



Society of Women Engineers

Southwest Michigan Section Newsletter

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ADVANCE.

ACHIEVE.

Issue 8

March 2006

Message from the President...

I have just returned from the 2006 Region H Conference at Iowa State University that was held March 3 – 5 in Ames, IA. Five Southwest Michigan section members attended the conference, in which a variety of activities were held (for professional development, networking, SWE business, and just for fun). Please read Lisa Chutorash's article to learn more about the sessions. Next year's Region H conference will be hosted by Northwestern University and will be held in Chicago.

Our section's E-Week activity with the Girl Scouts has been rescheduled to March 23 due to availability of the scouts. We would welcome more volunteers to help with this event. Please contact Michele Paustian ([Michele A Paustian@Whirlpool.com](mailto:Michele_A_Paustian@Whirlpool.com)) if you are able to volunteer for this activity. This should be a fun and interactive activity to expose these girls to engineering.

The feedback that I received from Julie Motta was that there was not a significant response from our members requesting mentors. Even though the first deadline has passed to submit your mentoring application, we want to make sure that any of our members wanting a mentor has sufficient opportunity to obtain one. If you have questions or would like to be paired with a mentor, please contact Julie ([Julie J Motta@Whirlpool.com](mailto:Julie_J_Motta@Whirlpool.com)).

By the time you read this newsletter, each of you should have already received and hopefully filled out our membership survey. As I mentioned in the December newsletter, the purpose of this survey is to find out what is on our members' minds so that we can better meet our members' needs. We are also interested in responses from those on our mailing list that are not paid SWE members. I am very excited to review the survey results, to better understand our current state and to make our section more successful. I would personally like to thank everyone whom took the time to complete the survey, and I would especially like to thank Boma Brown-West for organizing the survey.

The 2006 SWE National Conference is scheduled for October 12-14 in Kansas City. Whirlpool Corporation will be participating in the conference and is looking for some of its SWE members whom would like to help in organizing the events. If you are interested in helping as a committee lead or participating on a team, please contact me ([Carrie A Dickinson@Whirlpool.com](mailto:Carrie_A_Dickinson@Whirlpool.com)).

Since the publication of our last newsletter, several events have been held including a presentation on Mentoring, a speaker from the Berrien County Sheriff's Office on Safety Awareness, and several social events. Please check your email for upcoming events.

The end of the fiscal year is fast approaching. As part of that, we will soon be starting our election process for FY07. Since elections need to be completed by June 1, we need to form a nominating committee to start the call for nominations and then the actual voting for the officers. We plan to start this process at our March 31st section meeting. We will be looking for candidates for all positions (President, Vice-President, Secretary, Treasurer, and Section Representative). I encourage anyone interested in running for an officer position to seriously consider this opportunity. As I am sure each of our current officers would agree, being a SWE section officer provides many opportunities for personal development with especially many opportunities for developing leadership skills. If you would like to learn more about any of the specific positions, please feel free to contact the current officer in that position (the names of the current officers are listed later in this newsletter).

As I close this message, I would like to share some personal thoughts with you that have recently been on my mind. The theme of the 2006 Region H Conference was "Strengthen your Roots and Reach for the Sky." This has made me think about my personal root structure. Besides my family, friends, and faith, SWE has been one of my roots for the past several years. SWE has provided me with many opportunities for networking, professional development, leadership, mentoring, and personal growth. I have also recently become intrigued with Sudoku puzzles. For those of you whom have not heard of this craze, Sudoku are mathematical puzzles similar in nature to crossword puzzles but with numbers instead of letters. As an engineer, I have always loved math even as a child. At first these puzzles seemed easy, but the more I do them the more challenging they become. So, you may be wondering right about now why I'm writing about roots and puzzles. My point is that no matter what stage you may be at in your life or in your career, learning is a continuous process and SWE offers many opportunities that may aid in many facets of that learning. So consider this. Are you taking full advantage of the benefits of your SWE membership?

Carrie Dickinson

SWE Spotlight on Chuck Jones By Boma Brown-West

Chuck Jones, the new Whirlpool executive sponsor of the SWMI SWE section, is the Vice President of Whirlpool's GCD, or Global Consumer Design, division. GCD incorporates the ideas and skills of industrial designers, interaction designers, human factors engineers, mechanical engineers, anthropologists, and cognitive engineers. When the GCD group formed in January 1999, it was to be a design link between Whirlpool's European and American operations; it has since evolved into a design, innovation, and consumer center across all the Whirlpool regions. The work of GCD has enabled Whirlpool to win numerous awards including the Compasso d'Oro and the National Design Award for product design. Jones believes that GCD's greatest achievement has been the steady deployment of VBL, or visual brand language. In his own words, Jones states that the goal of VBL is to "differentiate itself from the competition and our subbrands by leveraging the power of the brand itself to develop distinct and appropriate visual personalities." By working with the individual brands on understanding their targets, one is then able to create specific brand architectures which define clear brand strategies. In this way, each brand presents a consistent message to consumers, which in turn promotes brand loyalty. This strategy also helps Whirlpool to be more consumer-oriented and have a more focused product development process.

How Jones arrived at the forefront of this corporate revolution is very simple: he liked to read. As a boy growing up in Indiana, Jones was a member of a family that had been engineers for five generations. Logically, he assumed he would head in the same direction. One day he read a book about automotive engineering that introduced him to the concept of industrial design which fascinated him because it melded math and science with art. This fascination led him to contact one of the universities whose address was featured in the back of the book and soon enough, he received a wealth of information on the topic of industrial design. A few years later in 1981, Jones graduated from Purdue University with two degrees, one in industrial design and the other in human factors engineering.

Before coming to Whirlpool in 1995, Jones worked at Herman Miller as a General Manager of a start-up division focused on alternative modes of product development and at Xerox Corporation as head of design. When Jones joined Whirlpool in 1995 he started out as the leader of the Advanced Product Concepts group, a predecessor of GCD. He eventually became VP of GCD in 2003. Jones has gained good insights by working at three different companies with their different cultures, sizes, and industries. What he likes about Whirlpool are its diverse brand portfolio and its products linked directly to the consumer. One major challenge he faces is the continual education his organization must give the company in terms of how necessary GCD is in helping Whirlpool compete in today's world of brand-valued industry. Design needs to be properly respected and leveraged as a bridge between technology and marketing. Unlike some others, Jones never saw a clash between engineering and industrial design, because of his background in both. To him, both disciplines are creative problem-solvers but with different approaches that can be good complements of each other if their values are both understood and respected. Jones cites the example of an orchestra conductor who represents great leadership because he is able to take what seem like opposing instruments and create one harmonious piece of music by allowing each type to play at its own time in its own way. Jones works not only on process partners to understand this but also on his own team. Another key challenge is people management, in terms of finding motivated and talented people of various backgrounds and getting them to work together as a cohesive unit. Jones' group is unique because unlike most design groups around the globe, GCD is not 90% industrial designers. Jones says that he has no prescribed roadmap for knowing what composition is the correct one but his background has shown him how powerful a design group can be when it links the disciplines of industrial design and usability. At Xerox, he made his first strides in putting together unconventional design groups; at Whirlpool, he's been able to take it further. His most recent addition to the GCD group includes interaction designers who can add to the corporate strategy evaluating user interface design at the front-end. As a payoff for his unconventional ways, many other companies, including HP and Nokia, have benchmarked GCD on its talent pool structure.

Jones believes that through continued collaboration and use of VBL, Whirlpool will continue to be a leader in linking brand strategies and consumer insights to product development and innovation.

Upcoming Events:

Thursday, March 23, 5-7pm: Engineering week with the Girl Scouts
Friday, March 31, 11:30 a.m. - 1:00 p.m. SWE SWMI Section Meeting

Call for Volunteers

Engineers Week (E-Week) Girl Scouts Event

Our section's E-Week activity with the Girl Scouts has been rescheduled to Thursday, March 23, 5:00-7:00 p.m. We would welcome more volunteers to help with this event. Please contact Michele Paustian (Michele_A_Paustian@Whirlpool.com) if you are able to volunteer for this activity. This should be a fun and interactive activity to expose these girls to engineering.

National Conference Committee

The 2006 SWE National Conference is scheduled for October 12-14 in Kansas City. Whirlpool Corporation will be participating in the conference and is looking for some of its SWE members whom would like to help in organizing the events. If you are interested in helping as a committee lead or participating on a team, please contact Carrie Dickinson (Carrie_A_Dickinson@Whirlpool.com).

FY07 Elections – Officers and Nominating Committee

We are looking for candidates for all officer positions for FY07 (President, Vice-President, Secretary, Treasurer, and Section Representative). Anyone interested in running for an officer position is encouraged to seriously consider this opportunity. As I am sure each of our current officers would agree, being a SWE section officer provides many opportunities for personal development with especially many opportunities for developing leadership skills. If you would like to learn more about any of the specific positions, please feel free to contact the current officer in that position (the names of the current officers are listed later in this newsletter). We are also looking for members to serve on the nominating committee. If you are interested in running for an office or joining the nominating committee, please contact Carrie Dickinson (Carrie_A_Dickinson@Whirlpool.com).

March 2006 COR Report

By

Melissa Burchill

SWE SWMI Section Representative

Since the first of the year, two Region H COR meetings have been held. The highlights of these meetings are summarized below. As always, if you have questions or would like more information, please contact me.

Region H Teleconference – January 19, 2006

- \$500 of the Region H funds were budgeted to help collegiate sections send some of their members to the Region H conference if they applied and met the established criteria. The travel grant applications were reviewed, and the funds were allocated between 3 of the collegiate section applicants.
- An update was given on the plans for the Region H Conference in March.
- Nominations for all Region H officer elections were closing on January 27, 2006. Nominations for Region H Governor, Lt. Governor, and Secretary were open. The Governor election will be made through the national ballot. All other positions will be elected through the Region Council.
- Discussion on updating the Student Travel Grant Policy was tabled until the Regional Conference.
- The National Career Guidance Chair position is open. Applicants are being sought.

Region H Meeting at the SWE Regional Conference – March 4, 2006

- The updated Student Travel Grant Policy was reviewed and approved.
- 26% of FY05 professional members have not renewed their SWE membership as of January 2006. If you are one of these people, please renew!
- SWE's Big Hairy Audacious Goal is once again being revised since the motion last November failed. The focused interest group is collecting ideas until approximately May 7. After that they will narrow it down to 15 possible BHAGs and get feedback. They will narrow it down further in June. The goal of the interest group is to make a motion for the new BHAG at the National Conference in Kansas City.
- A presentation that gives "Advantages of SWE" will be posted on the Region H website for anyone to use when talking to someone who is not familiar with SWE.
- A document that gives tips on saving money when traveling to SWE conferences will also be posted on the Region H website.
- The section template by-laws should come out soon
- Nominations for Region awards (individuals or sections) are due June 1.

Upcoming Professional Development Opportunities

- SWE Minnesota Spring Development Seminar - March 25th – "Shaping Technical Minds into Meaningful Careers"
- SWE Chicago Regional Section Professional Development Event – April 8th – "Engineering Around the World"
- The seminars require you to register and pay a fee. If you would like more details, please contact me.

The focused interest group that is working on drafting the new BHAG is very interested in getting everyone's feedback, so please let me know if you have any thoughts on what the new BHAG should be.

TIME TO REFUEL

By Melissa Radocha

Most of you know about the D.C. Cook Nuclear Power Plant and the fact we have outages, but do you really know what goes on?

The Cook Plant has two units that produce power and need to be “refueled” every 18 months. We shut down the units on a rotating schedule so we always have one unit online. During the shut down or outage we refuel the nuclear reactor and do inspections and maintenance that we otherwise could not do while the units are running. Usually outages last for about one month with work being performed 24 hours/day, 7 days/week and we do everything from motor re-hauls and electrical bus inspections to system walkdowns and containment clean-up.

Personally, I have been with Electrical Maintenance and Operations during the outage and have done everything from installing foreign material barriers (to prevent material from entering equipment), cleaning 4KV breakers, monitoring people entering and leaving containment (the area the nuclear reactor is contained which may contain radioactive contamination), installing new battery banks, to spending four days cleaning containment to ensure nothing was left behind.

Refueling outages enable us to install new modifications and upgrades, perform preventive and corrective maintenance and refuel the reactor for 18 more months of continued safe, reliable operation at full capacity.



We do wear these big yellow suits any time we have to enter a contaminated area in containment; but, we do not glow!!!!

Section Goals for FY06

- Provide section’s major event information to the Region secretary for posting on the Region H calendar and/or for region email announcements
- Whenever appropriate, provide information regarding members’ achievements to Region Secretary for posting at the region level
- Offer at least one technical program for the year
- Provide support to SIGs, if there are any within or near by section’s geographical area; include SIG members in section’s activities
- Support the E-week program (plan to send engineers out to meet with educators and their classes on "the" day, or any other during E-week)
- Use revised strategic plan to create FY06 tactical section plans
- Review and draft section level bylaws when the template is released
- Identify membership segments and provide value programs to meet their needs (evaluate our section meetings to include non-Whirlpool members with different meeting times/locations/days)
- Work with the Leadership coach and identify at least one area for improvement (work with Leadership coach on succession planning for our section)
- 85% membership retention
- 13% membership growth
- Have at least one program/meeting with local collegiate sections
- Help find SWE counselors for student sections (Melissa Radocha continue as counselor for WMU)
- Increase the number of volunteers by 15%; get at least 2 new members to step up as committee chairs (challenge goal from Governor)
- Ensure the section complies with the SWE and section bylaws (challenge goal from Governor)

Officers:

President - Carrie Dickinson
Vice President - Melissa Radocha
Secretary - Lisa Chutorash
Treasurer - Christine Strain
Section Representative - Melissa Burchill

Committee Chairs:

Membership - Michele Wilcox/Boma Brown-West
Career Guidance - Michele Paustian
Diversity - Mike Van Sickle
Newsletter Editor - Binglai Chen
Website Coordinator - Fatima Dhayanandhan
Continuing Development - Julie Motta
Publicity - Brooke Lau
Mentoring Coordinator - Hank Marcy
Social - Colleen Doyle
Fundraising - Open

Mensa Mind Challenges

From the "Giant Book of Mensa Mind Challenges" by JJ Mendoza Fernandez, Jamie & Lea Poniachik, Tim Sole, Rod Marshall & Karen Richards © 2003 by the Sterling Publishing Co., Inc.

FIND THE ANSWERS IN THE NEXT SWE NEWSLETTER

(1) In a game of poker, one of the hands of five cards had the following features:

- ◆ *There was no card above a 10 (an ace is above a 10 in poker).*
 - ◆ *No two cards were the same value.*
 - ◆ *All four suits were represented.*
- ◆ *The total values of the odd and even cards were equal.*
 - ◆ *No three cards were in sequence.*
 - ◆ *The black cards totaled 10 in value.*
 - ◆ *The hearts totaled 14.*
 - ◆ *The lowest card was a spade.*

What was the hand?

(2) "Bookkeeper" has three consecutive double letters. What common two-word phrase, if you remove the space, also has three consecutive double letters?

Answers from last newsletter: (1) Red in the Face, (2) Square Meal, (3) No U-turn, (4) Bend over backwards, (Riddle) # letters in the word, i.e. ten has three letters.

2006 SWE Region H Conference

-Ames, IA

By Lisa Chutorash

For three days, March 3-5, 2006, SWE sections from across the Midwest gathered in Ames, IA, to discuss and develop the necessary skills that all engineers, women and men alike, will need for the future. The conference kicked off on Friday night with a beach and casino night where collegiate and professional section members could socialize and try their luck at various games ranging from the traditional black jack and poker games to more foreign roulette and craps. Whirlpool Corp. co-sponsored the event and donated several highly coveted KitchenAid small appliances and tools for the raffles that took place through the evening.

On Saturday, the morning started with professional section discussions over the SWE national goals for 10 to 30 years out and miscellaneous financial discussions. Professional and personal development sessions throughout the day included global product development, diversity and inclusiveness in the workplace and men & women in the engineering workplace. The day ended with a career fair that visiting companies recruited students for internships or full time positions. During the evening banquet, Mary K. Hurd spoke about her career journey as a woman in engineering from 1947 – today. Her accomplishments include serving on the American Concrete Institution (ACI) staff, engineering editor of *Concrete Construction* magazine and an engineering-writer-consultant in private practice. She is best known as the author of the American Concrete Institute's SP-4, *Formwork for Concrete* originally written in 1963 and she has continually updated it through the 7th edition in 2005. Her journey is as inspiring as her endeavors. Although her career was not a straight path to the 'top', she always followed her heart. Working through extreme criticism and disapproval, she has accomplished more than most people dream of. The perseverance and dedication she portrays is something to admire.

The SWMI SWE newsletter is published for the members of SWMI SWE to share information about the group's activities and events. Thanks to this issue's contributors: Carrie Dickinson, Melissa Burchill, Boma Brown-West, Lisa Chutorash, Melissa Radocha, and Christine Strain