



Society of  
Women Engineers  
**National Conference**  
**2004**

- ◆ **Advance Your Career**
- ◆ **Build Networks**
- ◆ **Develop Professionally**
- ◆ **Be Inspired**
- ◆ **Celebrate SWE**

Professional Edition

Engineers Leading **Change**

**Career Fair and Exhibits: October 14-15**  
**Conference: October 14-16, 2004**  
**Midwest Express Center, Milwaukee, WI**

# Engineers Leading Change

**T**he Society of Women Engineers, with more than 17,000 members throughout the country, is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and receive the recognition and credit for their life-changing contributions and achievements as engineers and leaders.

Our National Conference is the largest professional development and career conference for women engineers attracting more than 3,000 engineering professionals, students and corporate representatives. This year's conference, *Engineers Leading Change*, highlights the life-changing contributions engineers make to society and the industry-changing impact women engineers have on the profession.

Join us for the premier event of the year to challenge your mind, enhance your skills, and refresh your spirit in a compelling and invigorating setting.

**The 2004 SWE National Conference, *Engineers Leading Change*, offers you the tools and motivation to enable you to *Aspire, Advance and Achieve*:**

- ◆ **Advance** – Sessions, workshops and industry tours provide valuable tools to prepare you for success.
- ◆ **Discover** – If you are searching for employment opportunities or graduate education opportunities, you'll find the best situations at the largest Career Fair for women in engineering and technology.
- ◆ **Be Inspired** – Meet and hear the stories of astounding women, from students and entry-level professionals to the most accomplished executives.
- ◆ **Prepare** – Get the training and resources to enhance your SWE membership. From K-12 outreach programs to section leadership workshops, this conference will give you the skills and resources to help your SWE section thrive.
- ◆ **Enjoy** – Join the special events, interactions and celebrations that make the SWE National Conference a source of networking, inspiration and fun.
- ◆ **Visit** – Experience Milwaukee, The Genuine American City, and all it has to offer – magnificent architecture, incredible waterfront, nightlife, dining and culture!

# Special Events

## Welcome to Milwaukee, The Genuine American City Reception

**Wednesday, 10/13, 6:00-8:00 p.m.**

Join us for refreshments at the Milwaukee Hilton to kick off the conference. Learn about the kaleidoscope of cultures and the rich history that influence an eclectic array of restaurants, art galleries, museums and performance art in Milwaukee. You'll learn that within a short walk you can find everything from great food to the world-renowned Milwaukee Art Museum, the first Santiago Calatrava-designed building in the United States.

## Driving Change – Pioneering Emerging Technologies and Building New Businesses

**Caroline A Kovac, Ph.D.**, General Manager, IBM Life Sciences

**Thursday, 10/14, 8:00-9:45 a.m.**

**Price: \$35**

*Keynote breakfast sponsored by IBM Corporation*

Life Sciences offer possibilities and enhancements to life that we can barely imagine. Advancements and developments in biotechnology, genomics, e-health, pharmaceutical and agriculture industries are emerging rapidly. Since 2000, Caroline Kovac has been responsible for IBM's overall strategy for Life Sciences. During her tenure, IBM Life Sciences has become one of IBM's most successful new businesses.

IBM Life Sciences provides innovative services and technologies that allow researchers to turn the vast quantities of biological data into useful medical and scientific information. The convergence of IT and biology promises to help speed up drug discovery and the development of new treatments for genetic-based diseases.

## Explore Engineering

*Sponsored by Raytheon Company*

**Thursday, 10/14, 10:00 a.m.-4:00 p.m.**

Introduce the next generation to engineering, science and technology through interactive events. If you would like to volunteer in this traditional outreach event, go to [www.swe.org/2004](http://www.swe.org/2004).

## Networking Night

**Thursday, 10/14, 8:00-10:00 p.m.**

Combine fun, food and networking at this exciting event. Hosted by leading employers, a series of themed hospitality suites will give you a chance to network with fellow SWE members, and company representatives.

## Engineers Leading Change Plenary Session

**Friday, 10/15, 8:00-9:00 a.m.**

Engineering leaders recognize that innovations, process improvements, new products, new markets, even new career opportunities require embracing change. Learn from the executives who have instituted or leveraged change to bring success to themselves and their organizations.

## Public Works Minister Nesreen Mustafa Siddeek Berwari of Iraq

**Friday, 10/15, 9:00-9:45 a.m.**

SWE welcomes Minister Berwari, a civil engineer, and a delegation of women engineers from Iraq.

## Achievement Award Reception

**Friday, 10/15, 6:00-7:00 p.m.**

*Sponsored by Exelon Corporation*

Meet the 2004 recipient of SWE's highest award, the Achievement Award, and network with the recipients of the Rodney Chipp Award, the Resnik Challenger Medal, the Entrepreneur Award, and the Upward Mobility Award. Complimentary hors d'oeuvres will be served.

## Awards Banquet

**Friday, 10/15, 7:00-9:45 p.m.**

**Price: \$60**

*Sponsored by Lockheed-Martin Corporation*

An evening of networking and inspiration, the SWE Awards Banquet recognizes the achievements and contributions of the 2004 recipients of SWE's individual awards at this formal and elegant dinner.

## Career Guidance Fair

**Saturday, 10/16, 1:00-3:00 p.m.**

One-stop shopping for the best ideas, programs and relationships that you can use in your section's career guidance and K-12 outreach programs. Take advantage of this forum to quickly find and learn about the most successful career guidance programs.

## Celebrate SWE!

**Saturday, 10/16, 6:00-10:00 p.m.**

**Price: \$60**

*Sponsored by Ford Motor Company, ChevronTexaco and GE Healthcare*

Celebrate a year of achievements in SWE at this high-energy event. Network with student and professional members at a semi-formal dinner. Cheer for your colleagues and friends as we announce the winners of student competitions, professional section awards, student section awards and recognize individuals who have made outstanding contributions to SWE.



Your conference registration includes the best in seminars and workshops for women engineers. Detailed descriptions are available at [www.swe.org/2004](http://www.swe.org/2004).

## Education Track

### The NSF's *ADVANCE* Program

**Presented by Peggy Layne**, Advance VT  
**Thursday, 10/14, 10:00-11:00 a.m.**

Learn about the NSF's *ADVANCE* program targeted at advancing women in the ranks of science and engineering faculty through transformation of institutional culture and the practices and policies that inhibit the full participation and advancement of women faculty.

### NASA: Career Development

**Presented by Deb Murray**, NASA Langley Research Center  
**Thursday, 10/14, 11:00 a.m.-12:00 p.m.**

Find out about NASA's professional development and research experiences for college faculty, graduate students, and undergraduate students.

### How to Work a Career Fair

**Presented by Walter D. McFall and Tina Kilmer**  
**Thursday, 10/14, 3:30-4:30 p.m.**

**Repeated Friday, 10/15, 9:30-10:30 a.m.**

This perennial favorite will help you optimize your time at the Career Fair, effectively prepare yourself for visiting the employers' booths, determine if a company is right for you and learn who to contact.

### Résumé Writing

**Presented by DuPont**  
**Thursday, 10/14, 3:30-4:30 p.m.**

Master the fundamentals and special techniques that will make your résumé stand out.

### The "Woman Problem," The "F-Word" and Engineering: Feminist Engineers Leading Change in Higher Education

**Presented by Alice Pawley**,  
University of Wisconsin-Madison  
**Thursday, 10/14, 3:30-4:30 p.m.**

Join this thought-provoking session on what feminism is and can be for engineers and engineering.

### Engineering, Enhancing and Helping the Lives of People Everyday

**Presented by Irene Strohbeen and Pat Exarhos**,  
Kimberly-Clark Corporation  
**Thursday, 10/14, 4:30-5:30 p.m.**

Examine the distinction between an engineer and a scientist, and investigate why engineering is such a vibrant field.

### Interviewing Skills

**Presented by DuPont**  
**Thursday, 10/14, 4:30-5:30 p.m.**

Polish your preparation and interviewing skills to ensure success in those all-important interviews.

### Why Do I Need Licensure as a Professional Engineer?

**Presented by DuPont**  
**Thursday, 10/14, 4:30-5:30 p.m.**

Learn why licensure as a Professional Engineer is critical to every woman engineer and explore the process of becoming a PE.

### Career Fair Savvy

**Presented by Bob Raybits**, Northrop Grumman Corporation  
**Thursday, 10/14, 4:30-5:30 p.m.**

Improve your success at the Career Fair through a practical set of tips and techniques.

### The Business of Engineering

**Presented by Danielle Forget Shields and Tricia Berry**  
**Friday, 10/15, 3:30-5:00 p.m.**

Be ready to tackle the business problems that accompany your new engineering job with the skills developed through this seminar.

### Job Search – The View from the Other Side

**Presented by Nora Tucker**, National Instruments  
**Friday, 10/15, 4:30-5:30 p.m.**

Get a frank perspective on the entire job search process from women engineers who are active recruiters.

### Fundamentals of Engineering Exam

**Saturday, 10/16, 10:00-11:30 a.m.**

### National Science Teachers Association

**Presented by Betty Preece**  
**Saturday, 10/16, 10:00-11:30 a.m.**

See how your section can benefit from participation with NSTA events.

### Ancient Engineering

**Presented by Andrea Wesser**, University of Central Florida SWE  
**Saturday, 10/16, 3:15-5:00 p.m.**

Explore the fascinating feats of ancient engineers from around the world with captivating stories, intriguing images and fun activities.

### Education and Change

**Presented by the St. Louis Learning Module**,  
The Boeing Company  
**Saturday, 10/16, 3:15-5:00 p.m.**

## Personal Growth

*Personal Growth Track sponsored by GE Healthcare*

### Six Sigma Black Belt

**Presented by Linda Reed and Lisa Kohl**,  
Northrop Grumman Corporation  
**Thursday, 10/14, 10:00 a.m.-12:00 p.m.**

Discover how talented engineers use Six Sigma as a vehicle to broaden their skill set and position themselves for success.

### Asian Engineers: A Glass Ceiling

**Presented by Patricia Eng, PE**,  
Nuclear Regulatory Commission  
**Thursday, 10/14, 10:00-11:00 a.m.**

Discuss the similarities and differences between the overall U.S. engineering workforce and Asian engineers.

### **Dealing with the Opposite Sex**

**Presented by Rebecca Schmieding**, IBM Corporation

**Thursday, 10/14, 10:15-11:30 a.m.**

Be more effective in your business and personal interaction through understanding how women differ from men.

### **Engineering and Business Ethics**

**Presented by DuPont**

**Thursday, 10/14, 10:15-11:30 a.m.**

Understand the key areas of engineering ethics and appropriate behavior in business situations.

### **Tips and Advice for Leading Projects**

**Presented by Theresa Klein**, IBM Corporation

**Thursday, 10/14, 10:15-11:30 a.m.**

Discover the concepts and methods that lead to project success.

### **What Does It Take To Be a Leader?**

**Presented by DuPont**

**Thursday, 10/14, 10:15-11:30 a.m.**

Develop and enhance the skills that will make you an effective leader in all situations.

### **Diversity: A Popular Buzzword**

**Presented by Lisa Frehill**, New Mexico State University and **Patricia Eng, PE**, Nuclear Regulatory Commission

**Thursday, 10/14, 11:00 a.m.-12:00 p.m.**

Strategically select the committees and tasks that will truly advance your career by learning how to identify the valuable opportunities.

### **Financial Planning 101**

**Presented by Goldman, Sachs & Co.**

**Thursday, 10/14, 1:00-2:00 p.m.**

Understand the process of financial planning to create a roadmap to achieve your long-term financial goals.

### **ISP in Toluca, Mexico**

**Moderated by Silvia Karlsson**, General Motors Corporation

**Thursday, 10/14, 1:00-2:00 p.m.**

Understand the issues and benefits that come from an international assignment from engineers with cross-cultural work experiences.

### **Engineering Experience Living Abroad**

**Moderated by Melissa Burchill**, Whirlpool Corporation

**Thursday, 10/14, 2:00-2:45 p.m.**

Get the tips that will make a work assignment abroad an enriching and rewarding experience.

### **Career Workshop**

**Presented by The Boeing Company**

**Thursday, 10/14, 3:30-4:30 p.m.**

### **Leadership on the Job Your First Day and Every Day**

**Presented by Bill Rohrer**, Kimberly-Clark

**Thursday, 10/14, 4:30-5:30 p.m.**

Regardless of your job, you should and can develop the leadership skills that will support your success.

### **Transitioning from School to Work**

**Moderated by Emily Stenta**, GE Healthcare

**Thursday, 10/14, 4:30-5:30 p.m.**

Discuss the technology growth paths and options that are available to engineers.

### **22 Years of Change at One Company While Raising Three Children**

**Presented by Martha VanGeem**, Construction Technology Labs

**Thursday, 10/14, 4:30-5:30 p.m.**

Hear an inspirational story of successfully finding balance between self, family and career.

### **Giving Back: What It Means to SWE**

**Moderated by Alexis Swoboda**, SWE

**Friday, 10/15, 1:15-2:30 p.m.**

Learn the ways that you can support SWE and other organizations.

### **Leading with Authenticity**

**Presented by Erica Messinger**, Agilent Technologies

**Friday, 10/15, 1:15-2:30 p.m.**

Discuss how we create the situation we envision by leading with authenticity.

### **Rejuvenating Your Career**

**Presented by DuPont**

**Friday, 10/15, 1:15-2:30 p.m.**

Determine how to rejuvenate your career through creating opportunities for growth.

### **Women Leaders Leading Change: Navigating Career Paths through Changing Times and Technologies**

**Presentations by Elizabeth Lund, Carolyn Bransema,**

**Sandy Postel and Bev Wyse**, The Boeing Company

**Friday, 10/15, 1:15-2:30 p.m.**

### **Marketing Yourself to Land a Great Job**

**Presented by Pam Vross**, Kimberly-Clark Corporation

**Friday, 10/15, 3:30-4:30 p.m.**

Develop the effective résumé and interviewing skills to ensure that you land the ideal job.

### **Mentoring for the Mentors**

**Presented by DuPont**

**Friday, 10/15, 3:30-4:30 p.m.**

Become a successful mentor with the ideas and tips offered in this session.

### **Understanding Professional Culture**

**Presented by Dawn Tew**, IBM Corporation

**Friday, 10/15, 3:30-4:30 p.m.**

“Experience” situations you will encounter as you move into the workplace and develop strategies for dealing with them.

### **Building a Successful Career in a Dynamic, Ever-Changing World**

**Presented by DaimlerChrysler Corporation**

**Friday, 10/15, 3:30-5:30 p.m.**

Learn from the experiences of successful executives on how to build a career.

### **Mentoring for the Protégé**

**Presented by DuPont**

**Friday, 10/15, 4:30-5:30 p.m.**

Learn how to find and nurture mentor relationships.

## **SEAL – Success, Elevate, Associate and Leverage – Tools for Success**

**Presented by Susan Tarr**, Kimberly-Clark Corporation  
**Friday, 10/15, 4:30-5:30 p.m.**

Building from a personal strategic plan, add the tools and techniques that will help you move successfully into your new work environment.

## **Selecting a Job Offer**

**Presented by DuPont**  
**Friday, 10/15, 4:30-5:30 p.m.**

Learn how to objectively compare job offers against your vision of the ideal position.

## **Communications: Listening Until You Hear**

**Presented by Caterpillar Corporation**  
**Saturday, 10/16, 10:00-11:30 a.m.**

Develop the skills for attentive, comprehensive listening that can improve your classroom performance, build stronger relationships, and more effectively interact with potential employers

## **Tough Questions You Would Not Dare to Ask an Executive**

**Moderated by Suzanne Jenniches**, Northrop Grumman Corporation  
**Saturday, 10/16, 10:00-11:30 a.m.**

Take advantage of this rare opportunity to get first-hand insight into what it means to be a female senior executive and what it takes to get to that position.

## **Innovating for Market Leadership**

**Presented by Kristina Underly**, Whirlpool Corporation  
**Saturday, 10/16, 10:00-11:30 a.m.**

Get an overview and experiment with a proven method of identifying new opportunities through innovation.

## **Work 101: Things They Never Taught You in Engineering School That You Need to Know**

**Moderated by Mary Studlick**, Exxon Mobil Corporation  
**Saturday, 10/16, 10:00-11:30 a.m.**

This lively panel will help you unearth the tactics that you need to survive in the work world.

## **Campus to Corporate Transitions**

**Presented by Dawn Tew**, IBM Corporation  
**Saturday, 10/16, 1:15-2:45 p.m.**

Adopt strategies to ease the transition from school into the workplace.

## **Confidence with CLASS**

**Presented by Caterpillar Corporation**  
**Saturday, 10/16, 1:15-2:45 p.m.**

Join other professionals for a frank, open discussion on how to look, feel, and most importantly, be more confident in the workplace.

## **Personal Wellness through Quality Assurance Methods**

**Presented by LouAnn Lathrop**, General Motors Corporation  
**Saturday, 10/16, 1:15-2:45 p.m.**

This unique course applies proven quality assurance methods to attaining personal exercise and wellness goals.

## **Preparing and Succeeding in a College Internship**

**Presented by Eileen Velez**, U.S. Army Corps of Engineers  
**Saturday, 10/16, 1:15-2:45 p.m.**

Get the essential tips that will ensure that your internship is successful and fulfilling.

## **Coalitions and Celebrating Diversity**

**Presented by Phoenix Eagleshadow**, University of California, Santa Cruz  
**Saturday, 10/16, 3:15-5:00 p.m.**

Discuss the issues of women who are also members of other underrepresented groups and examine issues that are important to all women.

## **Flexible Work Arrangements**

**Moderated by Amy Poirer**, General Motors Corporation  
**Saturday, 10/16, 3:15-5:00 p.m.**

Hear examples of successful flexible work arrangements through GM's Flexible Service Program.

# Technology Track

## **Fuel Cell Technology**

**Presented by Barbara Moore**, General Motors Corporation  
**Thursday, 10/14, 10:00-11:30 a.m.**

Get an overview of fuel cell function, environmental benefits, transportation applications and the challenges associated with this new technology.

## **How Business Makes a Decision about Technology**

**Presented by Dr. Pamela Blake**, The Boeing Company  
**Thursday, 10/14, 10:00-11:30 a.m.**

## **Software Change Management Across Contractor Boundaries**

**Presented by Diana Ukleja**, Raytheon Company  
**Thursday, 10/14, 1:00-2:00 p.m.**

See how technology is being used to facilitate change management between multiple organizations for a submarine project.

## **Crew Exploration Vehicle and NASA's Lunar/Mars Initiative**

**Presented by Dr. Chris Barret**, NASA  
**Thursday, 10/14, 1:00-2:30 p.m.**

Learn about NASA's development of a new space transportation system for use on the moon and Mars.

## **Leading Change: Impact of 9/11 in Aerospace**

**Presented by Sandy Postel and Yvonne Simms**, The Boeing Company  
**Thursday, 10/14, 1:00-2:30 p.m.**

Learn how technologies that were to be used in a commercial sonic cruiser airplane were applied to a totally different product, the 7E7 in the face of market changes caused by 9/11.

## **Challenges Related to Knowledge**

**Presented by Judith Forbes, Ph.D.**, Jandr Associates  
**Thursday, 10/14, 3:30-4:30 p.m.**

Understand the challenges of transforming information into knowledge for decision-making.

### **Linux Enterprise Capabilities and Open Source Development**

**Presented by Sheila Harnett**, IBM Corporation  
**Friday, 10/15, 3:30-4:15 p.m.**

Discuss the changes in the open source development effort and the impact of open source to adding enterprise capabilities to Linux.

### **Building Great Teams and Global Work Environments**

**Moderated by Josie Rewald**, General Motors Corporation  
**Friday, 10/15, 3:30-4:30 p.m.**

Learn from a diverse set of panelists who have successfully created and managed global teams that have delivered outstanding results.

### **e-Enabling Aerospace Technical Advancements**

**Presented by Bev Wyse**, The Boeing Company  
**Friday, 10/15, 3:30-4:30 p.m.**

### **Sustainable Growth: What It Is and How Will It Affect My Career**

**Presented by DuPont**  
**Friday, 10/15, 3:30-4:30 p.m.**

Learn what sustainable growth is and how it will impact projects and product design.

### **How Secure Are Your Linux Servers?**

**Presented by Jin Xiong**, IBM Corporation  
**Friday, 10/15, 4:30-5:15 p.m.**

Learn about various intrusion detection systems, Kerberos, auditing tools, firewalls, security processes and remote security scanners.

### **Big Plans for Hybrid Vehicles**

**Presented by Elizabeth Nunning**, General Motors Corporation  
**Friday, 10/15, 4:30-5:30 p.m.**

Learn about the new hybrid engine technologies for larger vehicles.

### **Patent Laws for Engineers: What's Old and What's New**

**Presented by Billie Jean Smith**, Michael Best & Friedrich, LLP  
**Friday, 10/15, 4:30-5:30 p.m.**

Attain a basic knowledge of patent law.

### **What Moves You?**

**Presented by Nicole Longhini**, General Motors Corporation  
**Friday, 10/15, 4:30-5:30 p.m.**

Get a preview of the future of automotive design and participate in a session that demonstrates how designers capture information from the market.

### **Engineering for Results**

**Presented by Anita Manwani**, Agilent Technologies  
**Saturday, 10/16, 10:00-11:30 a.m.**

Learn about the experience of engineering transformations to improve the bottom line by launching new initiatives and orchestrating quick results.

### **Overview of Multiple Quality Programs and Company Culture**

**Presented by Jennifer Fairchild**, Audio International  
**Saturday, 10/16, 10:00-11:30 a.m.**

Understand the purpose of quality systems and the role that engineers and engineering departments have during and after the implementation of a quality system.

### **WOW! Wonders of Wireless**

**Presented by Nirmala Krishnan**, The Boeing Company  
**Saturday, 10/16, 10:00-11:30 a.m.**

Get an overview of mobile communications, wireless local area networks and key mobile commerce applications in business so you can understand the potential of this technology.

### **Confessions of a Newbie DBA**

**Presented by Sandra Robinson**, Lockheed-Martin Aeronautics  
**Saturday, 10/16, 1:15-2:00 p.m.**

Get an understanding of the role of a database administrator which includes monitoring the performance of the database, tuning, backup and recovery and security.

### **Expanding Personal and Intellectual Presence through Web Technology**

**Presented by JoAnn Oravac**, University of Wisconsin  
**Saturday, 10/16, 1:15-2:45 p.m.**

Experiment with several innovative ways of creating a personal Internet presence.

### **Navigation in Air Transport Aircraft**

**Presented by Elizabeth Bierman**, Honeywell  
**Saturday, 10/16, 1:15-2:45 p.m.**

Learn about the next step in navigation for air transport aircraft.

### **Animations and Videos as a Natural Customer Service Solution**

**Presented by Jenny Somers**, Storage Solutions, IBM Corporation  
**Saturday, 10/16, 2:00-2:45 p.m.**

Learn how to use animation and video to deliver information effectively and across language barriers.

### **Business Intelligence and Data Warehousing**

**Presented by Ann Matzou**, IBM Corporation  
**Saturday, 10/16, 2:00-2:45 p.m.**

Discuss optimizing systems configured for data warehouse workloads with a goal towards maximizing efficiency and containing costs.

### **Usability and Engineering**

**Presented by Susan Benysh**, IBM Corporation  
**Saturday, 10/16, 3:15-4:15 p.m.**

Learn industry's five step process for creating more usable designs.

## **SWE Business**

### **Region Meetings**

**Joint Region Meetings, Thursday, 10/14, 2:30-3:30 p.m.**

**Region Meetings, Thursday, 10/14, 3:30-5:00 p.m.**

The official business meeting of the SWE Regions will follow a joint meeting with the SWE students.

### **Membership Breakfast**

**Saturday, 10/16, 8:00-10:00 a.m.**

**Price: \$35**

Following breakfast will be the official business meeting of the membership of SWE. Space will also be available for those who wish to attend the business meeting without attending the breakfast.

Participants in technical tours must be over 18 years of age and must wear closed heel/toe shoes, have a picture ID, and wear casual clothing.

On technical tours you may not bring cameras (except for the Rockwell Automation tours), overnight bags or sharp objects on the tours.

All tour times are based on the time that the bus leaves the conference and returns. Please plan to arrive 15 minutes early.

All tours have limited attendance. Please register early since tours frequently sell out.

## Technical Tours

### Abbott Laboratories Finished Goods Manufacturing Plant

Wednesday, 10/13, 8:00 a.m.-2:00 p.m.

Price: \$30.00

*(Note: 1 hour drive time each way. Refreshments served)*

This 250,000 sq.ft. state-of-the-art pharmaceutical manufacturing facility packages most of Abbott's pharmaceuticals sold in the United States, including Biaxin, Humira and Prevacid. Learn about the process of transforming bulk drugs into granules, tablets and capsules. We start in manufacturing, where you will see granulation, milling, coating, drying, compression and encapsulation and then go to the area where pharmaceuticals are packaged into bottles or blisters and cartons.

### GE Healthcare

Wednesday, 10/13, 9:00 a.m.-12:00 p.m.

Price: \$20.00

See state of the art manufacturing facilities where the latest in medical imaging technology – GE Healthcare's CT, PET and X-ray equipment – are assembled and tested. Don't miss the first-class product showcase where you'll see equipment that truly shows "imagination at work."

### Rockwell Automation Allen-Bradley TechLabs

Wednesday, 10/13, 8:30 a.m.-12:00 p.m.

Price: \$20.00

See the TechLabs' analytical and product performance testing facilities including high current testing, shock and vibration evaluation, electromagnetic compatibility validation, and a broad range of chemistry and material engineering equipment. The tour ends with a panoramic view from the Allen-Bradley Clock Tower, the world's largest four-faced clock.

### We Energies Pleasant Prairie Power Plant

Wednesday, 10/13, 8:30 a.m.-2:00 p.m.

Price: \$40.00

*(Note: 1 hour drive time each way)*

See first hand how to address the challenges of retrofitting environmental controls on an existing power plant by touring the installation of a \$25 million air quality control system at We Energies Pleasant. This project, to reduce NOx and SOx emissions by 90% and 95% respectively, includes a new stack to handle flue gas from two 600 MW units, selective catalytic reduction on one unit and sulfur dioxide scrubbers on both units.

### Harley-Davidson Facility Tour

Wednesday, 10/13, 9:00-11:30 a.m.

Price: \$25.00

After a brief video on Motor Company History, it's on to the factory floor to see where Harley-Davidson motorcycles get their rumble. We'll watch the Sportster® and Buell® powertrains take shape on the assembly line, see engines hot-tested to ensure they meet Harley-Davidson standards, view Genuine Motor Parts and Screamin' Eagle manufacturing processes and visit the Engine Remanufacturing Department.

### Rockwell Automation Allen-Bradley Factory Automation

Wednesday, 10/13, 1:15-4:00 p.m.

Price: \$20.00

In addition to seeing the automated assembly and test of Allen-Bradley Smart Motor Protector and Modular Component System overload relays, you will see factory automation products in action within Rockwell Automation, including use of automation hardware and software to save energy in a chiller facility. The tour ends with a panoramic view from the Allen-Bradley Clock Tower, the world's largest four-faced clock.



# Sightseeing Tours

## Golf at the Blackwolf Run

Wednesday, 10/13, 8:00 a.m.-6:00 p.m.

Price: \$150.00, including lunch

(drive time 1 hour each way)

Appropriate for older children

Created by world-renowned golf course designer Pete Dye, the Meadow Valleys Course at Blackwolf Run, offers an exciting challenge to the amateur golfer and a dramatic dare to the professional. The opening nine, set on gently rolling terrain, is reminiscent of Scottish links courses; the concluding nine shows the influence of glacial carving of the land, with deep ravines bordering a river valley.

## Miller Park Stadium, Home of the Brewers

Wednesday, 10/13, 8:15-11:00 a.m.

Saturday, 10/16, 8:15-11:00 a.m.

Price: \$25.00

Appropriate for older children

Experience the magnificence of Miller Park while enjoying a behind-the-scenes tour that includes the dugout, luxury suites, clubhouse, press box, the Brewers Fan Zone and the "Hot Corner"! Wear clothes for outside fall weather.

## Pabst Mansion

Wednesday, 10/13, 10:30 a.m.-12:30 p.m.

Saturday, 10/16, 12:30-2:30 p.m.

Price: \$20.00 for adults and \$10 for children

Appropriate for children accompanied by adults. No cameras.

In 1892, 56 year old Captain Frederick Pabst, an accomplished sea captain, beer baron, real estate developer, philanthropist and patron of the arts, completed the jewel of Milwaukee's avenue of mansions. His Flemish Renaissance mansion, boasting 37 rooms with nine bedrooms, 12 baths and 14 fireplaces is a testament to his success, his love of life and his German heritage. See why the 1890s was the "Pabst Decade" in Milwaukee.

## Quality Candy Shoppers and Buddy Squirrel Nut Shops

Wednesday, 10/13, 12:30-2:30 p.m.

Price: \$20.00

No children under 10

See candy-making lusciousness! Quality Candy creates all its own centers from scratch, including toffee, marshmallow, nougats, creams, caramels, meltaways and cordials. Buddy Squirrel is Wisconsin's largest retail nut and popcorn operation.

## Miller Brewing Company

Wednesday, 10/13, 12:45-3:15 p.m.

Price: \$20.00

Must be 21 years or older; picture ID required.

Take a fun, fascinating look at how great beer is made – and what it tastes like. From the Miller Caves to a great gift shop to a free sample at the Miller Inn®, the Miller Brewery tour always has fun on tap.



Photo courtesy of Greater Milwaukee CVB

## Milwaukee County Zoo

Saturday, 10/16, 8:30 a.m.-12:00 p.m.

Price: \$20.00 for adults and \$10 for children

Considered among the finest in the country, the Milwaukee County Zoo is home to approximately 2500 animals, representing 300 species of mammals, birds, reptiles, fish and invertebrates.

## Milwaukee Public Museum and IMAX Dome Theater

Saturday, 10/16, 9:00 a.m.-12:30 p.m.

Price: \$25.00 for adults and \$15 for children under 12

This dynamic museum of human and natural history interprets the world's culture and natural heritage through collections, research, education and exhibits. The exhibits are as varied as The Streets of Old Milwaukee, The Living Oceans, The Rain Forest, Arctic and Butterflies Alive. The IMAX experience puts you into the center of the action. The IMAX show name will announced on the conference website in September.

## Sprecher Brewing

Saturday, 10/16, 12:30-2:30 p.m.

Price: \$25.00 Limit: 45

Must be 21 years or older; picture ID required.

Starting with the Rathskellar Museum, you can see brewing memorabilia from long-gone Wisconsin breweries. Next, visit the brew house where Sprecher is reviving the Old World brewing traditions that once made Milwaukee famous and see the Bavarian murals on display in the bottling room. Conclude the tour in Sprecher's indoor beer garden, with oom-pah music and samples from any of eight beers and six sodas on draught.

## Cedar Creek Winery

Saturday, 10/16, 1:30-3:30 p.m.

Price: \$25.00

Must be 21 years or older; picture ID required.

The Cedar Creek Winery is nestled in the wonderful old-world ambiance of a restored 1860s woolen mill that was once the largest west of the Alleghenies. Visit the mill's underground cellars and see the traditional European casks that held 2600 gallons of wine, as well as the phases in wine-making. The tour concludes with a sampling of vintage wines.

Fulfill your continuing development requirements through SWE's Career Enhancement Series (CES). You earn continuing education units (CEU), with a certificate of completion, for completing any of SWE's CES courses. Fees for the certificate and transcript record, awarded by Wayne State University, are included in the course fees.

## How to Manage Your Time Without Getting Ticked Off

**Presented by Christine Corelli**, Corelli & Associates  
**Wednesday, 10/13, 8:00 a.m.-12:00 p.m.**

**Price: \$75.00    CEU: 0.4    Limit: 60**

Are you overloaded? Rushing to meet deadlines? Feeling overwhelmed and stressed out? In today's fast-paced highly competitive marketplace, you are expected to do more in shorter time and with minimal resources. This advanced time-management program provides a common sense and immediately applicable approach to increasing your personal productivity. Effective organizational skills for decision-making, tracking and controlling details, communications, and managing multiple projects are provided.

Christine Corelli is a consultant, speaker, columnist and author of the book, *Wake Up and Smell the Competition*.

## Introduction to Project Management

**Presented by the Wayne State University School of Business Administration**

**Wednesday, 10/13, 8:00 a.m.-12:00 p.m.**

**Price: \$125.00    CEU: 0.4    Limit 30**

Success at work is often a result of your ability to execute successful projects. Get practical tools to be an effective project manager. Through hands-on activities and application exercises, you will learn specific tools and skills and how to apply core project management principles.

The Wayne State University, School of Business Administration, Professional Development Division provides corporate training and executive education designed to improve organizational and individual employee capabilities and performance.

## Leadership Development: Step Up to Leadership

**Presented by DuPont**

**Wednesday, 10/13, 8:00 a.m.-12:00 p.m.**

**Price: \$75.00    CEU: 0.4    Limit: 60**

Studies have demonstrated significant positive correlation between organizations investing in leadership development and superior financial performance. This course will teach you to identify critical competencies required by future leaders and assess the impact of different leadership styles. Develop goal-setting and coaching skills to improve your performance management. Enhance your communication skills to drive organizational change and learn problem-solving processes by identifying techniques for generating and selling creative ideas. Finally, learn how to prevent burnout.

## Advanced Project Management

**Presented by the Wayne State University School of Business Administration**

**Wednesday, 10/13, 1:15-5:15 pm**

**Price: \$125.00    CEU: 0.4    Limit 30**

In most major projects, a variety of problems arise that challenge even skilled project managers. In this course, you will expand your project management skill with tools and techniques to apply when your project gets off track or does not respond to basic project management techniques. Through case studies and participant discussion, you will learn how to take your project management skills to a new level.

The Wayne State University, School of Business Administration, Professional Development Division provides corporate training and executive education designed to improve organizational and individual employee capabilities and performance.

## Business Ethics

**Presented by the Wayne State University School of Business Administration**

**Wednesday, 10/13, 1:15-5:15 p.m.**

**Price: \$95.00    CEU: 0.4    Limit: 60**

Each day, newspapers and other publications report stories of ethical lapses in business. In most cases, it seems clear, in retrospect, that the target of those stories made poor ethical decisions. However, in everyday business settings, it is often not as clear-cut. Engineers and managers are continually called upon to make decisions that push their ethical boundaries. How can you be sure you are not sliding down that slippery slope? In this session, through case studies and group discussion, you will discuss the ethical questions involved in making business decisions and learn tools that can assist you to assess your decisions against your own values.

The Wayne State University, School of Business Administration, Professional Development Division provides corporate training and executive education designed to improve organizational and individual employee capabilities and performance.

## Facilitation and Team Building

**Presented by Avera Sinclair**, Rockwell Automation

**Wednesday, 10/13, 1:15-5:15 pm**

**Price: \$55    CEU: 0.4    Limit: 40**

Team building skills gain greater importance in the less hierarchical and more participative structures frequently found in contemporary organizations. Turning a group into a team challenges leaders and facilitators to balance their focus between people and tasks. Team building methods create an environment that supports and encourages each team member to participate in generating ideas, interpreting findings and making decisions. Through a combination of lectures, discussions, case studies, and group activities, you will walk through each stage of team development and learn the essential tools and methodology necessary to build successful teams. In addition, you will reflect on your personal leadership style.

Avera Sinclair is a Human Resources Representative for Rockwell Automation. She has held various positions in the company including Team Facilitator, Training & Development Coordinator, Organizational Development Specialist and HR Generalist. Avera earned a BA in business and communication from Alverno College and is a certified facilitator for The Seven Habits of Highly Effective People, MBTI, Profilor, and Performance Management.

### **The Art of Conscious Communication: A Talent for a Technical Age**

**Presented by Dr. Audrey Nelson**, Nelson Communications  
**Saturday, 10/16, 8:00 a.m.-12:00 p.m.**

**Price: \$75.00      CEU: 0.4      Limit: 60**

You cannot “not communicate” since everything you say or do sends a message. Technology such as email, voicemail and the Internet has made communication faster and more accessible. Telecommunication is a misnomer; we've lost the human moment. Additionally, most of us operate on automatic even in our face-to-face communication. This program brings communication into consciousness and supplies tools to help you send the message you want.

Dr. Audrey Nelson is an internationally recognized consultant and seminar leader. She specializes in male-female communication, interpersonal skills, sexual harassment/discrimination, cultural diversity and conflict management.

### **Engineering Statistics**

**Presented by Deborah O'Bannon, Ph.D.**,  
University of Missouri

**Saturday, 10/16, 8:00 a.m.-12:00 p.m.**

**Price: \$55.00      CEU: 0.4      Limit: 60**

Get a review of statistics with a focus on data that is relevant for engineers. Class activities include: plotting data on normal probability paper, interpreting contingency table data with chi-square statistics, comparing means with the t-test, comparing variances with the F distribution. Examples will be taken from engineering data.

Deborah O'Bannon, PhD, PE, is an Associate Professor at the University of Missouri-Kansas City, and a SWE Fellow. She holds degrees from MIT, Manhattan College, and University of Iowa, and teaches classes related to environmental engineering and hydraulics, as well as the core statistics class for undergraduate engineering majors.

### **Myers-Briggs Type Indicator® (MBTI®): An Introduction**

**Presented by Karen Zais**, TwinFusion  
**Saturday, 10/16, 8:00 a.m.-12:00 p.m.**

**Price: \$75.00      CEU: 0.4      Limit: 60**

Have you heard of MBTI but don't really know what it measures or think it's all about extraverts and introverts? Come to this session to shatter these misconceptions and learn the value of the tool. This is a fun, hands-on workshop in which participants will learn their type and understand the tool's practical applications in business.

Karen Zais is a trainer and President of TwinFusion, a training company and an active member of SWE.

### **MBTI Zig-Zag Problem Solving Model**

**Presented by Karen Zais**, TwinFusion

**Saturday, 10/16, 1:30-5:30 p.m.**

**Price: \$75.00      CEU: 0.4      Limit: 60**

MBTI theory points to a problem solving process that works time and again. Known as the Zig-Zag model, this process is systematic, takes advantage of group diversity, and leads to better decisions. Best of all, with a little practice, it doesn't take long to use. This workshop is not introductory, and participants will not leave knowing their Type. This will be a practical, active session that provides participants with experience applying the model. Participants should have some prior familiarity the MBTI® measurements, and knowledge of your own Type is beneficial, but not required.

Karen Zais is a trainer and President of TwinFusion, a training company and an active member of SWE.

### **Relationship Building [The First 30 Seconds: Making a First Impression That Lasts]**

**Presented by Dr. Audrey Nelson**,

Audrey Nelson Communications

**Saturday, 10/16, 1:30-5:30 p.m.**

**Price: \$75.00      CEU: 0.4      Limit: 60**

We meet everybody for the first time. Right or wrong, the average person makes stereotypes about us within the first 30 seconds! Most of these stereotypes are formed by nonverbal cues. This often dictates the future of a relationship. Learn what messages are critical to send to build relationship and create “emotional intimacy” with everyone we meet. Key points include critical nature of what and how you communicate, breakdown of how you communicate, verbally and nonverbally, identification of the critical bonding nonverbal behaviors, credibility characteristics and this course includes an assessment of the first impression you send.

Dr. Audrey Nelson is an internationally recognized consultant and seminar leader. She specializes in male-female communication, interpersonal skills, sexual harassment/discrimination, cultural diversity and conflict management.

### **Understanding Risk in a Changing World**

**Presented by Betty E. Biringner and Mary Lynn Garcia**,

Sandia National Laboratories

**Saturday, 10/16, 1:30-5:30 p.m.**

**Price: \$55.00      CEU: 0.4      Limit: 60**

Engineers and managers are faced with the task of evaluating risks and making investments that mitigate some risks. This has become vital since the terrorist attacks of 2001. This course will teach the fundamentals of security risk, exposing you to the basic equation that evaluates risk and presenting techniques for estimating risk based on a number of variables. These principles will be applied to physical security challenges, thus improving your ability to understand how best to apply security technologies and practices which provide the greatest benefit to the system at the least cost.

Betty E. Biringner, Counterintelligence Office at Sandia National Laboratories, conducts threat analyses for counterintelligence and counterterrorism. For five years, Ms. Biringner has developed risk assessment methodologies and conducted assessments for various elements of the U.S. critical infrastructure.

Mary Lynn Garcia is the Senior Member of the Technical Staff at Sandia National Laboratories where she has worked for the past 16 years in international safeguards and physical security.

# Daily Events Schedule

## Tuesday, October 12

Type of Event	Time	Event Name
SWE MEETINGS	8:00 a.m. – 5:00 p.m.	Board of Directors Meeting
	8:00 a.m. – 5:00 p.m.	Board of Trustees Meeting
	12:00 – 1:30 p.m.	Directors and Trustees Luncheon
REGISTRATION & SERVICES	5:00 – 8:00 p.m.	Registration & Membership Services

## Wednesday, October 13

Type of Event	Time	Event Name
REGISTRATION & SERVICES	7:00 a.m. – 6:00 p.m.	Registration & Membership Services
SWE MEETINGS	8:00 – 10:00 a.m.	Career Guidance Committee
	8:00 – 10:00 a.m.	Government Relations/Public Policy
	8:00 – 10:00 a.m.	Membership Committee
	8:00 – 10:00 a.m.	Professional Development Committee
CAREER ENHANCEMENT SERIES	8:00 a.m. – 12:00 p.m.	How to Manage Your Time Without Getting Ticked Off
	8:00 a.m. – 12:00 p.m.	Introduction to Project Management
	8:00 a.m. – 12:00 p.m.	Leadership Development: Step Up to Leadership
SWE MEETINGS	8:00 a.m. – 12:00 p.m.	Student Activities Committee
TECHNICAL TOURS	8:00 a.m. – 2:00 p.m.	Abbott Laboratories
REGISTRATION & SERVICES	8:00 a.m. – 5:00 p.m.	SWE Boutique, Volunteer Center, Archives Booth, Speaker Ready Room, Child Care & Career Resources Center
SWE MEETINGS	8:00 a.m. – 5:00 p.m.	Board of Trustees Meeting
	8:00 a.m. – 5:00 p.m.	Editorial Board Meeting
SIGHTSEEING TOURS	8:00 a.m. – 6:00 p.m.	Golf at Blackwolf Run
	8:15 – 11:00 a.m.	Miller Park Stadium
TECHNICAL TOURS	8:30 a.m. – 12:00 p.m.	Rockwell Automation Allen-Bradley TechLabs
	8:30 a.m. – 2:00 p.m.	We Energies
	9:00 a.m. – 12:00 p.m.	GE Healthcare
	9:00 a.m. – 11:30 a.m.	Harley-Davidson Facility
SWE MEETINGS	10:15 a.m. – 12:00 p.m.	Multicultural Committee
	10:15 a.m. – 12:00 p.m.	Procedures Committee
	10:15 a.m. – 12:00 p.m.	Scholarship Committee
	10:15 a.m. – 12:00 p.m.	Tellers Committee
	10:15 a.m. – 12:00 p.m.	Women in Academia SIG
SIGHTSEEING TOURS	10:30 a.m. – 12:30 p.m.	Pabst Mansion
SWE MEETINGS	12:00 – 1:15 p.m.	BOD, BOT & Committee Luncheon
SIGHTSEEING TOURS	12:30 – 2:30 p.m.	Quality Candy Shoppers and Buddy Squirrel Nut Shops
	12:45 – 3:15 p.m.	Miller Brewing Company
SWE MEETINGS	1:15 – 2:30 p.m.	Girl Scouts USA Committee
	1:15 – 3:00 p.m.	Archives Committee
	1:15 – 3:00 p.m.	Awards & Recognition Committee
	1:15 – 3:00 p.m.	Finance Committee
	1:15 – 3:00 p.m.	Strategic Communications Council
	1:15 – 3:00 p.m.	Work/Life Balance Committee
TECHNICAL TOURS	1:15 – 4:00 p.m.	Rockwell Automation Allen-Bradley Factory Automation
SWE MEETINGS	1:15 – 5:00 p.m.	Student Transition Team Task Force
CAREER ENHANCEMENT SERIES	1:15 – 5:15 p.m.	Advanced Project Management
	1:15 – 5:15 p.m.	Business Ethics
	1:15 – 5:15 p.m.	Facilitation and Team Building
SWE MEETINGS	3:15 – 5:00 p.m.	Bylaws Committee
	3:15 – 5:00 p.m.	Graduate Students SIG
	3:15 – 5:00 p.m.	National Engineers Week Task Force
	3:15 – 5:00 p.m.	Section Vitality Task Force
	3:15 – 5:00 p.m.	Strategic Planning Committee
	3:15 – 5:00 p.m.	Women in Government SIG
SPECIAL EVENTS	6:00 – 8:00 p.m.	Welcome to Milwaukee, the Genuine City, Reception
SWE MEETINGS	7:00 – 10:00 p.m.	Conference Program Board

## Thursday, October 14

Type of Event	Time	Event Name
REGISTRATION & SERVICES	6:00 – 7:00 a.m.	Aerobics
	7:00 a.m. – 7:00 p.m.	Registration & Membership Services
KEYNOTE	8:00 – 9:45 a.m.	Driving Change - Pioneering Emerging Technologies and Building New Businesses
STUDENT COMPETITIONS	8:00 a.m. – 12:00 p.m.	Team Tech Practice
	8:00 a.m. – 12:00 p.m.	Technical Presentation Competition Practice
REGISTRATION & SERVICES	8:00 a.m. – 5:00 p.m.	SWE Boutique, Volunteer Center, Archives Booth, Speaker Ready Room, Child Care & Career Resources Center
EDUCATION TRACK	10:00 – 11:00 a.m.	The NFS's <i>ADVANCE</i> Program
PERSONAL GROWTH TRACK	10:00 – 11:00 a.m.	Asian Engineers: A Glass Ceiling
SWE WORKSHOPS	10:00 a.m. – 11:00 a.m.	Work/Life Balance Committee Workshop
TECHNOLOGY TRACK	10:00 – 11:30 a.m.	Fuel Cell Technology
	10:00 – 11:30 a.m.	How Business Makes a Decision about Technology
PERSONAL GROWTH TRACK	10:00 a.m. – 12:00 p.m.	Six Sigma Black Belt
SWE MEETINGS	10:00 a.m. – 12:00 p.m.	Corporate Members Meeting
SWE WORKSHOPS	10:00 a.m. – 12:00 p.m.	Archives Workshop
	10:00 a.m. – 12:00 p.m.	Membership Workshop
	10:00 a.m. – 12:00 p.m.	Multicultural Workshop
	10:00 a.m. – 12:00 p.m.	Professional and Student Treasurer's Workshop
	10:00 a.m. – 12:00 p.m.	Program Development Grants Workshop
	10:00 – 11:00 a.m.	Work/Life Balance Committee Workshop
CAREER GUIDANCE	10:00 a.m. – 4:00 p.m.	Explore Engineering
PERSONAL GROWTH TRACK	10:15 – 11:30 a.m.	Dealing with the Opposite Sex
	10:15 – 11:30 a.m.	Engineering and Business Ethics
	10:15 – 11:30 a.m.	Tips and Advice for Leading Projects
	10:15 – 11:30 a.m.	What Does It Take To Be a Leader?
SWE MEETINGS	10:15 – 11:45 a.m.	New Section Formation Meeting
EDUCATION TRACK	11:00 a.m. – 12:00 p.m.	NASA: Career Development
PERSONAL GROWTH TRACK	11:00 a.m. – 12:00 p.m.	Diversity: A Popular Buzzword
SPECIAL EVENTS	12:00 – 12:45 p.m.	Student Welcome Break
PERSONAL GROWTH TRACK	1:00 – 2:00 p.m.	Financial Planning 101
	1:00 – 2:00 p.m.	ISP in Toluca, Mexico
TECHNOLOGY TRACK	1:00 – 2:00 p.m.	Software Change Management Across Contractor Boundaries
SWE MEETINGS	1:00 – 2:30 p.m.	Fellows Meeting
	1:00 – 2:30 p.m.	Student Region Meetings
SWE WORKSHOPS	1:00 – 2:30 p.m.	Professional Development Committee Workshop
TECHNOLOGY TRACK	1:00 – 2:30 p.m.	Crew Exploration Vehicle and NASA's Lunar/Mars Initiative
	1:00 – 2:30 p.m.	Leading Change: Impact of 9/11 in Aerospace
RECEPTIONS - INVITATION ONLY	1:00 – 2:45 p.m.	Halo Reception
PERSONAL GROWTH TRACK	2:00 – 2:45 p.m.	Engineering, Experience Living Abroad Panel Discussion
SWE MEETINGS	2:30 – 3:30 p.m.	Joint Professional and Student Region Meetings
EDUCATION TRACK	3:30 – 4:30 p.m.	Feminist Engineers Leading Change in Higher Education
	3:30 – 4:30 p.m.	How to Work a Career Fair
	3:30 – 4:30 p.m.	Résumé Writing
PERSONAL GROWTH TRACK	3:30 – 4:30 p.m.	Career Workshop
TECHNOLOGY TRACK	3:30 – 4:30 p.m.	Challenges Related to Knowledge
SWE MEETINGS	3:30 – 5:30 p.m.	Professional Member Region Meetings
EDUCATION TRACK	4:30 – 5:30 p.m.	Career Fair Savvy
	4:30 – 5:30 p.m.	Engineering Enhancing and Helping the Lives of People Everyday
	4:30 – 5:30 p.m.	Interviewing Skills
	4:30 – 5:30 p.m.	Why Do I Need Licensure as a Professional Engineer?
PERSONAL GROWTH TRACK	4:30 – 5:30 p.m.	22 Years of Change at One Company While Raising Three Children
	4:30 – 5:30 p.m.	Leadership on the Job Your First Day and Every Day
	4:30 – 5:30 p.m.	Transitioning from School to Work
RECEPTIONS - INVITATION ONLY	5:00 – 6:00 p.m.	President's Reception
SPECIAL EVENTS	6:00 – 8:00 p.m.	Career Fair and Exhibits Opening Reception
SWE MEETINGS	8:00 p.m. - 12:00 a.m.	Student Section Vitality Task Force Meeting
SPECIAL EVENTS	8:00 – 10:00 p.m.	Networking Night

# Daily Events Schedule

## Friday, October 15

Type of Event	Time	Event Name
REGISTRATION & SERVICES	6:00 – 7:00 a.m.	Aerobics
	7:00 a.m. – 6:00 p.m.	Registration & Membership Services
PLENARY SESSION	8:00 – 9:00 a.m.	Leading Women, Leading Change Panel
	9:00 – 9:45 a.m.	Iraqi Public Works Minister Berwani
SWE MEETINGS	8:00 – 10:00 a.m.	COR FIGS
	8:00 – 10:00 a.m.	Corporate Partnership Council Meeting
STUDENT COMPETITIONS	8:00 a.m. – 12:00 p.m.	Team Tech Competition
REGISTRATION & SERVICES	8:00 a.m. – 5:00 p.m.	SWE Boutique, Volunteer Center, Archives Booth, Speaker Ready Room, Child Care & Career Resources Center
EDUCATION TRACK	9:30 – 10:30 a.m.	How to Work a Career Fair
SWE MEETINGS	9:00 a.m. – 4:00 p.m.	Nominating Committee
	10:00 – 11:00 a.m.	SWE Counselors & Faculty Advisors
	10:00 a.m. – 12:00 p.m.	Student Region Representative and Newsletter Editor Training
	10:00 a.m. – 12:00 p.m.	Student Section Vitality Task Force
	10:00 a.m. – 12:00 p.m.	Section Vitality Task Force
SPECIAL EVENTS	10:00 a.m. – 4:00 p.m.	Career Fair and Exhibits with Lunch
STUDENT COMPETITIONS	1:00 – 5:00 p.m.	Technical Presentation Competition
PERSONAL GROWTH TRACK	1:15 – 2:30 p.m.	Giving Back: What is Means to SWE
	1:15 – 2:30 p.m.	Leading with Authenticity
	1:15 – 2:30 p.m.	Rejuvenating Your Career
	1:15 – 2:30 p.m.	Women Leaders Leading Change: Navigating Career Paths
SWE WORKSHOPS	1:15 – 2:30 p.m.	Section Vitality Mentor Training
	1:15 – 2:30 p.m.	Women in Government Workshop
SWE MEETINGS	1:15 – 2:30 p.m.	MAL Meeting
	1:15 – 3:00 p.m.	Student Section Vitality Task Force
PERSONAL GROWTH TRACK	3:30 – 4:30 p.m.	Marketing Yourself to Land a Great Job
	3:30 – 4:30 p.m.	Understanding Professional Culture
	3:30 – 4:30 p.m.	Mentoring for the Mentors
TECHNOLOGY TRACK	3:30 – 4:15 p.m.	Linux Enterprise Capabilities and Open Source Development
	3:30 – 4:30 p.m.	Building Great Teams and Global Work Environments
	3:30 – 4:30 p.m.	e-Enabling Aerospace Technical Advancements
	3:30 – 4:30 p.m.	Sustainable Growth: What It Is and How It Will Affect My Career
EDUCATION TRACK	3:30 – 5:00 p.m.	The Business of Engineering
PERSONAL GROWTH TRACK	3:30 – 5:30 p.m.	Building a Successful Career in a Dynamic, Ever-Changing World
RECEPTIONS - INVITATION ONLY	4:00 – 5:00 p.m.	Exhibitors' and Sponsors' Reception
	4:00 – 5:00 p.m.	Life Members Reception
EDUCATION TRACK	4:30 – 5:30 p.m.	Job Search: The View from the Other Side
PERSONAL GROWTH TRACK	4:30 – 5:30 p.m.	Mentoring for the Protégé
	4:30 – 5:30 p.m.	SEAL – Success, Elevate, Associate, and Leverage – Tools for Success
	4:30 – 5:30 p.m.	Selecting a Job Offer
TECHNOLOGY TRACK	4:30 – 5:15 p.m.	How Secure Are Your Linux Servers?
	4:30 – 5:30 p.m.	Big Plans for Hybrid Vehicles
	4:30 – 5:30 p.m.	Patent Laws for Engineers: What's Old and What's New
	4:30 – 5:30 p.m.	What Moves You?
RECEPTIONS - INVITATION ONLY	5:00 – 6:00 p.m.	Past Presidents' Reception
	5:00 – 6:00 p.m.	Fellows Meeting
SPECIAL EVENTS	6:00 – 7:00 p.m.	Achievement Award Reception
	7:00 – 10:00 p.m.	Awards Banquet
	8:00 – 11:30 p.m.	Student Movie Night

## Saturday, October 16

Type of Event	Time	Event Name
REGISTRATION & SERVICES	6:00 – 7:00 a.m.	Aerobics
	7:30 a.m. – 12:00 p.m.	Registration & Membership Services
SWE MEETINGS	8:00 – 10:00 a.m.	Membership Breakfast and Meeting
CAREER ENHANCEMENT SERIES	8:00 a.m. – 12:00 p.m.	Myers-Briggs® Type Indicator: An Introduction
	8:00 a.m. – 12:00 p.m.	Statistics Engineering Class
	8:00 a.m. – 12:00 p.m.	The Art of Concious Communication: A Talent for a Technical Age
REGISTRATION & SERVICES	8:00 a.m. – 5:00 p.m.	SWE Boutique, Volunteer Center, Archives Booth, Speaker Ready Room, Child Care & Career Resources Center
SIGHTSEEING TOURS	8:15 – 11:00 a.m.	Miller Park Stadium
	8:30 a.m. – 12:00 p.m.	Milwaukee County Zoo
	9:00 a.m. – 12:30 p.m.	Milwaukee Public Museum and IMAX Theater
CAREER GUIDANCE	9:00 a.m. – 4:00 p.m.	Girl Scouts Workshop
EDUCATION TRACK	10:00 – 11:30 a.m.	Fundamentals of Engineering Exam
	10:00 – 11:30 a.m.	National Science Teachers Association
PERSONAL GROWTH TRACK	10:00 – 11:30 a.m.	Communications: Listening Until You Hear
	10:00 – 11:30 a.m.	Innovating for Market Leadership
	10:00 – 11:30 a.m.	Tough Questions You Would Not Dare to Ask an Executive
	10:00 – 11:30 a.m.	Work 101: Things They Never Taught You in Engineering School But That You Need to Know
TECHNOLOGY TRACK	10:00 – 11:30 a.m.	Engineering for Results
	10:00 – 11:30 a.m.	Overview of Multiple Quality Programs and Company Culture
	10:00 – 11:30 a.m.	WOW! Wonders of Wireless
SWE MEETINGS	10:00 a.m. – 6:00 p.m.	Council of Representatives Meeting
SPECIAL EVENTS	11:30 a.m. – 1:00 p.m.	Student Leadership Luncheon
SIGHTSEEING TOURS	12:30 – 2:30 p.m.	Pabst Mansion
	12:30 – 2:30 p.m.	Sprecher Brewing
CAREER GUIDANCE	1:00 – 3:00 p.m.	Career Guidance Fair
STUDENT COMPETITIONS	1:00 – 5:30 p.m.	SME Bowl
TECHNOLOGY TRACK	1:15 – 2:00 p.m.	Confessions of a Newbie DBA
PERSONAL GROWTH TRACK	1:15 – 2:45 p.m.	Campus to Corporate Transitions
	1:15 – 2:45 p.m.	Confidence with CLASS
	1:15 – 2:45 p.m.	Personal Wellness through Quality Assurance Methods
	1:15 – 2:45 p.m.	Preparing and Succeeding in a College Internship
SWE WORKSHOPS	1:15 – 2:45 p.m.	Women in Academia Panel
TECHNOLOGY TRACK	1:15 – 2:45 p.m.	Expanding Personal and Intellectual Presence through Web Technology
	1:15 – 2:45 p.m.	Navigation in Air Transport Aircraft
SIGHTSEEING TOURS	1:30 – 3:30 p.m.	Cedar Creek Winery
CAREER ENHANCEMENT SERIES	1:30 – 5:30 p.m.	Myers-Briggs® Type Indicator: Zig-Zag Problem Solving Model
	1:30 – 5:30 p.m.	Relationship Building (The First 30 Seconds: Making a First Impression That Lasts)
	1:30 – 5:30 p.m.	Understanding Risk in a Changing World
TECHNOLOGY TRACK	2:00 – 2:45 p.m.	Animations and Videos as Natural Customer Service Solutions
	2:00 – 2:45 p.m.	Business Intelligence and Data Warehousing
	3:15 – 4:00 p.m.	Usability and Engineering
EDUCATION TRACK	3:15 – 5:00 p.m.	Education and Change
	3:15 – 5:00 p.m.	Ancient Education Engineering
PERSONAL GROWTH TRACK	3:15 – 5:00 p.m.	Coalitions and Celebrating Diversity
	3:15 – 5:00 p.m.	Flexible Work Arrangements
SPECIAL EVENTS	6:30 – 10:00 p.m.	Celebrate SWE! Banquet and Awards Ceremony

## Career Fair and Exhibits

*Thursday opening reception sponsored by Exxon Mobil Corporation.*

*Friday lunch sponsored by Ford Motor Company.*

**Thursday, 10/14, 6:00–8:00 p.m. with opening reception**

**Friday, 10/15, 10:00 a.m.–4:00 p.m.**

The leading employers of engineers and technologists along with top graduate schools will come together at the Career Fair to meet you! Whether you are looking for your first job, a new executive position, or thinking of returning to school, pack your best business attire, bring your résumé, and be prepared to interview at the Career Fair!

## SWE 2004 Exhibiting Companies

Accenture  
 The Aerospace Corporation  
 Agilent Technologies  
 Air Force Research Laboratory  
 ALCOA Inc.  
 Anheuser-Busch Companies Inc.  
 Applied Materials  
 Arizona State University  
 BAE SYSTEMS  
 Bechtel Corporation  
 The Boeing Company  
 BP America, Inc.  
 Briggs & Stratton Corporation  
 Brookhaven National Laboratory/IAEA  
 Brown and Caldwell  
 Caterpillar, Inc.  
 CDM  
 Central Intelligence Agency  
 CH2M Hill  
 ChevronTexaco Corporation  
 Colorado School of Mines  
 Columbia University - FU Foundation  
 DaimlerChrysler Corporation  
 Dell Computer Corporation  
 DuPont  
 Exelon Nuclear  
 Expedia, Inc.  
 Exxon Mobil Corporation  
 Fermi National Accelerator Laboratory  
 Florida Power & Light Company  
 Ford Motor Company  
 General Dynamics  
 General Electric  
 General Motors Corporation  
 The Gillette Company  
 Goldman, Sachs & Co.  
 Guidant Corporation  
 Harley-Davidson Motor Company  
 Hewlett-Packard Company  
 HNTB Corporation  
 Honeywell  
 IBM Corporation  
 Institute for Defense Analyses  
 Intel Corporation  
 Iowa Human Resource Recruitment  
 Iowa State University  
 Johns Hopkins University Applied Physics Laboratory  
 Johnson Controls, Inc.  
 Kimberly-Clark Corporation  
 L-3 Communication Systems - East  
 Lawrence Livermore National Laboratory  
 Lexmark International  
 Lockheed Martin Corporation  
 Los Alamos National Laboratory  
 M.A. Mortenson Company  
 Masterfoods USA  
 Mayo Clinic  
 Medtronic, Inc.  
 Mercedes-Benz USA, LLC  
 Microsoft Corporation  
 Minerals Management Service  
 MIT Lincoln Laboratory  
 The MITRE Corporation  
 Mitsubishi Motor Manufacturing of America  
 MWH  
 National Instruments  
 National Starch & Chemical Company  
 NAVAIR  
 NCEES  
 Nissan North America  
 Nokia, Inc.  
 Northrop Grumman Corporation  
 Nuclear Energy Institute  
 Ohio State University  
 Owens Corning  
 Pacific Gas and Electric Company  
 Penn State - Women in Engineering  
 Pennsylvania State University - MMM Degree Program  
 Polaris Industries  
 Praxair, Inc.  
 Procter & Gamble  
 QUALCOMM  
 Raytheon Company  
 Rockwell Automation  
 Rolls-Royce North America  
 SBC Communications  
 Schlumberger Technology Corporation  
 Society of Fire Protection Engineers  
 Symbol Technologies Inc.  
 T-Mobile USA  
 Toyota  
 U.S. Department of Energy  
 U.S. Dept of Labor - Mine Safety & Health  
 U.S. Nuclear Regulatory Commission  
 United Parcel Service  
 United Space Alliance  
 United Technologies Corporation  
 University of Michigan- College of Engineering  
 USG Corporation  
 Washington Group International, Inc.  
 We Energies  
 Wells Fargo Internet Services  
 Westinghouse Electric Company  
 Whirlpool Corporation  
 Worcester Polytechnic Institute

# Registration

Register on-line at [www.swe.org](http://www.swe.org) before October 1, 2004 and be entered in a drawing to win a free conference registration.

## Professional Conference Registration Form [Students and Exhibitors please use registration materials at [www.swe.org/2004](http://www.swe.org/2004)] Pre-registration deadline: October 1, 2004

Last Name:	First Name:	M.I.	SWE Membership #
Preferred Badge Name:			
Employer:		Title:	
Address:			
City:	State:	Zip:	Country:
Phone:	Fax:	Email:	

Is this your first SWE Conference? Yes  No  If not, how many years have you been attending? \_\_\_\_\_  
Are you a member of: SHPE  NSBE  WEPAN   
To register as SWE member rates, enter NSBE/SHPE/WEPAN membership number: \_\_\_\_\_  
Check if SWE can release your contact information to Career Fair exhibitors

### Conference Registration

All events during conference days (excluding: Career Enhancement Series seminars, tours, and special paid events).

Registration includes:

- ◆ Welcome Reception (Wed)
- ◆ Career Fair
- ◆ Track Presentations (Thu, Fri, Sat)
- ◆ Opening Career Fair Reception
- ◆ Career Fair Lunch
- ◆ Achievement Award Reception

### Conference Registration Fees

	Early (before 8/15)	8/15 thru 9/30	On-Site
<input type="checkbox"/> Member	\$300	\$350	\$375
<input type="checkbox"/> Non-Member	\$425	\$475	\$500
<input type="checkbox"/> Retired/Unemployed Member	\$150	\$175	\$200

Non-Member basic fees include a one-year membership to SWE for eligible candidates. You must fill out your school background information below to receive membership benefits.

Please fill out: Discipline: \_\_\_\_\_ University \_\_\_\_\_ Degree and Year: \_\_\_\_\_

Daily Fees	Early (before 8/15)	8/15 thru 9/30	On-Site
<input type="checkbox"/> Member	\$125	\$150	\$175
<input type="checkbox"/> Non-Member	\$175	\$200	\$225
<input type="checkbox"/> Retired/Unemployed Member	\$100	\$125	\$150

Daily and/or career fair only rates do not include membership.

Choose your day(s) and multiply the number of days by the fee.  Thu  Fri  Sat **Subtotal** \_\_\_\_\_

### Career Fair Only

- Friday 10 a.m.-4 p.m. Career Fair Only available to local participants (Wisconsin & Northern Illinois only)  
\$35 pre-registration or \$50 on site

### Guests of Registrants

- Guest (accompanying registered member) \$50

Name of Guest \_\_\_\_\_

Choose your day(s) and multiply the number of days by the fee.  Thu  Fri  Sat **Subtotal** \_\_\_\_\_

**Special Events [only available until Oct 1 –On-site tickets based on availability.]**

	<b>Ticket Price</b>	<b>Qty</b>	<b>Total Amount</b>
Keynote Breakfast (Thu)	\$35	___	___
Achievement Award Banquet (Fri)	\$60	___	___
Membership Breakfast (Sat)	\$35	___	___
Celebrate SWE (Sat)	\$60	___	___
<b>Career Enhancement Series</b>			
How to Manage Your Time (Wed)	\$75	___	___
Introduction to Project Management	\$125	___	___
Leadership Development: Step Up (Wed)	\$75	___	___
Advanced Project Management (Wed)	\$125	___	___
Business Ethics (Wed)	\$95	___	___
Team Building (Wed)	\$55	___	___
Art of Communications (Sat)	\$75	___	___
Engineering Statistics (Sat)	\$55	___	___
Myers-Briggs®-Introduction (Sat)	\$75	___	___
Myers-Briggs®-Zig-Zag (Sat)	\$75	___	___
Relationship Building (Sat)	\$75	___	___
Risk Management (Sat)	\$55	___	___

**Technical Tours**

	<b>Ticket Price</b>	<b>Qty</b>	<b>Total Amount</b>
Abbott Laboratories (Wed)	\$30	___	___
GE Healthcare (Wed)	\$20	___	___
Harley-Davidson (Wed)	\$25	___	___
We Energies Power Plant (Wed)	\$40	___	___
Rockwell Automation, Techlabs (Wed)	\$20	___	___
Rockwell Automation Factory (Wed)	\$20	___	___

**Sightseeing Tours**

Miller Park (Wed)	\$25	___	___
Pabst Mansion (Wed)	\$20	___	___
Miller Brewing Company (Wed) (must be over 21)	\$20	___	___
Quality Candy Shops (Wed)	\$20	___	___
Black Wolf Run (Wed)	\$150	___	___
Cedar Creek Winery (Sat) (must be over 21)	\$25	___	___
Milwaukee Zoo (Sat)	\$20	___	___
Pabst Mansion (Sat)	\$20	___	___
Sprecher Brewing (Sat) (must be over 21)	\$25	___	___
Miller Park (Sat)	\$25	___	___
Public Museum/IMAX (Sat)	\$25	___	___

**Subtotal Special Events/  
Career Enhancement and Tours**

\$ \_\_\_\_\_

**Special Needs**

Check if you have a disability or other need that will require special accommodations or services. Please describe:

**Special Meals** (check all that apply).

For special events only. Vegetarian options will be available at receptions and meals included with registration.

- Vegetarian Alternative Meal    
  Nut Allergy    
  Kosher Meal  
 Dairy-Free    
  Wheat and/or Gluten Free

For any special concerns, please notify our conference manager at [conferencemanager@swe.org](mailto:conferencemanager@swe.org)

**Membership Renewal**

Take this opportunity to renew your membership. Place \$100 for members or \$50 for retired and unemployed member in the membership renewal entry below. (Recent grads: please renew online to ensure we calculate the dues correctly.)

**Fee Summary**

Registration Fees	\$ _____
Career Enhancement Series	\$ _____
Special Events/Tours	\$ _____
Membership Renewal	\$ _____
<b>Grand Total</b>	\$ _____

**How to Register**

**On-Line:** [www.swe.org](http://www.swe.org) (credit card only)

**By Mail:** 2004 SWE Registration Office, Dept. 20-1082, P.O. Box 5940, Carol Stream, IL 60197-5940. You may pay by check or credit card with mail registrations.

**By Fax:** 312-596-5252 (with credit card payment)

You should receive confirmation of your registration within 2 weeks of receipt.

**Payment Method**

Purchase orders ARE NOT accepted for registration. All registrations received MUST be accompanied by fee and will be returned if not accompanied by payment.

Check payable to SWE (US funds only) Check No. \_\_\_\_\_

Credit Card Payment:

- American Express    
  Discover    
  MasterCard    
  Visa

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

# GENERAL REGISTRATION POLICIES AND INFORMATION

## Program Information

Information printed in the 2004 Preliminary Program will be subject to change. If a paid course, tour or social event is cancelled, refund is limited to the price paid. All program changes will be announced on the SWE 2004 Conference website, [www.swe.org/2004](http://www.swe.org/2004).

## Registration Questions?

Please direct questions to SWE Registration  
Phone: 312-596-5223 Fax: 312-596-5252 or  
Email: [registration@swe.org](mailto:registration@swe.org)

## Cancellation Policy

Refunds will be issued for written, fax or email cancellations only that are received at the registration office on or before September 15, 2004. No telephone cancellations accepted. Note: Refund is limited to basic registration fees. No ticket prices for special events, or tours can be refunded.

## Under 18 Years Of Age Policies

You must be over 18 to attend a company tour. Children can accompany parents to any non-technical tour unless otherwise designated. Anyone under 18 years of age cannot be allowed in the exhibit hall at any time during setup and only allowed during show hours when accompanied by a parent or guardian. For specific questions regarding registration, please contact the conference management office at 1-800-892-2858.

## Childcare

Childcare services will be offered at our conference. For details go to [www.swe.org/2004](http://www.swe.org/2004)

## Clarification On Guest Fee

Guest fee is limited to spouses and other guests of participants. The guest fee includes the exhibit events and general social events. Guests are allowed to purchase tickets to paid events when accompanied by a participant, excluding professional CES Courses.

## On-Site Registration Hours

Tuesday, 10/12 – 5:00-8:00 p.m.  
Wednesday, 10/13 – 7:00 a.m.-6:00 p.m.  
Thursday, 10/14 – 7:00 a.m.-7:00 p.m.  
Friday, 10/15 – 7:00 a.m.-6:00 p.m.  
Saturday, 10/16 – 7:30 a.m.-12:00 p.m.

## Midwest Airlines Center

400 West Wisconsin Avenue  
Milwaukee, WI 53203

The state-of-the-art Midwest Airlines Center is three stories tall with the top floor exhibit hall spanning Wells Street. Skywalks connect the Center to downtown hotels and shopping. A large rotunda at the corner of 4th Street and Wisconsin Avenue offers public space containing a visitor information center and Midwest Airlines ticket counter. For driving directions, map information and current parking rates, please visit the Midwest Airlines Center website: <http://www.midwestairlinescenter.com/maps.asp>

## Volunteers

We would love to have your help! We need volunteers to help us in the programs and logistics portions of our conference. Instructions provided on-site. Contact Stephanie Herdeman at [confvolunteer@swe.org](mailto:confvolunteer@swe.org).

## Career Resources Center

Wednesday, 10/13 – Saturday, 10/16

Sponsored by Hewlett-Packard Company

With computers, printers, and Internet access this is the place to make the last minute enhancement to your résumé or check your email.

## Coffee Shoppe

Sponsored by Ford Motor Company

Join us for complimentary coffee and snacks on selected times during the conference, courtesy of Ford Motor Company.

## Hotel Information

SWE has contracted the following special rates for our members and industry supporters at the hotels below and SWE benefits when you use our contracted hotels. Please refer to "Society of Women Engineers" when booking your reservation.

### Hilton Milwaukee

509 West Wisconsin Avenue Milwaukee, WI 53203

Phone for Reservations: (414)271-7250

Fax: (414) 271-1039

Room Rates: Single: \$150.00/Double: \$170.00

Triple: \$190.00/Quad: \$210.00

Located in the heart of downtown, and connected to the Midwest Airlines Center by a second floor skywalk, the Hilton Milwaukee City Center is a true Milwaukee landmark that has been renovated to reflect its original 1920s grandeur. Guest amenities include the dazzling new Paradise Landing™, America's first urban indoor waterpark. For more information, visit [www.hiltonmilwaukee.com](http://www.hiltonmilwaukee.com)

### Hyatt Regency Milwaukee

333 West Kilbourne Avenue Milwaukee, WI 53203

Phone for Reservations: (414) 276-1234

Fax: (414) 276-6338

Room Rates: Single: \$130.00/Double: \$130.00

Triple: \$140.00

Connected by second floor of the Midwest Airlines Center Convention Facility, the Hyatt is just one block from the scenic Riverwalk and shopping center. For more information visit [www.milwaukee.hyatt.com](http://www.milwaukee.hyatt.com).

## Air Travel

We have made special arrangements with Midwest Airlines for discount travel. Refer to Meeting File #CMZ1377 Discount 6% discount ("Meeting Discount") off any available published fare, or 10% discount off any published fare if tickets are purchased 60 days or more prior to travel (provided all fare restrictions are met), excluding these fare types: Group, Student, Senior Citizen, VUSA, Introductory, Tour, Ticketpak and unpublished fares. Discount certificates, coupons and companion offers may not be used with the Meeting Discount. Reservations can be made by calling 800-452-2022 or via the website at [www.midwestairlines.com/conventions](http://www.midwestairlines.com/conventions).

## Ground Transportation/ Car Rental

Hertz Car rental is offering discounted rates in conjunction with the Midwest Airlines Convention and Meetings program. Mention CV#02R30003 when calling Hertz at 800-654-2240.

Airport Connection offers discounted ground transportation from Mitchell International Airport to the downtown Milwaukee hotels daily. Reservations are not required but can be made in advance by calling 800-236-5450.

# Thank you to our SWE 2004 Event Sponsors

## \$20,000 + Sponsorship

---

### **Caterpillar**

*Tote Bags*

### **DaimlerChrysler Corporation**

*Tote Bags*

### **Exxon Mobil Corporation**

*SME Bowl and Career Fair Opening Reception*

### **Ford Motor Company**

*Celebrate SWE, Friday Career Fair Lunch,  
Coffee Shoppe*

### **GE HealthCare**

*Personal Growth Track, Celebrate SWE!*

### **IBM Corporation**

*Keynote Breakfast and the Technical  
Presentation Competition*

### **Kimberly-Clark Corporation**

*Tote Bags Sponsor*

### **Lockheed Martin Corporation**

*Awards Banquet*

### **Northrop Grumman Corporation**

*Student Leadership Luncheon, Lanyards  
President's Reception*

### **Raytheon Company**

*Explore Engineering*

### **Schlumberger Technology Corporation**

*Tote Bags*

## \$10,000+ Sponsorship

---

### **The Boeing Company**

*Team Tech Competition*

### **ChevronTexaco Corporation**

*Celebrate SWE!*

### **Exelon Corporation**

*Registration Area and Achievement  
Award Reception*

### **Hewlett-Packard Company**

*Computer Support*

### **Rockwell Automation**

*Technical Presentation Competition,  
Registration Area and Pocket Guide*

## \$5,000+ Sponsorship

---

### **BAE SYSTEMS**

*Staffing and Audiovisual Support*

### **Procter & Gamble**

*SWE Boutique and SWE Tours*

### **SBC Communications**

*Registration Area*

### **We Energies**

*Welcome to Milwaukee Reception*

### **Wells Fargo Internet**

*SWE Boutique and SWE Tours*

### **Whirlpool Corporation**

*Washer and Dryer Giveaway*



230 E. Ohio Street, Suite 400  
Chicago, IL 60611-3265