



March 2010

# SWE-KC NEWSLETTER

The Society of Women Engineers - Kansas City Section  
Online: <http://o.web.umkc.edu/obannond/SWE/swe-kc.html>

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## SWE-KC CEO's Message

Recently board members conducted a call survey to section members to better align SWE-KC goals and activities with our members. Some of the results were surprising; some of our members were not receiving our communications and newsletters. I am happy to report that we have corrected the technical difficulties and will put a plan in place to update our email list regularly. Collectively, what we heard was SWE women are busy, but networking and social interaction with peers continues as a priority for you. One recent member comment that I received from our jointly sponsored Career Enhancement in an Uncertain Job Market Panel is the importance of networking in today's work climate. Some wished to see more opportunities for professional development, technology topics such as green engineering and sustainable design. You want to volunteer in our community with Christmas in October and many are passionate about outreach activities to share science and engineering to our local youth. If you were not contacted and have additional ideas or input, I would love to hear from you. We are using your valuable ideas for planning events and setting goals in the future.

This year has been a very active year for SWE-KC. Over the course of the year, I have received numerous

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requests for our professional section to get involved in outreach activities from middle school through college level. All of these requests have been for good programs, but there are few hands to share the work. Whether you have only one hour free (for the nomination committee) or would like to take a more active role in your local organization on the board, please communicate with us. The more participation we have from our members, the more we can continue to help bring science and engineering to the youth of our community. Board meetings are held the third Monday of each month excluding December from 6 to 7 pm at Panera, 1128 W 103rd St (103rd & Stateline Rd).

I look forward to the opportunity to meet and talk with each of you in the future.

Holly Lamar  
SWE-Kansas City '09-'10 President/CEO  
[holly.lamar@swe.org](mailto:holly.lamar@swe.org)

## Save the Date! Upcoming SWE-KC Events



**Boulevard Brewery Tour**  
Saturday May 8, 2010 - 2:00pm  
2501 Southwest Blvd, Kansas City, MO

Space is limited.  
Please RSVP to Angela Ladwig at [aladwig@kcp.com](mailto:aladwig@kcp.com)

## SWE-KC Officers

### Chief Executive Officer

Holly Lamar

[hllamar@gmail.com](mailto:hllamar@gmail.com)

### Chief Operations Officer/ CORE Representative

Jane Knoche

[Jane.Knoche@faa.gov](mailto:Jane.Knoche@faa.gov)

[janeknoche@earthlink.net](mailto:janeknoche@earthlink.net)

### Chief Information Officer

Kelli Deuth

[kellideuth@gmail.com](mailto:kellideuth@gmail.com)

### Chief Financial Officer

Susan Enneking

[susanenneking@sbcglobal.net](mailto:susanenneking@sbcglobal.net)

### Recognitions

#### Chairwoman/ JEC Representative

Angela Ladwig

[aladwig@kcp.com](mailto:aladwig@kcp.com)

#### Board Member-at-Large

Libby Allman

[Libby.Allman@swe.org](mailto:Libby.Allman@swe.org)

#### Board Member-at-Large

Melissa Womack

[womackmj@by.com](mailto:womackmj@by.com)

## SWE-KC 2010-2011 Officer Positions Open!

The Slate committee met on March 4, 2010 to select a slate of officers for the 2010-2011 SWE-KC executive board. Several positions are still available:

- Vice President:** The vice president shall assume the duties of the president if the president is temporarily unable to serve; provide oversight and guidance to the committee chairs as assigned; and perform such other duties as may be assigned by the president, the executive council, or the governance documents.
- Treasurer:** The treasurer shall be responsible for the collection, distribution, and safekeeping of section funds; prepare, maintain, and report as directed on the financial position of the section in relation to the approved budget; submit a financial report to the Society in accordance with established procedures; provide oversight and guidance to the committee chairs as assigned; and perform other duties normally associated with the office of treasurer or as may be assigned by the president, the executive council, or the governance documents.
- Joint Engineering Council Representative:** The Joint Engineering Council of Kansas City is an made up of 23 local professional organizations. The JEC Representative roll is to serve as the communication link between SWE and other local professional organizations, attend monthly meetings, and attend the JEC President's dinner. This position may also serve as a key position in organizing or identifying partnerships with other JEC member organizations for jointly sponsored events and meetings.

If you are interested in one of these positions, please contact Melissa Womack at [mwomack@hotmail.com](mailto:mwomack@hotmail.com).

## SWE-KC Presents Award at Future City Competition

by Melissa Womack

On January 23<sup>rd</sup> SWE Fellow Dr. Deb O'Bannon presented the SWE-KC 2010 Aspire Advance Achieve award for "Innovative Engineering Applications to Advance the Quality of Life and Education." This was an award given separately from the general awards and was judged by SWE-KC volunteers.

The Future City competition is for seventh and eighth grade students in the Great Plains region. This year's competition included students from twenty seven different schools whose locations range from Kansas City, St. Louis, and rural Kansas. The competition required the students to develop a city using the computer program SimCity, write an essay about the city, build a physical model of the city using recyclable materials, and present their city to judges on the day of competition. While developing their city, students interacted with their team's engineering mentor to discover the different roles of engineers complete in society. The theme for this year's competition was "**Providing An Affordable Living Space For People Who Have Lost Their Home Due to a Disaster or Financial Emergency**". The focus was designing affordable housing for those most in need while adhering to LEED recognized green building standards, with an emphasis on energy efficiency and a low carbon footprint.



SWE Fellow Dr. Deb O'Bannon presents the SWE-KC 2010 Aspire Advance Achieve award to Lansing Middle School students for their project, Raffé.

**Focus on a Fellow** *by Holly Lamar*

**Deb O’Bannon**



According to Wiki.answers.com, the average American spends 3 hours per day in a car. Although this number is mainly due to congestion and urban sprawl, most Americans find that multitasking during their drive time is an effective tool for education. Whether it is books on CD to diffuse sibling squabbling or learn of industry trends and current events, many American are subscribing to Podcasts to help them use car time more effectively.

Society of Women Engineers Fellow, Dr. Deb O’Bannon, has been successful in hosting “Water, Water, Everywhere” on AM talk radio since January 2009. The goals of the show are to provide education on water-related projects and promote the engineering profession by highlighting successful projects. The show is streamed live online and podcasts of all past shows are available for download if you are unable to stay tuned to KCMO TalkRadio 710 Sundays at 11:30 am.

The show has been sponsored by the University of Missouri-Kansas City School of Computing and Engineering, City of Kansas City Water Services Department, the City of Independence, Missouri Water Pollution Control Department and the Kansas City Section of ASCE. The Kansas City ASCE Section recently received a SPAG (State Public Affairs Grants) grant in 2010 to help support the show, and is also acting as a sponsor broker for small concerns who cannot be significant sponsors. This brokering allows a small firm, for example, to sponsor the show for two weeks. Long-term sponsors are sought for six month commitments.

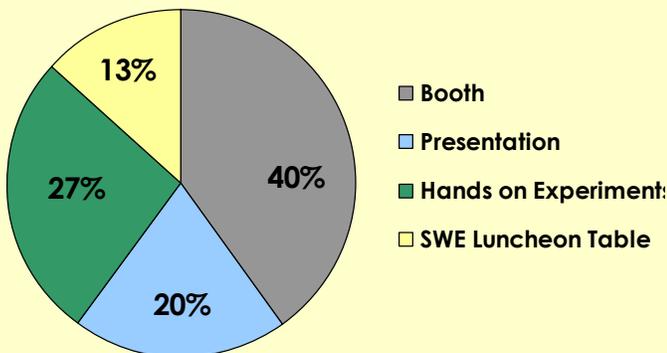
The “Water, Water Everywhere” radio show is growing in listenership and sponsor interest. The civil engineering community and the university are very supportive of the show, and the guests have enjoyed their interviews. When additional sponsorship is available, the show will expand to 60 minutes, include an expanded focus from water to general civil infrastructure and the built environment, and the introduce a call-in show once a month.

Subscribe to podcasts at <http://feeds2.feedburner.com/waterwatereverywhere> or listen online (real-time) at <http://www.710kcmo.com/ListenLive/tabid/257/Default.aspx> Broadcast is currently Sundays at 11:30 a.m.

**Member Survey Results**

Thank you to those that participated. Your feedback is valuable!

**1) How should SWE participate in the 2010 Engineers Week celebrations?**



See Page 5 for more information on Engineers week!

**2) Which tour would you be most interested in taking in Spring 2010?**

Boulevard Brewery	1st Choice
Folgers	2nd Choice
Harley Davidson	3rd Choice
Stowers Research Institute	4th Choice

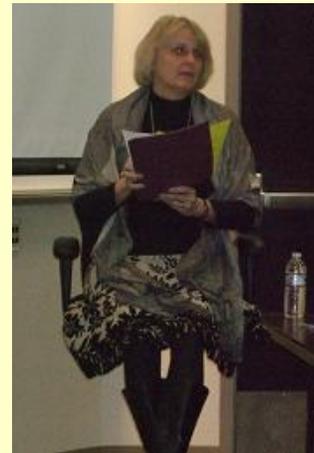
A tour has been scheduled at Boulevard Brewery on Saturday May 8<sup>th</sup>, 2010 at 2 pm. Space is limited so please RSVP to [aladwig@kcp.com](mailto:aladwig@kcp.com)

## Recent Events

### Career Enhancement in an Uncertain Job Market Panel Discussion

by Holly Lamar

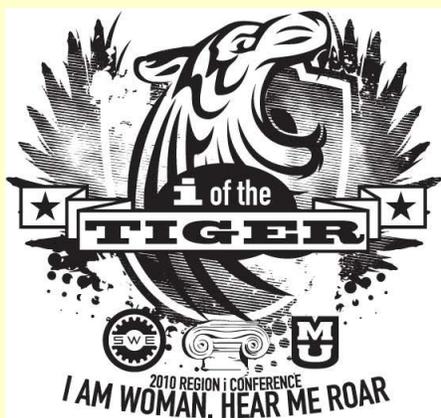
On Jan. 30, 2010, members of SWE, ASME, ASEM jointly hosted a *Career Enhancement in an Uncertain Job Market* panel discussion and breakfast buffet at the KU-Edwards campus. Professional and student members from the organizations attended along with other Joint Engineering Council members. Moderator Diane Stafford, KC Star Workplace & Careers columnist, and panel members, Meg Montford (Abilities Enhanced), Ann Mann (Lee Hecht Harrison), and Dr. Walt Rychlewski (Professor of Entrepreneurship, UMKC) offered insights on enhancing a current position, exploring new career opportunities, starting a company, and returning to the job market after a temporary absence. After panelists responses, there was time for questions to be asked from the audience as well as networking among the attendees. The program provided exposure and networking opportunities as well as valuable information and training to attendees. Two resume reviews were given away at the event and PDH credits were available to attendees. A survey of attendees yielded positive responses as well as several suggestions for future event topics.



### 2010 SWE Region i Conference by Angela Ladwig

The *I Am Woman, Hear Me Roar* 2010 Region i Conference was held February 26-27<sup>th</sup> at the University of Missouri-Columbia. The event was attended by several SWE KC members, including current and incumbent Presidents Holly Lamar and Professor Deb O'Bannon, respectively. Keynote speaker Dawn Maxwell presented 'The Difference is the Advantage,' discussing topics such as work empowerment, how to become indispensable and how to market oneself. Speaker sessions included 'An Engineer's Guide to Real World Variables: Benefits Beyond Salary', 'Stress Makeover: Transforming Stress into Strength' and 'Dealing with Leadership Burnout.'

Kansas City SWE members Karen Gilbertson with the Federal Highway Administration in Topeka, KS and Jane Knoche with the Federal Aviation Administration in Kansas City, MO participated in the Engineering Careers in Public Service session. They shared their perspectives from work in federal and state government and prior positions in the private sector, including pros and cons of government work, how government engineers are classified and paid, technical ladders and management ladders, and timely response to disasters by government engineers.



Keynote speaker Dawn Maxwell.

## SWE at Engineers Week Luncheon *by Holly Lamar*

On February 18, SWE-KC joined 13 other school and professional organizations at the 60<sup>th</sup> Annual Engineers Week Luncheon in downtown Kansas City, Missouri. SWE-KC provided information to attendees on our organization and recent section activities. Many thanks to those who stopped by to discuss ideas for future activities such as mentoring, robotics, student internship opportunities, collegiate and professional interaction, and SWE-KC membership. During the luncheon portion, SWE-KC board and members enjoyed meeting and talking with three local students. Two were high school student participants of Kansas City's Project Lead the Way and one soon-to-be civil engineering graduate of UMKC. This year's keynote address was presented by Joe D. Manous, Jr, on the subject of rapid changing technology, mentoring, and the need for professional responsibility of engineers for the future.



Susan Enneking and Holly Lamar at the SWE booth at Engineers Week.

Engineers, those wonderful people for whom the glass is neither half empty nor half full, simply the wrong sized glass.

## Professional Development

### SMART Goal Setting *by Libby Allman*

Not only is SWE-KC proactively thinking about future organizational goals, but no doubt so are many of you are setting your professional goals. Although 2009 has been over for 2 months, many companies are in the midst of performance reviews and setting goals for 2010. When you talk to colleagues from other companies, the reaction is universal: performance reviews and setting objectives are approached with little enthusiasm. The truth is that goal setting should be simple, collaborative and straightforward.

Widely accepted as the standard for goal setting is to follow the SMART format. SMART is an acronym that is used to characterize well written goals. The 5 characteristics are all important with none being more important than the other.

**S** stands for *specific*. Being crystal clear with as little ambiguity as possible is important to avoid confusion later.

**M** stands for *measurable*. When you can provide numbers or other observations that indicate performance to the goal, it will help to determine whether or not the goal holder is successful. Once the measure is set, it's critical that you set up a way to track the measure throughout the year to understand trends and to provide regular feedback.

**A** is for *achievable*. Companies have different philosophies on how much to stretch employees, but overall employees should feel that the goal is something that they can accomplish even if stretched. The ability to achieve it should be with their circle of influence.

**R** is for *Results Oriented*. Activity is important, but it is results that make companies successful. Goals should be focus on the outcome and success in achieving a goal is about results.

**T** stands for *time bound*. In order to be effective and drive the right behavior, goals must have a deadline. For example, "by June 2010, Sue should have...." Without accountability to a time frame employees can become complacent. If the goal extends over a long period, it's a good idea to incorporate checkpoints along the way.

As you set goals for the year, don't hesitate to review and revise them throughout the year. It's never too late to be more specific or to add components around measures or timing.

Remember that one of the reasons performance management is so important is that it is used to differentiate levels of performance between employees. To differentiate objectively, SMART goals are critical in ensuring your expectations are clear and well-written.

Here's to a clear, measurable and results oriented 2010.

### DID YOU KNOW??

Did you know you can request a SWE email alias to show your commitment to the Society of Women Engineers and create awareness for the organization? It's easy, simply request a single "Personal" Alias to be used as a pointer for a current email. If you email changes for any reason, you will only need to contact the SWE Alias Administrator of the new email address to which your alias should point, rather than having to notify everyone of the change. Find more details on SWE email alias or to make a request for one at [www.swe.org](http://www.swe.org)>Member Services>Email Aliases.