



The

Windy City Wire

Society of Women Engineers Chicago Regional Section

ASPIRE • ADVANCE • ACHIEVE

www.societyofwomenengineers.org/chicago

Volume 9 Number 5

Fifth FY 05 Issue

Goal Setting for the New Year

Written by Biana Babinsky

December is a great month for reflecting on the outgoing year and setting goals for the one ahead. What worked and what didn't? What were your biggest victories and challenges this year? Start planning now to make the new year a success. What would you like to achieve? Would you like your business to be profiled in the Wall Street Journal? How about getting the local jewelry stores to start carrying your handmade pieces? Or maybe you make the best chocolate chip cookies ever and want to finally get something tangible for your efforts (especially since the weak dollar has produced a nasty spike in the price of gourmet chocolate chips)?

Just like the journey of thousand miles starts with a single step, careful construction of a billion-dollar business empire begins with a good Business Goals Plan. You can skip a few steps if you manage to get funding from a venture capitalist or inherit a small fortune. The rest of us, though, really do have to take that first step. So what is this mysterious Business Goals Plan? It's a list of your targeted goals along with the actions required to achieve them.

(Continued on page 4)

contents

Goal Setting.....	1
President's Letter.....	2
Upcoming Events.....	3
SWE-CRS PD Conference.....	5
Job Search Tips & Advice.....	5
Seeking Volunteers—E-Week.....	6
IIT E-Week Information.....	7
SWE-CRS New Members.....	8

E-WEEK

National Engineers Week is
February 20-26, 2005

Details can be found on the web:

www.eweek.org

president's letter

Deanna Heffron, FY05 SWE-CRS President

The New Year is under way and there are lots of SWE-CRS activities to look forward to. Back by popular demand are our networking events. These events will be held in January in various locations in our Section. Be sure to mark your calendars now for the joint meeting scheduled for Friday, April 1st (no foolin'!) with Iota Sigma Pi, an Honorary Chemistry Sorority. The guest speaker is from the Illinois State Police and will talk on "DNA and Forensic Chemistry".

The Region H Conference is just around the corner. This year, it will be held in our Section on the University of Notre Dame campus (see the Region H website for further details). As with the National Conference in Milwaukee, SWE-CRS will be able to sell our logo items during the Region H Conference.

If you are able to assist with the logo items' booth during the conference, please contact any of the SWE-CRS Officers.

Work is underway for our award-winning Professional Development Conference, to be held in April at Abbott Laboratories. But help is still needed! If you would like to volunteer, please contact Erin Dugan (PD Committee Chair), Nicole Eigner, or myself.

Many folks make New Year's resolutions. I hope our SWE-CRS activities resolve you to say

"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 — Erin Dugan

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...

2005 Region H Conference

The 2005 SWE Region H Conference, hosted by the University of Notre Dame SWE section will take place February 11-13, 2005 and include social activities on Friday night in addition to the student meeting, workshops, a career fair, on- and off-campus tours, a networking session, and the keynote banquet on Saturday. Registration was due by December 15th. For more detailed information, visit www.nd.edu/~swe/regionh.

2nd Annual SEAIO Midwest Bridge Symposium

The Structural Engineers Association of Illinois will be holding its 2nd Annual Midwest Bridge Symposium on Tuesday, April 26, 2005 at Maggiano's, 111 W. Grand, Chicago, Illinois. The symposium will contain presentations from consultants and government agencies on various aspects of bridge design and construction. There will be topical sessions on Rapid Bridge Construction, High Performance Materials, Innovative Rehabilitation Methods, Bridge Security Assessment, Countermeasures and Emergency Response, and Emerging Technology. For further information, please refer to the association website at: www.seaio.org. Or contact Donna at the SEAIO office at 312-372-4198.

Western Suburbs Networking Dinner

Come enjoy an evening with your fellow SWE members on Monday, January 31, 2005 at 6:30PM. Even if you need to come late or leave early, please feel free to stop by and say hello!

Max & Erma's Restaurant—Cantera
28254 Diehl Road
Warrenville, IL 60555
Restaurant Telephone: 630-836-1500

Please RSVP by January 28, 2005 to Christy Magerkurth at cme@firstenvironment.com. If you have any questions, please feel free to e-mail or call Christy (630-820-7105).

Career Day for Girls

On February 26, girls in grades 6-12 will be at Northwestern University's 34th annual Career Day for Girls program. This year's theme is *Engineers: Count on Us to Shape the World*. The day will consist of a keynote speaker, mini-design competition, lab tours, and panels comprised of female engineers! Contact is Ellen Worsdall at 847-491-5173 or e-worsdall@northwestern.edu.

SAVE THE DATE

Joint meeting with Iota Sigma Pi is scheduled for Friday April 1, 2005 with a speaker from Illinois State police to speak about DNA & Forensic Chemistry. Location is to be announced.

SWE-CRS 2005 PD Conference

- Mark April 16th, 2005 on your calendars to join us for an exciting newly-reformatted professional development conference. More information can be found on page five.

SAVE THE DATE

The Society of Women Engineers, Chicago Regional Section will be recognizing the accomplishments of student scholarship recipients and section members on Thursday June 16th, 2005. Please join us for the SWE-CRS 2005 Annual Awards Banquet. Further details to follow.

Goal Setting for the New Year (cont.)

(Continued from page 1)

The idea is deceptively simple, but it does work. Several social scientists conducted studies to evaluate common traits shared by successful businesses. The researchers found that setting a well-defined set of goals was a major reason for their success. Here are a few tips for creating your goals plan for the upcoming year:

- **Set goals for all aspects of your business.** Everything you do in your business (marketing, public relations, networking, sales) is done to acquire new clients. The best business strategy usually includes a balanced combination of all of the above - networking, PR, sales, and marketing. A diversity of promotional techniques increases the pool of potential clients.

Set goals for all aspects of promoting your business. Figure out how many marketing campaigns you would like to run, how much time to spend networking, etc.

- **Quantify Your Goals.** "I would like more customers" or "I would like more sales" are probably two goals that pop into your head almost immediately. However, these goals are not particularly effective, since they are hard to quantify. How much is "more"? For some businesses, an extra hundred thousand dollars in sales can double annual revenues. Others spend that amount on paper clips.

Good goals must be quantifiable. Examples include "Acquire 25 new customers during the next year" or "Increase sales by \$50K/year". Measurable goals will help you keep track of your progress throughout the year.

With a bit of creative thinking, virtually any goal can be quantified, even if that seems implausible at first. If your goal is to engage in additional offline networking, specify how many face-to-face networking events you should attend each month. For online networking, specify the number of online networking communities you should attend and how much time to spend participating in each one.

- **Set Reasonable Goals.** While your goals are all about stretching yourself and achieving more in the upcoming year, resist the urge to take on unrealistic, blue-sky projects. While you can reasonably increase your revenues by 50%, it's unlikely that you will match those of Wal-Mart in the next sixth months.

The idea is to use goals as a motivational tool. Goals will have the opposite effect if the chance of achieving them is nearly zero. Strive to be reasonable when setting your expectations. Laws of nature place a limit on what can be achieved in a given time period. No one has yet managed to figure out how to squeeze more than twenty-four hours into a day. It should be noted, however, that solving this particular problem would almost certainly allow you to become bigger than Wal-Mart in the next six months.

- **Keep Track of your Goals.** Simply writing down your goals is not enough. You must track your progress. Revisit your goals often --- every two to three weeks is a reasonable duration. Monitor your progress and note whether you are on track to achieve your goals or whether they need additional work.

Goal setting is a crucial element of the success of your business. Set your goals today to achieve more with your business in the upcoming year.

.....
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 DATE !

2005 SWE-CRS Professional Development Conference April 16th at Abbott Labs in North Chicago

Don't forget to mark your calendars for the annual Society of Women Engineers - Chicago Regional Section's Professional Development Conference on April 16th. This year's conference will include many exciting speakers to enrich your personal and professional growth.

This year's keynote speaker will be Denise Casalino, the City of Chicago Commissioner of the Department of Planning and Development. Ms. Casalino has been responsible for many significant projects for the city, including the \$200 million Wacker Drive reconstruction project and several major bridge projects. A graduate of Valparaiso University and the Keller Graduate School of Management, she was a civil and transportation engineer for several engineering firms before working for the City of Chicago. We are looking forward to hearing about her remarkable career!

Also, if you are interested in being more involved with this exciting conference, we are searching for several more volunteers for the PD committee. Whether you would like to work on publicity, coordinate speakers, or help with registration, please contact Erin Dugan at 847-970-5222 or edugan@usg.com.

More information on the PD Conference will be provided soon. Check your mail and the SWE website for registration information next month and we will see you on April 16th!

Job Search Tips & Advice Quick notes from the Job Opportunity Committee



Hoping that 2005 is going to bring success, prosperity and great accomplishments in your homes and professional lives; I'm making my modest pitch on job opportunities.

Does anybody need information on job banks, recruiters or networking activities?

If the answer is yes, please contact me at irado@comcast.net or ibussjs@aol.com.

My personal job search quest has brought me an abundance of knowledge and experience in this field, so I am sure I can save you some time by providing new tips.

The only thing you need to do is send an e-mail with your question.

An event coming our way: Tory Johnson from Women for Hire is willing to dedicate an hour of her time, March 7th 2005, here in Chicago, responding to your questions. It's going to be a fun evening, and I want to

make it better by facilitating a networking event after her speech. Are you ladies interested? Please respond by Jan 25th, 2005 at any of the email addresses listed above, so I can reserve a place.

If you have evaluated where you are and where you want to be with your professional career, and need some extra help in the form of advice with what classes, training, courses are available here in Chicagoland, please do not hesitate to ask.

Wishing everybody the best,
Iris Adanuncio
Job Opportunity Committee Chair
SWE-CRS





Society of Women Engineers

Chicago Regional Section
P.O. Box 95525
Palatine, IL 60095-0525
Voice Mail (312) 409-1978

January 3, 2005

Dear SWE Section:

On behalf of the Chicago Regional Section (CRS) of SWE, you are invited to volunteer some time at the DuPage Area Engineers Week 2005! EWeek will be held on Saturday, February 26, 2005 at Illinois Institute of Technology's Daniel F. and Ada L. Rice Campus at 201 East Loop Road in Wheaton. This year the dual themes are "Alternative Energies" and "Space Travel" - two topics that should be interesting to children of all ages. The purpose of this program is to recognize and encourage children in the area of engineering.

Please contact kprestonwoz@sbcglobal.net to volunteer your time. The entries must be **postmarked by January 29th, 2005**. If your company would like to donate some EWeek freebies please call me at 847-202-2989. I look forward to having fun again as we decide which young child did the best at the Scav Engineer hunt. Remember, volunteering is a very important commodity today! I would like to share a story I heard.

"This is a story about four people named - **Everybody, Somebody, Anybody and Nobody**. There was an important job to be done and *Everybody* was sure that *Somebody* would do it. *Anybody* could have done it, but *Nobody* did it. *Somebody* got angry about that, because it was *Everybody's* job. *Everybody* thought *Anybody* could do it, but *Nobody* realized that *Everybody* wouldn't do it. It ended up that *Everybody* blamed *Somebody*, when *Nobody* **did** what **Anybody** could have done!" *Please volunteer and become involved! Your involvement will outweigh your time and effort!!*

Thank you, in advance, for volunteering in this year's EWeek program. And if you can not volunteer, please do stop by the booth and say, "hi," to some friends. May the best ScavEngineer Hunter win on the best submission!

Sincerely yours,
Karen Preston Wozniak, P.E.
SWE CRS EWeek Coordinator

The Society of Women Engineers National Headquarters
Society of Women Engineers Headquarters - 230 E Ohio Street Suite 400 - Chicago, IL 60611-3265
o: (312) 644-0828 - f: (312) 644-8557 - e: hq@swe.org

ENGINEERS WEEK 2005

**Celebrate Engineering with Us!
A Series of Events and Activities for the Whole Family!**



DUPAGE AREA ENGINEERS WEEK SPEAKERS FORUM : ALTERNATE ENERGIES

Join Us Thursday evening , February 24, for a panel discussion titled:
**"Alternate Energies : Where are we? Where are we going?
Can we afford to change? Can we afford not to?"**

The panel will be moderated by Mike Basila, Global Information Director for BP Chemical Company

This event is free and open to the public, details on this exciting addition to engineers week activities can be found at www.rice.iit.edu/engineersweek/ or contact Barbara Kozi at 630.682.6040 or kozi@iit.edu



CHICAGOLAND ENGINEERS WEEK

Chicagoland Engineering Awards Benefit

The Washington Award Banquet will take place on February 25, 2005, at the Hyatt Regency McCormick Place, 2233 South Martin Luther King Jr. Drive, Chicago, in honor of Robert Langer, Sc.D, Kenneth J. Germeshausen Professor of Chemical Biomedical Engineering at the Massachusetts Institute of Technology. Tickets are \$75.00 per person. Reception 5:30 pm, dinner at 6:30 pm.

For more information or reservations, contact the Western Society of Engineers at wse@wsechicago.org or at 312/ 913-1730, 913-1731 fax.



DUPAGE AREA ENGINEERS WEEK EXPO

Join us Saturday February 26, from 11:00 AM to 3:30 PM for our Annual Engineers Week Expo at Illinois Institute of Technology in Wheaton. The expo features interactive displays and presentations that are fun and educational and are designed to enhance children's interest in math, science and engineering. Highlights this year include:

This event is free and open to the public.
Join us for hands-on fun, doorprizes and more at:

**IIT's Rice Campus,
201 E. Loop Rd. Wheaton, IL**

For more information contact Barbara Kozi
630.682.6040 or kozi@iit.edu

- SciTech
- ZOOM into Engineering
- Civil Air Patrol
- New Forms of Energy
- Future City Competition
- Cryogenics
- Lasers
- Space Travel
- Lego Robots
- Much More!

www.rice.iit.edu/engineersweek/

**FOR MORE INFORMATION ON
THESE AND OTHER
ENGINEERS WEEK EVENTS:**

www.rice.iit.edu/engineersweek/
www.chicagolandeweek.org
www.eweek.org



Congratulations
to Sarah Corbin and family
on their new addition, Ann
Carolyn. Born Friday,
December 3rd, Ann was 19
inches and weighed 7 lbs, 12
oz. Mom and daughter are
doing excellent.

March Planning Meeting

Date: Saturday, March 12th, 2005
Time: 9:30 - 11:30 am
Place: Deanna Heffron's house in
Evergreen Park
RSVP: Required by Thursday, March
10th. RSVP directly to Deanna via e-mail
(dheffron@sclweb.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.

Bonnie S. Chinsky	Dana Sue Mui
Mitra Dutta	Vanessa Isabella Pena
Renee S. Fieldhouse	Madeline Schmidt-Phillips
Rosalyn Castaneda Gabua	Dayna R. Smoljo
Kathleen M. Heindl	Samantha Szymczak
Christina M. Henshaw	Jessica Cragan Wollmuth
Helena Huelke	Brittney A. Robertson
Kathryn A. Jensen	Kimberly A. Roderer

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

February 19th

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

