



NEWSLETTER

Mission Statement: The Association for Women in Science, Inc. (AWIS) is a non-profit organization dedicated to the achievement of equity and full participation of women in all areas of science and technology.

NEWS

Letter from AWIS-SD President Karin Zeh



Dear Reader,

As I write this letter, the sun is shining with the promise of another beautiful weekend. Summer appears to have arrived in San Diego and with this we all become busy with plans for barbecues with friends, beach days and all the other outdoor activities San Diego is famous for.

With all the fun in the sun I hope you will make time for AWIS-SD, as our activities will be going on all summer. In fact I am very excited to tell you that in August we are kicking off a new event series. What are we planning? You might be familiar with our quarterly Focus Sessions. This seminar series brings you topics that might not attract a large audience but is of special interest to some of our members. Examples for past Focus Sessions are "How to start your own consulting business" or "How does copyright work." Out of the Focus Sessions came the idea for Focus Groups.

Focus Groups will be centered on particular topics such as "Alternative Careers," "Balancing Career and Family," and "Graduate or Postdoctoral Work." Focus Groups are meant to be informal discussion groups to enable participants to share ideas and experiences, to network and to meet women with similar interests. It is up to each group to schedule their meetings, which can be monthly, bi-monthly or quarterly, for lunch or coffee. There are no agendas and no preparation. You might be a regular participant or come once in a while as your schedule permits. Each group will have one or two coordinators responsible for organizing a meeting time and place as well as for making sure that the information is sent to all members.

Our first Focus Group will have the topic "Project Management." Board member Jenny Chaplin and I will be the coordinators and we are looking for other AWIS-SD members interested in coordinating other Focus Groups. As noted above, you can choose the topic you are most interested in.

Focus Groups will be another great way to network, to learn more about a topic of your interest and to become involved in AWIS-SD.

If you are interested in becoming a Focus Group Coordinator or would like to learn more about the idea of a Focus Group, please send me an email at awis_sd_president@yahoo.com. I am looking forward to learning about your ideas.

With best wishes

Inside this Issue	Page
NEWS	
Letter from AWIS President Karin Zeh	1
Upcoming Events	1-2
WIB 2007/Call for Volunteers	2
Science Writing II Course	2
AWIS SD Scholarship Gala & Sponsors	2-3
UCSD Symposium/Pain Management in Women	3
FEATURES/OPINIONS	
Conversation with Ann Jernigan, Pfizer V.P.	3-4
Dr. Judith Swain: Life and Careers	5
SDNHM: Volunteers and the Genome	5
Women's Hall of Fame Inductees	5-6
Win Win by Giving to Others	6
Got a Map? VARK Learning Styles	6-7
AWIS SD Sponsors	7
DEPARTMENTS	
June Strategy Session: Blow Your Own Horn	7
Member News	8
General Information	8

Editor's Note: With great sadness, the newsletter committee is saying goodbye to co-chair **Hima Joshi** as she embarks on her new faculty position in the organic chemistry department at Cal Poly San Luis Obispo. I have truly enjoyed working with her and I will miss her friendship as well as her expert writing, editing and leadership skills. I wish her the best of luck!

Please join me in welcoming the new AWIS newsletter co-chair, **Siobhan Malany**. Siobhan has been on the newsletter committee for several years and she is an excellent writer and editor. I am excited to have the opportunity to work with her.

AWIS newsletter co-chair
Janice Payne

Upcoming Events

Compiled by Janice Payne

July 22 (Saturday): Join us for the first AWIS family picnic. Bring your family for lunch and an afternoon of fun and games. Location: Cottonwood Park, Encinitas. Time: 10 a.m. – 2 p.m.

July 26: Senomyx: Behind the Scenes at a Unique Flavor Company. Join us for a speaker panel, Q & A session and a tour. Location: Senomyx 11099 N. Torrey Pines Road. 5:30pm-8pm. Register at www.awissd.org.

August 7: Strategy Session. Healthy Living: Small Changes – Big Results. Members only event. Salk Institute. 6-8pm

Women in Bioscience Conference 2007 Call for volunteers

Get involved. Assist in planning this highly anticipated one-day conference scheduled for May 2007. The bi-annual event offers workshops in career and personal development and is a great opportunity to network with women scientists. If you are interested in serving on a planning committee please contact Karin Zeh at awis_sd_president@yahoo.com

Science Writing II Course UCSD Extension Begins July 12

Science writer and AWIS Fellow Lynne Friedmann is launching Science Writing II, a new UCSD Extension hybrid course that combines classroom meetings and online work. This is an advanced writing course designed to hone nonfiction skills through extensive writing, peer critiques, and in-depth reading. Students will work throughout the quarter on a science-writing project of their choice (feature article, essay, op-ed, book chapter, etc.). The class meets on campus on Weds. July 12 & 26, Aug 9 & 23, and Sept. 6 (the Weds. in between are online). For details, visit UCSD Extension <http://www.extension.ucsd.edu/studyarea/index.cfm?vCourse=WCWP-4V230> or contact Lynne (lfriedmann@nasw.org) for more information.

AWIS-San Diego Gala with Dr. Vivian Pinn

By Hima Joshi



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On Saturday, April 29, local scientists joined AWIS members and their guests at the Orfila Vineyards & Winery in Escondido for the AWIS-San Diego Gala, a biennial event that honors our scholarship winners and celebrates the mission of AWIS-SD. The sun had come out of the clouds, and the flowers were in full bloom, but the star of the show was keynote speaker Vivian Pinn, M.D., Director of the Office of Research on Women's Health (ORWH) at the National Institutes of Health (NIH).

The Office of Research on Women's Health (ORWH) was established in 1990, and Pinn became the first full-time director in 1991. Because of her long history in academia and her tendency to be "outspoken," Pinn had some doubts about joining the NIH. "I wasn't sure I would survive in government," she said. But, this

was an opportunity she could not pass up. "If they don't like what I say, they can fire me," she said.

Under Pinn's leadership, the ORWH has made it a goal to ensure that women are appropriately represented in medical and behavioral studies supported by the NIH. The Office has promoted the inclusion of female patients in studies that have typically included only men.

The ORWH has also focused on gender differences in a variety of diseases and treatments. "By studying sex and gender differences, we're studying men's health as much as women's health," said Pinn. She also feels that we need to get beyond women's health as "just being reproductive." For example, studies show that moderate doses of aspirin prevent the first myocardial attack in many men, but they help prevent the first stroke in women. Doctors are starting to see more sports injuries in women, and they're also seeing osteoporosis in men. Medical researchers need to ask the right questions to keep up with these trends. "How should we be determining bone density in men?" asked Pinn.

In addition to supporting studies on gender differences in medicine, the ORWH promotes the recruitment, retention, re-entry and advancement of women in biomedical careers. Pinn feels that recruitment is important, but it's more important to hold onto the women who enter scientific fields. Since there is not much support for women and men who have taken off a few years to care for their families, the ORWH developed re-entry programs to help these scientists. The ORWH has also funded a large number of projects led by young, female investigators.

Pinn recalled with amusement the colleagues she has had over the years who did not believe in her ability to succeed. While she was a professor in the department of pathology at Howard University, a colleague said, "You know you'll never get to be chair because women don't become chair." She did become the chair of the department before she moved on to the NIH. Pinn was the only African-American and the only woman in her class in medical school, and she vividly remembers a fellow student who came up to her in anatomy lab and said, "Vivian, you have no business being here. I read that women have smaller brains than men." When this young man flunked out in his second year of medical school, Pinn became convinced that the "size of brain doesn't indicate...ability to succeed."

After Pinn's entertaining and inspirational story, the 2006 AWIS-SD scholarship winners were presented with awards. Every year AWIS-San Diego awards scholarships to women pursuing degrees in science-related fields in San Diego County colleges and universities. The following students received awards this year:

Melissa Sandoval is studying biochemistry at **San Diego Mesa College** and plans to transfer to UCSD. Her goals are to obtain a doctoral degree and to conduct medical research. She is currently performing protein purification and enzyme activity measurements at UCSD.

Taylor Debevec is an undergraduate student at **UCSD** and is planning to obtain a Ph.D. in marine biology. She volunteers at the Birch Aquarium where she teaches earth science to children and marine science to visitors on whale watching cruises.

Vivian Gonzales is a structural engineering major at **UCSD** and is planning to obtain a doctoral degree. She has taught physics to under-represented college students in the summer program of the Young Educators Program Fellowship at the Center for the

Advancement for Hispanics in Science and Engineering Education.

Linda Marie Boettger is majoring in biology at **UCSD** and is primarily interested in aspects of evolution from its molecular origins to the study of fossils. She plans to earn a doctoral degree in evolutionary biology.

Naomi C. Pike is a master's student in experimental psychology at **CSU, San Marcos**, and she is planning to earn a Ph.D. in evolutionary psychology. She has research experience with psychological measurements that assess the impact of social support on the quality of life of the elderly.

Elinor Lichtenberg is a doctoral student in ecology, behavior, and evolution at **UCSD**. She is planning to study the evolution of communication in bees. As an intern at the National Zoo in Washington D.C., she produced publication quality results while studying the behavior of captive kori bustards.

Michelle Palmisano is a doctoral candidate in bioengineering at **UCSD**, and she is working on skeletal muscle biomechanics. She created a gene therapy model for skeletal muscle restoration via cytoskeletal connections, and she is interested in pursuing academic research in biomedical engineering.

Kelly Woods is a master's student at **University of San Diego (USD)**, and she plans to become a family nurse practitioner. At USD, she participates in the Latino Underserved Health Track program, which aims to improve the cultural competence of medical care. She plans to focus her work on women's healthcare and HIV/AIDS in developing countries.



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Congratulations to our scholarship winners! Thanks to the co-chairs, Janet White and Holly Heaslet, and the 2006 AWIS Gala Committee members for organizing this event.

AWIS San Diego would like to extend our sincere thanks to our 2006 Gala corporate sponsors

Principal



Premier



UCSD Symposium on Pain Management in Women

By Karen Josephson

The untimely death of Diana Binkley, who committed suicide as a result of a psychotic reaction to a large dose of cortisone, illustrates the fact that drug studies and treatment protocols are sadly deficient in incorporating women into the framework of research. Nick Binkley, Diana's husband, formed a foundation to remedy this problem and to provide information about pain treatment with an open door to Eastern and Western medicine. Determined to reach out to the healthcare community, Binkley recently co-sponsored the first symposium, with the UCSD School of Medicine, on Pain Management in Women over the Lifecycle.

The keynote speaker Dr. Susan Blumenthal, former US Assistant Surgeon General and Assistant Deputy Secretary for Women's Health, outlined the progress that has been made to alleviate gender inequality in research. In the 1990s Blumenthal advocated for women's health issues to be included in the agenda at the National Institutes of Health. With the new emphasis, funding has doubled over the last decade. Blumenthal expects challenges in the future. A big issue will be to identify a woman's response to disease processes and pain syndromes over the course of a lifetime. The fact that some 70% of pain sufferers are women with more serious pain symptoms, more frequency and more anatomical areas than men underscores the necessity of shedding light on gender differences.

Dr. Mark S. Wallace, Director of the UCSD Center for Pain and Palliative Care, discussed the gender specific studies of pain throughout a woman's lifecycle. He cited research (by Luine in 1997, and by Miller in 1999) that showed circulating estrogen has profound effects within the brain upon cognitive functions. This factor could lead to perceptive differences in pain responses between men and women. Further, pain perception by women could be influenced by the changes in the menstrual cycle (Fillingim and Ness, 2000). They noted that during the late luteal phase, women reported the most pain in GI disorders, Irritable Bowel Syndrome, and headaches. In addressing pain management problems, Wallace reiterated that physicians must investigate the underlying problem, such as degenerative joint disease or diabetic neuropathy, or any other syndrome. He favors a mind-body approach to treatment in order to deal with the complex mechanisms that trigger neuropathic, chronic pain.

A number of women took the podium to discuss diverse health issues and their management challenges. Esther Sternberg, MD, elaborated upon how stress affects the expression of auto-immune diseases, which are more prominent in women. Dr. Ursula Wesselmann gave an overview of gender specific problems, like endometriosis and chronic pelvic pain, where medical versus surgical treatment yield equivocal results. Margaret Chesney, Ph.D., who is Deputy Director for the National Center for Complementary and Alternative Medicine (CAM), related that the government is focusing on cardiovascular diseases, musculoskeletal problems, and aging issues in women. At present the NIH is looking to fund studies of CAM methods that appear promising.

The consensus of the speakers over the three-day symposium was unanimous. Women need more representation in research studies and in the process of developing appropriate treatment protocols.

Karen S. Josephson is a retired health care provider, as well as a local health and science writer. Throughout a lifetime of professional and personal experience, she has researched and dealt with chronic diseases and treatment options.

FEATURES / OPINIONS

Conversation with Ann Jernigan, VP and Discovery Site Head at Pfizer, La Jolla

By Julie Kinyoun

A leopard stares at you with deep eyes. This leopard is on a poster that hangs in Ann Jernigan's Pfizer office. Jernigan, Vice President and Discovery Site Head of La Jolla Laboratories, Pfizer, Inc., hangs this poster as an inspirational reminder. As a leader she believes that she connects with other people through deep, understanding eyes like the leopard's. The leopard also inspires a philosophical question about leadership: Can a leopard change its spots? Along the same logic, can a leader change styles? Jernigan discovered that the answer to both questions is yes.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Jernigan's career at Pfizer began in 1994. When invited to work in their veterinary medicine clinical development department, she decided that the strong family-oriented culture of Pfizer fit her needs. (At this time, Pfizer was a smaller company.) At Pfizer, Jernigan became interested in the human health side of research. Following a promotion to the veterinary medicine pharmaceuticals discovery team, Jernigan was transferred to Sandwich, England and then to New York. In the fall of 2005, Jernigan became the discovery site head in La Jolla, her first position in drug development to combat diseases in humans.

In 2002, Jernigan joined a leadership-training group called the Strozzi Institute. The Strozzi Institute is a leadership-coaching group that emphasizes "the relevance of the body". The group teaches that the body is the domain in which new actions can occur and that if this domain is not in unity with mind, emotion and spirit then leadership development is incomplete. Through this training program, Jernigan learned to articulate the ongoing importance of continued education in leadership. "One is always in practice," she said. "One is always trying to improve." She explained that if someone makes a commitment to become a better leader, there are always methods to practice and always things to do to improve. "We can actually reinvent ourselves," she said.

Jernigan's philosophy of leadership embodies mentorship. Jernigan stressed the importance of mentors both early in her life and later in her adult career. She encourages her employees to ask for just one hour a month from a potential mentor. "It is so much easier to ask someone for just one hour a month than a straight question of 'would you be my mentor?'" she said. Despite her success, Jernigan understands the fear of rejection. "Like most people, I'm shy," she said. This kind of shyness is surmountable with the simple question for just one hour each month of someone else's time. Most senior people at Pfizer would agree to this request, Jernigan explained. Support, collaboration and feedback are all crucial aspects of success in her mind. These are characteristics of Jernigan's philosophy of leadership that have catapulted her into the limelight of Pfizer's senior management. And these are also characteristics she developed in her childhood and early career.

During her childhood, Jernigan and her family moved often. Her father was in the navy and the family moved to many places for his job including South Carolina, Connecticut, New Hampshire, and southern California. These early experiences taught Jernigan how to adapt and build new relationships. Later in life, these soft skills aided her career, she said.

After high school, Jernigan followed her passion and earned her Doctor of Veterinary Medicine degree from the University of Georgia. At a job out of vet school, she tended cattle and swine, a motivation she equates to animal writer James Herriot, author of *All Creatures Great & Small* and many others. During her veterinary studies, Jernigan said she had several mentors who encouraged her to look beyond her veterinary credentials. This inspired her to pursue a doctorate in pharmacology at the University of Georgia. "I entered a whole new world," she said.

She accepted tenure track positions at Ohio State University and Auburn University. While at Auburn, Jernigan received a call from a recruiter at Merck Laboratories. She was asked how would she like to work at the interface of clinical veterinary medicine and basic research. An animal science research position was not something she had ever considered before. After careful thought, she accepted the job and ended up loving it. "At the time, it was the best job I ever had. It was a great skill fit. When you're in a position that fits what you do naturally its just a tremendous sense of satisfaction," she said.

Dr. Judith Swain

Life and Careers: The Importance of Choice over Predetermination

By Siobhan Malany



At the new UCSD Women's Center, an inviting loft located at the original student center on the La Jolla campus, Dr. Judith Swain, Professor of Medicine and Director of the UCSD College of Integrated Life Sciences (COILS), spoke about "Life and Careers: The importance of choice over predetermination." Women in Science and Engineering (WISE) sponsored the event.

Swain spoke casually about her career to a round table of women, mainly graduate students and postdoctoral scientists. Her career has included holding posts at the upper echelons of academic life. Prior to becoming the first director of COILS, Swain served as chair of the department of medicine at Stanford University, where she was both the Arthur L. Bloomfield and the George E. Becker Professor of Medicine. Before her career at Stanford, she was the Herbert C. Rorer Professor of Medical Sciences, professor of genetics, and director of cardiovascular medicine at the University of Pennsylvania. "You have to ask yourself where you want to be in five years," says Swain. She drove home the message that one should not get dragged along and complacent in one's current routine. Be proactive in setting goals and planning how to get there.

Swain has lived by her five-year statute. Early in her career, she ran a basic research laboratory in coronary care at Duke University. "My research was going well, but I wasn't sure I'd be in the forefront in five years," she was quoted as saying by *The New York Times* in 1994. Swain took a sabbatical at Harvard medical school to enter the field of molecular biology. While she was at Harvard researching gene expression in mice, Swain discovered the significance of genetic imprinting. By combining the transgenic mouse model with her work in cardiology, Swain pushed her medical career to the forefront.

Swain applies the 10-year rule when it comes to sports. "I make a point to learn a new sport at every big zero [age]," she says. At four zero, she learned to fly and obtained her pilot's license. The next decade, she learned polo. "I enjoy golf and horse back riding, so I thought I have to try that," she laughs. The six zero is approaching and Swain says, with a smile, she has contemplated sky jumping.

"My husband and I have both accepted offers in Singapore," Swain continued. She has officially been the director of COILS for nine months. However, along with her husband Ed Holmes, dean of the school of medicine at UCSD, Swain will be leaving the school to become executive director of the newly established Singapore Institute for Clinical Sciences, an agency equivalent to the U.S. National Institutes of Health. "We had phone calls from friends asking if we are crazy," she says. A colleague from Duke University, where Swain and Holmes met, inquired how the couple could know what to expect. It was sure to be a risk. Swain laughed recalling the phone conversation. "We have never known what to expect. We have always put the trust into who we are going to work for." From Duke University to the University of Pennsylvania to Stanford to UCSD and now internationally, Swain has taken leaps and has lead a successful career. To keep pace with two

ambitious careers, however, Swain and Holmes have not always been at the same place at the same time. Holmes was at Stanford while Swain was at the University of Pennsylvania. "I got really good at sprinting to the connecting flight in Chicago," she recalls.

Swain generated a round-table discussion based on the question, "how did you get to your current position and what is your next step?" One attendee entered graduate school in her mid-thirties after focusing on raising three young children. "We never got past the cat stage," remarked Swain who acknowledges that having children is a choice and commitment that may offset career choices. Setting five-year goals is even more important to help balance career and family. Another attendee was a graduate student in bioengineering with plans to pursue a career in industry. Swain urged her to start searching now for the companies she wants to work for, investigate what they are looking for and make contacts within the company through organizations like WISE and AWIS. Alternate careers in industry, says Swain, may offer the resources to pursue research in a grant-free environment. Swain also remarked that collaborations between academia and biotech and pharmaceutical companies have strengthened, so scientists have more options to span both arenas. It's a matter of planning – planning for your five-year goals.

Volunteers, the Genome, and the Secret Workings of Life

By Alice Budai

The San Diego Natural History Museum in Balboa Park recently showcased the exhibition *Genome: The Secret of How Life Works*. The project aimed to reveal the mysteries of genes, to narrate the last two centuries of discovery, and to unravel implications of gene therapy as it applies to the future of medical science and healthcare. During the *Genome* exhibit opening, 60,518 visitors to the museum experienced the educational and interactive displays.

In an effort to engage the public with this complex and often intimidating topic, the museum's director of Volunteer/Intern Services, Janet Morris, recruited local scientist volunteers. Between January 28 and May 1, 50 scientists from 14 San Diego biotech companies and 20 graduate students contributed 300 volunteer hours at the exhibit and an additional 25 hours at special events related to the *Genome* exhibit. Of the volunteers, eight women volunteered through AWIS. The scientists served as interpreters for anybody with questions related to the material.

One female volunteer expressed, "I have been hoping to show the public and children that a scientist/deep thinker can be a young woman with many qualities. I hope that my image can change the future of people's mindset."

At the closing of the *Genome* exhibition, which has now moved on to the Museo Tecnológico in Mexico City, a recognition dinner was held at the San Diego Natural History Museum for the volunteers from all departments. The large number of guests showed that the museum is active in research as well as preservation work, database management, and general assistance. As of June 30, 2005, a total of 752 volunteers have contributed 42,138 recorded hours.

To learn more about the Museum and its great resources in this biodiversity hotspot, visit www.sdnhm.org. There are many opportunities for the public including the following:

- **Weekend:** Volunteer as a *Canyoneer*. Lead free nature hikes for the general public or be a *C4U* guide and lead the visually impaired on monthly nature hikes.
- **Weekend or Weekday:** Volunteer as the following: a *Parabotanist* and collect plant specimens as part of the San Diego Plant Atlas Project; a *Museum Whaler* and provide naturalist interpretation on Hornblower whale-watching cruises; or an *Exhibit Interpreter* and help enhance exhibitions by interacting with the public.
- **Evening:** Volunteer to assist at public lectures.
- **Weekday:** Volunteer as the following: a *Docent* and educate schoolchildren on the natural wonders of our county; as a *Departmental* volunteer and help in the various operational departments with clerical work and data entry; at *The Covey*, the Museum Auxiliary which hosts monthly luncheons and fundraisers; or as a *Science* volunteer and work in Botany, Entomology, Paleontology, Mammalogy, Ornithology, Herpetology or the Research Library. Volunteer opportunities in the science departments require skills and interest in science. They are limited, competitive and rewarding positions.

Come join the museum and find out about its many activities.

San Diego County Women's Hall of Fame Honors Dr. Sally Ride and New Inductees

By Emelyn de la Pena and Elizabeth Yoder

On March 25, 2006 the San Diego County Women's Hall of Fame held a ceremony at UCSD's Price Center to honor Dr. Sally Ride with the Spirit of the Hall of Fame Award. Also honored were Kate Sessions, Dr. Nona Cannon, Dr. Deborah Lindholm, Jeri Dilno, Ashley Walker, and Lucy Gonzales – all of whom were inducted into the San Diego County Women's Hall of Fame.

The mission of the San Diego County Women's Hall of Fame is to acknowledge and honor women who have significantly contributed to the quality of life of women and who have made outstanding volunteer contributions in San Diego County.

In the fall of 2001 four groups came together and formed a historic partnership in an effort to honor the women of San Diego County. The San Diego County Women's History Museum and Educational Center, The County Commission on the Status of Women, San Diego State University Women's Studies, and The University of California, San Diego Women's Center formed a collaborative partnership to create what became the San Diego County Women's Hall of Fame.

The first induction ceremony in March 2002 was held at the Institute of the Americas on the UCSD campus. This inaugural ceremony was a standing-room-only event, necessitating a move to a bigger venue in March 2003, when it was held at the UCSD Price Center Ballroom. The Hall of Fame has continued to grow every year with the five-year anniversary of the Hall of Fame coinciding with the ten-year anniversary of the UCSD Women's Center. Today the Hall of Fame includes several partners from the San Diego Community, a sit-down dinner and induction ceremony with a silent auction, and participation from community groups who are aligned with the mission of the Hall of Fame.

Details about the 2006 inductees and the ceremony are available online at www.whmec.org. View photos of the event at www.chancellor.ucsd.edu/gallery/ride_hof/index.html. The San Diego County Women's Hall of Fame continues to seek nominations of outstanding San Diego women. If you would like to nominate someone for induction into the San Diego County Women's Hall of Fame, please visit www.whmec.org and watch for the call for nominations in December 2006 or email info@whmec.org.

Win/Win by Giving to Others

By Barbara Kirstein

When women help one another, both parties benefit. Why? Believe it or not, we cannot do it all and enjoy a high quality of life. That's why it is important to work together to save time and energy on that learning curve called LIFE.

If you believe it is important to give back to someone who could benefit from your expertise, please let me know. Accept the challenge to connect women, young or young at heart, for guidance or support. How did you survive the tough work and long hours? Who gave you guidance and when? What words of wisdom would you offer to others facing change or challenges? If you have a family, how did your life change and what adjustments did you make?

Last fall, I initiated the connection between high schools and AWIS. I found some interest and I am now looking to develop the campaign. Once again, I am not looking for great time commitments, but rather an advisory group to help set up some opportunities or a checklist that might benefit others. Sometimes, just asking the right question(s) can produce results that we may not have anticipated.

There's a multitude of issues from academics/career to housing costs to family concerns. Finances and time constraints can be difficult at any given time in our lives. The reality is that once women start the creative juices flowing, who knows what ideas might be generated?

Please contact Barbara Kirstein, kirstein@earthlink.net (760) 943-8715.

Got a map?

By Janice Payne



That's my first question when someone tries to give me directions to an unfamiliar location. I am a visual learner and I need to see maps, pictures and drawings in order to retain information. If I'm offered directions over the phone, I pass the phone on to someone else. My auditory learning skills are zero.

People learn and relate information in four different ways:

- Visual
- Auditory
- Read/write
- Kinesthetic (touch/feel)

Taken together these are referred to as the VARK preferences. We all use a combination of these to learn information.

Take cooking for example. A visual learner has no interest in making a recipe without first seeing a picture of the final dish. An auditory learner would be able to listen to and remember a recipe after hearing it over the phone or on television. The read/write learner would usually have the written recipe on hand in the kitchen. The kinesthetic learner would never look at a recipe but would instead add a pinch of this or a pinch of that until the meal tasted just right. Most people use two or more of these preferences at the same time.

The VARK concept of learning was recently described in Bonni Graham's Technical Communication course at UCSD. In the context of documents, the VARK preferences are used to analyze your audience and understand how they will learn from your document. Knowing how people learn may help you in many other ways, from giving presentations in the workplace to how you explain issues to family and friends.

A simple quiz to determine your learning style is available at www.vark-learn.com. Take the quiz and you'll understand the next time someone asks you for a map.

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DEPARTMENTS

Strategy Session Reveals Importance of Blowing Your Own Horn

By Valerie Uzzell

On June 5, 2006, AWIS members attended a Strategy Session on a crucial but neglected topic, "Self-Promotion: Getting the Recognition You Deserve." The session began with a test: each of us was asked to tell everyone at our table our name and one career-related thing we do well. At my table, although our admitted skills ranged from "critical thinking" to "getting people to do things they don't want to do," everyone agreed it was a challenge to declare our abilities to our peers.

Once we were all convinced that self-promotion is hard, we were asked to complete a more detailed evaluation of our self-promotion habits and abilities. We were asked to rate ourselves on 16 different self-promotion activities, ranging from "I speak up in meetings" to "I know what is required for a promotion to the next level." I suspect we were all a little surprised by how poorly we rated on a lot of the questions. We then split up into four discussion groups based on individual self-promotion topics: "Managing Up", "Visibility," "Initiative," and "Confident self-promotion." Each group was asked to brainstorm ways to improve our abilities within the category and to present those ideas to group as a whole.

Our group was responsible for "Confident self-promotion" (e.g. 'learning to brag'). I was impressed by the quality of the suggestions that arose from our discussions. For example, one participant suggested that we each find a close colleague to pair up with to sing each other's praises, since that is always easier than singing your own. Another suggested telling managers which projects you are involved in from the beginning, so that when the projects are successful they remember you are responsible.

Although these discussions about self-promotion strategies were highly educational, perhaps the most entertaining part of the evening involved some short scenes acted out by two excellent actresses on the Strategy Session Committee, Amy Anzelon Mills and Grace Nakayama. The scenes were intended to illustrate how self-promotion skills play out in real world situations. Amy and Grace acted out two scenarios focused on asking for a promotion, with Amy as the hopeful employee and Grace as the skeptical supervisor. In the first version, the employee did a poor job at promoting herself and the promotion was denied. In the second version, the employee did everything right. She set the groundwork six months ahead of time, asking her supervisor which traits and experiences were required for the next job. She took advantage of chances to plan and implement new projects, and to make presentations within her company. She carefully documented every accomplishment she had made in the last year, and presented that documentation to her supervisor. In short, she personified many of the principles of self-promotion discussed in the workshop. Her supervisor, naturally enough, was quite impressed and offered to support her bid for a promotion at the next opportunity.

The role-playing, served as an excellent opportunity for participants to discuss the nitty-gritty of putting self-promotion suggestions into action. And if nothing else, the scenes served to burn into our brains the idea that fame and fortune, or at least improved respect

from our coworkers, can come from judiciously blowing our own horn.

AWIS Member News

Holly Heaslet Soutter, Ph.D., co-chair of the Outreach Committee and member of the AWIS SD Executive Board, has recently accepted a position as a Principal Scientist at Pfizer Global Research and Development in Ann Arbor, MI. She is extremely excited about the opportunity but saddened to leave San Diego and all the great friends she has in AWIS. She will be stepping down from the Board and Outreach Committee in June.

In this section of the Newsletter, we report on the accomplishments (new jobs, promotions, awards, publications, etc.) of AWIS-SD members. If you have any news to report, send it to Janice Payne at Janice_payne@hotmail.com or Siobhan Malany at smalany@yahoo.com and write "AWIS Member News" in the subject heading.

Not getting AWIS-SD member e-mails?

Update your contact information!

Go to the member services page using the following link: <https://www.smeet.com/awis/memberlogin.asp>

You will need your member ID and password. If you need assistance, please contact AWIS Member Services by phone (866-657-AWIS) or by e-mail (membership@awis.org).

About the AWIS Newsletter

The AWIS Newsletter is published six times per year and provides AWIS members and supporters with information on Chapter activities, career development, and issues related to women in science.

July/August Newsletter staff:

Alicia Bradbury	Alice Budai	Hima Joshi
Ying Liu	Siobhan Malany	
Janice Payne	Sama Tamrakar	

If you are an AWIS-SD member, we encourage you to contribute articles to the Newsletter. Please send articles as MS Word attachments to Janice Payne (janice_payne@hotmail.com) or Siobhan Malany at (smalany@yahoo.com). News articles should not exceed 250 words, and event summaries may be between 500 and 1000 words. Feature articles (special-interest stories and profiles) should not exceed 1000 words. The submission deadline for the next issue is August 4, 2006.

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Member at Large	Sheela Talwalker Hima Joshi Holly Heaslet Soutter Susan Myers Fitch Elizabeth Yoder

To contact the Board, visit the following website:
<http://awis.npaci.edu/officers/biographies.htm>

AWIS National Councilor (San Diego Chapter)

Sonya Summerour Clemmons

To contact Sonya, visit the following website:
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Committee

	<u>Chair(s)</u>
Book and Movie Club	Alice Budai Amy Cullinan
Corporate Sponsorship	Robin Rosenfeld Sandra Rickert
Events	Cindy Atwell Grace Yang
Membership	Julie Kinyoun Lisa Whalen
Newsletter	Janice Payne Hima Joshi
Outreach	Alicia Bicknell Holly Heaslet Susy McKay Shraddha Chaplot
Public Relations	Jenafer Evans
Scholarship	Frances Putkey
Strategy Sessions	Barbara Armstrong
Website	

To contact the committee chairs, visit the following website:
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IMPORTANT INFORMATION ABOUT



San Diego Chapter

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Page 8

July/August 2006