



The

Windy City Wire

Society of Women Engineers Chicago Regional Section

ASPIRE • ADVANCE • ACHIEVE

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Second FY 05 Issue

Building Online Relationships

Written by Biana Babinsky

Have you ever met Jeff, Mr. I-just-got-a-great-deal-on-23,000-business-cards- and-I-must-hand-out-as-many-as-I-can? I am sure you have met one of the many incarnations of this type at a networking meeting, a Chamber of Commerce mixer, or even during an informal social event. Jeff has a formulaic modus operandi. He comes up to you, briefly introduces himself, and tells you all about his business. He then proceeds to give you his business card and urges you to call tomorrow and become one of his customers. As soon as you attempt to start talking about your business, Jeff scurries off to find his next vict... er, human business card receptacle. At this point you wisely decide to avoid doing business a person who obviously never engages in win-win conduct. You promptly deposit Jeff's card into a more appropriate receptacle in the corner.

Jeff's behavior had thwarted his intent. Even though you may need his products, his demeanor leaves doubts about the value of engaging him in business transactions. Jeff would have done much better by simply spending a few minutes learning about your business, and then discussing how the two of you could help each other solve business problems. Alas, he wasn't interested in exploring the benefits of a long-term business relationship with you. Instead, Jeff was singularly focused on making it into the Guinness Book of World Records under an obscure category entitled "most business cards distributed in one hour."

Drive-by-business-card-handouts are rampant in online networking as well. A few months ago, I received an e-mail from Jenny, who wanted me to purchase pet mouse insurance. She didn't bother learning more about me by perusing my personal page, or e-mailing me first to introduce herself and get to know me. Had she done that, she would have realized I don't own

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How Engineers Lead Change: National Conference Revisited

How many times have you attended a conference, received great information and intended to really make a change when you left? Yet, how many times have you fallen back into the old routine without implementing any of the great information?

Or worse, how many times have you gone to a conference only to find that the two topics you wanted to attend were scheduled in the same time slot?

To avoid the risk of this happening at the National conference, we will have a meeting to keep the excitement and energy of the conference flowing. We will continue the learning and networking as well as further define our implementation plans to take full advantage of what we learned.

When: November 9, 2004 7:00 PM
Where: Ramada Inn- S. Beloit (Intersection of 51/75)
What: Dinner meeting (Cost \$15)
More detailed agenda to follow
Who: Wisconsin Section
Chicago Regional Section

Please RSVP to Marlene Sharkey (608) 635-2018 by November 1, 2004.

Send checks payable to The Ramada Inn to W9590 Richards Road, Lodi, WI 53555

president's letter

Deanna Heffron, FY05 SWE-CRS President

Well, the fiscal year is off to a good start with the ever-popular networking events. September has many offerings as well. We are finalizing a Student Upgrade Party, which will be open to both current members and recent college graduates. We will also hold our annual 'Get To Know SWE Night' at Lucent Technologies in Lisle, IL. Members will learn about the Sections' committees, activities, and volunteer opportunities. (See the article in this newsletter for more details.)

October will also be a big month for SWE-CRS with the National Conference being held in nearby Milwaukee, WI. If you've never attended a SWE National Conference for fear you wouldn't know anyone, fear not! Your friendly SWE-CRS President will be there and you are welcome to join me at the various conference programs. Many fellow Section members, including officers and many committee chairs, will be there as well. Plus, you'll have plenty of opportunities to meet your fellow SWE members from around the country. As in the past, we will meet as a Section (time and location to be determined), in addition to the Regional meeting. So be sure to let one of the Section officers know that you'll be attending the conference.

As I briefly touched on above, there are many volunteer opportunities available to all members in SWE-CRS, even if you feel you are on the outskirts of the Section. Some "long distance" volunteer opportunities are submitting articles for our newsletter, acting as our Assistant Webmaster, judging scholarship applications, and various Career Guidance activities. If you are interested in volunteering at the National level, the National Conference in Milwaukee provides the perfect venue. Simply e-mail Stephanie Herdeman, the conference volunteer coordinator, at confvolunteer@swe.org.

Above all, we hope you'll voluntarily be saying

"S'Wonderful,
S'Marvelous,
SWE!"

SWE-CRS Executive Council

Officers

President — Deanna Heffron

Vice President — Wendy Landwehr

Secretary — Katie Amelio

Treasurer — Diane LaFortune

Section Representatives — Nicole Eigner,
Bernadette Gillette, Cathy Pieronek

Committee Chairs

Awards — Available

Awards Banquet — Lillian Chan

Bulk Mail — Susan Heilmann

Career Guidance — Anne Lucietto

E-mail Network — Nelly Sanchez

Family Issues — Available

Finance Chair — Christy Magerkurth

IEC Representative — Cheryl Machnich, Daryl Farley Varney

Job Opportunities — Iris Adanuncio

Logo Items — Anne Lucietto

Membership — Diane Peters

Mentoring — Kyla Jacobsen

Multicultural — Mayling Wong

Newsletter Editor — Katie Amelio

Nominating Committee — To Be Determined

NW Indiana — Laura Cruz

PD Committee — Available

PO Box Mail Distribution — Danielle Lacko

Programs — Cecilia Pruteanu

Publicity — Nelly Sanchez

Scholarship — Laurel Jasek

Strategic Planning — Available

Student Liaison — Cathy Pieronek

Voicemail — Rebecca Gorman

Webmaster — Rebecca Miller

Mark Your Calendar for These Upcoming Events...

Get to Know SWE Night

SWE-CRS will be holding our annual Get to Know SWE Night on Tuesday, September 21, at Lucent Technologies' facility in Lisle. For those of you who are new to SWE, or to the section, this is a great opportunity to learn more about the organization. For those who are more experienced SWE members, it's a great chance to re-connect with old SWE friends and make new ones. And, for those of you who think you've seen it all at Get to Know SWE, you may be in for a surprise this year. Have you ever been in on a "speed dating" or "speed networking" event? Well, this year you get "speed SWE"! This active event will let you learn a lot of little bits of interesting information, and find out exactly what you want to do within SWE.

DATE: September 21, 2004
LOCATION: Lucent Technologies, Lisle, IL
TIME: 6:00 pm – networking & food
7:00 pm – program begins
RSVP: Either at the SWE-CRS website (<http://www.swe.org/chicago>) or by voicemail at 312-409-1978 by September 17, 2004

PLEASE RSVP if you intend to come; although the event is free, we need to know how many people plan to come in order to plan the food!

SEF Presents: Engineering Through the Legal Issues

On November 10, 2004, at the Union League Club of Chicago, the Structural Engineers Foundation will host a seminar presented by attorneys from Schuyler, Roche & Zwirner, PC in conjunction with AVA Insurance which will address important issues impacting all engineers, as well as steps to assist engineers in the management of their profession and business. The seminar will address important issues such as professional liability, insurance coverage, trade secrets, corporate and partnership issues and indemnification. Engineering practices, designed to assist in the limitation and management of costly claims and litigation, will be highlighted. In today's environment, it is important for all engineers to understand the risks of potential claims, the cost of litigation resulting from such claims and the steps necessary to minimize and manage the costs resulting from professional claims.

This seminar will provide four hours of continuing education credits. The details for the SEF seminar are as follows:

Date: Wednesday, November 10, 2004
Place: The Union League Club
65 W. Jackson Blvd.
Chicago, Illinois.
Program: 8:00 a.m. to 12:15 p.m.
Cost: To be announced

Reservations are required and may be made by calling Donna Childs at the SEF office at (312) 372-4198 by 5:00 p.m. Friday, November 5, 2004. A suit and tie dress code is enforced.

Student upgrade party in
September — more details to follow.



November Planning Meeting

Date: Saturday, September 18th, 2004
Time: 9:30 - 11:30 am
Place: Diane LaFortune's house in Roselle
RSVP: Required by Thursday, September 15th. RSVP directly to Diane via e-mail (diane.lafortune@ngc.com) to receive directions.

During the planning meeting, we'll discuss the Chicago Regional Section's financial status, upcoming events, committee activities, etc.. All officers, representatives and committee chairs are encouraged to attend, and all members are welcome.

Building Online Relationships (cont.)

(Continued from page 1)

any pet mice, and thus I am not a member of her target market. Jenny and I don't have complementary services, and thus we would not be likely to engage in a business relationship. However, had she taken the time to build trust and confidence in her services, I would have recommended pet mouse insurance to Stacy and Tim, who do own twenty seven relevant furry creatures. This transaction alone would have surely earned Jenny the coveted "pet mouse insurance agent of the month" award.

The goal of both online and offline networking is the same — creating mutually-beneficial, long-term business relationships and expanding your network. While the approach to online networking is different from that in offline networking, the outcome is the same. Here are a few points to remember when you are networking online:

- Find out something about the person before making contact. Invest some time into figuring out whether Bruce is a part of your target market, a potential strategic partner, or just somebody with whom you'd like to have an in-depth conversation about the latest trends in ski bindings. You will have a much easier time engaging people once you know something about their interests and their potential role in your network. Of course, this research will also help you determine what roles you can play in others' networks.
- Avoid the used car salesman syndrome. Lars, a software developer in Silicon Valley, was laid off during the worst period of the post-dotcom bubble. He diligently searched for another job for nearly a year with no success. His bills were piling up, so he took a job as a car salesman at a local dealership. Lars had the typical software developer's laid-back temperament, so he wasn't really interested in selling cars. He didn't try to sell anything to the customers. Instead, during long test drives on scenic California highways, Lars talked to his customers about the weather, their children, and their lives — anything but the amazing acceleration and superior torque at low engine revolutions of the latest premium sedan. People loved his approach. Customers referred Lars to friends, relatives, co-workers, and random acquaintances. The dealer couldn't stock new cars fast enough, as Lars moved an ever-growing number of vehicles out the door. Lars retired three years later.

Learn from Lars. Don't use a high-pressure, canned sales pitch the first time you contact someone online. Be pleasant and simply mention your business. Avoid channeling Vinny from the neighborhood's used car lot.

- "Ask not what the contact can do for you, ask what you can do for the contact!" (our apologies to JFK). Stop approaching networking contacts and hoping to immediately sell something to them. Instead, try to determine what your contacts desire, and help them to fulfill that need. This will start you on the road to becoming a valuable member of their networks, which in turn will produce more contacts and potential customers in the future.
- Don't be a victim of the "next quarter earnings" disease. Too many executives focus exclusively on short-term financial results to the detriment of long-term, strategic investment and planning. Companies, employees, and shareholders pay a heavy price as a result. Don't fall into the short-term trap. If the person you talk to isn't interested in your products or services immediately, keep developing the relationship. Savvy online networking is about building long-term business relationships, not making a large number of one-time sales calls.

Healthy business relationships are invaluable. Business partners provide you with a foothold into their own business networks, which will help you to make business connections you would have never known about otherwise. Build and nurture your networking relationships every chance you get, and you will surely grow a successful business.

Biana Babinsky is the Principal of Avocado Consulting, Inc. Avocado Consulting provides superior online marketing services, user-friendly web design, and innovative technical consulting. For more information and to subscribe to our Newsletter, visit us at <http://www.avocadoconsulting.com>.



Save the Dolphins!

An EngineerGirl! Website Contest
In Conjunction with National Engineers Week

How would you solve this real-world experience using engineering and your creativity?

The Challenge

Each year, thousands of dolphins die after beaching themselves, often in spite of efforts of volunteers working furiously to move them back out to sea. Imagine that a pod of dolphins has mysteriously come ashore and you are asked to help. Think of a solution to this problem using design principles and processes from one or more fields of engineering, removing the dolphins from the beach and safely back into their home in the water.

Visit <http://www.engineergirl.org> for more details.



New Members Join SWE CRS

Please welcome the following members to the section, who have either newly joined, upgraded from student membership, or moved into the section.

- Anu I. Abraham
- Paula D. Adams
- Meg Amato
- Marilyn G. Andrews
- Margaret E. Breloff
- Phyllis M. Corcoran
- Joi Lynn Crayton
- Rachel C. Economou
- Diana Veronika Goluch
- Kyla B. Jacobsen
- Elizabeth G. Larkin
- Christine G. Low
- Sheryl L. McKenna
- Emily K. Pachla
- Melissa Pena
- Sherri P. Sanders
- Joy Schupp
- Preetha Thomas
- Andrea Wallen
- Jane A. Wickwire
- Elizabeth J. Williams
- Maura Windinger
- Amber L. Young
- Megan Elizabeth Yuill



Volunteer Opportunities

SWE-Wisconsin is looking for volunteers to help out at the SWE National Conference in Milwaukee. The conference runs from October 13-16 at the Midwest Express Center. They need volunteers to be room monitors, ticket takers, chaperone tours, and much more. There will be incentives involved! If you are interested in helping at the conference, please contact Stephanie Herdeman at Stephanie.Herdeman@med.ge.com. Check out the website for more information about the conference: <http://www.societyofwomenengineers.org/2004/default.asp>

Lend a Hand

IIT Seeks SWE Student Section Counselor

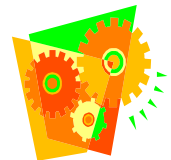
The SWE student chapter at the Illinois Institute of Technology is in the process of revitalizing itself and, at this point, is in need of a SWE counselor. Counselors should be members of SWE-CRS and have the time to attend SWE student chapter meetings from time to time and to serve as a liaison between the student chapter and SWE-CRS. If you would like to volunteer, please contact the SWE-CRS Student Section liaison, Cathy Pieronek, by e-mail at pieronek.1@nd.edu, and she will put you in touch with the IIT section.



All members are encouraged to submit articles or announcements that may be of interest to our membership. The next article deadline is

October 29th

Send articles to:
Kamelio@ctlgroup.com
SWE CRS Newsletter Editor





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