates throughout the conference! #WE19

SWE-WI is looking forward to making connections at WE19 in Anaheim, CA! Checkout some opportunities throughout the conference below!

**THU 11/7 @ 8:20 AM** – Outside ACC North 100
Join SWE-WI members for a group photo, then find seats for the WE19 Opening Keynote!

**SAT 11/9 @ 8:00 – 9:30 AM** – Location TBD
Informal meet and greet with SWE-WI members and collegiate SWE members throughout the SWE-WI territory!

**SAT 11/9 @ 5:30 PM** – Outside ACC Ballroom
Join SWE-WI members to find tables together at Celebrate SWE! and for a group photo.
*Celebrate SWE! Ticket required*
Milwaukee School of Engineering (MSOE)’s SWE Section hosted its 7th Annual Career Fair Networking Dinner on September 26th. A record breaking 61 students came to eat dinner and network with twelve different companies including Milwaukee Tool, Plexus, Direct Supply, and GE Healthcare. MSOE SWE hosts this annual event in between MSOE’s two-day Career Fair which featured more than 300 companies this year and is open to all students and all majors on campus. The students are able to easily walk from the Career Fair, already in their formal business attire, straight to the dinner after the first day of the Career Fair. The section works to match students with company’s tables based on the majors they are looking to hire. This year students were able to rotate tables halfway through the dinner to be given more networking opportunities. The evening also featured keynote speaker, Samantha Billetdeaux, president of SWE-WI and Senior Design Engineer at Milwaukee Tool. Milwaukee Tool was this year’s Career Fair Networking Dinner Gold Sponsor. Starting back in 2012, this event continues to be MSOE SWE’s biggest fundraiser and every year it continues to grow in size and popularity on campus.
MSOE SWE’s Officer Board and Section Counselor
Article Written by Kathryn Ashley
SWE at the University of Wisconsin-Madison started the year off with a three hour Officer Retreat on Tuesday, September 3rd where they completed an officer orientation, set goals for the semester, and discussed leadership techniques. After classes started, officers and SWE members advertised their organization at the annual Engineering Bash and the Student Organization fairs where they had over 300 students express interest in the organization! The Super Section Meeting, an informal dinner and networking opportunity, was held during the College of Engineering career fair on Tuesday, October 17th. Over 30 students and representatives from the following companies attended: Capital One, Mortenson, Eaton, Sandia National Laboratories, Honeywell, Procter & Gamble, Discover Financial Services, Mass. Electric Construction Co. Students enjoyed learning about job opportunities and company representatives were able to get a sneak peek at the talent they would be meeting at the career fair in the following days.
SWE at UW-Madison had its Fall Kickoff Meeting on Monday, September 23rd at 6:00pm. While enjoying pizza, they discussed SWE’s mission the opportunities their section provides to all, and the best ways for everyone to get involved. They were thrilled to have over 180 students in attendance! The kickoff meeting was the beginning of “SWE Week,” which is hosted to familiarize new members with the organization and help them meet new people as many have just arrived on campus. On Tuesday, Rockwell Automation hosted a professional development event where they shared “Do’s and Do-Nots for your First Job or Internship.” The 20 attendees enjoyed Noodles & Company and completed activities facilitated by the Rockwell representatives. On Wednesday, October 25th, the Mentoring Committee partnered with Adventure Learning Programs (ALPS) to complete a series of interactive games and activities. On Thursday, October 26th, the New Member Committee had an Ice Cream Social complete with an ice breaker, company-branded merchandise, and over 50 new members! On Friday, October 27th, members took a break from the craziness of school and created cards for children who have been in the hospital for an extended period of time. They are excited to continue to engage with the new SWE members and to continue planning events for the rest of the year! Check out their website to learn more about SWE at UW-Madison and their upcoming events!

Article Written by Emily Vesper
SCHOLARSHIP

Martha Maxwell Scholarship Fund
For those who knew her, Martha Maxwell was a fun-loving enthusiast who loved to make light of any situation. She was passionate about SWE and loved to share her passion with young women starting out in the engineering field. Martha's career took her through industrial engineering and manufacturing roles, most recently as a Project Engineer in the Advanced Manufacturing department at Rockwell Automation. She also was an active member of SWE-WI for many years, and served in numerous leadership positions, most recently as Section Representative. In August 2012, Martha passed away after a battle with cancer.

To honor Martha's memory and continue fostering her excitement about engineering, math, and science for young girls and women, SWE-WI has created a memorial scholarship fund in Martha Maxwell's name. The goal is to raise funds for $1000 scholarship will be awarded to SWE collegiate members attending school in Wisconsin or the Upper Peninsula of Michigan.

SWE WI Scholarship Fund Drive
Fund drive for 2019 scholarship is just on-going. We are currently seeking donations for the Fall 2019 scholarship based entirely on section-raised funds.

Please consider a donation to SWE-WI as a tax deductible gift that will help the female engineering students in Wisconsin and Upper Peninsula of Michigan. Online donations are accepted at here!

Thanks again for your support.

-Scholarship Committee (Melissa Tumbleson, Andrea Cole, & Gina Janke)
DIVERSITY AND INCLUSION

SWE created ‘Inclusion Solutions: Discussing a Diverse Culture is in the Cards’ training cards set. Each issue of the newsletter we will be showcasing one of these cards to help the diversity and inclusion discussion within SWE-WI.

First we ask you to think about these questions:

- How do you feel when you hear the terms diversity and inclusion?
- How do you define diversity?
- How do you define inclusion?
- How are the two terms similar and different for you?
- Describe the term biases.

Second some definitions:

**Diversity:** The understanding that each individual is unique; recognizing individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.

**Inclusion:** A state of being valued, respected, and supported; focusing on the needs of every individual and ensuring the right conditions are in place for each person to achieve full potential.

**Bias:** The fundamental way (positive or negative) an individual looks at or encounters a situation or circumstance to make sense of it; a conscious or unconscious belief.

**Now for the ninth card in the series:**
Hiring for cultural fit is an important part of the selection process. Assessing a candidate for cultural fit around company values is also important. However, the concept of ‘cultural fit’ often includes some unintended consequences.

Where you grew up, the sports you played at school or similar interests all help to create chemistry. Yet it also creates a danger in the selection process when thinking about hiring people that act, sound, look, and think ‘just like us.’

A way to interrupt this tendency to pick the familiar is by understanding our personal preference for certain behaviors or style points we promote on our teams and why we prefer them. The key is to evaluate people in their own context and create an opportunity to stop ourselves from automatically judging differences as wrong, ineffective or not being a good fit.

After reading this, reflect on the first questions asked. Did any of your answers change?

Take this discussion with you, and consider what it means for you in your current career. Special thanks to SWE for creating these cards and to Lessons Learned Consulting Inc. for printing them. We ask that you do not re-purpose the information and/or send it to anyone outside of the SWE section.

If you have additional questions, please reach out to: learning@swe.org

This video gives more information about the card and how they can be used.

https://www.youtube.com/watch?v=vbvg__T6hwk

This card set is available for purchase from the SWE store at the following link. The version highlighted here is the ‘SWE Inclusion Solutions Cards’

http://societyofwomenengineers.swe.org/page/5318-sweswag
The Chicago Regional Section (CRS) is currently trying to create a Wendy Landwehr Endowment Fund, to celebrate her memory and hard work with SWE.

If you would like to donate and contribute to this endowment fund, in her honor, SWE CRS and Martin Landwehr (her husband) would greatly appreciate it! They are nearing the finish line and are currently looking for another ~$4000 to complete the $25,000 needed to create the endowment fund.

For personal donations, there is a PayPal link that can be used by the membership, if that is their preference.

https://www.paypal.me/WendyLandwehrFund

Let me know if you need more information or would like to discuss this effort further, patriciawalker77@gmail.com.

Thanks for considering this valiant cause, forever your FRG,

Tricia
UPCOMING EVENTS

Rose Daitsman Celebration of Life, Nov. 9

Rose Daitsman was one of the very first presidents of the SWE-WI section in the 1975-76 timeframe. Please see the below regarding Rose’s Celebration of Life.

Join friends and family to celebrate the life of Rose Daitsman, lifelong fighter for peace, economic and social justice, civil and workers’ rights, gender equity and equality of education.

1:30 to 4:30 p.m., Sat., Nov. 9, Zelazo Center, Peck School of the Arts, UWM, 2419 E. Kenwood Blvd., Milwaukee.

Light refreshments immediately following.

Please RSVP here:
https://www.eventbrite.com/e/rose-daitsman-celebration-of-life-tickets-77221628971
UPCOMING EVENTS

Check the SWE-WI website or Facebook page for upcoming events. Also watch for the weekly e-blast to stay informed on the current happenings in the SWE-WI section!

SWE-WI Website:
http://swewisconsin.com/

Facebook:
https://www.facebook.com/groups/swewisconsin/

Contact: Kyela Specht, swewisconsin@gmail.com, if you are not receiving the weekly e-blast e-mails.
RECENT EVENTS

SWE-WI September Social - Doors Open Milwaukee Outing

On September 28th, SWE-WI members traveled to downtown Milwaukee to participate in Historic Milwaukee, Inc.’s Doors Open event. For one weekend in September, over 100 buildings in downtown Milwaukee open their doors to the public to tour and take photos of unique locations! SWE-WI created a 4 building itinerary, hitting a variety of locations off of both Mason St. and E Wisconsin Ave right off of Lake Michigan. After checking out the following tour spots, the group took "The Hop" streetcar down to the Third Ward for a quick bite at The Public Market. Fun was had by all checking out what Milwaukee has to offer on a crisp, fall day. SWE-WI looks forward to continuing this event next year!

Northwestern Mutual Tower
At 550 feet tall, the Northwestern Mutual Tower is the second tallest building in the state. Guests were able to tour the top floor, checking out panoramic views of the Lakefront and the City of Milwaukee. Seeing some of the executive conference rooms on the 32nd floor, and the views that accompanied them, offered a great perspective into the day to day use of the space.

Federal Building & U.S. Courthouse
Built in the 1890s, the Federal Courthouse had a unique architecture known as Richardson Romanesque Revival. Visitors were able to view both the centennial courtroom and ceremonial courtroom. Doors Open is the one day of the year photos are allowed to be taken in the courtrooms, so SWE members took advantage!

The Pfister Hotel
The Pfister Hotel is known as one of the best hotels in downtown Milwaukee and is where most pro sport teams stay when facing The Brewers or The Bucks. Built in 1893, this long running hotel exhibits Victorian Art and continues supporting an Artist-in-Residence. There are also many rumors that The Pfister Hotel is haunted and was named the creepiest place in Wisconsin by the Travel Channel in 2018. No ghosts were spotted by SWE members this time around, but maybe on a future stay!
The Railway Exchange Building
Built in 1899-1900, this building was Milwaukee's first high-rise steel-frame tower. Its name comes from the Chicago and Northwestern Railway company that called this building home from 1901-1945. The Railway Exchange Building was designed by the "father of the skyscraper", William LeBaron Jenney. SWE members had the opportunity to check out the view from the 12th floor and then walk back down the grand cast iron and marble stairway.
BREWERY TOURS
SWE-WI Brewery Outing - Milwaukee Area
The Milwaukee Brewery Outing was held at MobCraft Beer on October 15th. Ladies enjoyed making new connections while tasting a variety of beers. The group is looking forward to more socials in the future!
BREWERY TOURS

SWE-WI Brewery Outing - Madison Area
We had a fun and informative tour of the Ale Asylum brewery in Madison tonight! Thanks to the SWE members and guests who came!
BREWERY TOURS

SWE-WI Brewery Outing – Green Bay
Great SWE weekends!! This weekend we had the Pink Pumpkin 5K and Titletown Brewery tour in Green Bay!
OUTREACH

Would you be interested in working with a Girl Scout Troop and introducing a girl to engineering? The Girl Scouts have introduced new engineering and STEM badges and troops are looking for engineers who would be willing to help them earn these badges. For information on how to be involved, project ideas, and how to find a troop contact swewioutreach@swe.org

If you have been involved in an outreach event and are a SWE member, send information about the event to Heidi Balestrieri at (swewioutreach@swe.org) so we can report the information in the SWE outreach tool. Information needed for the report: event name, date, all SWE sections that were involved, description of event, breakdown of girls and boys who participated, age of students, number of adult guests, number of SWE member volunteers, number of other volunteers, any partner organizations involved, or any other information to share.
OUTREACH

Upcoming OUTREACH Events!!!

STEM Expo - November 9th

Girl Scouts of Wisconsin Badgerland - GSI: Girl Scout Investigations - November 11th

FIRST LEGO League - Various Dates and Locations

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Contact Heidi Balestrieri at (swewioutreach@swe.org) for questions.
SWENext Membership – General Information

SWENext is a way to become part of the Society of Women Engineers as a student through the age of 18. Become part of SWE and #BeThatEngineer! Joining is free. Any student 13 or older can become a SWENexter. For those younger than 13, a parent will need to be the primary contact.

General SWENext Websites

◊ Visit our main SWENext website: http://societyofwomenengineers.swe.org/swenext
◊ Read our comic book series all about engineering Constance and Nano: https://constanceandnano.swe.org/
◊ Connect with SWE members and other SWENexters through our SWENext Clubs: http://societyofwomenengineers.swe.org/swenext-clubs
◊ Watch our SWENext Reporter’s videos: https://www.youtube.com/playlist?list=PLYvUdOKoCBdchedo5w20uh9wuXHRRQNo7
◊ Find out more about our awards programs for high school students: http://societyofwomenengineers.swe.org/k-12-outreach/swenext-awards

General SWENext DesignLab Social Media

◊ Twitter@SWENext
◊ Facebook (exclusively for high school SWENexters)
◊ #SWENext
◊ #BeThatEngineer

Thanks for helping us get the word out!

Please send all SWENext queries to outreach@swe.org.
## Job Postings

### Current Job Postings:

There are two job postings at this time.
- UW-Madison Program Director
- City of Appleton – Electrician – DPW

### Helpful Job Sites:

To stay updated on new job opportunities, checkout SWE e-blasts, or these websites!


### SWE Professional Virtual Career Fair:

Looking for a new opportunity? Check out SWE’s virtual career fair May 9th 2018 where you can connect with multiple recruiters in a convenient way. More details can be found on the event website: [https://app.brazenconnect.com/events/X1pmM?utm](https://app.brazenconnect.com/events/X1pmM?utm)
There are still leadership positions open for SWE-WI! Below are the open positions and descriptions of them. Some are just one time events and others span the whole year. We are also looking for anyone interested in being on a group that plans events for socials or outreach for the three hubs: Milwaukee, Madison, and Fox Cities. If you have any questions or are interested in any of the positions, please email Sam (SamanthaBilletdeaux@gmail.com) or Andie (awfalasco@gmail.com).

**Professional Development Chair** – Makes events in the three areas for professional development topics. Works with the LCC on what topics would be beneficial.

**Corporate Liaisons** – Assists Professional Development Chair in coordinating communications with corporate partners

**Conference Coordinator** – Coordinate section meetups at the annual society conference and WE Local

**One Time Event Positions**

**Conference Coordinator** – Coordinate section meetups at the annual society conference

**Nominating Chair** – Looks into members in section for who to suggest for leadership roles and make a team at the end of the year to put the voting together.

**Section Assessment Chair** – Makes a report at the end of the year for how the section is doing financially and a vitality assessment through the society.

**Spring Forward Coordinator** – Organizes planning of Spring Forward event with support from committee

**Fox Cities Outreach Events Planner** – Plans and volunteers with Fox Cities outreach events.

**Awards Chair (Internal)** – Creates and organizes section awards given out at Celebrate SWE event
Event Planning

Would you like to plan an event this year for SWE? We are looking for anyone who would like to plan an event in your area to get a list of those we could ask for an event during the year. This could be any event; a happy hour meet, trivia night, pottery or canvas painting, yoga session, group run, concert, attending a local event, webinar watching, escape room, etc. If you are interested, please contact Sam at SamanthaBilletdeaux@gmail.com.
GE’s Digital Technology Leadership Program (DTLP)

Written by Jennifer Lai:

GE is 283,000 people collaborating across oceans and industries. Digital technology is the glue that holds it all together. From high-profile corporate projects to real-time work out in the field, digital at GE is all about finding creative ways to connect technology, machines, and people to make the world work better. Combining the best of software and IT, digital technology is the foundation for GE as a digital industrial company.

GE’s Digital Technology Leadership Program (DTLP) offers exceptional experiences to begin a career in digital technology. Learn about our industries, products, and customers and develop your professional skills all while simultaneously making valuable contributions to the organization.

Program Details

- 2 year program: 4 rotations of 6 months
- Global classroom experience and virtual coursework in software development, information technology, leadership, and business acumen
- Opportunity for international experience
- Crotonville: Activating your Leadership Journey
- Active coaching throughout the program

For more information, please check out the links below:

- https://www.ge.com/careers/working-at-ge/digital-technology-leadership-program
- https://www.youtube.com/watch?v=0hQgy_b6dSc&feature=youtu.be
- https://www.ge.com/careers/students
**NEWSLETTER INFORMATION**

**Advertisement Information**

Website and email postings may be covered by a set fee instead of the Corporate Supporter option. An individual posting to the website and an email message to all SWE-WI members is $50. The website posting will remain in place for a 30-day period.

Postings to the website are generally completed in 3 to 7 business days after the request has been confirmed. An email notice to SWE-WI members and subscribers will follow a website posting with the same information. Requests for a large number of postings at one time may take longer to prepare and post.

The preferred format for postings is Microsoft Word (version 2003 or higher); other text formats will be considered on an individual basis. Postings will remain on the SWE-WI website for a 30-day period. If the posting is for a job and it has not been filled in that 30-day period, a Corporate Supporter can request a 30-day extension via email. Please put “SWE-WI Newsletter Entry” in the subject line.

**Newsletter Entry**

Send us your stories! We want to see what our professional and collegiate members are doing in the community! We are looking for events that SWE has hosted, job posting, member milestones, interesting articles or books that you would like to share with others, truly a multitude of topics. If you have something you want to see in the newsletter and share with everyone please fill out the survey at this link:  [https://forms.gle/CztgytTXYQB2hK6JA](https://forms.gle/CztgytTXYQB2hK6JA)