

# Region A Newsletter #5



January 6, 2012

Newsletter #5, January

## Governor's Column: *New Year*

by Allison Goodman, [maryallisongoodman.com](http://maryallisongoodman.com)

New Year...New Intentions...Renewed Focus...lots comes to mind as I welcome 2012. All the articles online and on the news are focused on how best to stick to your resolutions. One of the common themes is declaring it to someone and having partners to achieve it with you. I find myself thinking about my SWEsters for a few reasons. I know some of my resolutions are not always ones I want to announce to my family or to coworker. Sometimes you need that right level of friend who isn't in your day to day life, but knows what you're going through and has had similar experiences. Those always tend to be my SWEsters. SWEsters make great people to share your resolutions with, their good listeners, and supportive partners in helping you achieve your goals. My own goal this year is one of balance. 2011 was not a balanced year for me. I felt like the pendulum was always swinging at sum extreme. My goal this year is to foster a better balance on a day and week basis. Part of that balance is making sure I make time to give back and connect with people. SWE is my go to group for outreach and for networking and fostering connections and friendships. Hopefully each of you have taken on a resolution that SWE can assist with in helping you meet those new intentions.

Hopefully I'll see each of you in Hawaii soon as we celebrate the newest professional section added to our region and our annual region conference. (You can pester me about how I'm doing on my better balance resolution :) ) I know I'm looking forward to a few days in Hawaii right now!

## Mark Your Calendars

- ◇ January 23rd - 8:00 pm Teleconference #5 (Quorum very important for voting items)
- ◇ February 29th - March 3rd 2012 Western Regions Joint Conference; Honolulu, HI

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## Member Spotlight: *Meet Ipsheeta Furtado* Region A Senator, Golden Gate Section member

Ipsheeta graduated from Cal in 2008 with a degree in Engineering Physics. She started out as Historian her freshman year when she first became a member in 2004. She had the best upperclasswomen to work with who encouraged and mentored her. She then served as Secretary and President for Cal's collegiate chapter. In her senior year, she enjoyed being a member and unofficial advisor to the new executive team. As a professional, she served on National Committees (Finance & GRPP), and locally as Audit & Budget Chair and Section Rep for the Golden Gate Section. She's in her first year of Senatorship for Region A and really likes it (it's a two year term)! According

to Ipsheeta, the perspective you get of SWE as a national organization as a senator is invaluable. You get the chance to interact with the BOD (Board of Directors) discussing high-level initiatives ("Mega Issues") and work with amazing leaders from other Regions in the country (and internationally!) all while representing your Region. Some of the things that they discuss and take action on are so impactful to the community, it's amazing! :) It's an honor and privilege for her to volunteer in this way for SWE. After outreach, Ipsheeta thinks SWE Leadership is the most rewarding thing she's been able to do!

As mentioned, Outreach is her favorite aspect of SWE, and within that she says mentoring takes the cake. From the opportunity to learn from upperclassmen, alumni, and professionals to the ability to nurture and cultivate younger engineers and peers, hands down, mentoring has been essential to her growth. She's always delighted by the comfort level and instant ease that she has speaking to other SWE members. Realizing that a tip here and there from her mentor has flourished into entire campaigns of encouragement is really wild. And in the same respect,

hearing that her mentees were awarded or landing jobs with a lead or some advice she's given proves the effectiveness and importance of community. That being said, if you're looking to learn about starting a business soon after college, reach out and she'll have tea with you! She's also looking for some advice on how to brilliantly convince young women to take risks while trusting themselves, so if anyone has advice on how to do that, she could use a happy hour session :)

Ipsheeta is looking forward to the Hawaii conference since she will be giving a presentation on entrepreneurship. It'll be the first she's given after starting her company and she hopes to really inspire SWE members to embrace their creativity and talent.

Ipsheeta has worked with FTW Group since 2010, a consulting company her partner and she co-founded. She is responsible for most outward-facing things like business development, client relations, and recruiting. Everyday, her team and her work to solve process and data management problems for their small business clients using technology and their good looks.

When asked what the best part about her job was, she said "it's a little contrived, but it's that my earning potential is directly proportional to how hard I work."

So the toughest part about her job thus far? Learning programming! She loved physics theory, CADing, and the routine and zen of labwork. But programming takes another kind of patience and perseverance. It's definitely empowering and that keeps her drive alive. She's had to set aside "mental time" as well as physical time to really learn and understand software development. Also there are a ton of affinity groups and resources available that different learning styles can be accommodated. So don't think you're never going to learn it, there's too many ways to get started and stick to it!

Lastly, when asked if she would rather give up using a computer or watching TV, she replied "Ha, believe it or not, I haven't owned a TV since college so I guess I could give up watching it. I hit the movies about once a month and have a healthy dose of Netflix and Hulu on the weekends, cheating?"

Don't forget to attend Ipsheeta's presentation in Hawaii, pick her brain, or just grab some coffee with her. She can be contacted at [ipsheeta.furtado@gmail.com](mailto:ipsheeta.furtado@gmail.com).



## Lt. Governor & Secretary's Column: *Don't Forget to Register!*

by Ashley Pietz, [ashley.e.pietz@gmail.com](mailto:ashley.e.pietz@gmail.com); and Kara Bymers, [kara.bymers@atkinsglobal.com](mailto:kara.bymers@atkinsglobal.com)

Ashley and I both echo the same comments this newsletter. Don't forget to register for the 2012 Western Regions Joint Conference coming up in Hawaii. There has been a ton of talk about this conference and it has been a long time in the making. We would like to support the Hawaii section and be there for their charter - which just so happens to be at a luau! There was a decent amount of early bird registrations, but we are only 60%-ish of the way there.

Here's how the numbers look so far:

	Collegiate	Professional	Total
A	14	29	43
B	26	32	58
J	10	29	39
<b>Total</b>	50	90	140

You might be asking, but what if I want to attend the luau or do one of those tours? Well, there are still some tickets available! But act fast, they won't be available for long.

The host hotel, the Sheraton Waikiki, also has rooms still available at the discounted rate. Visit the website for more details. If you are looking for a roommate, email me (Kara), and I will start a list. The Sierra Foothills section also has extra rooms available.

Lastly, we will be having a region council meeting on Saturday. Business items will be conducted, so plan on attending.

Conference website:

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

Questions? Contact Amy at [amyweintraub@hawaii.rr.com](mailto:amyweintraub@hawaii.rr.com)

## Treasurer's Column: *Personal Finance* by Paula McDonald, [paula.mcdonald@swe.org](mailto:paula.mcdonald@swe.org)

I decided this column would be devoted to some personal finance references. I hope this new year has brought all of you resolutions to improve your relationship with your own finances! Maybe you need to create, and stick to, a budget. Maybe your goal is to save more money: do we have any extreme couponers in our Region??? For our students, are you doing everything you can to cut your college expenses to minimize loans? For our Professionals, are you all taking full advantage of your employer's 401k match (many high achieving people can't even cite what theirs is!)? Do you know your investment style and tolerance for risk? Or maybe you are looking to rev up your financial engine. Whatever your situation, we all can benefit from taking more time to review, understand and plan out our finances.

There is an outstanding event coming up January 28 at the Spaghetti Factory in Rancho Cordova, co-hosted by the Sacramento Valley and Sierra Foothills Sections. Guest speaker Sharon Stiles, Investment Advisor extraordinaire, will be presenting, "Investing for the Future: "How-To" and "When-To" Strategies." For more information, visit:

[http://swe-goldenwest.org/svs/files/SWE\\_Joint%20Meeting\\_Flyer\\_2012.pdf](http://swe-goldenwest.org/svs/files/SWE_Joint%20Meeting_Flyer_2012.pdf)

For all you homeowners out there that are underwater in your mortgage (like me, who bought in 2005): Did you know the HAMP and HARP programs can

help you either adjust your mortgage principal, or refinance to a lower rate? Currently, the HARP refinance option is only available to those with a Loan to Value ratio of 125% maximum, but in March, this limit will be eliminated, making many more families eligible to protect their investment in a home! For information on these programs, visit:

<http://www.makinghomeaffordable.gov/pages/default.aspx>

When I started my first job, I read every book I could find about Personal Finance. I'm a fan of Suze Orman, I even follow her on Facebook! Three great books out there are:

*Get A Financial Life: Personal Finance in Your Twenties & Thirties*, by Beth Kobliner  
*The Millionaire Next Door*, by Thomas J. Stanley and William D. Danko  
*Wealth of Experience*, by Andrew S. Clarke

I also visit Vanguard.com as often as I can, which has thousands of articles, podcasts and interviews on every investment topic under the sun. This is one of the best resources for learning all about the power of low-cost index investing, and starting young!

Lastly, remember you can still make those 2011 ROTH IRA contributions through April 15<sup>th</sup>! Let's make 2012 a power year for you and your money!

## Senator Update: *Meeting #2 for FY12* by Brittney Elko, [Brittney.Elko@swe.org](mailto:Brittney.Elko@swe.org)

SWE Senators are preparing for our 2<sup>nd</sup> senate meeting of the year coming up in February and have a list of motions that will be discussed/voted on:

### S-1209: Changes the financial reporting requirement for the treasurer

The senate and board conduct other meetings by teleconferences that do not necessarily require a financial report from the treasurer. Any additional financial information the board or the senate wants to receive can be specified in the respective procedures. By including the speaker in 2.D.4., further financial information may be requested as desired for the senate at any time.

### S-1210: Changes the way the number of RCRs per region are calculated

Changes the way the # of RCRs in a region are calculated from number of region collegiate members to number or collegiate sections. It also raises the RCR max cap from 2 to 3.

### S-1214: CRF Withdrawal Amendment

Amends the original motion (S-1001) removing the requirement to repay the money to the emergency fund. This is due to the fact that the CRF Operating Fund is now at or above the required minimum level as set by a previous motion (S1202).

### S-1215: Replaces wording in Senate Duties section from 'Contingency Reserve' to 'Reserve Fund'

Due to the motion S1202 which passed in the Senate this fall regarding changes to the contingency reserve fund, this reference to the "contingency fund" need to be updated in the bylaws. The document is called the Reserve Fund so that is what this motion puts into the bylaws.

If you have any input/opinions on any of these motions please let your Region A Senators know as we will be voting on them February 11<sup>th</sup>.

The Senate has continued to work on 2 mega issue topics this year:

### MI 121: How can we change the conversation from what member value SWE provides to how engaged are our members?

This team is exploring many areas of engagement based on member demographics, reasons for joining SWE, and how members participate at their local level. By finding out what motivates members to be a part of SWE, they are hoping to provide recommendations to the BOD on improving membership engagement, and making sure there are resources/support available for all SWE members. They will be sending out a survey within the next few days, and your opinions and feedback are valuable. Feel free to contact Christine Cabrera with any personal stories regarding how you feel about your level of engagement in SWE, at: [Christine.Cabrera@gmail.com](mailto:Christine.Cabrera@gmail.com)

### Mi 116: How can SWE inspire companies to provide creative opportunities for engineers who want to contribute in their industry and attend to family needs?

Throughout the Fall, this team has conducted research and facilitated surveys and interviews to discover the key factors of this issue. At the conference in Chicago, the committee shared their initial findings with the Senate and received valuable feedback. Their focus throughout the balance of 2011 has been to complete the final areas of research. They are happy to share that they have finished this vital phase of work and have learned a great deal. Their focus for 2012 is to identify long and short term recommendations. They will be providing updates at all the Regional Conferences to gain input from SWE members. If you are passionate about this issue and would like to share your ideas, do not hesitate to contact Karla Tankersley at [karla\\_tankersley@homedepot.com](mailto:karla_tankersley@homedepot.com)

If you are interested in participating on either of these teams or want to know more about the Mega Issues Committee please let Mega Issues Chair Brittney Elko know ([Brittney.elko@swe.org](mailto:Brittney.elko@swe.org))

Also, if you are interested in being a Region A senator next year and have questions about the position feel free to reach out to Brittney Elko (professionals) or Cassi Janakos (collegiates).

Please let us know if you have any questions about the above information!

Region A Senators

- Brittney Elko - Ipsheeta Furtado - Cassi Janakos

## Engineering Awareness Program by Kiki Okeke, Sierra Foothills' Section President



On Saturday, November 12, 2011, Sierra Foothills Section held their annual Engineering Awareness Program (EAP) at Hewlett Packard (HP) in Roseville, Ca. We had 117 high school students come from several parts of the region ranging from Tahoe to Chico to learn about engineering and get hands on experience. Christine Rivera and Stacie Hitchcock planned and organized this event with the help of several volunteers from our section and the community. The two labs that were

meant to demonstrate engineering problem solving, learning and team work were an egg drop lab and a computer lab in which the students take apart a computer, the parts are identified and the operation is explained.

A lot of positive feedback was received on the part of the students and volunteers who attended that day. 96% of respondents to our post event survey said that the program is worthwhile and they would recommend it to their peers and 82% said that they would attend EAP again.

## San Joaquin Valley Hard at Work

This section hosted a networking event at the SCU Fresno Planetarium followed by a lunch at Mother Mary's Italian restaurant in December.

This event was just a precursor to their upcoming scholarship event they are hosting next week. They will be awarding three \$250 scholarships to students at University of the Pacific, UC Merced, and CSU Fresno. Great work!!!



## Sierra Nevada's Annual Holiday Party

by Kara Bymers, Sierra Nevada's section representative

This year the Sierra Nevada Section hosted a very successful holiday party in December at a newly renovated downtown Reno restaurant called Wild River Grille. Although not all are pictured here, there were approximately 20 people in attendance, which is great for our small section. With free appetizers and drinks, it was sure a good time. In addition, a UNR football game was later that night, so members departed to watch a great game too!

And look, there's the SWE Star front row!

## Sacramento Valley & Sierra Foothills Upcoming Joint Event

**When:** Thursday, January 26th  
**Time:** 12:00 - 1:00 pm  
**Where:** The Old Spaghetti Factory  
 12401 Folsom Blvd  
 Rancho Cordova  
**Cost:** \$15 includes entree, drink and dessert  
**Speaker:** Sharon Stiles, Financial Services Professional  
**RSVP:** Wendy Cohen at wcohen@dcn.org  
 Let her know your entree selection by January 20th

Come learn about a topic critical to everyone - how to set and reach financial, investment, and retirement goals. Sharon will answer common questions, such as: "How much will I need to accumulate to live comfortably?", "How much do I need to put away each month?" and "How can I get my investment dollars to work as hard as I do?". Members of both Sacramento Valley and Sierra Foothills sections will attend this annual joint meeting, so it's a great opportunity to catch up and renew friendships.

## 2011 Sacramento Valley Holiday Social

by Sue Bianchi, Sacramento Valley section member

On Friday, December 16th, seven SWEsters met at our annual holiday hot spot, Ettore's European Bakery & Restaurant. We enjoyed a great meal from soups, salads & subs to the divine desserts of Europe. We went over a few quick business updates about the Joint Meeting in January, the Young Engineering Session in March, and the Scholarship Fundraiser in May and then on to meeting new friends and catching up with our old friends.



**Region A Council and Leadership**...wondering who to contact in your section or at the region level, here's their contact info:

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Region Senator - Professional	Ipsheeta Furtado	ipsheeta.furtado@gmail.com
Region Senator - Professional	Brittney Elko	brittney.elko@gmail.com
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<b><u>MEMBERS AT LARGE:</u></b>	Region A Rep.	Megan Lum	mvl2@pge.com
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***Do you have something for next month's newsletter?***

*Maybe you're planning an event, have pictures to share of past events, or just a success story. Send Kara (kara.bymers@atkinsglobal.com) an email with your events, topics, and/or suggestions by the Monday before the newsletters are to be sent out. The goal is to do monthly newsletter and have them distributed on the first Friday of each month.*

***Kudos to....***

Ruthsenn Gagarin, SWE Hawaii collegiate member, who just finished defending her thesis. Congratulations!

***Don't Forget...***

That Dropbox contains the records of Region A. Important meeting information, minutes, forms, procedures, and bylaws can be found by navigating to the Region A folder. Email Kara if you still need an invitation to the website.



**We're on Facebook!** Find us by searching for "Society of Women Engineers Region A" and like our page. Feel free to post your events on the page.

