



CHICAGO REGIONAL
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The Windy City Wire

Society of Women Engineers Chicago Regional Section

www.societyofwomenengineers.org/chicago

Volume 10 Number 2

Get to Know SWE Night

Second FY 06 Issue

Date: Thursday September 29, 2005
Time: 6:30 Networking and Dinner
7:00 PM – 9:00 PM Program
Place: Motorola, Schaumburg, IL - Check the SWE-CRS website for directions.
Cost: FREE!
RSVP: Required by Monday September 26 on the SWE-CRS website or by sending an email to swe-crs@swe.org

Are you a new member of SWE? Have you just transferred from another SWE section? Have you been a member for awhile, but just never got involved? Do you know someone who might be interested in SWE?

If you answered “yes” to any of these questions, you should attend “Get to Know SWE Night.” This is an opportunity to find out everything you ever wanted to know about SWE-CRS. The evening will begin with a light supper and an opportunity to informally meet and talk to representatives of Chicago Regional Section (CRS) committees. The evening then continues with a program covering an overview of SWE and the Chicago Regional Section, committee activities, involvement opportunities and much more! We will even have door prizes. Everyone will get a chance to meet for a few minutes with every committee represented.

Bring yourself. Bring a co-worker. Bring a friend. Come and enjoy an evening of good food and good company while learning more about the Chicago Regional Section of SWE.

Help us broadcast this event and forward this announcement within your company or post someplace where other women engineers and future engineers will see.

For more information visit our website at www.swe.org/chicago.

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president's letter

Wendy Landwehr, FY06 SWE-CRS President

Hello SWE Chicago Regional Section! I can't believe it has been over a month since the planning retreat. So much has happened in the last month. We have filled almost all of our chair positions and are poised to take on the year's events and activities.

The programs committee has been hard at work using the ideas from the planning retreat to coordinate our sections events. We will be having an Architectural Boat Ride Tour on August 27. I hope many of you can be there. Several other Fall events are in the planning stage. Our first networking event "Poker night" in Lake County was held at Rebecca Miller's home. It was fun and I met a new member. We are looking for members to host a networking event. We try to have them all over the section, to give the whole membership a chance to get to know one another. It can be as easy as making a dinner reservation or maybe something a little more creative, so we can have an event in your area. Email SWE-CRS@swe.org if you are interested in hosting a networking event.

I encourage you to attend our annual "Get to Know SWE Night" on September 29 at Motorola, Schaumburg. This event will give you a chance to meet with the officers and committee chairs. This is a great opportunity if you are new to the section.

With the help of the committee chairs, Rebecca Miller has done a great job with our new volunteer webpage. It gives concise descriptions of CRS volunteer opportunities and makes it easy to volunteer for a specific activity. Please take a look at it. Something interesting might catch your eye. <http://www.swe.org/chicago/volunteer.html>. Remember that its members make the Chicago Regional Section great --- SWE'et Home Chicago -- because the Chicago Regional Section is the best !!

SWE'et Home
Chicago

SWE-CRS Executive Council

Officers

President — Wendy Landwehr

Vice President — Diane LaFortune

Secretary — Athena Kotsanis

Treasurer — Christina Magerkurth

Section Representatives — Nicole Eigner,
Deanna Heffron, Cathy Pieronek

Committee Chairs

Awards — Debra Evans

Awards Banquet — Available

Career Guidance — Anne Lucietto

E-mail Network — Danielle Folkerts

Family Issues — Karen Preston-Wozniak

Finance Chair — Christina Magerkurth

IEC Representative — Cheryl Machnich, Daryl Farley Varney

Job Opportunities — Available

Logo Items — Anne Lucietto

Membership — Marika Alexakis

Mentoring — Kyla Jacobsen

Multicultural — Available

Newsletter Editor — Katie Amelio

Nominating Committee — To Be Determined

NW Indiana — Laura Cruz

PD Committee — Vanessa Pena

PO Box Mail Distribution — Jennifer Van Dyk

Programs — Amy Theis

Publicity — Danielle Folkerts

Scholarship — Laurel Jasek

Strategic Planning — Amy Theis

Student Liaison — Jennifer Van Dyk

Voicemail — Tracey Schocke

Webmaster — Rebecca Miller

October Family Walkathon Outing

Written by Karen Preston-Wozniak

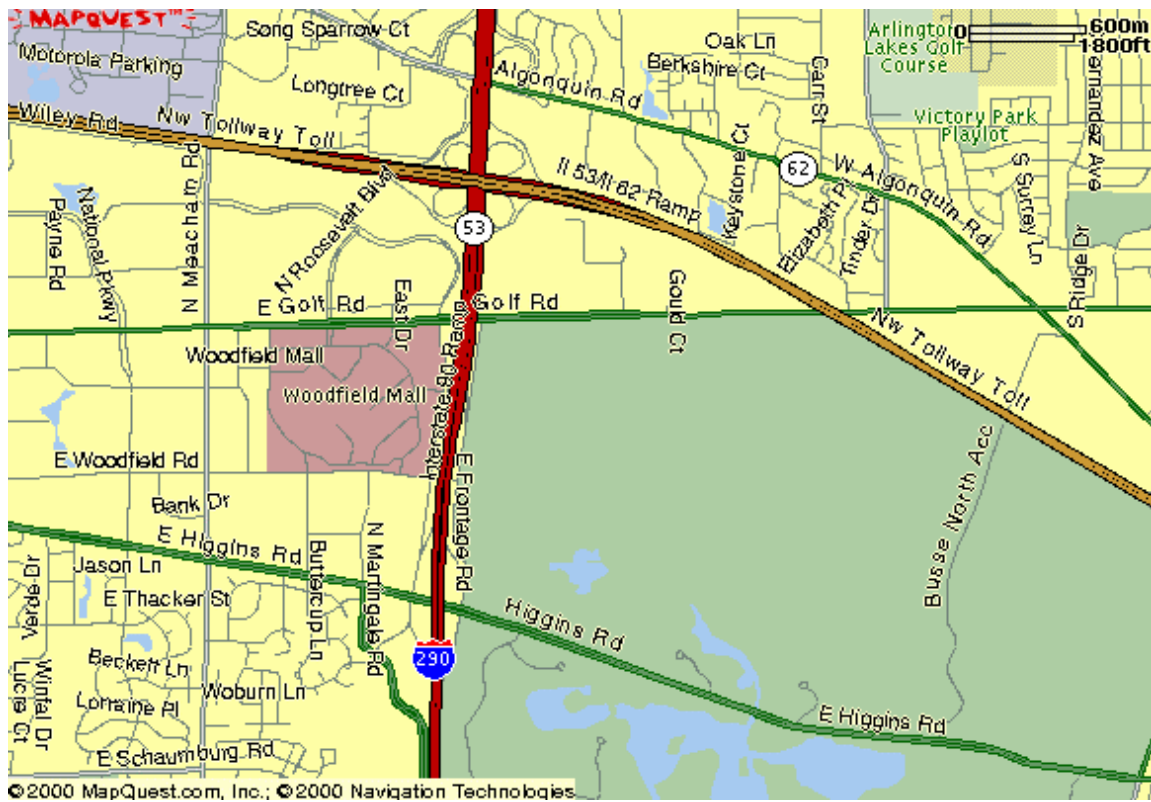
The Family Issues Committee of the Chicago Regional Section of SWE would like to join the Northrop Grumman & Friends in participating in Ron Santo's Walk to Cure diabetes - JDRF (Juvenile Diabetes Research Foundation) walkathon this year. The purpose of the walk is to help fund research for the cure of Juvenile Diabetes. There are activities around the area including raffles and a DJ. There are breakfast snacks and drinks along the way. Each participating entry will have a chance to win a prize. The JDRF (Juvenile Diabetes Research Foundation) is looking forward to meeting future walkers.

Everyone may join, so bring the kids and dogs along! If you would like your family to participate in Ron Santo's Walk please register at <http://www.walk.jdrf.org> and sign up as the team of, "Northrop Grumman & Friends"! Jennifer Harnish is our team captain. If you have any questions please contact Karen Preston-Wozniak at preston1122@yahoo.com or (847) 452-2989 for more information. Pledge sheets are necessary. The event is on October 2nd at 8:30 AM in Busse Woods Bicycle Trail (Golf Road /Route 58, just east of Route 53). Ron Santo's Walk starts at 9:30 a.m.

The directions from the south are simply, take I-53 to Higgins Rd. exit, heading straight across Higgins Rd. until the exit (Frontage Rd) road ends on Golf Rd. Go east on Golf Rd. to Ring Rd. and turn left. The directions from the north are Take Route 53 south to Woodfield Dr. Exit and turn left at the first light. Go under Route 53 and then turn left on the next light (Frontage Rd.). Take this until it ends and turn right on Golf Rd. Turn left on Ring Rd. Our SWE group will meet by the bunch of green balloons in the Northrop Grumman tent. The Northrop Grumman sign is white and blue.

Pledge sheets are necessary so link to this <http://www.walk.jdrf.org> web site.

Let's help out the JDRF by starting to sign up our pledge sheets. If you don't want to walk, join as a volunteer at the tent. As little or as much time as you have to offer is very much welcomed and appreciated!! I look forward to seeing everyone arrive with a great big SWE smile!



SEAOI WORKSHOP

BASICS OF BRIDGE DESIGN

The Structural Engineering Association of Illinois (SEAOI) will host a half-day workshop on the Basics of Bridge Design. Ahmad Hammad, PhD, PE, SE, supervising structural engineer with Parsons Brinckerhoff in Chicago, will be the lecturer. The workshop emphasis will be on the Structural Engineer Exam Part I as it relates to bridge design using AASHTO Standard Specification for Highway Bridges, 17th Edition 2002.

The following topics will be covered:

- Loads: dead load, live load, traffic lanes, highway loads, impact, longitudinal, application of live load, load combinations, etc.
- Design and Details of Bridge Structures: reinforced concrete, prestressed concrete, and structural steel.

Also presented will be worked-out design examples that illustrate the AASHTO analysis and design provisions.

Please bring a copy of AASHTO 17th Edition to the workshop, if available.

This workshop will provide 4.0 hours of continuing education units. The details for the workshop are as follows:

Date: Tuesday, September 20, 2005

Place: Maggiano's Little Italy

111 W. Grand Avenue

Chicago, Illinois

Time: 8:00 a.m. to 12:00 noon

Cost: \$150 for SEAOI members, \$200 for non-members

Reservations are required and may be made by calling Donna Childs at the SEAOI office at (312) 649-4600 by 5:00 p.m. on Friday, September 16, 2005.

SEAOI ANNOUNCES REFRESHER COURSE

ABOUT THE COURSE:

The Continuing Education Committee of the Structural Engineers Association of Illinois (SEAOI) is planning to present its 2005-2006 Structural Engineers Refresher Course in downtown Chicago. The refresher course provides an in-depth review of structural engineering principles and applications. It is intended to help prepare candidates for the Illinois Structural Engineers State Board Examination.

This high-value refresher course has a long and rich history. Its roots go back to the 1950's at Navy Pier (Univ. of Ill.). In 1965, the course took on the name "Structural Engineers Refresher Course" and its home, for some 25 years, was the University of Illinois – Chicago Circle. SEAOI has hosted the course for the past thirteen years. The 2005-2006 course will feature 35 sessions of classroom interaction with experienced instructors—providing an excellent forum for concentrated review and discussion of the broad range of topics. Feedback from candidates in past courses has been positive. Many individuals have expressed their appreciation for such a course being available in the Chicago area. And they commented on the breadth and depth of the course plus the dedication of the veteran instructors — stating that such resources played a major role in getting them ready for the rigorous state exam.

SUBJECT AREAS AND INSTRUCTORS:

Content areas of the course are exam details, foundations, structural steel design, timber design, structural concrete and masonry, and seismic design. Instructors will be:

- Lindsay M. Anderson, Lindsay Anderson Consulting. *Structural Steel Design*.
- W. Gene Corley, Construction Technology Laboratories. *Seismic Design*.
- Burton A. Lewis, DeLeuw Cather, Retired. *Exam Details*.
- Robert G. Lukas, Ground Engineering Consultants. *Foundations*.
- David P. Gustafson, Concrete Reinforcing Steel Institute. *Structural Concrete and Masonry*.
- Daniel J. Roig, KRW Consulting Group. *Timber design*.

THE ARRANGEMENTS:

The Structural Engineers Refresher Course will be held on Monday and Thursday evenings from 6:15 to 8:00 p.m. The course is scheduled to begin Monday, November 10, 2005 and end March 30, 2006. Further information regarding the upcoming 2005-2006 course is available by calling the SEAOI office at (312) 649-4600 ext. 200. Early registration is encouraged.

SWE-CRS Volunteer Opportunities

Written by Rebecca Miller

Help keep the section thriving - Volunteer your time!

Having trouble getting active or meeting people within your SWE-Chicago section? Volunteering is the perfect opportunity to meet new people, become involved in the local section, and do something good for the section and for SWE. It's members are what makes the Chicago Regional Section one of the best sections in SWE.

Many volunteers are needed to keep the section active, and we've organized a good number of these opportunities on our website - many of which take just an hour or two of your time (less if we get more volunteers!).

Please consider donating some of your time to your local section.

Visit: <http://www.swe.org/chicago/ivolunteer.html> to volunteer your time to the section.

Your selections are not written in stone - an officer or committee chair will contact you to determine your available time commitment. If you have already filled this out - Thank you - a committee chair or officer will be contacting you shortly.

Harper College Observatory

Do you love looking up into the night sky to see what's up there, wondering what there is to see beyond just the stars? Worry no longer. On Friday September 16th, join SWE-CRS at 8:00 PM for a night at the Harper College Observatory. You'll be able to see planets, stars, and galaxies up close and personal. Family members and children over 12 are welcome to attend. Please wear sensible shoes since a ladder climb is required, and bring a jacket to stay warm in the observatory.

Harper College is located in Palatine, IL at the corner of Roselle and Euclid Avenues. Please RSVP by September 13th on the website (www.swe.org/chicago) or to the swe-crs email address at swechicago@yahoo.com. Please include a phone number where you can be reached in case of cancellation due to cloud cover. The make-up date will be Friday, September 23rd.

FUN Networking Event Northwest Suburbs

Come join us for an evening of fun and games at **GAMEWORKS** located at the Streets of Woodfield in Schaumburg!! Gameworks is a high-tech entertainment, restaurant and bar experience where guests can eat, drink, party and play. It features entertaining and interactive games and attractions! For more information, please visit their website at www.gameworks.com. This is a great time to get to know our new members and to catch up on our summer adventures! Plus, it's just plain ol' fun!

When: Tuesday, September 20th

Time: 7pm - 9pm

Where: GameWorks - Schaumburg

601 N. Martingale Rd.

Schaumburg, IL 60173

(847) 330-9675

Please RSVP by Friday, September 16th to Nelly Sanchez at nelida.sanchez@ngc.com.

Save the date *for the*

**FY06 Region H Conference
March 3-5, 2006
Iowa State University, Ames, IA**

SWE-CRS Flies High at the Flyer's Game

Written by Diane LaFortune

Even though the Chicago area has been suffering through a drought this year; bad weather threatened to ruin the first SWE-CRS program held this year. The rain held off that Saturday afternoon though, and SWE-CRS members and their family members started the afternoon off with a barbecue at Diane LaFortune's house. Following dinner, everyone headed over to Alexian Field, home of the Schaumburg Flyers. The Flyer's easily beat the Kansas City T-Bones that night, 6 to 3. Following the game, everyone stayed to watch the fireworks that were set to music. It turned out to be a beautiful day, and it was a great opportunity to learn more about everyone who came.

Stay tuned for other family-friendly programs coming to your area soon.



Poker Night

Written by Rebecca miller

On Thursday, August 19, six SWE women realized just how bad their poker faces are. Diane LaFortune, Stephanie and Veronica Loete, Erin Dugan and Wendy Landwehr met at Rebecca Miller's house for a fun night playing Texas Hold 'Em. Veronica's gasp gave away her four-of-a-kind, and we all had trouble counting to five to finish off our straights. We had to ask ourselves – we are engineers, right? I think we all had a blast – I know I did. It was fun to meet and talk with each other about why we decided to go into engineering, and about the types of engineering we do. The responses ranged from luck, to those with engineers in the family, to those who knew since they were very young. Every time I am with a group of women engineers it reminds me why I am and always will be involved in SWE. Where else can I spend an evening with 5 wonderful women – where even after you first meet you already have an instant bond – and are able to share stories with those you have so much in common with.

Illinois Engineering Council Awards Banquet

The Illinois Engineering Council (IEC) will hold its 67th Annual Outstanding Engineering Awards Banquet on Friday, September 16th, 2005 at the White Eagle Banquet Hall, 6839 N. Milwaukee Avenue, Niles, IL. The banquet celebrates excellence in engineering and allied technical fields and recognizes the contributions of the IEC's twenty member societies to the public welfare. Award selection criteria include creativity and vision, aesthetics and environmental considerations, along with technical leadership, project management, safety, construction innovation, and participation by multiple engineering disciplines. This year's award winners are:

Illinois Department Of Transportation (IDOT) District One Communication Center Upgrade and Redesign
Owner IDOT Bureau of Electrical Operations
Affiliated Cos. Motorola, Inc.
Meade Electric
Chicago Communication Service, Inc.
Christie Electronics

UREX+ Separation Process for Separating Key Radionuclides from Commercial Spent Fuel
Owner Argonne National Laboratory, Chemical Eng. Division
Affiliated Cos. Oak Ridge National Laboratory
Idaho National Laboratory

The Morton Arboretum Main Parking Lot
Owner The Morton Arboretum
Affiliated Cos. Christopher B. Burke Engineering West, Ltd.
Christopher B. Burke Engineering, Ltd.

Moline Water Treatment Plant Improvement Project
Owner City of Moline
Affiliated Cos. Greeley and Hansen
Klein and Hoffman, Inc.
Indeco, Inc.
Stanley Consultants

Featured Speakers at the banquet will be Terrence J. O'Brien, President/Commissioner and John C. "Jack" Farnan, P.E., General Superintendent from the Metropolitan Water Reclamation District of Greater Chicago (MWRDGC). The IEC also plans to announce the formation of an Illinois Engineering Hall of Fame. For more information on the Banquet, contact Cindy Blomquist at (630) 574-2279 or Cindy.Blomquist@earthtech.com, or Dan Reuben at (847) 585-4909 or dbreuben@hotmail.com

19th Annual Entrepreneurial Woman's Conference

The Women's Business Development Center (WBDC) – a nationally recognized, nonprofit women's business assistance organization devoted to providing services and programs that support and accelerate women's business ownership and strengthen the impact of women on the economy – will hold its 19th annual Entrepreneurial Woman's Conference. Highlights include the Women's Business & Buyers Mart with over 150 exhibitors; the Hall of Fame Awards Luncheon; the Women's Forum Luncheon, featuring nationally-recognized women entrepreneurs and featuring Terry Savage, syndicated columnist and author; Networking Reception at Navy Pier; and concurrent panel discussions focusing on current entrepreneurial and industry-specific issues. For more information about the Entrepreneurial Woman's Conference and the WBDC's programs, visit their web site at www.wbdc.org or call (312) 853-3477.

When: Tuesday, September 13, 2005 from 8:30 a.m. - 6:30 p.m. and
Wednesday, September 14, 2004 from 8:30 a.m. - 2:00 p.m.
Where: Navy Pier, 600 E. Grand Avenue, Chicago, Illinois

Cost: Online registration at www.wbdc.org or by phone at (312) 853-3477 ext. 24 Tickets are \$200 for everyone and at the door after August 31. This is an all-event fee and includes access to all conference events. Individual tickets for the Hall of Fame Awards Luncheon and/or the Women's Forum Luncheon are \$100 each.

Diversifying Your Online Income

If you are reading this article, you are probably already earning money online, or are interested in learning how to start earning money online. Many business owners have one web site that brings in revenue, usually through sales of products or services that the business owner provides.

The online business arena is known for frequent and drastic overnight changes. A web site that is a darling of major search engines one day, getting thousands of targeted hits, can see its search engine traffic reduced by half (or worse) overnight. A successful Pay-Per Click-Search Engine campaign can turn bad and stop sending quality traffic to your web site in what seems like an instant. Your link exchange partners can remove links to your web site, and (indirectly) affect your web site's search engine positioning.

There are many things that can go wrong, and while you can (and should) correct the problem and regain at least some of the traffic, what can you do in the meantime? How can you earn profits while you are working on restoring your search engine rankings and making changes to your pay-per-click campaigns? How can you cope with these changes, and make sure that they don't have a similarly drastic effect on your overall online profit? Diversification of your online properties and income is your answer.

What is **diversification**? Instead of having a single web site selling products and services, imagine having two web sites, selling **different** products and services. The web sites should have different copy and sell different products, since search engines may penalize web sites that have identical content. Even if search engine rankings of one of your web sites decline in any given month, chances are that the other web site(s) will maintain their position, and can still earn you money.

Let's take this concept a step further. Instead of two, imagine having ten different web sites, all selling different products and services. Not all products have to be products that you produced yourself - there are many affiliate programs out there, offering generous commissions on everything from food containers to ebooks to workout videos. Again, with ten web sites you are increasing your overall online profits, and at the same time protecting your business against the vagaries of search engine algorithms. While it is possible that several of your properties might get poor rankings for a few months and not sell as much, it is highly unlikely that all web sites will get bad rankings at the same time.

By diversifying products and services that you sell, as well as the web sites from which you sell them, you will increase your profitability, and will be better able to cope with changes in online marketing landscape.

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 her newsletter full of marketing tips and ideas , visit us at <http://www.avocadoconsulting.com>.

SWE-CRS Upcoming Events

- SEPTEMBER 10 Planning Meeting – Roselle, IL
 16 IEC Banquet, Niles, IL
 16 Astronomy Night, Harper College, Palatine, IL
 29 “Get to Know SWE” Night, Motorola, Schaumburg, IL
- OCTOBER 2 JDRF Walk – Busse Woods
 22 Planning Meeting - Wheaton, IL
- NOVEMBER 2-5 National Conference, Anaheim, CA
 11 ElectroPlating Chemistry, w/Iota Sigma Phi, St Xavier College, Chicago, IL
 12 Girl Scout Workshop, Fermi Lab, Batavia, IL
- DECEMBER 10 CRS Holiday Party, Chicago, IL
 TBA Puppet Show , Rolling Meadows, IL
- JANUARY 1 Bike Psycho's bike ride
 21 Planning Meeting – Aurora, IL
 TBA CRS Networking events
- FEBRUARY 20-25 E-Week
 25 Dupage Eweek Event, Wheaton, IL
- MARCH 3-5 Region H Conference, Iowa State University, Ames, IA
 11 Planning Meeting – Lindenhurst, IL
- APRIL TBA PD Conference
 TBA Student Upgrade Party
- MAY 13 Planning Meeting – Evergreen Park, IL
- JUNE 8 Awards Banquet, Hyatt Lodge, Oakbrook, IL
 24 Meeting & Year-End Party Arlington Heights, IL



October Planning Meeting

Date: Saturday, October 22nd, 2005
 Time: 9:30 - 11:30 am
 Place: Nicole Eigner's house in Wheaton
 RSVP: Required by Thursday, October 20th. RSVP directly to Nicole via e-mail (nicole.eigner@abbott.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.



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. These are members who joined us since the first of the year.

- | | |
|---------------------------|-----------------------------|
| Krista Joyce Anderson | Athena Kotsanis |
| Khalihah, Bey | Katherine H. Janes |
| Sarah K. Chester | Christina A. Jaschuk |
| Lakisha A. Clark | Elizabeth G. Larkin |
| Lisa K. Dagemais | Tara Lee Maggiano |
| Heather M. Dawson | Andrea Nicole Massa |
| Kathleen Ann Dorton | Lisa Anne Matta |
| Jennifer M. Dunn | Jodi S. Miller-Smith |
| Kathleen E. Eaton | Lindsey O. Moe |
| Hilary J. Eichler Schultz | Jessica L. Moustis |
| Mary E. Finster-Miller | Leah M. Pacana |
| Erika J. Franzen | Jennifer J. Peck |
| Lendrear G. Freemann | Teresa M. Schissler-Boichot |
| Mary Jeanette Gale | Carolyn L. Sloan |
| Christy M. Gomorzak | Tracy R. Smith |
| Melissa Ann Gradecki | Irmawati Suryadarma |
| Poonam Kaur Gill | Jeanne Tanner |
| Kelly Ann Guyette | Maria V. Varga |
| Maryellen N. Hale | Lindsay M. Wickers |
| Karen R. Horting | Mayte Zavaleta |



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

October 7th

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

