Greetings!

Have you ever wondered just what you can do with your engineering degree? Join us for the 2004 Region A Conference at the University of California, Berkeley on February 27-28, 2004 to find out. Whether you are just starting your degree or are an experienced professional, our workshops and activities will demonstrate the versatility of an engineering degree in all disciplines. Come learn about cutting edge research, exciting new career opportunities, and how to improve outreach to the next generation of women. We hope you will join us for a day of friendships and engineering fun.

On behalf of your 2004 Region A Conference Committee, I hope to see you there.

Jessica McDonald
Jessica McDonald
2004 Region A Conference Chair
## Preliminary Schedule

### Friday, February 27, 2004

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00pm - 11:00pm</td>
<td>Early Registration 430 Soda Hall</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taste of Berkeley (Wozniak Lounge)</td>
<td></td>
</tr>
</tbody>
</table>

### Saturday, February 28, 2004

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am - 9:00am</td>
<td>Registration  Room TBD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continental Breakfast</td>
<td></td>
</tr>
<tr>
<td>9:00am - 10:00am</td>
<td>Welcome Room TBD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Opening Speaker</td>
<td></td>
</tr>
<tr>
<td>10:00am - 10:50am</td>
<td>Workshop Session I Etcheverry Hall</td>
<td></td>
</tr>
<tr>
<td>11:00am - 11:50am</td>
<td>Workshop Session II Etcheverry Hall</td>
<td></td>
</tr>
<tr>
<td>12:00pm - 1:45pm</td>
<td>Lunch Faculty Club</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keynote Speaker: Elizabeth Shanahan</td>
<td></td>
</tr>
<tr>
<td>2:00 pm - 2:50pm</td>
<td>Workshop Session III Etcheverry Hall</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Student Region Meeting (2:00 – 4:00) 105 North Gate</td>
<td></td>
</tr>
<tr>
<td>2:00pm – 4:50pm</td>
<td>Career Fair Room TBD</td>
<td></td>
</tr>
<tr>
<td>5:00pm - 6:00pm</td>
<td>Closing Activities Raffle</td>
<td>Room TBD</td>
</tr>
</tbody>
</table>
Preliminary Workshops

The workshops listed below are divided into various “tracks” based upon a subject area of interest. You may choose to attend workshops of a single track or to create your own schedule by selecting individual topics from different tracks. Further information will be on the website.

Technical Track

These workshops are designed to present unique aspects of engineering which impact society on a regular basis. Conducted by industry experts, this track provides information of interest to engineers of every background.

Blast Engineering
Speaker: Joyce Engebretsen

Structural engineering, physics, and chemistry tell us how the elements of a building — concrete, steel, glass — behave. Predicting how those diverse parts will interact when subjected to explosive forces, estimating expected loss of life, and incorporating safety features which will uphold the integrity of the architect's original design require melding art with science.

Joyce Engebretsen has worked with Hinman Consulting Engineers since shortly after the company's founding. She has extensive experience in the design of new courthouse and embassy buildings. Performing the full range of blast analysis and design computations, she is currently working on the design of the new Federal Building in San Francisco.

Renewable Energy for California from Biomass
Speaker: Dr. Linda G. Blevins

Starting in 2017, state law will require that 20% of California's electricity be generated using renewable energy sources. This is referred to as the Renewable Portfolio Standard (RPS). To prepare for the RPS, researchers in the state are exploring ways to increase the impact of renewable technologies such as those designed to convert solar, wind, and biomass resources into power. This presentation will focus on the potential of biomass as a renewable energy resource in California and in the nation.

Dr. Linda G. Blevins is a Senior Member of the Technical Staff in the Combustion Research Facility at Sandia National Laboratories in Livermore, California. She is currently a member of the Executive Board of the California Biomass Collaborative supported by the California Energy Commission.

Orthopedic Biomechanics
Tentative Speaker: Lisa Pruitt

The materials and engineering design associated with joint replacement.
Preliminary Workshops

Professional Development Track

Workshops designed to gain professional development at any point in your career. Join us for topics of interest to help improve your ability to be an effective leader.

Engineering Ethics
Speaker: Kent Udell

Engineers have the power to research and develop products that can provide great benefits to society. At the same time, engineers also have the ability to design weapons of mass destruction and to alter DNA sequencing. We will discuss the role of engineers in controlling technology uses and the ethical/legal responsibilities of the engineering professions.

Kent Udell is a professor of Mechanical Engineering at the University of California, Berkeley. He is also the current Vice Chair of Instruction.

Six Sigma
Speaker: Tab Tsukauda

Begun at Motorola in the 1980's, adopted by Allied Signal and popularized by General Electric, Six Sigma is a management philosophy that has quickly spread within the United States and now extends overseas. Often mistakenly described as yet another quality initiative, Six Sigma truly represents a different way to manage that transforms company culture. As part of their organizational transformation, companies will often enlist their high potential employees as Six Sigma Black Belts. Find out what Six Sigma involves and why companies such as Bechtel and General Electric are using Six Sigma as a training ground for their high potential employees.

Tab Tsukuda is a Six Sigma Black Belt at Bechtel Corporation. Formerly the Manager of Supply Chain Commercial Management, he was responsible for various supply chain strategies with an emphasis on issues involving cross-border transactions. Tab is also an adjunct professor at Golden Gate University and California State University, Hayward where he teaches courses in supply chain management and global sourcing. He has a Master of International Management from the American Graduate School of International Management (Thunderbird) and is a Certified Purchasing Manager (CPM) and Certified Public Accountant (CPA).
Getting your PE license
Speaker: Eileen Crawford

Do you know what it means to be a “professional engineer?” Many companies prefer or require licensure as a professional engineer, and more companies may require it in the future. This presentation will clarify some of the myths and legends of the Board of Professional Engineers and Land Surveyors and discuss the requirements and exams for professional licensing. In this session you will hear of the current issues for the professional engineer, as well as future legislative changes that could affect many engineers, either licensed and not. Come prepared with your questions.

Eileen Crawford is from the California Board of Professional Engineers and Land Surveyors. Eileen’s engineering experience is strongly rooted in the highway construction area. The initial years of her career centered on bridge construction inspection and contract management. Then she moved on as a specification engineer with CALTRANS. Her current position at the Board for Professional Engineers and Land Surveyors has brought diversification to her career, involving work with professional engineers throughout the State regarding licensing, enforcement and outreach.

Interpersonal Communications - Are you being heard?
Speaker: TBD

Effective interpersonal communications comes top of the list of desirable employee characteristics in most job descriptions. It is probably the most important single factor in professional success and advancement. Learn to understand the importance, nature and role of various interpersonal communication factors, and gives the knowledge necessary to enhance their communication skills.

Patent Law
Speaker: TBD

A career choice that engineers often overlook is the option of attending law school. Knowledge of the law can be very helpful as management training, enabling the engineer/manager to make informed decisions based on the legal ramifications of his or her choices. Also, many engineers who attend law school and then practice law are well served by the work ethic, rigorous analysis and logical approach to problem solving which are stressed in an undergraduate engineering education.
Preliminary Workshops

The Next Generation Track

Workshops dedicated to promoting women in engineering and technological fields. These subjects range from outreach to industry recruiting.

Outreach to Future Engineers
Speaker: Camron Gorguinpour

Engineering programs can be targeted to any level of education and focus on increasing accessibility to current information and technology. Outreach should be conducted with the intent to promote cultural exchange, scientific literacy, and technological advancement. Involvement should include students, scientists, engineers, as well as the public.

Camron Gorguinpour holds a B.A. in Physics and a B.A. in Astrophysics from the University of California at Berkeley. He is the President and Co-Founder of Space Science Outreach and Research (SSOAR), a nonprofit organization based in California. SSOAR seeks to provide collaborative educational and research experiences that use space science as a theme to promote creativity, leadership, and cultural understanding in the pursuit of technological and scientific advancement.

Women and Technology
Speaker: Gloria Montano

Increasing the participation of women in technology and increasing the positive impact of technology on women are two sides of the same coin. Find out how to increase the reach and effectiveness of organizations and individuals seeking to advance women and girls in science, technology, engineering and mathematics by providing valued services, resources and venues that maximize creativity, interdependent cooperation, collaboration and synergism.

Gloria Montano is the Director of the Virtual Development Center (VDC) of the Institute for Women and Technology (IWT). She has over 20 years of corporate experience that includes program management, customer and field support, and integrated circuit design.

What Recruiters are Looking For
Speaker: TBD

What do recruiters look for? What are the employment trends? This session is of interest to anyone who wants to reinforce marketability regardless of current employment status. In this session you will about what recruiters look for and how to match your natural abilities to the organizational culture.
Preliminary Workshops

Society of Women Engineers Track

The Society of Women Engineers: it’s benefits, resources, and ability to be a valuable asset throughout life.

SWE Today - SWE for Life
Speaker: TBD

Multi-generational panel of SWE members from student to retiree talk about their experiences as they relate to life, careers and SWE.

Harnessing The Power Of The New SWE
Speaker: TBD

Brainstorming session to help define how we can make SWE work best. The recent National bylaws change give members, sections and the region a wonderful opportunity for renewal and positive growth. Come and add your voice to the discussion.

On the Hot Spot
Speakers: Lynda Grindstaff, Gloria Montano, Vi Brown, Elizabeth Shanahan

Another Region A original. This is panel of regional and national SWE leaders including the Region A Student Coordinator, Region A Director, President-Elect, and Executive Director. The session begins with each panelist explaining what they think are the more interesting or important issues facing SWE right now and how they think individual sections and members should be involved in such issues. Following the introduction, panelists will answer questions from the audience.

Networking Opportunities through SWE
Speaker: TBD

Personal interaction plays a critical role in finding and creating opportunities. If you are making a career transition or trying to recharge your career, learning how to network effectively is essential. Join us in an informative session to hear of the basic principles of networking. You will also learn about the great many networking opportunities SWE offers and how you can make SWE work for you.
Preliminary Workshops

Society of Women Engineers Track cont.

Student Section Vitality
Speaker: Teresa Kulesza

The SWE Student Leadership Training Task Force provides proactive leadership coaching and education to SWE student sections. The task force has developed the Student Section Leadership Training Modules to support leadership skills development essential in creating, leading, and maintaining your SWE section.

Professional Section Vitality
Speaker: Esther Heller

The Section Vitality Task Force is a program to provide pro-active leadership coaching to sections. Trained Leadership Coaches provide coaching and support the development of our leadership and management skills at the section level.
Preliminary Workshops

Enrichment Track

An opportunity to make new friends and have fun with old friends. These workshops are in a constant state of flux, so please check the website for the latest information.

Engineering Egg Safety

Speaker: Anna Elzeftawy

A fun lesson in team building, leadership, and cooperation. From ordinary materials, we challenge each team to develop and construct the best design to protect a raw egg from a 5-story drop.

Campus Tour

If you’ve never seen the beautiful University of California, Berkeley campus, then you are in for a real treat. Official tour guides from Visitor Services will provide an engineer’s perspective on life here at Cal. Each guide is majoring in an engineering field, so be sure to ask him or her your questions.

Engineering Lab Tours

Yoga

Not to Miss Track

Important workshops/events not to be missed. These topics don’t fit in a category above, but don’t count them out. You will not be sorry.

Student Region A Meeting

A must for each student section. Come meet your fellow SWE student representatives from the 14 schools across our region. Share your best practices and get some new ideas for yourself. A new Region A Student Representative and Regional Newsletter editor will be elected at this time.

Career Fair

What professional development day would be complete without recruiters? Say hello and thank you to our corporate conference sponsors by showing how our region’s students are the best and brightest engineering programs have to offer. If you are a professional looking for a career change, don’t miss this event either.
Directions

Directions by Car

Parking is $6 for the entire day. Please purchase a permit at the machine in the parking structure. Parking enforcement will give you a $35 ticket if you forget this. If you arrive on Friday night, do not park here overnight.

From Northbound Highway 101 (San Francisco/ Daly City)

- Follow 101 North and then switch to 80 East, Bay Bridge
- After the Bay Bridge, Exit to I-80 East (Berkeley/Sacramento)
- Exit on University Avenue
- Continue on University Ave for approx. 1.5 miles to Oxford St
- Turn left on Oxford St
- Turn right on Hearst Ave and go approx. 0.5 miles up the hill
- Park in the parking structure on your left

From Highway 24

- From Highway 24 exit Telegraph Ave.
- Continue on Telegraph until it dead-ends at the campus on Bancroft
- Make a left on Bancroft.
- Make a right on Fulton, which will be come Oxford St in 2 blocks.
- Turn right on Hearst Avenue and go approx. 0.5 miles up the hill
- Park in the parking structure on your left.

From I-80 East or West

- Exit University Avenue
- Continue east on University Ave for approx. 1.5 miles to Oxford St
- Turn left on Oxford Street
- Turn right on Hearst Avenue and go approx. 0.5 miles up the hill
- Park in the parking structure on your left.

From North I-880 (San Jose; Hayward; Oakland Airport)

- Exit 80 East (to Berkeley)
- Exit at University Avenue
- Continue East on University Ave for approx 2 miles to Oxford St
- Turn left on Oxford Street
- Turn right on Hearst Ave and go approx. 0.5 miles up the hill
- Park in the parking structure on your left.
Map

Campus Map

This is specific to the part of the University of California, Berkeley campus. Conference buildings are in **yellow**. The parking structure is in **green**. For a complete campus map, go to http://berkeley.edu/map.

Useful Information

Hotels and More!

*If you are unfamiliar with the area, go to http://berkeley.edu/visitors*

*or to*

http://www.downtownberkeley.org

*for information on where to stay and how to get here.*
**Registration Form**

*SWE Region A Conference Agenda*

<table>
<thead>
<tr>
<th>Last name</th>
<th>First</th>
<th>MI</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name preferred on Badge</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Membership Number</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Employer or Institution</th>
</tr>
</thead>
</table>

Mailing Address

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
</tr>
</thead>
</table>

Phone

Email address

**Lunch Selection:**

- [ ] Rosemary Chicken
- [ ] Artichoke Capellini (Vegetarian)
- [ ] Dietary Restrictions
  Please specify: ______________________

Please check one of the following:

- [ ] Student Member ($17/ $20)* ___
- [ ] Professional ($35/ $45)* ___
- [ ] Non-member ($50/$50)* ___

**TOTAL FEES:**

Registration $_______

Please make checks payable to SWE. Mail registration form with payment to:

Society of Women Engineers
U.C. Berkeley Student Section
105 Naval Architecture Bldg.
Berkeley, CA 94720

Or you can send check separately and fax registration form to: 510-642-1794

**POSTMARK DEADLINES:**

- Early Registration: February 20, 2004
- Regular Registration: Onsite registration.

Please rank the workshops you choose to attend. You may select an entire track or a set of individual workshops. Please rank your selections to maximize your schedule planning.

---

**Technical Track**

- [ ] All
- [ ] Blast Engineering
- [ ] Orthopedic Biomechanics
- [ ] Renewable energy for CA from Biomass

**Professional Development Track**

- [ ] All
- [ ] Engineering Ethics
- [ ] Six Sigma
- [ ] Getting your PE license
- [ ] Interpersonal Communications
- [ ] Patent Law

**The Next Generation Track**

- [ ] All
- [ ] Outreach to Future Engineers
- [ ] Women and Technology
- [ ] What Recruiters are looking for

**Society of Women Engineers Track**

- [ ] All
- [ ] SWE Today. SWE for life.
- [ ] Harnessing the Power of the New SWE
- [ ] On the Hot Spot
- [ ] Student Section Vitality
- [ ] Professional Section Vitality

**Enrichment Track**

- [ ] Engineering Egg Drop
- [ ] Campus Tour
- [ ] Yoga
- [ ] Engineering Laboratory Tour

**Not To Miss Track**

- [ ] Region A Student Meeting
- [ ] Career Fair
Conference Committee Contacts

Questions? Contact your Regional Conference Committee!

By E-mail:

regional@swe.coe.berkeley.edu

By Mail:

Attn: Region A Conference
Society of Women Engineers
105 Naval Architecture
Berkeley, CA 94720

By Phone/Fax:

Phone: 510-642-1369
Fax: 510-642-1794

On-line: