



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.

LETTER FROM THE PRESIDENT



Dear Reader,

During the recent AWIS-San Diego retreat, current chapter leadership met to review 2006 and to create the Chapter, the Board and committee goals for 2007.

AWIS-San Diego is currently 270 members strong with half of our member base holding an advanced degree. Regarding employment, our membership is now, unlike in previous years, equally representative between academia and industry.

Strategic goals set for 2007 in the specified areas are as follows:

- **Volunteer Base** As in previous years, AWIS-SD volunteers will enjoy certain perks including special career development workshops and free admittance to certain events like the Gala, WiB and others.
- **Programs** We will continue to bring you the quality programs you have become accustomed to and we will enhance our programs by adding more Focus Sessions, Happy Hours, educational opportunities and workshops and more.
- **Membership** With your help, we strive to increase to 300 members by year end!
- **Communication** We are working on further improving communications with our members. This will include regular website updates and an enhanced HTML email system.
- **Strategic Alliance** Our partnership with UCSD extension was a great accomplishment for our chapter. We are planning to establish another strategic alliance in 2007.

We are in the final planning stages of the Women In bioScience Conference 2007, "Discover New Heights." The Chapter Flagship event will take place on Saturday, May 19 at the Salk Institute. The one day event is an excellent opportunity to network, develop new skills and explore career opportunities. For more information visit http://awis.npaci.edu/wib_2007/home.htm

We will keep you updated throughout the year on our progress. If you are interested in helping the Chapter to achieve its goals for the coming year, please contact me or any of our committee chairs.

As always if you have any comments or ideas please send me an email at president@awissd.org. I am looking very much forward to hearing from you.

With warmest regards,

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Upcoming Events

Compiled by Janice Payne

Free Lectures offered by the San Diego Natural History Museum

- **March 13:** Realizing a Clean Energy Future: The Power of Local Governments to Effect Change. 6:30-8:00pm
- **April 10:** Global Warming: Where Do We Go From Here? 6:30-8:00pm.

March 17: Expanding Your Horizons (EYH) conference at University of San Diego. Each year the EYH conference draws approximately 600 sixth to tenth grade girls from all over San Diego County to attend a keynote session and participate in hands-on science, technology and math workshops. To volunteer, contact outreach@awissd.org

March 28: Greater San Diego Science and Engineering Fair. To volunteer as a judge, contact outreach@awissd.org.

March 29: Alternative Fuels. Learn about Diversa's efforts at developing biofuels. Location: Diversa. Time: 6-8pm.

April 2: Strategy Session. Business Etiquette. Tips on professional behavior both during the interview and while on the job. Members only event. The Salk Institute. 6-8pm

May 12: Science Writing Workshop. Beckman Center—San Diego Wild Animal Park. The San Diego Science Writers Association (SANDSWA) will host a meeting with sessions on a variety of topics, from opportunities for aspiring science writers to tips for seasoned professionals. **Online registration opens March 15, 2007** Cost: \$50, visit www.nasw.org/users/lfriedmann. For more information contact Heather Henter at <mailto:hhenter@ucsd.edu>



"Discover New Heights" at the 2007 Women In bioScience conference organized by the San Diego chapter of the Association for Women in Science. This one-day symposium includes two keynote speakers and a series of workshops focusing on career and personal development. It is an excellent opportunity for members of the scientific community to network, develop new skills and explore career opportunities. For more information on conference schedule and to registration visit http://awis.sdsc.edu/wib_2007/home.htm. Early-Bird Registration ends April 1st, reserve your spot today. If you have any questions regarding the conference please contact the organizing committee at wib2007@awissd.org.

AWIS-SD Members on the Move

In this issue, we share the stories of two women, Lynne Friedmann and Isabel Corcos who were positively influenced by a WIB conference to take their careers in new directions. If you have a story, let us hear from you. Send your stories to newsletter@awissd.org

AWIS Fellow Lynne Friedmann Fights Her Way to the Top

By Paula Campos Soto

Lynne Friedmann is proof positive that "it's never too late" when it comes to taking charge of your life. Friedmann comes from a blue-collar family and had to "fist fight" to attend college. When it became apparent she'd receive no financial or emotional support from her family, she worked as a secretary for 10 years before becoming an undergrad at the age of 27.



When close to finishing her degree in marine biology, in her late twenties, Friedmann wasn't sure how marketable she would be in the science field, considering the long career path and her late start. So, she poured through the school catalog and found another major: Journalism/Public Relations. It proved an ideal fit.

A freelance writer, educator, and book author, her career spans PR agency, university public information, and freelance reporter experience. For 20 years she was principal of the consulting firm Friedmann Communications with a national clientele that included the National Academy of Sciences, American Association for the Advancement of Science (AAAS), Salk Institute, and Zoological Society of San Diego. Friedmann has also assumed leadership positions in a number of professional organizations including the National Association of Science Writers, the Athena Program for Women Executives in Technology, and the Association for Women in Science (AWIS).

Her involvement with AWIS started more than 25 years ago, when she was working as a public information representative at the University of California, Irvine. She was invited by AWIS-San Diego to give a talk on "science and the media," and found herself asking more questions than were being asked of her. She had never heard of AWIS, and suddenly "discovered an organization with a fantastic story to tell – but no one to tell it."

After moving to San Diego, Friedmann became an integral part of the association. She wrote news releases on AWIS events, leading to newspaper coverage, started the chapter's PR and newsletter committees, and later served on the chapter board. In 1993, she became the first chair of the Women in Bioscience (WIB) conference, and launched a series that had originally been conceived as a one-time event. "Never in my wildest dreams did I imagine it would continue as long as it has and become such a prominent part of the San Diego chapter," says Friedmann.

The idea of organizing a “Women in bioScience” conference in San Diego started after Friedmann was a speaker at a conference of the same name at Stanford University. She was impressed by the format of the conference because of its positive focus on opportunities, not obstacles.

And opportunity is what WIB is all about.

For Friedmann, chairing the first WIB, and her longtime involvement with AWIS, led to national leadership opportunities in organizations such as Leadership America, AAAS, and the National Association of Science Writers. These leadership positions raised her profile in professional circles and brought new clients to her communications consulting business. Her increased business success then allowed her to do what she enjoys: to serve on other nonprofit boards.

Most importantly, WIB is an opportunity to start or enhance one’s network, which Friedmann considers a vital step to one’s future career. WIB is also an opportunity to acquire new skills. Friedmann advises, “Don’t think of WIB as a one-day event, but an entry point to leadership training and career development. In the short term, attendees will gain perspectives and inspiration from the speakers/workshops that day. Those who are motivated to join AWIS or become more involved with the chapter will find, in the long term, a wealth of opportunities to develop leadership skills such as project management, budgeting, marketing, public speaking, fundraising, governance, mentoring, and much, much more.”

Another piece of advice from Friedmann for making the most of WIB attendance: sit toward the front of the room. After attending many conferences, Friedmann has noticed that people in general, but especially women, tend to sit toward the back of the room when attending a workshop or a talk. Men, on the other hand, tend to sit toward the front of the room, in the first few rows, even at a conference full of women. Sitting toward the front makes it easier to ask questions: you don’t have to yell to be heard by the speaker, and most importantly, you are very close so that at the end of the talk you can approach him or her and introduce yourself to exchange business cards or ask questions.

But approaching someone and introducing yourself is not always easy. And Friedmann has a piece of advice for that too: start with a simple question such as: “Is this your first time at WIB?” Chances are you will either meet someone who, like yourself, is there for the first time, or someone with an amazing and rich history of involvement and contribution to AWIS, like Lynne Friedmann.

Be a Leaper: Interview with Isabel Corcos

By Amber Dance

Isabel Corcos remembers her first day back in school: “They’re little, tiny chairs—I look around, and there are a number of people half my age!”

How did Corcos wind up squeezed into a seat in the front row, at the age of 40? For Corcos, AWIS-SD and the Women in bioScience (WIB) conference led the way.

Corcos first attended WIB in 1993, when she was a post-doc at the Scripps Research Institute. She recalls, “I thought it was great; it was just so open and friendly, and it was all women.” Corcos was hooked. She served on the steering committees for the following two WIB conferences, as well as the first two AWIS Gala events.

By 2003, Corcos was in her third job in the biotech industry. At Elitra Pharmaceuticals, she worked as a research scientist in microbiology. “I had always liked [studying] infectious diseases,” says Corcos. However, she knew she could not advance in the field because she lacked the training that would make her competitive. Her background is in cell and molecular biology, in which she earned her Ph.D. from the University of Michigan.

At that point, Corcos was laid off from Elitra. She recounts gleefully, “I had a sluggish several months enjoying myself greatly as an unemployed person.”



Corcos knew she wanted to try something new in her career, but didn’t know what. Fortunately, the 2003 WIB conference was right around the corner. Two presentations inspired her to move in a new direction. AWIS member Lynne Friedmann gave the keynote address, discussing how she had made “leaps” into new areas. Friedmann explained how her own calculated risks had taken her to the career she wanted. “[Lynne] inspired me to ‘Be a Leaper,’” says Corcos. In a later seminar, Corcos found somewhere to leap to. Jackie

Hopkins, an epidemiologist with San Diego County, outlined her profession. “Ooh,” thought Corcos, “I could really get into this.” She spoke with Hopkins later to learn more about the profession. Hopkins recommended a Master’s of Public Health (MPH) degree. “Not a month after the conference, I decided to enroll in the program,” says Corcos. She earned her MPH at San Diego State University.

Today, Corcos shares a consulting firm, Ops Tech Management Consulting, with her husband. This career allows Corcos to choose the projects she works on. “Now I’m totally happy, it’s me, all me!” she chortles. Currently, she is assisting a professor studying passive smoke inhalation in Korean Americans.

Corcos’ love of statistics makes her a rare kind of specialist. “I love to look at the data,” she gushes. Many scientists are quite happy to hand over the number crunching to someone else.

Her career also allows Corcos the freedom to work at home. While her husband travels, she stays in San Diego with two boys, aged eight and ten, whom she affectionately refers to as “the spawn.” Now that she’s out of the lab, she even finds the spare time to pursue hobbies, including gardening and belly dancing.

“WIB kept me going,” says Corcos. “I always went, always learned something, and always met new people.” No doubt she’ll be there again on May 19, soaking in the knowledge and chatting with friends both new and old.

NEWS



AWIS Members Tour Birch Aquarium

By Aperna Mital

AWIS members enjoyed an afternoon at the Birch Aquarium. The focus of this event was for

professional members to have a good time with family on a Saturday afternoon.

Many of our members arrived with their families and children in tow and it almost felt like a family reunion. With 36 people attending, we were divided into two groups and given separate tours of the aquarium. The tour guide for our group had a lot of information to pass on that kept everyone engaged with questions, looking at the different exhibits and taking pictures.



The highpoints of the tour included the camouflage section, various fish tanks and the petting area for the kids and adults brave enough to stick their hands into the water. The organizers are to be congratulated for putting together such an awesome event that proves that AWIS-SD can have fun while taking care of business.

Photos courtesy of Scripps Oceanography and Aperna Mital

Want to be a Science Writer? UCSD Extension Course

April 3-May 29 (9 Tuesdays): Science Writing I, UCSD Extension. Taught by freelance science writer Lynne Friedmann, this course is an introduction to science journalism with a focus on writing techniques and strategies to help an audience of general readers understand scientific information. Also covered are opportunities for science writing, constraints that shape science coverage, ethical issues that govern the reporting of scientific information, and the cultural place of science in society.

Visit www.extension.ucsd.edu (search "Science Writing") or call (858) 534-3400 to enroll. You can also contact Lynne at lfriedmann@nasw.org with questions about the course

AWIS Scholarships for Students Call for Submissions

The AWIS San Diego 2006-2007 Scholarship Program is pleased to offer scholarships for community college, undergraduate and graduate women students pursuing degrees in the life sciences, physical sciences, engineering or technology. We are able to award these scholarships due to the generous donations we receive from local biotechnology and pharmaceutical companies.

Download the 2007 scholarship application and flyer at: http://awis.sdsc.edu/committees/scholarship_program.htm

A female undergraduate (4-year or community college) or graduate student who is actively pursuing a degree in science during the 2006-2007 academic year may submit an application. Applicants must have a minimum GPA of 3.0, must be a United States citizen or permanent resident and must be affiliated with a U.S. institute of higher learning in San Diego County to be eligible for these awards.

The application requires a personal essay, a current transcript and two letters of reference. All previous recipients have demonstrated commitment to and achievement in their academic and extracurricular activities. The application deadline is March 26, 2007. The Scholarship Committee will select AWIS San Diego scholarship recipients in early April 2007 and the winners will be honored at the Women in bioScience Conference on May 19th, 2007.

For more information about the Scholarship Program, or if you would like to help the Scholarship Committee select the award recipients, please contact Buran Haidar at Scholarship@awissd.org.

Strategy Session: Conflict Management Getting to Yes By Siobhan Malany

When you hear the phrase conflict management, what comes to mind? Do you think of tension, struggle, antagonism, discomfort? Many of us do think of something negative. However, properly dealing with conflict management situations turns differences into opportunities. A successful resolution may result in more effective, creative solutions.

During the Strategy Session, participants had the opportunity to critique case studies in an interactive setting and outline ways to manage the conflict by following steps introduced by Roger Fisher and William Ury in their book, *Getting to Yes*.¹ The principals in the book stress the importance of focusing on peoples' needs rather than on their positions. When we concentrate on needs, we find we have more in common than what we had assumed.

Consider the following case study: *Both the head of an academic lab and a direct supervisor in the lab wish to be senior author on a publication.*

1. Separate the people from the problem
 - ❖ Evaluate the contribution of each author
2. Focus on interests, not positions
 - ❖ Evaluate the significant gain and opportunity of each author
3. Invent options for mutual gain
 - ❖ Discuss opportunities and roles for subsequent papers; Option to be corresponding author; Success of the supervisor as senior author reflects positively on the lab head.
4. Insist on using objective criteria
 - ❖ Recognize each authors contribution and adhere to standard protocol for peer-reviewed publications
5. Develop your BATNA

- ❖ Know your bottom-line or BATNA (best alternative to negotiated agreement)

The Strategy Session on Conflict Management was sponsored by Townsend and Townsend and Crew, one of the largest law firms in the United States specializing in the protection of intellectual property rights. The Firm's profile includes the areas of Biotechnology & Chemistry, Medical & Mechanical Devices, and Technology Transactions. More information can be found on their website at www.townsend.com

¹Fisher, R., Ury, W., & Patton, B. (1991). *Getting to Yes: Negotiating Agreement Without Giving In* (2nd ed.). Penguin Books, and Deetz, S. A., & Stevenson, S. L. (1986). *Managing Interpersonal Communication*. New York: Harper & Row Publishers.

FEATURES/OPINIONS

AWIS Committees and Cause Partnership

By Siobhan Malany

At the recent AWIS-SD retreat, partnering was the main theme. AWIS Board members and Committee chairs met to review chapter goals from 2006 and set new heights for 2007. Achieving these new heights for many committees is largely dependent on forming sister committees within AWIS, as well as reaching out to local organizations in an effort to combine resources and maximize success. The strategy: Cause Partnership Marketing. "The 'cause partnership,'" states Kathryn Nguyen, co-chair of the Public Relations committee, "is one of the most powerful ways to make progress for any marketing/PR campaigns because of the strength of the message that comes from more than one company or group working together. It is a way to strategically combine resources and get exponential results."

For example, the Outreach committee is based on partnership marketing. The group coordinates with volunteers and organizations like New Horizons, San Diego Science Fair, American Chemical Society, BeWISE, the Salk Institute and more. Many of our committees are now taking the same approach and reaching out to partners. A major accomplishment of AWIS-SD last year, thanks to the Public Relations committee, was forming a partnership with UCSD Extension. AWIS-SD will guide the structuring of adult education classes catered to meet the diverse needs of women scientists in our organization as well as the local community. This partnership opens up many educational opportunities for our Chapter. Look for upcoming courses advertised in our newsletter.

The success of the first Focus Session, a spin-off of Strategy Sessions, was in large part due to the recent merger of Membership and Public Relations committees. The joint committee gathered information on the interests of current and new members. "Knowing that AWIS-SD members would like events more industry focused will help us to select the appropriate specialized topics for Focus Sessions," says Fran Putkey, Chair of the Strategy Session committee. The Corporate Sponsorship committee also plays a large role in bringing in funding for the sessions and potential outside speakers.

Also last year, the Events Committee, with assistance from the Public Relations committee, held the first AWIS-SD Happy Hour, open to members and guests to engage current members and attract others to join. Along this same line and to help spread the word about upcoming AWIS events, the Events committee plans to coordinate with local groups, such as the San Diego Biotechnology Discussion Group and the Women of Bioscience, to use their forums as announcement platforms. In addition, members will receive emails co-advertising special interest events with other women's organizations like Women in Science and Engineering (WISE) and Athena.

AWIS-SD is also reaching out to local media. Amber Dance of both the Newsletter and Public Relations committees coordinated with Julie Kinyon of the Membership committee to publish an article about AWIS-SD in the *La Jolla Village News*. The article strategically appeared prior to the October Open House to attract new members. This crosstalk among committees boosted PR relations with local media and increased our audience of prospective members. Even the Book and Movie committee is reaching out on Craig's List to draw readers and viewers.

To foster this cause partnership strategy, the website committee has created a committee chair resource page that will house a site for each committee and will include information central and sharable to all committees such as forms, flyers and an updateable events calendar.

What is the Newsletter Committee doing? We will continue to coordinate with all committees to bring you the voices of AWIS-SD and showcase achievements of our individual members as well as our committees. We also plan, in conjunction with the Scholarship Committee, to share the stories of past scholarship recipients and let you hear what they are doing now. In this issue, we continue our profile of women who have been inspired to change course in their careers as a result of attending a WIB conference. This is, of course, in coordination with our upcoming WIB Conference on "Discovering New Heights."

Member News

AWIS-SD Congratulates:

Julie Kinyoun has recently become an editorial assistant in medical writing at Arbor Scientia, a division of the Neurosciences Education Institute in Carlsbad.

Grace Nakayama recently accepted a program manager position in oncology at Biogen Idec.

Janice Payne has joined the stem cell research team at Novacell as a senior research associate.

Send us your news (new jobs, promotions, awards, publications, etc.) to newsletter@awissd.org and write "AWIS Member News" in the subject heading

IMPORTANT INFORMATION ABOUT**San Diego Chapter**

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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.

March/April Newsletter staff:

Siobhan Malany	Janice Payne	Sama Tamrakar
Amber Dance	Paula C. Soto	

If you are an AWIS-SD member, we encourage you to contribute articles to the Newsletter. Please send articles as MS Word attachments to newsletter@awissd.org. News articles should not exceed 250 words, and event summaries should not exceed 500 words. Feature articles (special-interest stories and profiles) should not exceed 1000 words. The submission deadline for the next issue is April 6, 2007.

IMPORTANT CONTACTS**AWIS Board**

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To contact the Board, visit the following website:

<http://awis.npaci.edu/officers/biographies.htm>

Go to the member services page using the following link:

<https://www.sgmeet.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).

AWIS-San Diego Sponsors

AWIS-San Diego thanks our corporate sponsors for their generous support. Donations from corporate sponsors help us fund scholarship awards, monthly events and Strategy Sessions, community outreach efforts, the Newsletter and the website.

For more information about how your company can support AWIS-SD, send e-mail to fundAWISsd@gmail.com.

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