



Society of **W**omen **E**ngineers
Sacramento Valley Section



Valley Views

A Bi-Monthly Publication for the
SWE Sacramento Valley Section

May - June 2011

SWE SVS

CALENDAR OF EVENTS

May

- 6 AI Fresco Lunch for SWE Scholarships
Sacramento
- 13 Second Friday Luncheon
Rancho Cordova
- 17 Business Meeting
Sacramento

June

- 10 Second Friday Luncheon
Davis
- TBA Fiscal Year 2011/2012
Planning Meeting
Sacramento

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PRESIDENT'S COLUMN

Dear Section Members,

As we approach the end of the fiscal year, we have accomplished so many successful events this year and I am proud to say that I am very honored to have such wonderful members and volunteers in our section. Please continue to support our mission by renewing your membership in June. Visit the National SWE Website to learn more about membership options and benefits.

We had a successful Young Engineers Session with the Girl Scouts on March 26th. More than 30 Girl Scouts Cadettes attended the event to earn their badge and to learn about simple machines, power and energy, chemistry and storm water. I would like to thank the volunteers for running these modules and helping on the day of the event.

We also enjoyed a very informative discussion on personal finance with Sharon Stiles at the Member Bring a Member Lunch on April 8th. I would like to thank Sharon for taking time out of her busy schedule to discuss personal finance and investment strategies with us.

I would like to personally thank the Scholarship Fundraiser Committee, the Scholarship Committee, members, friends, family and our generous supporters that has made it possible to give out four scholarships this year at the Scholarship Fundraiser on April 28th.

Please join us for our last Business Meeting this fiscal year on May 17th. We will provide a summary of the fundraiser event, the membership roster, and our section's finance. Also join us at our monthly luncheons to catch up with our SWE friends on Friday, May 13th in Rancho Cordova and on Friday, June 10th in Davis.

Lastly, please join us in planning next fiscal year's event at Brew It Up in June. If you're interested in volunteering for any of the vacant position, please feel free to contact me.

Have a wonderful summer and thank you all for your continued support of SWE.

Sincerely,

Sue

REGIONAL SWE NEWS

National SWE

Membership Renewal

Membership Renewal is now open on the National SWE website. The next fiscal year begins July 1st. Renew early and save! There are many types of membership options: Professional, Joint, Unemployed/Retired, Recent Graduate Associate and Life. Life membership is available with a donation of \$2,000 to the SWE Endowment Fund Inc. - Headquarters Account. It is a great way to invest in the future of SWE.

For more information on membership options and the benefits of membership, please visit the National SWE website at <http://societyofwomenengineers.swe.org>.

National Conference

The National Conference will be October 13 - 15th in Chicago! Hotel Reservations are now open. A link and more information is available on the conference website at <http://we11.swe.org/>.

Region A

San Joaquin Valley

The San Joaquin Valley Professional Section has reformed. If you live near Stockton, Fresno, or Merced, please visit: <http://swe-goldenwest.org/sjvs/> to learn more.

Sierra Foothills

Sierra Foothills is our neighboring SWE section. Members of both sections are welcome at many of the other section's events. For more information about the Sierra Foothills Section, please see their new website at <http://swe-goldenwest.org/sfs/>

UPCOMING EVENTS

May

Al Fresco Lunch for SWE Scholarships

When: Friday, May 6
Time: 1:00 pm
RSVP: Liz Raley, (916) 583 2218

Please join us for a four course gourmet meal with wonderful wine pairings featuring Foothill wines and food to raise money for deserving local females pursuing a degree in engineering.

As you know each year your local Section of the Society of Women Engineers awards scholarships to local deserving female students pursuing a degree in engineering. With education costs continuing to rise, this year we received more applications than ever. I'm asking you to support my goal of raising \$1000 for a deserving student by attending a very fun and affordable luncheon that will be held at my house.

Suggested Tax Deductable Donation \$30
100% of your donation will be awarded to a student!

Second Friday Luncheon

When: Friday, May 13
Time: 12:00 – 1:00pm
Where: Samarai Sushi
12251 Folsom Boulevard
Rancho Cordova
Contact: Amy Terrell , terrella@rcip.com

Please join us for a great lunch and social hour.

Business Meeting

When: Tuesday, May 17
Time: 11:30 – 12:30pm
Where: Sacramento Area Sanitation District
Offices
10060 Goethe Road
Sacramento
Contact: Sue Xiong, xiongsu@sacsewer.com

All members are welcome to attend to discuss Sac Valley's finances, membership outreach and business operations.

June

Second Friday Luncheon

When: Friday, June 10
Time: 12:00 – 1:00pm
Where: Village Pizza and Grill
403 G Street
Davis
RSVP: Parto Aram, parto@sbcglobal.net

This is a great casual restaurant in downtown Davis. Please RSVP if you plan to attend but come last minute if you can make it. The more the merrier!

Fiscal Year 2011/2012 Planning Meeting

When: June TBA
6:00 – 8:00pm
Where: Brew It Up!
801 14th Street
Sacramento
Contact: Sue Xiong at xiongsu@sacsewer.com

Please join us in person or by phone to contribute feedback and help us plan events for next year. Learn more about our Section, available volunteer officer positions, and SWE as an organization.



Members enjoy lunch during the Member Bring A Member Luncheon at Mimi's Café on April 8th

PAST EVENTS

2011 Scholarships Awarded

By Vyomini Pandya

SWE Sac Valley has been awarding scholarships to female students in engineering and computer science over the years. A scholarship committee is convened to review the scholarships and select the winners. This year the scholarship committee received a total of 13 scholarship applications. The five member committee was comprised of Andrea Shipley, Wendy Cohen, Paula McDonald, Alice Jahn and Elizabeth Raley. All of the applicants were eligible and the selection was difficult. The scholarship committee chose to award four scholarships to the following students:

Jennifer Carley Jennifer is a Civil Engineering student at UC Davis. She is the first in her family to attend college at the university level. She has learned that the saying "There is no substitute for hard work" is to live by on her journey to becoming an engineer. She is an active member of SWE and ASCE.

Caroline Dozsa Caroline is a University of the Pacific student studying electrical engineering. Her family line includes many engineers and she is the vice president of the SWE UOP Collegiate section. She was part of SWE's Team Tech and their project was sponsored to go to the National Conference in Florida.

Elizabeth Avelar Elizabeth is a University of the Pacific student seeking a civil engineering degree. She is the first in her family to graduate high school and attend college. She is very involved with Society of Hispanic Professional Engineers. She believes in community prosperity and achievement.

Daniela Munoz Daniela is a chemical engineering student at UC Davis. She has a twin brother. She was recently offered an internship with Air Liquide where she is eager to put her engineering knowledge and skills to work. She is also an active member of SWE.

Scholarships were awarded during the Tea-Tasting, Dinner and Silent-Auction Fundraiser held April 28th at the Sacramento Area Sanitation District office. Guests were treated to tea and cookies at the beginning of the evening while they socialized and viewed silent auction items and raffle prizes. An Italian dinner was served. Attendees met and congratulated the scholarship recipients. Fun was had by all! The event highlighted the positive impact SWE has on our community and in the lives of our hard-working, deserving and amazing scholarship applicants.



Scholarship Recipients and Attendees at the 2011 Scholarship Fundraiser Tea-Tasting, Dinner & Silent-Auction

Back Row (Left to Right): Erin Marquis, Andrea Bergamini, Kim Nguyen-Franks, Amy Terrell, Mary Frederick, Wendy Cohen, Sharon Stiles, Liz Raley, Elizabeth Hurley, Paula McDonald
Middle Row (Left to Right): Sue Xiong, Laura Turner, Vyomini Pandya, Carmen Lee
Front Row (Left to Right): Daniela Munoz, Jennifer Carley, Caroline Dozsa, Elizabeth Avelar

Member Bring A Member Luncheon Making Investments Work for You!

By Wendy Cohen

On April 8, nearly a dozen SWE members and guests enjoyed an informative talk by Sharon Stiles of Key Concepts Financial and Insurance Services. Sharon teaches her clients Personal Financial Engineering, which focuses on building wealth efficiently and effectively, and on protecting that wealth from being transferred to the government, financial institutions, and/or corporations. Sharon aims to educate people so they can make their own informed financial decisions and focuses on teaching them a variety of concepts designed to maximize the benefits of every dollar invested without taking unnecessary risk.

Sharon first told the tale of three hypothetical investors using different investment approaches. On Jan. 1, 1985, each of these three invested \$10,000 and during the next 20 years, continued to make annual investments of \$10,000. The first investor, called the Follower, invested each year's \$10,000 in the best-performing market segment from the previous year. The second one, the Contrarian, invested the annual \$10,000 in the worst-performing market sector from the previous year. Finally, the Diversifier, invested each \$10,000 in a diversified

portfolio consisting of equal parts of six asset classes, rebalancing every quarter back to the original asset allocation mix.



This chart shows the performance of different asset classes (each one a different color) between 1985 and 2004. It shows that the best performers change from year to year, which emphasizes the need to have a balanced, well-diversified portfolio across all investment classes.

The results of these three investment strategies after 20 years are significantly different, although the total amount invested by each one was the same, \$200,000. The Follower ended up with \$512, 959, the Contrarian had \$668,266 and the Diversifier wound up with a whopping \$755,158. This illustrates that the investor who collectively applied the principles of sound investing, including asset allocation, diversification, and rebalancing, generated the best returns. Of course, maintaining a diversified portfolio and utilizing a systematic investment plan, such as the one used in this illustration, does not ensure a profit or guarantee against a loss in a declining market. However, even though past performance is no guarantee of future results, it is clear that a diversified portfolio that is regularly rebalanced provides the best results.

Sharon then proceeded to explain what it means to rebalance your assets and told us how to do it. She described various asset classes, such as small and large value stocks, small and large growth stocks, mid-cap stocks, foreign stocks, high yield bonds, and investment-grade bonds. She handed out a color-coded chart showing how well each of these asset classes has done in the 20 years between 1985 and 2004. The colors made it easy to see that the best performers changed from year to year. This showed how important it is to have a balanced, well-diversified portfolio with investments across all types of asset classes.

Finally, Sharon explained a simple process to rebalance the investment portfolio each quarter. Using the age-old saying “sell high, buy low,” she suggested seeing which assets did the best during the quarter, selling some of those to get back to the original asset allocation, and using the proceeds to buy the worst-performing stocks that quarter. Although it is difficult intuitively to sell well-performing stocks to buy those that are not doing well, it is the best way to make your investments work for you.

Sharon gave us all a lot to think about, along with some good practical advice. Those in attendance at the April meeting should heed that advice to make the most of their investments.

Y.E.S.! (Young Engineers Session!) by Wendy Cohen

As part of the Girl Scouts' Innovation and Inquiry program, the SVS SWE Section led the Y.E.S! Event for the ninth year. Thirty two Girl Scout Cadettes attended the event at Kit Carson Middle School on March 26th. The Cadettes are sixth to eight graders who came to the event to learn more about engineering, and at the end of the day, they earned a SWE badge. To host the event, SWE SVS collaborated with the leadership of the Girl Scouts Heart of Central California. They serve Alpine, Amador, Calaveras, Colusa, El Dorado , Glenn, Mariposa, Merced, Nevada, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba counties.

The girls experienced four hands-on workshops and were able to interact with many of the professionals who volunteered their time and energy to this event. Activities and discussions focused on being an engineer, physics of simple machines, power/energy, chemistry, and storm water.



Wendy Cohen and two Girl Scouts work on the Energy Module



Girl Scouts work on the Chemistry Module

Vyomini Pandya had the girls create and use their own pH test in the Chemistry Module. Amy Terrell and Wendy Cohen ran the Energy Module, where the girls tested the power demand of various appliances, including a swamp cooler, and then calculated whether that demand could be met using solar energy. Paula McDonald led the Physics Module using a pulley and levers to demonstrate mechanical advantage, and Erin Marquis ran the Water Module using a storm water model to show water quality problems created by storm water runoff and how they can be prevented.



Paula McDonald and Girl Scouts work on the Physics Module

Group leaders Andrea Shipley, Parto Aram, Mary Frederick and Stacy Wilson took the groups of girls through the various engineering sessions, assisted module leaders and answered any questions the girls might had. Heather Sheridan led the group in a team building 'human knot' exercise. Heather also organized the event and kept everyone on time, informed and enthusiastic. Thank you Heather!



Girl Scouts try to untangle themselves during the 'Human Knot' Exercise

The event provided a lot of fun for the Girl Scouts and SWE SVS representatives. Besides sparking the girls' interests in the various areas of engineering, the hands-on experiments offered wonderful learning opportunities for the girls and volunteers. After attending the four sessions, all the attendees met as a group to discuss what they had learned and were quizzed by the module leaders.

CALL FOR VOLUNTEERS

Officer Positions Open Fiscal Year 2011-2012

Please consider volunteering for one of many officer positions for the next fiscal year, beginning July 1st. A list of positions is available on the Officer Roster to the right. To learn more, attend the Planning Meeting in June or contact Sue Xiong at xiongsu@sacsewer.com.

MEMBER CORNER

If you have an article, poem, technical paper, book, tool or Sacramento Valley hot spot you would like to share with everyone, please send it to the newsletter editor for inclusion in the next bi-monthly issue!

2010-2011

OFFICER ROSTER

President ***Sue Xiong***
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xiongsu@sacsewer.com

Vice President ***Vyomini Pandya***
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vyomini21@gmail.com

Treasurer ***Liz Raley***
(916) 638-3058
elizabethgraley@att.net

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UCD Counselor ***Linda N. Finley***
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Collegiate Coordination Committee Chair **OPEN**
Contact Sue Xiong

Scholarship Fundraising Chair **OPEN**
Contact Sue Xiong

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Upcoming Business & Calendar Events
Fiscal Year 2010 – 2011

Date	Event	Location/Time	Coordinator
May 6, 2011	Al Fresco Luncheon Scholarship Fundraiser	RSVP for More Information	Liz Raley elizabethgraley@att.net
May 13, 2011	2 nd Friday Lunch	Rancho Cordova	Amy Terrell terrella@rcip.com
May 17, 2011	Business Meeting	SASD Offices 10060 Goethe Road Sacramento 11:30 – 12:30 pm	Sue Xiong xiongsu@sacsewer.com
June 10, 2011	2 nd Friday Lunch	Davis	Parto Aram parto@sbcglobal.net
June 10, 2011	Newsletter Articles DUE	Send week of June 21, 2011	Andrea Bergamini andrea.g.bergamini@gmail.com
June 2011	Planning Meeting	Brew It Up 801 14 th Street Sacramento 6 – 8 pm	Sue Xiong xiongsu@sacsewer.com

Help us plan Fiscal Year 2011 – 2012 by attending the Planning Meeting above.