



Society of Women Engineers

SPACE COAST SECTION NEWSLETTER

Vol. 7 No. 8

P. O. Box 1297 Cape Canaveral, Florida 32920

April 2003

Visit our website at <http://www.swe-sc.org>



From the President:

The last 20 plus days have found us at a very difficult time for our country, at war, placing American women and men in danger. I wanted to share with you a great picture and a glimpse at how some of our American women are facing wartime challenges.

Early on Jan. 31, a KC-135 Stratotanker took off from Ganci Air Base, Kyrgyzstan, carrying more than 180,000 pounds of fuel and an all-female crew-both pilots, a navigator and a boom operator.

The event marked the first all-female crew to fly an air-refueling mission into Afghanistan from Ganci. "We've been really lucky," said 1st Lt. Alison, the navigator on board. Last names are being withheld for operational security. "You don't always deploy with a lot of women. The fact that we have four women on this deployment, and the fact that we make up a crew is amazing." "All we wanted was to fly together," said Lyndi. "I'm so excited we got to do it." "We believe in equality," Waynetta said. "But, the fact of the matter is, we're still girls, and we're doing something our grandmothers couldn't do."

And that's what **SWE is all about**, helping our sisters achieve, whether at work, at school, at home -- in any and all realms of their lives. Special thanks to SWE member Kathy Whitcomb for providing the picture and article. Come join us at the Enchanted Forest on April 27th for a "beautiful, peaceful afternoon."

Susan L. Floyd



1st Lt. Alison, Capts. Heather and Waynetta and, Senior Airman Lyndi, all from the 376th Expeditionary Air Refueling Squadron.

See more of this story at: www.rb-29.net/HTML/03RelatedStories/03.09relcontinfo/09.15.KC135ladies.htm

SECTION MEETING INFORMATION

The Enchanted Forest Sanctuary

444 Columbia Blvd (in South Titusville)

Sunday, April 27th

1:45 - 5:00

Guided Tour leaves promptly at 2:00.

Lunch will be from 3 to 4:30.



Box Lunch Picnic

Choose from:

- Turkey breast on pumpernickel bread with potato salad
- Ham and Swiss on whole wheat bread with pasta
- Roast beef on rye bread with coleslaw
- Veggie combo on a Kaiser bun with potato salad

Lunch includes variety of ice teas or water, fruit salad and cookies.

Cost: \$10 – SWE, Students – \$5, Guests – \$11

Reservations required by Thursday, 4/24/03

Send reservations to Jamia Brogan at
brogan55@att.net or call 321-749-9928

Send your check to SWE-SC at
P. O. Box 1297 Cape Canaveral, FL 3292

Diversity--Exploring Diversity by Examining Practices Used by Business Consultants



What Every Consultant
Needs to Know About
Diversity Consulting and
Training

By *Simma Lieberman* *

Extracted from

<http://www.simmalieberman.com/articles/consultantdiv.html>

- Have worked on and continue to work on your own biases and assumptions.
- Be able to push your clients beyond their comfort zones and be willing to go beyond your own.

There is a common misconception that diversity is only about race or that it is affirmative action or EEO. It's a mindset about creating an inclusive organization where all people are allowed to do their best work. It's a long-term business strategy that includes all systems and processes of an organization, while affirmative action and EEO have more to do with laws and eliminating discrimination in hiring based on race and gender.

Chevron Corporation is an example of a successful company that has linked diversity to its vision. Their values statement says, "We have an inclusive work environment and actively embrace a diversity of people, ideas, talents and experiences."

When diversity consulting became "popular" in corporations over ten years ago, a lot of trainers

To be successful at diversity consulting you have to live it, and have a passion for the subject. It's crucial that you have a clear definition of what diversity is and what it's not. Diversity in organizations encompasses all differences that people bring to their work environment. It includes but is not limited to race, age, gender, religion, ethnic background, sexual orientation, work level and function, economic background, communication and learning styles.

As a diversity consultant you must:

- Understand all dimensions of diversity and their impact on the work environment.

and consultants jumped on the bandwagon, but fell off fairly quickly. They saw it as another subject to teach and didn't understand why companies didn't change or contracts didn't last. That's because if the diversity initiative is not tied to the bottom line, and integrated into all aspects of the business strategy, it will fail. Organizations do not want to throw money into programs or processes that will not benefit their business in some way.

There are several reasons why companies call in a diversity consultant; they understand the competitive advantage and want to hire and keep the best people

open up new demographic markets involvement in a lawsuit. Oftentimes they think they can do a quick fix and simply have all employees go through diversity training. Your role is to help them see that it is not just a training issue. The first step is meet with the decision makers and review their business goals. Show them how a diversity initiative will create new business opportunities and help them achieve their goals. Just because someone is a CEO, and their company is profitable does not mean that they are aware of their organizations' diversity issues.

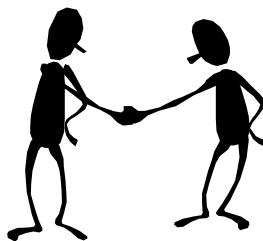
After you get clarification of business goals, the next step is to conduct a cultural audit to identify key areas for the diversity initiative. Some organizations may balk at the idea of surveys, focus groups and interviews, but it is a waste of money and time to do training without knowing where to focus. Training may not even be the solution. You have to examine all systems and processes from recruitment, hiring, performance evaluations, promotion, and marketing. As you address each of these it is crucial that you establish a process for feedback and communication.

It is not unusual to get resistance from organizations on the management and employee level. Resistance breaks down when you stay focussed on the business case for diversity. Managers see that it will make their business more successful, no matter what the motivating factor is. Denny's became involved in diversity because of a lawsuit and fell under a consent decree. They brought in Jim Adamson as CEO who championed diversity, throughout the organization. Denny's is now considered one of the best organizations in terms of diversity. Employees become more open when they are involved from the beginning, and understand how they benefit from any diversity effort. When I worked with the San Francisco Municipal Railway many employees were resistant until they saw how learning about other people and changing their own attitudes could make their work easier and more enjoyable. Changing demographics, new people entering the workforce and conducting business globally mean that old ways of doing business won't always work. Organizations that can utilize the potential of all employees and that can market to different segments will be the ones that last and grow. Although we might not all be diversity consultants, we all need to relate to the diversity of our clients and their markets to help with their success.

* A diversity speaker, college speaker, and diversity trainer, **Simma Lieberman** specializes in diversity, gender communications, life-work balance and stress, and acquiring and retaining new customers.

Membership News from Judy Kersey

New SWE-SC Members Meeting



There will be a new member orientation session at Susan Floyd's house on Wednesday, April 30, at 7 pm. Contact Judy Kersey (phone 783-4644 or email judy.kersey@swe.org) if you are a new member and had not yet attended a new members meeting.

Thanks You Notes

Here are some of the thank you notes from various SWE-SC events this spring:

From Scholarship Recipients:

“Thank you for the lovely evening last Wednesday. The whole program was so nice and everyone was so friendly. The corsage was just beautiful. Thank you for the delicious dinner for my mother, grandmother and I. We all appreciated it very much. I am the most thankful for the incredible scholarship. Thank you so much for choosing me. I am thoroughly grateful and will do my best to represent the Space Coast Section of the Society of Women Engineers well. Thank you again!
Sincerely, Ashleigh Royalty”

“Thank you so much for the scholarship! This scholarship will be wonderful by helping me to cover part of my college costs in my pursuit to become an operations research engineer. My mother and I both had a very nice time at the engineering banquet and thoroughly enjoyed every aspect, especially the chance to hear engineers and to be honored in their profession. I can't wait to join SWE myself as soon as I am able to. Thank you again!
Sincerely, Yan Zhong”

From our Awards Banquet Speaker:

“It was an honor to speak to you chapter last week at the Annual Woman Engineer of the Year Awards Banquet. I truly enjoyed it and was most rewarded to share an evening with such a remarkable group of women. Please extend my gratitude and best wishes to your membership.
Sincerely, Vilma Brueggemeyer, Vice President, Environmental Consulting & Technology, Inc.”

From Merritt Island High School Key Club:

“On behalf of the Merritt Island High School Key Club, I would like to thank you for your generous contribution. When we meet next month, we will decide how best to use the money to help serve our community. We were happy to assist you for the “Introducing Girls to Engineering Workshop.
Sincerely, Diane Shoeman, Sponsor”

From Science Fair Winners:

“I would just like to thank you for your generous award that you bestowed on me at the regional science fair. It really meant a lot to me that you thought so highly of my project. Also, that letter was so thoughtful and sincere. It really meant a lot to me. Thanks again!
Sincerely, Jenny B.”

“Thank you for presenting me with this award, and encouraging me to do further research on my project. Thank you again.
Sincerely, Anne C.”

“Thank you for the honor of selecting my project ‘What’s that I heard about foam?’ for your award this year. The thing that I would like to do in the future is find a cure for the West Nile. I had a great time at the science fair, this was the first science fair I went to, and I plan to come back next year! Again I would like to thank you for the recognition and the cash award.
Sincerely, Kelly R.”



F. I. R. S. T. Robotics News

NASA KSC and the University of Central Florida partnered to host the "For Inspiration and Recognition of Science and Technology"(FIRST) Robotics Central Florida Regional Competition on Friday March 21st and Saturday March 22nd, 2003. The competition was held at the UCF arena with over 41 teams from all over the Northeast/Southeast and Central Florida. Competing were 1,800 students. On center stage as the ONLY female referees were DeAnn Sperber of Space Coast SWE, and Harmony Gillett of UCF SWE. In addition to Deanne and Harmony, Kathleen Harer of Space Coast SWE was a Judge for the event. SWE-SC's

own Linda Bradley is an Executive Board member of the UCF/KSC Central Florida Regional Planning Committee that organized and raised funds to hold the event. The goal of the Central Florida Regional is to enhance the pool of future workers in the high-tech workforce by pairing the students with engineers, mathematicians and mentors that can teach them what it takes to compete in this high tech environment. SWE has been involved with FIRST for at least 4 years at KSC where the Regional was previously held. Kathleen Harer, Linda Bradley, and Barbara Hoelscher of Space Coast are all long time supporters of FIRST and our SWE-SC career guidance chair **Barbara Hoelscher** was the first Female Referee at the KSC FIRST event.



DeAnn Sperber (2nd from left) and Harmony Gillette (right) judging at the FIRST Regional Competition.

Sally Ride Science Festival

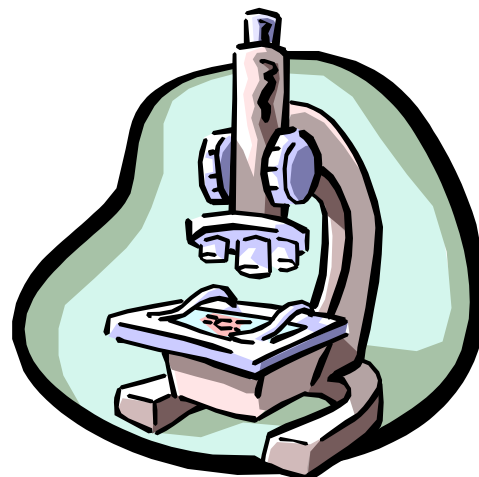
The Sally Ride Science Festival is coming to Kennedy Space Center on June 21-22, 2003 to celebrate the 20th anniversary of her historic flight into space.

Plans for the festival include

- KSC tours and the IMAX Theater
- inspiring talks by astronauts and scientists
- hands-on science activities

Reference

<http://www.sallyridefestivals.com/03ksc0621/index.shtml>



SECME-Central Florida Regional Competition

was held at Brevard Community College, Melbourne Campus on Saturday, March 15th. The events were mixed and included Mousetrap Car, Brain Bowl, Junior and Senior Bridge, Mathematics, Essay, Banner and Poster.

The schools competing in the various events were: McNair Middle, Madison Middle, DeLaura Middle, Jackson Middle, Rockledge High, Cocoa High, Satellite High, Merritt Island High, Palm Bay High School, and West Shore Jr/Sr. High.

Participating Organizations were: United Space Alliance, The Boeing Company, NASA, Brevard Public Schools, Society of Women Engineers-Space Coast Section.



Community Outreach: Donna Ware presented the "Reverse Engineering a YO-YO to over 60 students in Ms. Lowe's and Mrs. English's 6th grade classes at Lewis Carroll Elementary School in Merritt Island. The student's were learning about simple machines. Many thank you letters have been received and the student's were very encouraged.

Scholarship News

A big thank you to all members who supported the scholarship program this year financially and with their time. Because of your generous donations, SWE-SC was able to award three scholarships to outstanding high school seniors.



SWE-Space Coast just received a corporate donation recently from **United Space Alliance** for \$1,000 to be applied to next years' scholarships. Thank you USA!

EnergyWhiz Olympics.

May 3, 2003 beginning at 8:00 a.m. at the Florida Solar Energy Center, in Cocoa. Three events will be held:

- Science Bowl for middle school-regional
- Junior Solar Sprint (JSS) competition
- High school Hydrogen Sprint.

Due to the size and complexity of the EnergyWhiz Olympics, **they need engineering and technical judges, panelists for the science bowl and various other volunteers to help with registration, pre-qualification and general duties.**

They will need volunteers throughout the day and can accommodate almost anyone's schedule. Volunteers receive a T-shirt, recognition in the program and a unique experience working with very talented students. A volunteer orientation and "mini" training is scheduled for April 16, beginning at 3:30 at the Florida Solar Energy Center. The orientation is not required, but highly recommended. Please contact Susan Schleith at 321-638-1017 or by email at Susan@fsec.ucf.edu, if you are interested.

***Pursuing Professional Development
Through Volunteer Work***

Submitted by Karen Lineberger



Motivation to volunteer

There are many motivations that drive an individual towards a desire to volunteer. Some of these reasons may apply to you; some may not. Very few people volunteer for the same reasons. Some common reasons or motivations are to:

- Help others and share your expertise
- Demonstrate commitment to a cause
- Feel needed, valued, or to keep busy
- Learn a new activity and/or meet new people
- Learn more about an organization, community or neighborhood
- Add to your resume
- Because you were asked

The benefits of volunteering

Working in a volunteer environment allow for growth in a non-job threatening atmosphere. Whatever the reason for becoming a volunteer, the possible benefits are quite amazing. They include:

- The satisfaction of helping others
- A better understanding of an organization and its causes
- A sense of accomplishment
- Improved People Skills
- Awareness of different points of view
- Improved Communication
- Experiencing team-work
- Gaining work experience
- Developing your problem-solving skills
- Improving your self-confidence
- Making new friends

- Accessing information, workshops, conferences, or training opportunities
- Discovering your own potential and building on your abilities
- Adding to your resume
- Improving life expectancy by fostering psychological and physical well-being
- Last but not least, one of the most significant benefits to volunteering is: An opportunity for individual or business networking. When volunteering, people have an opportunity to get better acquainted with the members of the groups they belong to. They build recognition and credibility beyond what is possible from advertising, without the big advertising budget. Most businesses say they profited from volunteering and that volunteering is good for your business. Volunteering is also a great way to network with those who have your similar interests and goals.

By the Way: "**Celebrate Volunteers - The Spirit of America!**" is the theme for the 30th annual National Volunteer Week, April 27th through May 3rd 2003. The purpose of this week is to recognize and celebrate the efforts of volunteers at the local, state and national levels. Learn more at www.pointsoflight.org/NVW/

Volunteers deserve a thank you. Information from the US Bureau of Labor Statistics website (www.bls.gov/news.release/volun.nr0.htm) says one in four citizens volunteered approximately fifty-two hours in 2002. If someone you know has volunteered this past year, pat them on the back for a job well done. Not only have they furthered the cause for which they worked, they've furthered their own professional development and education.

If you have professional development suggestions or specific topics you would like to see, please contact Karen Lineberger @ linebergerk@usarb.ksc.nasa.gov

SWE Space Coast Section Officers and contacts for FY 2003

<p>President: Susan Floyd (Boeing) (W) 861-9066 susan.floyd@swe.org</p> <p>Vice Pres: Linda Hait (Boeing) (W) 867-0854 mhait@cfl.rr.com or linda.l.hait@boeing.com</p> <p>Secretary: DeAnn Sperber (Harris) (W) 768-4846 dsperber@harris.com,</p> <p>Treasurer: Kam Kersey (H) 783-4644 kam.kersey@swe.org</p> <p>Section Representative: Kathleen Harer (NASA, Ret.) (H) 799-4379 kharer@myexcel.com</p> <p>Career Guidance: Barbara Hoelscher (LM/USA, ret.) (H) 268-5888 fax 383-2517 Barbara.Hoelscher@swe.org</p>	<p>Professional Development: Jamia Brogan (Lockheed) (H) 264-0678 brogan55@att.net</p> <p>Membership: Judy Kersey (H) 783-4644 judy.kersey@swe.org</p> <p>Publicity Chair/Newsletter ed: Karen Lineberger (USA) (W) 861-5486 (2nd shift) linebergerk@usasrb.ksc.nasa.gov</p> <p>CCTS Representative: Suzanne Calhoun (Nokia) Suzanne.Calhoun@nokia.com</p> <p>Scholarship: Donna Ware (LMTO) (W) 476-3757, x329 donna.ware@lmco.com</p>	<p>Student Section Information</p> <p>FIT Student Sect President Davlyn Chin dchin@fit.edu</p> <p>FL Tech Faculty Advisor Dr. Maria Pozo de Fernandez (W)768-8000 X 8838 mpozof@fit.edu</p> <p>ERAU Student Section President Amanda Pommer mandapanda2@juno.com</p> <p>UCF Student Sect. President Ann Marie Uskert swe_anmarie_ucf@engineer.com</p> <p>UF Student Section President Freda Zifteh fritolay@ufl.edu</p>
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Space Coast Section 2002 –2003 Events Calendar

<u>Date</u>	<u>Event</u>	<u>Location (tent.)</u>
Sat, Jan 18	State LEGO League Competition	FIT, Melbourne
Sat, Jan 25	Introduce a Girl to Engineering Workshop	Merritt Island HS
Sat, Feb 1, 8, & 15	Science Fair Judging	Vero, Melb., Mer Isl, Titusville
Wed, Feb 19	Awards Banquet	Rockledge CC
Mar 20-22	FIRST Robotics Regional Competition	UCF, Orlando
Mar 14-16	SWE Region D Conference	Mayaguez, Puerto Rico
Mon, Mar 24	Section Meeting – Women’s History Month	Mangroves, Cape Canaveral
Sat, Apr 12	Executive Council Meeting	Cocoa Beach
Sun., Apr 27	Section Meeting – Tour of Enchanted Forest	Titusville
May	Section Meeting – Technical	Melbourne
June 11	End of year party – Pontoon Boat/Eco Tour	Titusville

Keep checking website (<http://www.swe-sc.org>) for latest details and updates.

Slate of Officers to be Presented

At the April meeting, the following slate of officers will be presented and additional nominations will be taken from the floor. Ballots will be distributed in May. Be sure to return you ballot.

PRESIDENT - Linda Hait

Since 1999, Linda has been Director of Product Support for Boeing Rocketdyne Propulsion & Power products. Before that, she participated in the Executive Development Program and was the GBU-15 Standoff Weapon Program Manager. Her international experience includes negotiations & contract execution with the Government of Israel and the Korean Air Force. In addition, Linda was an adjunct professor for a graduate level course on Supplier Management at Southern Polytechnic State University and conducted a condensed workshop on the subject through the American Society for Quality.

Linda has a bachelor's degree from the University of Illinois, an MBA from Nova Southeastern University, and a Master's in Engineering Technology from Southern Polytechnic State University. She attended Harvard Business School for Finance for Senior Executives. She has been a Certified Quality Engineer since 1992 and is currently serving as the Section Vice-President.

VICE-PRESIDENT - Kim Page

At KSC for 18 years, Kim is currently the Senior Manager of Integrated Planning and Floor Operations for The Boeing Company supporting the Payload Services organization. Kim possesses a broad technical experience in electrical engineering design concepts and practices specializing in Electromagnetic Compatibility (EMC), and Radio Frequency (RF) concepts and measurement practices.

Kim has a Bachelor's degree from the University of Central Florida in Electrical Engineering and a Master's in Management of Technology from the University of Miami. She was Vice-President of the Student Section of SWE in her senior year at college. In 1995, she was nominated for the Space Coast Section nominated Outstanding Woman Engineer of the Year.

SECRETARY - DeAnn Kay Sperber

Originally from a small town east of Rochester, NY, DeAnn has an AS in Medical Laboratory Technology with Honors from SUNY-Farmingdale (1990) and a BS in Mechanical Engineering with distinction from the University of Rochester (1996). She worked full-time nights at the University of Rochester Strong Memorial Hospital as a clinical technologist while obtaining her BS degree. Since October 1996, she has worked at Harris Corporation in Malabar as a Manufacturing Engineer for military avionics and ground electronic hardware. In addition to SWE, DeAnn is a member of AMSE and SAE. She is currently serving as the SWE Section Secretary.

TREASURER - Judy Kersey

Judy has a BS in math from the University of Illinois and an MS in Electrical Engineering from the University of Florida. She is retired from NASA after a 27-year career that included a variety of assignments dealing with the onboard computer systems for Shuttle and Saturn vehicles. She established the first Systems Assurance Office after the Challenger Accident and finished her career as the Deputy Director of Electronic Engineering Development at KSC.

Judy is a life member of SWE, joining as a student at the University of Florida in 1974. She has held numerous positions the original Florida Section as well as Space Coast Section ranging from committee chair to Section President. She also served as the SWE Region D Director 2001-2002. Currently, she is Space Coast Section Membership Chair and the national Program Development Grants Chair.

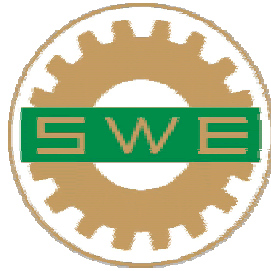
SECTION REPRESENTATIVE - E. D. Kam Kersey

Kam is a 1963 graduate in Physics from Old Dominion University in Norfolk Virginia. He is retired from NASA after a 32-year career where he focused on financial management, logistics and administrative management. He has been a member of SWE and the Space Coast Section since 1992 when he joined to be a National Convention Committee Chairman (the first annual National Conference golf tournament). Since that time he has served the section as scholarship chair, continuing development chair, membership chair, section representative and currently serves as the section Treasurer. On the national level, Kam has served on the Finance Committee for three years and as the Region D representative on the COR Transition Team.



SPACE COAST SECTION SWE MISSION

*Our mission is to inform the community of opportunities open to women in engineering
and to encourage women to enter and grow in engineering and the sciences.*



*Society of Women Engineers
Space Coast Section
P. O. Box 1297
Cape Canaveral, FL 32920*