



Members At Large

FY18 Newsletter, Issue 2

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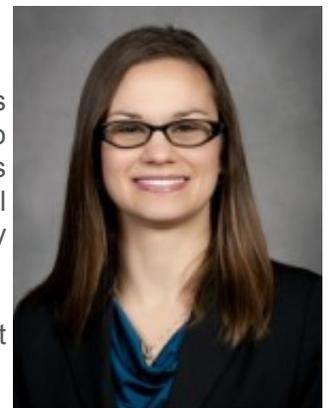
President's Corner

Hello Members at Large,

SWE had another year of record attendance at WE17 in Austin, TX, with over 14,000 people in attendance! Several MALs were honored with Society awards, and even more received awards from the MAL Awards program. Read on to learn about these inspiring MALs. The motion to dissolve SWE's region structure was approved by the senate during their WE17 meeting, and as a result, the MAL Council must be dissolved to reflect this. The MAL leaders held a constructive Summit the day before the conference started, including engaging discussions on a proposed MAL governance structure. You can find a summary in the pages of this newsletter. WE17 was a productive conference for the MALs! Make sure to mark your calendars for WE18 in Minneapolis, MN.

In the flurry of activity of this holiday season, don't forget to begin planning for Engineers Week and WE Local conferences, to occur early next year.

Happy holidays and best wishes for the New Year!



Emily Ongstad
SWE FY18 MAL President
emily.ongstad@gmail.com

WE17 MAL Summit and Meeting Recap

By Emily Ongstad, MAL President

The MAL Summit was held from 8am -4pm in conjunction with the Society conference on October 25th in Austin, TX. Most of the MAL leadership team was able to attend. We had a networking breakfast and lunch with the region governance team. After learning about ongoing updates to the AMS system (SWE's membership database), the MAL leaders spent some time going through resources and communication tools. We heard updates from two of our key functional areas, membership and finances. SWE's membership has grown year over year, and the MAL membership growth has followed this growth. However, the MAL membership retention took a slight dip this year. After a leadership coaching module from Debbie Jacklitch-Kuiken on Effective Communication, we took a break for lunch. MAL VP Erin Culver took us through the MAL goals for the year, outlining how the MALs will focus on the Society's goals of professional excellence, globalization, and

advocacy. Included in the MAL goals for the year are efforts to make resources more readily available to the MALs, including outreach and advocacy resources. To support the advocacy goal, the MALs aim to raise awareness for accomplishments of our current members, as well as educate them on the award opportunities available to them. We ended the Summit with an active discussion on how the MALs can change our leadership structure with the dissolutions in a way that will serve the needs of all MALs. Please see the article on page 3 for a summary of the proposed MAL governance changes. We ended our summit with some helpful best practice sharing. Overall, the Summit was productive and formative for our next year.

The MAL Meeting was held on October 26th, though we had a short time-frame to fit in due to space constraints. We started by honoring our immediate past MAL President, Debbie Jacklitch-Kuiken, thanking her for her service to the MALs for the past two years. We heard updates from the MAL Website and Social Media Coordinator, Jennifer Cooper, who has driven much higher Facebook activity and engagement over the past few years. Jacquelyn Nagel, our newsletter editor, reported statistics on the upward trend in our newsletter readership,

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and gave suggestions for the types of articles any of you can write. We also heard an update on MAL Outreach, including the incredible work the MALs have been doing over the last year with 25 outreach events reported in the Outreach Metric Tool! Our Finance Assessment Chair, Sara Hough had a clean report for the FY17 assessment, which was approved by the MAL Council. We honored both MALs receiving SWE awards, as well as our FY17 MAL Awards recipients. Please see the article on page 4 for more

details. After electing our teller and alternate teller, the meeting was adjourned.



MAL Governance Restructure

By Emily Ongstad, MAL President

At the October senate meeting at Society conference, the senate approved the motion to dissolve SWE's current region structure. As outlined in our current MAL bylaws, the MAL council is based on representation from regions. So the MALs must decide on a new structure and amend our bylaws accordingly. Discussions on an ideal structure began nearly two years ago, involving many MAL and Society leaders. The FY18 MAL leaders held active discussions on a proposed new structure for our organization late in September and again at the MAL Summit. Our proposed new structure is as follows:

The officer positions in the MAL organization will remain the same: there will still be a President, Vice President, Secretary, and Treasurer. To fill in key functional areas, two MAL Director positions would be added. Additionally, two optional MAL Special Director positions would allow the flexibility to meet the needs of the organization as it changes. These eight positions would comprise the strategic/governing body of the MAL organization. With the exception of the

Financial Assessment Committee, MAL committees are not standing committees in the bylaws, have the flexibility to change, but will likely remain the same in the near future. Our new structure would also include the addition of a nominating committee to help in vetting MAL leadership candidates. With the MAL representative positions going away, we anticipate communication with the MAL membership shifting to one of the MAL Director roles. There may be some changes in position titles and reporting structure, but all key functional areas of the MAL organization will be maintained with the new structure.

The MAL leaders are in the process of making proposed amendments to the MAL bylaws to reflect this structure change. After approval by SWE's Bylaws Committee and a public posting period, the MAL Council will vote on the proposed structure. We anticipate this process to be completed by early 2018. Please contact MAL President, Emily Ongstad, with any questions or concerns.

MALs Receive Awards at WE17

By Stacey Culver, Awards Chair

Congratulations to the following MALs who received awards from SWE at WE17. Learn more about these amazing women and all the other award recipients in the [conference issue of the magazine](#).



Jennifer Tullai was selected as a Distinguished New Engineer for her extraordinary accomplishments as an innovative engineer, and for demonstrated commitment as a SWE leader and to the core values of the Society. She is a senior on site service staff manager for Union Pacific north region for GE Transportation. Jennifer has been an active MAL by previously serving as MAL Secretary and as MAL Rep. She currently works within GE to promote SWE to fellow employees and to host STEM Outreach programs for middle and high school girls.

Diane L. Peters, Ph.D., P.E., F. SWE, was selected as an Outstanding Faculty Advisor for her generous contribution of time, energy and encouragement to two SWE sections; for her accessibility, dedication and enthusiasm and for her tireless advocacy on behalf of students. Diane is an assistant professor of mechanical engineering at Kettering University. She is very active with both SWE sections at Kettering University and has been their faculty advisor since 2013.



Colleen M. Layman, P.E., was selected as a recipient of the Prism Award for the determination and expertise to move industrial water treatment technology to the next level; for deep commitment to SWE; and for inspiring and empowering women to pursue roles in STEM. She is a vice president and director of professional engineering services for HDR Inc. Colleen has been an active member of SWE for about 20 years and served as the FY16 SWE President.

Cynthia Reid, P.E., was selected to receive the Advocating Women in Engineering Award for bravely defending women in the workplace, resulting in improved policies and attitudes, and for tireless advocacy of women through SWE and ASME. Cynthia is a staff engineer in the aerospace product support engineering group at LORD Corporation. She has been mentoring young women engineers in the workplace and through outreach programs through ASME, Junior Achievement, and Women in Science and Engineering.



2017 SWE MAL Award Winners

By Stacey Culver, Awards Chair

The MAL organization is pleased to announce the recipients of the FY17 MAL Awards Program. These women are dedicated MALs who have demonstrated leadership, engagement and commitment to SWE.

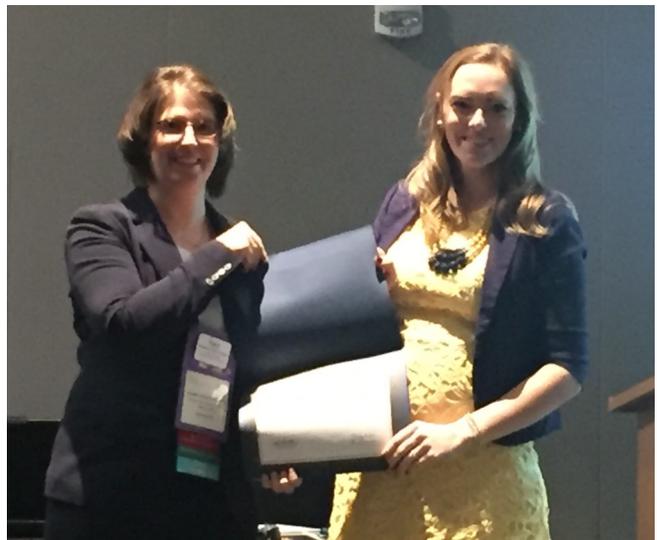
MAL Rising Star Award

The Rising Star Award honors a well-rounded MAL who has demonstrated outstanding technical performance, leadership, and community service early in her engineering career. The judging is based on 60% technical and work related achievements and 40% on participation and leadership in technical organizations, SWE and nonprofit community organizations. This year's MAL Rising Star Award recipient is Jennifer Cooper. Jennifer is a project engineer for RCP, Inc., an oil and gas consulting firm where she focuses on providing safety, risk, reliability and regulatory compliance guidance. Jennifer is an active member of SWE since college at the University of Tennessee – Martin. She has been the Region D MAL rep and member and past chair of the Program Development Grant Committee.



MAL Outreach Award

The MAL Outreach award is presented to either a professional or collegiate MAL for outstanding contributions toward informing girls and/or their parents, educators, counselors and/or the general public of opportunities available in STEM careers. The judging is based on 20% alignment of activities with the Society's mission, 40% on the variety and complexity of the member's involvement, 20% on the impact of activities in the community and 40% on the impact of the activities on the attendees. This year's MAL Outreach Award was presented to Ali Anderson. Ali is the Curricular Outreach Program Coordinator for West Virginia University. She teaches freshmen engineering classes, advises students and works with K through 12 teachers on STEM programs. The outreach program activities include Girl Scout events, SWENext Design Lab, high school student mentoring and manning engineering booths at state and county fairs. Ali serves as a



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member of WE Local Advisory Board serving on the Outreach Subcommittee planning DesignLab programs.

MAL Newsletter Awards

Communication is vital to the SWE MAL organization and the MAL newsletter is the main communication method used to impart information to the MAL membership. There were 2 newsletter awards presented in FY2017. The first was the Best Newsletter Award. This award is a judged award and the criteria are based on relevance to MALs, readability and if the article was a good topic for the general reader. Collegiate and professional members that wrote an article published during the year were eligible for this award. The FY2017 recipient of the Best Newsletter Article award was Jennifer Cooper for her article titled "Make New Friends But Keep the Old: Connecting at Conference" which was published in Issue 1.

The second MAL newsletter award is the Newsletter Contributor Award which is selected by a drawing for all the articles submitted and published during the year. The FY2017 recipient of the Newsletter Contributor award is Beth Mellott for her article titled The State of SWE. which was published in FY17 issue 4.



Outstanding MAL Leader Award

The Outstanding MAL Leader Award recipient is selected by the FY2017 MAL President. This award is presented to a MAL that has made outstanding contributions to the MAL organization. The recipient of the FY2017 Outstanding MAL Leader award is Jennifer Cooper. Jennifer was the Region D MAL Representative and was selected in recognition of her outstanding contribution to the MAL Face Book page and website as well as outstanding communication to her region.

Congratulations to all the FY2017 MAL Award recipients!

The full list of MAL awards and the details on how to apply are posted on the MAL website on the [Awards & Grants page](#). Nominations for the Rising Star, Shining Star and Outreach Awards are due by June 15. Newsletter article authors are automatically eligible for the newsletter awards.



The Introvert Entrepreneur: Is It Possible?

By Alicia B. Kiremire, PMP

It was 2015. I had recently started my own company and had been accepted into a business accelerator program at the local university. After hearing from a panel of successful entrepreneurs, I couldn't get one quote out of my head: "If you're not ready to be selling 24/7, you're not cut out to be an entrepreneur."

I had a problem with that statement. As an introvert, I find energy from being alone. I like thinking time. I'd rather listen than speak. I wasn't going to be selling *anything* 24/7. And yet I had a great idea that could benefit a lot of people. Should I give up, or should I figure out how to "do" entrepreneurship *as an introvert*?

I immediately went home and googled "introvert entrepreneur." To my surprise, someone had already explored this very topic (see *The Introvert Entrepreneur* [book](#) and [podcast](#) by Beth Buelow)! The ideas in the book, coupled with my own experiences and a few other resources, have framed what it looks like to market my product in a way that *uses* my introvert strengths instead of fighting against them.

Here are five tips and resources I'd love to pass on to other introvert entrepreneurs:

- 1) **Know and use your introvert strengths.** You are a good listener, which means you will hear your customer's needs. Keep asking questions, and then keep listening well. You are also a good problem solver. Make your quiet time powerful by thinking through solutions and business strategy. For more details on introvert strengths, check out this [SWE webinar](#) and this [TED talk](#).
- 2) **Build your writing and public speaking résumé.** You prefer communication that you can plan; so believe it or not, writing and speaking can be your best promotional tools. Marketing is not just cold, hard selling; helping and educating others are huge pieces of marketing.
- 3) **Make networking work for you.** You don't have the energy to attend every big event, so choose the ones that will pay off most. If

networking seems extremely scary, start by setting a small goal. "I will get to know three new people today." That's it; you can do *that!* Sometimes you simply need to show up and trust the process. For more info on networking, watch this [SWE webinar](#).

- 4) **Connect with other entrepreneurs, and promote each other.** Join the [SWE Entrepreneurs Affinity Group](#), and look for the entrepreneurship sessions at upcoming WE Local conferences. Schedule regular phone calls with another SWE entrepreneur where you can dream of ideas, hold each other accountable, and grow your businesses together. You can also learn more from [SWE's webinar](#) on entrepreneurship.
- 5) **Get over your fear of rejection and the unknown.** This one might be the hardest. As an introvert, and especially as an engineer, you like to plan. You want to work out everything in your head and *then* make it happen. But entrepreneurship is messier than engineering! It takes practice. Here's an entertaining [TED talk](#) about how to get used to rejection and keep going.

So do entrepreneurs *really* have to sell 24/7? Maybe, yes. But for an introvert, here's what that looks like: We need to keep our business strategy at the back of our minds at all times. We need to be listening for people's needs. We need to take every opportunity to speak and share our knowledge in ways that are comfortable and not-so-comfortable. We need to embrace flexibility and risk *while we continue planning*. We need to set intentions for networking and be ok with building relationships over time.

As entrepreneurs, we will bring good to the world around us. As introverts, we will do it with quiet intentionality.

Alicia is a MAL in Ruston, LA, where she owns FlowStream Management. She is also SWE's Region C Secretary and a sub-committee lead in SWE's Curriculum Committee.

WE17 Recharged My Batteries

By Jacquelyn K. Nagel, Newsletter Editor

Traveling to Austin for WE17 was an exciting time and an experience I was looking forward to for months. It is an event where I feel like I fit in without trying and everyone has so much energy. As a veteran attendee, the Society Conference has always been a time of “recharging my batteries” and celebrating being a women engineer. It is also a time to meet up with old friends and make new ones (and snag some awesome freebies at the career fair).

One new friend I made was Erin Culver, who is currently serving as SWE MAL Vice President. We wore matching SWE pull overs on the same day. SWE Sisters!



While it was my eleventh Society Conference, it was the first time that my husband attended with me. I was finally able to show him all the great events that I come home enthusiastically talking about each year. I took him to the opening ice cream social on Wednesday, sessions throughout the day Thursday, the career fair opening reception on Thursday, the hospitality suites on Thursday evening, and sessions on

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Friday morning. He quickly recognized that he was one of the few male advocates in the room, but did not panic. The two sessions we attended together were about perfectionism and innovation, respectively. The presenter for the session Perfectly Imperfect, introduced herself as a recovering perfectionist and gave great advice about how perfection does not build character; rather recovery does. Also recovery builds confidence. And her main piece of advice was don't die! That is the one thing you cannot recover from. The session on Innovation: The art of being wrong talked a lot about how failure is an opportunity to learn, and that it is a necessary consequence of doing something new. In short, my husband recognized why SWE is so important to me and appreciated being there and getting to experience the conference.

Attending WE17 reaffirmed my beliefs in the benefits of the Society conference, and supercharged me for the upcoming year. If you have not been to the Society conference yet, I urge you to go. You will not regret it and you just might get hooked. I am looking forward to attending next year, and I hope to see you at WE18 in Minnesota!

MAL Leadership Contacts

MAL Officers		
President	Emily Ongstad	emily.ongstad@gmail.com
Vice President	Erin Culver	eaculver@gatheringwaters.com
Secretary	Debbie Jacklitch-Kuiken	debbie_jacklitch@yahoo.com
Treasurer	Claire Shortall	claire.shortall@yahoo.com

MAL Representatives		
MAL-A	None elected	
MAL-B	Lorna Holt	lornaholt@me.com
MAL-C	Victoria Tinsley	tori04@gmail.com
MAL-D	Jennifer Seals Cooper	jennifersealscooper@gmail.com
MAL-E	Beth Mellott	beth.mellott@gmail.com
MAL-F	Brianna Sporbert	bsporbert@boydtech.com
MAL-G	Alicia Anderson	akowalsk@mix.wvu.edu
MAL-H	Rebecca Reck	swe@rebeccaee.com
MAL-I	Christi Patton Luks	luksc@mst.edu
MAL-J	Sara Hough	hough.sara@gmail.com

MAL Alternate Representatives		
MAL-C	Claire Shortall	claire.shortall@yahoo.com
MAL-H	Anne Lucietto	anne.lucietto@sbcglobal.net

MAL Committee Chairs/Coordinators		
Awards Chair	Stacey Culver	staceyc@gatheringwaters.com
Financial Assessment Chair	Sara Hough	hough.sara@gmail.com
Leadership Coach	Beth Posey-Leonhard	bethpl07@gmail.com
Leadership Coach	Debbie Jacklitch-Kuiken	debbie_jacklitch@yahoo.com
Membership Coordinator	Claire Shortall	claire.shortall@yahoo.com
Newsletter Editor	Jacquelyn Nagel	Jacquelyn.kay.nagel@gmail.com
Outreach Coordinator	Heather Tedder	Heather.tedder@gmail.com
Website/Social Media Coordinator	Jennifer Cooper	jennifersealscooper@gmail.com



Society of Women Engineers
Aspire / Advance / Achieve

Stay Connected!

As a MAL, it can be difficult to stay connected to SWE. Find us on social media and online to stay in the know about MAL and the Society!

Help Wanted!

Region A Representative: There is currently a vacancy in the Region A Representative position. If you are interested in filling this position, please contact the President, [Emily Ongstad](#).

Newsletter Contributors: Looking for articles 200-1000 words to include in future newsletters. A broad range of possible topics include but are not limited to your local outreach events, career tips, leadership,

mentoring in your workplace, etc. The MAL awards committee will select the best newsletter article award each fiscal year. Additionally, authors of all published articles are eligible for the newsletter contributor drawing. If you would like to contribute, please send your articles to our editor, [Jacquelyn Nagel](#). This is your newsletter!

MAL Calendar

Engineer's Week 2018	February 18-24, 2018
WE LOCAL Tulsa	January 26-28, 2018
WE LOCAL Phoenix	February 23-25, 2018
WE LOCAL Milwaukee	March 9-11, 2018
WE LOCAL Portland	April 6-8, 2018
WE LOCAL Providence	April 20-22, 2018

To learn more about WE LOCAL Conferences, visit welocal.swe.org