



# AWIS NEWSLETTER

ASSOCIATION FOR WOMEN IN SCIENCE  
San Diego

*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 Fellow AWIS SD Members,

Great news! Registration is now open for AWIS San Diego's 2013 Women in Science and Technology (WIST) Conference on May 18<sup>th</sup>. This year's theme is "Aspire, Attain, Ascend." The WIST Conference is a day-long event focused on career and personal development. The WIST program is geared towards attendees at all career levels in both academia and industry, and includes fantastic keynote speakers, workshops, panel discussions, and networking opportunities. Read more and register at [www.wist2013.org](http://www.wist2013.org). Register before April 20<sup>th</sup> and get the Early Bird discount. If you are not a member already, you can join AWIS San Diego while registering and pay the lower member admission price.

2013 is the 30<sup>th</sup> Anniversary of AWIS San Diego. Throughout the year, we will be celebrating this wonderful milestone and have a special new 30<sup>th</sup> Anniversary logo to honor it. This logo was designed by Wendy Ochoa and will be a part of our branding all year. The founding members of AWIS-SD, including Lynne Friedmann, had a terrific vision of how the mission of AWIS would benefit so many women and girls in the San Diego area. We are happy to continue their dream 30 years later.

In addition to WIST, lots of other exciting activities are on the AWIS San Diego calendar. On March 14<sup>th</sup>, the Events Committee is hosting "The Science of Chocolate" at Eclipse Chocolat. The event will include presentations by Dr. Francisco Villarreal from UCSD and the restaurant owner as well as a chocolate tasting! There are several Outreach volunteer activities in March, including the Greater San Diego Science and Engineering Fair on March 20<sup>th</sup>, where we confer awards to the female Fair participants. Volunteer judges are needed...I'll be there! See our website [www.awissd.org](http://www.awissd.org) and/or email [outreach@awissd.org](mailto:outreach@awissd.org) for more info about this and other

outreach opportunities. In April, we'll have the next Strategy Session "Enhance Your Interview Success: Active Preparation and Follow-through" on the 1<sup>st</sup> (no foolin') and a Happy Hour (April 11<sup>th</sup>).

We are currently seeking 2013 Corporate Sponsors to support WIST and our general activities throughout the year. Through our Corporate Partnerships, biotech/pharma and other companies have the opportunity to showcase their brands and, at the same time, support women in the local scientific community through their sponsorship of AWIS San Diego events, initiatives and scholarships. If you think the company you work for might be interested in sponsoring AWIS San Diego, please let the Corporate Sponsorship Committee know at [corporatesponsorship@awissd.org](mailto:corporatesponsorship@awissd.org). They can contact the company representative whom you recommend or provide you with our Sponsorship materials so that you can request sponsorship. Read more about these and other Committee opportunities on our website ([www.awissd.org](http://www.awissd.org)) under "Get Involved." (*continued on page 2*)

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AWIS San Diego will be participating again in the annual Business Women's Mega Mixer on March 21<sup>st</sup>, which is held in honor of Women's History Month (March). This Mixer is a fun opportunity to celebrate women and participate in some MEGA networking! This year, proceeds will be donated to "Dress for Success San Diego" ([www.dressforsuccess.org/sandiego](http://www.dressforsuccess.org/sandiego)), an organization that provides clothing and accessories to low-income, working women. Last year, over 400 business women attended this event. Early registration is \$35 until March 14<sup>th</sup> and includes wine and appetizers. Register and read more at [www.BusinessWomensMegaMixer.com](http://www.BusinessWomensMegaMixer.com), and be sure to stop by the AWIS-SD table!

Do you know about our AWIS-SD LinkedIn Group? Join this group and share interesting events, opportunities, job postings or discussions with our membership on the Discussions page. You can join if you have a LinkedIn account and are an AWIS San Diego member. Please email me at [president@awissd.org](mailto:president@awissd.org) if you have any questions, comments or suggestions about/for our chapter.

Don't forget to register for WIST 2013 – I'll see you there!

Most Sincerely,

*Dody*

Dorothy (Dody) Sears

### Speed Networking Event Report

By DeeAnn Visk

On Thursday, January 31, AWIS-San Diego held a speed networking event at the Hera Hub, located west of the Karl Strauss Brewery. The event started with the consumption of fresh fruit, vegetables, cheeses, and a variety of sandwich rolls supplied by AWIS. Bottled water was also provided to keep one's voice well lubricated for an hour or two of talking. Two door prizes were offered to participants via a random drawing: one for the Business Women's Mega Mixer on March 21<sup>st</sup> – proceeds going to the "Dress for Success" organization – and one for a \$25 gift certificate to the Sea Rocket Bistro.

Krystalyn Hudson, Barb Davids and Marianna Tcherpakov of the Events Committee moderated the meeting. The event provided a chance to get to know others within AWIS-SD and to learn what they do professionally. With approximately 30 people in attendance, many business cards were exchanged during the timed four-minute sessions between two people. Much reciting of one's "elevator speeches" (a one-minute introduction of you professionally) was accomplished and many new professional relationships began, to be followed up via email, LinkedIn, and one-on-one meetings, at the discretion of the participants.

AWIS-SD president, Dorothy Sears, presenting a gift to Felena Hanson, founder of Hera Hub, who graciously allowed us to hold the event in her space. "Hera Hub is a spa-inspired co-

working space for female entrepreneurs in San Diego. This as-needed, flexible work and meeting space provides a productive work environment for women. Hera Hub members have access to professional office space to meet with clients and are able to connect and collaborate with like-minded businesswomen, giving them the support they need to thrive. It is the perfect place for collaboration, community, credibility, and visibility" (from the Hera Hub website <http://herahub.com/>).



Photo of Hera Hub workspace courtesy of Hera Hub Website

### National AWIS Governing Board Visits San Diego

By Dorothy (Dody) Sears

Members of the national AWIS Governing Board recently met in San Diego and hosted a lovely reception in the Point Loma Room at the downtown San Diego Marriott Marquis and Marina Hotel on January 11th. Members and friends of AWIS San Diego and AWIS Inland Empire were invited to attend. The reception was held as an adjunct to the Joint Mathematics Meetings to showcase AWIS for the Mathematics Meeting attendees and local women in science, technology, engineering, and mathematics (STEM). The AWIS Board members were very enthusiastic about the opportunity to network with Chapter members from the San Diego and Riverside areas. Approximately 20 AWIS-SD members and eight AWIS-IE members attended. It was a wonderful experience meeting the women who are leading AWIS at the national level, learning about the various programs AWIS is focusing on to advance the women in STEM, and talking about the exciting activities of AWIS-SD. As an added bonus, the national AWIS board members invited the AWIS-SD Board and Committee Co-Chairs to drop by their Board meeting at the La Jolla Shores Hotel the next day, after our annual Leadership Retreat at UCSD. As President of AWIS-SD, I took them up on the offer, sharing slides and information about our membership statistics, upcoming activities, WIST Conference, opportunities for increasing membership engagement through the AWIS-SD Leadership Network, developing mentorship program, and other initiatives. We brainstormed together about challenges in common and enhancing interactions between AWIS National and AWIS-SD. It was with great pleasure and pride that I represented our Chapter and shared how we continue to locally support the mission of AWIS. The Board expressed sincere gratitude for our efforts and representation of AWIS.

## Strategy Session: Enhance Your Productivity Resolve to Make the Most of Your Time at Work

By DeeAnn Visk

Forty attendees filled the room. Hoang Nhan, Maha Gebara-Lamb, and Grace Nakayama presented excellent advice, dividing the three components of productivity into time management, work environment, and self-care. Each section was followed by small group discussions among the audience.

46% of the time during which people are “working,” nothing benefiting the organization is accomplished. In a work year (2,000 work hours), this translates into 800 hours of not working. One technique to overcome this behavior is to make and prioritize a “to do” list. While many of us make these lists, how many of us remember to prioritize them?

Nhan suggested a tool called an activity tracker; an example can be found on the Mind Tools website ([www.mindtools.com/index.html](http://www.mindtools.com/index.html)). Or you can design your own using an Excel spreadsheet, using just one or two words to summarize each hour of the day, showing what you really engage in. Schedule the most challenging tasks for the time of day when your energy is the highest. For me, this is from about 8 a.m. to noon. But for others, this may be from midnight to 3 a.m.

Aspects of time management include: goal setting, prioritization, managing conflict, fighting procrastination, and scheduling. Using an Action Priority matrix allows you to compare a task to all other tasks based on effort and impact. See: [www.mindtools.com/pages/Newsletters/14Feb06.htm](http://www.mindtools.com/pages/Newsletters/14Feb06.htm). To beat procrastination, you must first recognize it. Procrastination is filling your day with low-priority/low-impact tasks such as repeatedly checking emails. Try asking yourself why you are procrastinating. Is the task unpleasant? Then reward yourself after completion. For overwhelming tasks, break them into smaller ones.

Nakayama’s section highlighted the work of Mike Sanders (see [www.advanced-multitasking.com/](http://www.advanced-multitasking.com/)) who contrasts multitasking with power multitasking (or as Grace put it “powertasking”). When we engage in multitasking, time is lost switching between tasks, poorly engaging, incorrectly prioritizing, and committing performance errors. Powertasking is the idea of engaging in one task at a time. You need to disengage from one task before engaging in the next. Analyze what is most important and list your chores in order of priority. Finally, monitor and reduce your task load by deleting, delegating, transferring, and shaving (i.e., removing unnecessary features of the task).

By creating task queues—triggers to help re-engage your tasks at a later time—you will find good stopping points allowing you to better re-engage with the assignment when you return. Successful powertasking allows the completion of more undertakings, in less time, with fewer mistakes. Hence,

you will spend more time on meaningful items, alleviating stress and anxiety..

Gebara-Lamb presented the final section on work environment and self-care. Both the physical environment and the social structure of the work place were considered. A pleasant work place and convivial colleagues lead to a happier and more productive work environment.

Organize your office with designated places for papers, books, and mail. Move emails to a folder once you are done with them. Try to utilize the OHIO system (Only Handle It Once) as much as possible. Invest time to prepare your employees with clearly defined goals.

Enhancing productivity requires that you care of yourself. Remember to take regular breaks using the 20/20/20 rule—every 20 minutes, take a 20 second break, get up and walk 20 feet. Exercise, eat well, and get plenty of sleep. Do not underestimate the value of social interactions, such as exchanging ideas. Employees with a best friend at work engage more frequently in work, and avoid more injuries on the job. To have a good day, we need six hours of social time.

Kyowa Hakko Kirin California, Inc sponsored the workshop. Located in the same building as the La Jolla Institute for Allergy and Immunology (LIAI) on the UCSD campus, Kyowa Kirin works on developing discoveries made by LIAI. Fields of study include immunology, oncology, and nephrology. For more details (such as job openings) see its website: [www.kyowa-kirin-ca.com](http://www.kyowa-kirin-ca.com).

## Janssen Labs: Fostering Life Sciences Startups

By Nurith Amitai

So you have a bright idea for the world of biomedical science. You’ve come up with a novel therapeutic approach, the disease you’re addressing is a major public health concern... you’re set to make the world a better place. Now how to build a company around your scientific inspiration? Janssen Labs, a life sciences startup incubator, aspires to make this step a easier for aspiring entrepreneurs.

Janssen Labs is located in La Jolla, on the grounds of the West Coast Research Center of Janssen Research & Development, a member of the Johnson & Johnson Family of Companies focused on pharmaceutical discovery and development. Janssen R&D promotes new life sciences companies – a logical pursuit for a company whose business model includes numerous strategic alliances with other organizations. Indeed, Janssen R&D has recently established Janssen Healthcare Innovation to concentrate on expanding the company’s portfolio by developing partnerships and collaborations. As the head of Janssen Healthcare Innovation and the site head of the Janssen West Coast Research Center, Diego Miralles is an avid proponent of this push to encourage life sciences entrepreneurs. No wonder, then, that he is also the management sponsor of Janssen Labs.

Founded in January 2012, Janssen Labs just celebrated its first birthday. Intended to help life sciences startups overcome traditional barriers to business development, the 32,000 square foot facility provides workspace, equipment and operational infrastructure, so that new companies can focus all of their efforts – and more of their capital – on doing research. Companies can rent both wet laboratory and office space for a monthly licensing fee under a renewable, short-term lease. Additionally, they gain access to Janssen Labs' resources, as well as its operations team, which handles everything but the science. In turn, Janssen R&D gets to establish close relationships with groundbreaking new companies, cultivating a prolific community of potential collaborators. However, under their "no strings attached" policy, Janssen R&D does not take equity or first right of refusal in the Janssen Labs' tenants, an approach intended to safeguard entrepreneurial freedom. Janssen R&D stresses that any future partnerships are entirely up to the free choice of the individual clients.



*Photo by Janssen Research and Development*

The day-to-day operations at Janssen Labs are handled by Prescience International. Prescience International's origins harken back to the day when its founder and CEO, Melinda Richter, came down with a mysterious illness while living in China. Doctors were unable to diagnose and treat her severe infection until it was nearly too late to save her life. Shocked by the continuing gaps in medical knowledge in an otherwise highly technologically advanced society, Richter dedicated herself to advancing the health care industry to the same level and speed of innovation that she had experienced in the information technology industry. While she did not have a background in science, she resolved to apply her commercial experience to the life sciences field.

She soon realized that the life sciences industry is subject to special obstacles that impede progress. Compared to other industries, life sciences companies are faced with enormous start-up costs and extensive preparation time before even being able to begin work. Richter decided to set up an infrastructure for emerging life sciences companies, usable by several companies at once, to help these businesses get started faster, cheaper, and more easily.. These innovation centers offer fundraising to would-be entrepreneurs, consult them on market strategy and financial feasibility, and develop

sales and marketing strategies for them.

Richter's first venture was the Women's Technology Cluster, now known as the Astia Life Science Incubator. This San Francisco-based global nonprofit connects women entrepreneurs to investors, industry leaders, advisors, and service providers. Her commitment to women's participation in leadership roles continued when she founded Prescience International: six of the eight members of Prescience International's executive team are women. After joining the San Jose State University Research Foundation on two projects, the San Jose BioCenter and the Environmental Business Cluster, Prescience International expanded into the San Diego area with its vibrant life sciences community. The company's experience with managing life sciences incubators made it a perfect choice for Janssen R&D, who hired Prescience International to run the operations at Janssen Labs.

From opening its doors to four companies a year ago, Janssen Labs has grown to house 18 companies. Indeed, over 200 companies have applied for the available spots. Applicants are reviewed for compelling science or technology that addresses areas of significant need, as well as for financial solvency. Janssen Labs' tenants hail from all over the globe, and include therapeutics, diagnostics, instrumentation, vaccine, and bioinformatics companies. Lab space is modular and can be subdivided using moveable doors. This allows companies to pay for only the space they need, from 2-person nanolabs to modules containing 4 wetlab bays and matching office space. If a company expands, the flexible setup allows it to move to larger accommodations quickly, until it grows enough to graduate from Janssen Labs to its own location. So far, one company has already made that jump.

In addition to workspace, Janssen Labs offers its tenants access to core research facilities and equipment, ranging from the expensive and specialized, such as flow cytometers and fluorescence microscopes, to the more mundane, but indispensable, like ice machines and freezers. Office necessities such as copy machines, high-speed internet, and conference rooms are also provided. Common spaces, including a beautiful outdoor area, break rooms, and a cafeteria allow for interaction among tenant companies and Janssen R&D. Marketing, utilities, and administrative duties such as billing, mail services, permits, OSHA, EH&S, and chemical inventory are all handled by Prescience International. Deliveries of bulk supplies and waste disposal are combined for economies of scale. Janssen Labs also organizes regular events featuring key industry leaders for the surrounding life sciences community.

The newest development at Janssen Labs was created in response to researchers indicating a need for even smaller spaces for small, proof-of-concept projects. The Concept Lab, added in February 2013, is a shared laboratory that offers

access to single bench spaces, allowing researchers to perform early-stage studies before committing additional capital. At the same time, Janssen Labs launched the Open Collaboration Space, an open-plan office setting that provides companies and individuals with desk spaces in an environment that facilitates interactions with other entrepreneurs. As a result, Janssen Labs can now accommodate more than double the number of companies as before.



Lori Yang,  
Janssen Researcher

Among the entrepreneurs that have found a home at Janssen Labs is AWIS-SD member Lori Yang. Yang founded her company, Glycosensors & Diagnostics, in Georgia in 2007. When personal reasons brought her to San Diego in 2012, she started looking for local lab space to generate preliminary data for grants in a short time frame. When an acquaintance referred her to Janssen Labs, she was pleasantly surprised. "Having administrative and operational support was a

weight off my back," she says. Yang moved into the newly opened Concept Lab in early January.

Janssen Labs is currently the only Johnson & Johnson project of its kind. However, Johnson & Johnson is planning to open innovation centers in the San Francisco Bay Area, Boston, London and China, and it is possible that at least some of these centers may also host life sciences incubators – stay tuned!

### Lumosity.com: Whip Your Brain Into Shape!

By Afshawn Chakamian

Never remember where you put your keys? Wish you could focus more during your afternoon meetings? Lumosity can help! Lumosity.com is an online personal trainer for your brain that claims to help improve your attention, creativity, memory, problem-solving skills, and processing speed in 10 to 15 short minutes a day. You work out your body, so why not work out your brain?

Backed by a scientific advisory board and collaborators comprised of neuroscientists from universities like Stanford, Johns Hopkins, UC San Diego, Lumosity has created a community of over 25 million members committed to increasing their Brain Performance Index (BPI). BPI is a proprietary algorithm developed by Lumosity based on an user's game results that is intended to measure performance in a number of cognitive functions. The website is founded on the concept of neuroplasticity – the brain's lifelong ability to modify activity and change behavior in response to stimuli. While it is not yet clear whether BPI reflects general cognitive

performance, Lumosity is conducting studies to investigate this potential correlation. A 2010 Nature study found no effect of computerized "brain training" programs on user's performance in other cognitive tasks. However, this study did not specifically examine Lumosity's games, and Lumosity's prestigious scientific roster and dedication to ongoing improvement of their methods may translate into more meaningful results. Not only do scientists provide research to advance Lumosity's games, but Lumosity also advances science. Lumosity started the Human Cognition Project (HCP), a research group that studies the effects of Lumosity's online games as well as conduct experiments over the web. To date, the HCP has raised over \$70 million in funding to help it improve cognitive studies!

Lumosity's 40 games are quick, simple, and – most importantly – fun. Each game is designed to improve one brain area – attention, flexibility, memory, problem solving, or speed. There's "Speed Match," where cards with symbols are shown on the screen and the user must state if the symbol on the card matches the symbol on the previous card. This simple game helps boost reaction time and is intended to speed up cognitive processing. Another game is "Raindrops," where raindrops with basic arithmetic problems fall down the screen. "Raindrops" helps improve the user's ability to perform mental calculations and is supposed to increase their aptitude with numbers. In addition, there's my personal favorite, "Lost in Migration," in which a flock of five birds appears on the screen, and the user must quickly spot the direction of the center bird. This is aimed at helping to increase focus and concentration (and therefore productivity).



Screenshot of "Lost in Migration"

Basic membership is free, with limited access to games and features. By purchasing a subscription, the user is granted access to all of Lumosity's games, including "Penguin Pursuit," where the user races penguins in a spinning maze, which is meant to improve the user's visualization and sense of direction.

Using Lumosity a few times a week for three weeks has

improved my BPI by 42%. My top brain areas are attention and speed, but I could stand to improve my memory. Data aside, I have noticed improvements with my concentration. I am more focused at work and feel I am able to solve problems more quickly. While this improvement may not be 100% thanks to Lumosity, I do believe it has made a difference and will certainly continue to “train my brain.”

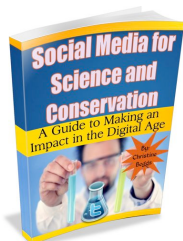
More Information: <http://www.lumosity.com/about>

Pricing: <https://www.lumosity.com/purchase>

### Book Review

#### “Social Media for Science and Conservation: A Guide to Making an Impact in the Digital Age”

By Alex Warneke



*“Stories and language are the threads that stitch individuals together, allowing us to communicate complex ideas, emotions and messages...And in a time of increasingly complex environmental issues, we need communicators from across cultures and disciplines; we need good storytellers.”*

-SM4S&C

Whether you are writing a blog article or a manuscript, your story and how you tell it becomes your legacy. Social media, as Christine Beggs expresses in her new book *Social Media for Science and Conservation: A Guide to Making an Impact in the Digital Age* (SM4S&C) allows scientists an open and global platform to portray their ideas, their research, and most importantly, their stories. The use of social media makes scientific research real to a broader audience where access was previously limited. Beggs explores this concept in depth and answers the need-to-know questions in this social media ‘how-to’ guide.”

The author begins by giving readers a quick definition of what social media is and isn’t, as well as the numerous pathways for readers to get their message out there (online forums, social sharing, microblogging...oh my!). The best part about social media is that due to the various platforms scientists can utilize, there is something for everyone. From increasing transparency of the research realm, to promoting conservation and societal change, no matter the end goal, Beggs walks readers through why social media is such a powerful tool.

What I love most is that this book is easily understandable, even for those of you who still think that MyBook and FaceSpace are real things, and explains each social media platform step by step. From the importance of choosing and setting goals for what you want your online presence to be, to finding the best place to make those goals a reality, this book truly has it all.

As scientists, social media allows collaboration with our colleagues, friends, and people we haven’t even met before,

it keeps us current with research, and opens up new dialogues while allowing us to carry on with old ones. Most importantly, social media provides an accessible platform to increase the reach of our stories.

*The social media links of the authors can be found here:*

*Book Author: Christine Beggs; Twitter: @ProjectBlueHope*

*Review Author: Alex Warneke; Twitter: @Alex\_Warneke,*

*Blog: [www.djslocker.org](http://www.djslocker.org) and [www.deepseanews.org](http://www.deepseanews.org)*

### San Diego State University SMART Club

By Erin Fletcher

Any undergraduate in the science, technology, engineering, and mathematics (STEM) fields knows that students who plan to pursue pre-health professions often make up the majority of the STEM student body. Accordingly, there are many resources to help these students in their endeavors. At San Diego State University (SDSU), some of these resources include peer support through pre-health clubs (American Medical Student Association, SDSU Pre-Dental Club, SDSU Association of Pre-Pharmacy Students) and access to a Pre-Professional Health Office. These programs provides information on taking standardized tests, applying to the appropriate health training program, and the necessary sequence of courses in order to do so for every health career track. These students are usually in contact with the Pre-Professional Health Office early in their academic career, and are thus well-equipped for success in their respective fields by graduation.

But what about the rest of the STEM students? The ones who share a love of the sciences, but aren’t so sure that a pre-health profession is their calling; the ones who wonder what else they can do with these hard-earned degrees? SDSU has resources to help these students learn about other career options in the sciences, such as the National Institutes of Health programs Minority Access to Research Careers (MARC) and Minority Biomedical Research Support (MBRS), or the College of Education Faculty Student Mentor Program (FSMP) program. These successful programs play an important role in preparing students for graduate-level education and research careers. However, each of these programs is competitive, selective, and may require a prior commitment to pursuing further education (such as a doctoral degree) in the sciences. Hence a “Catch-22”: the on-campus programs designed to inform students about other opportunities and career paths in the sciences require students to already know about these options. There is no single designated place on campus that compiles research opportunities, scholarships, and graduate school programs for students in the STEM fields.

The Student-Mentored Academic Research Training (SMART) Club at SDSU seeks to fill this void. Founded by AWIS-SD members Nicole Hoffner and Erin Fletcher in the fall of 2011, SMART Club is an organization run by undergraduates in the STEM fields; their goal: to share resources and information related to research opportunities, graduate programs, and

different career options. By sharing experiences and knowledge among a wide group of students, the club increases awareness of various career options in the sciences, allowing more benefits from student resources. SMART Club offers monthly seminars on topics like getting involved in a research laboratory, applying for summer research programs, and building a professional network. Additionally, the organization compiles and distributes a weekly list of upcoming events and opportunities across the STEM fields. No membership fee or time commitment to join, makes the club easily accessible to all students.

The SMART Club addresses an important need in scholarly STEM education: increasing student awareness of scientific careers and resources available. These issues are not unique to SDSU and may be important to address in other undergraduate institutions as well. For more information, please contact the SMART Club team at [smartclubsdsu@gmail.com](mailto:smartclubsdsu@gmail.com).

### Science News Ticker

San Diego ranks second among the largest life science clusters in the United States in a report by the commercial real estate firm Jones Lang LaSalle. The report, which includes medical device and large pharmaceutical companies along with biotechnology, had ranked San Diego seventh last year ••• The Salk Institute for Biological Studies has received a \$42 million grant from the Leona M. and Harry B. Helmsley Charitable Trust to establish the Helmsley Center for Genomic Medicine, an interdisciplinary research center dedicated to decoding the common genetic factors underlying many complex chronic human diseases ••• Texas Governor Rick Perry visited San Diego this December and January to meet with executives from several biotechnology companies, trying to convince them to relocate their companies to Texas. Perry also visited other regions of California in February and launched a radio ad campaign focusing on the prospect of lower tax rates in Texas. However, his visits did not yield any firm commitments from any California companies ••• San Diego-based biopharmaceutical company Santarus received FDA approval for its ulcerative colitis drug Uceris this January ••• Pharmaceutical company Pfizer eliminated 100 jobs in San Diego by closing its CovX unit, which had been created by the acquisition of CovX Pharmaceuticals and had focused on peptide therapeutic Research & Development ••• The Simons Foundation of New York has awarded the University of California San Diego (UCSD) \$4.3 million to build two telescopes in the Atacama desert of Chile. The two telescopes will join UCSD's POLARBEAR telescope, which measures the polarization of cosmic microwave background radiation. All three telescopes will form the Simons array, intended to provide more detailed information about the earliest moments of the universe ••• Philanthropist T. Denny Sanford pledged a seven-figure donation to cancer research at the Sanford-Burnham Medical Research Institute in La Jolla. Sanford did not specify the exact amount of the donation ••• La Jolla lobbyist Jim Lantry founded the "First

in Science" Super Political Action Committee (SuperPAC), aimed at supporting candidates in the 2014 Congressional elections who will advocate for increased federal funding for basic scientific research, especially in the life sciences. Lantry hopes to raise up to \$100 million with the organization ••• UCSD is considering adding up to 1,000 Ph.D. students across all doctoral programs, especially in the sciences, engineering and medicine, to boost its graduate student enrollment. UCSD Chancellor Pradeep Khosla suggested that Ph.D. students could be added at no additional cost to the university because their tuition and stipends are paid through research grants obtained by faculty ••• The Sanford-Burnham Medical Research Institute in La Jolla has hired Garth Powis, a leading cancer expert, to become director of director of its Cancer Center. Powis, who will begin work at the Burnham Institute in May, currently leads drug discovery and development at the prestigious University of Texas MD Anderson Cancer Center.

### Upcoming Events

#### Science of Chocolate

March 14, 6:00pm – 8:00pm, Eclipse Chocolate, 2145 Fern St, San Diego, CA 92014

Save the date for our 'Science of Chocolate' event on March 14 at San Diego's newly renovated artisan Chocolate store Eclipse Chocolat. Dr. Francisco Villarreal, Professor of Medicine at UCSD will give a presentation on the cardiovascular benefits of chocolate followed by a tasting of Eclipse chocolat's exquisite chocolate treats and gourmet refreshments. This is an AWIS Members only event (\$10/person)

#### The Greater San Diego Science & Engineer Fair Judging Day

March 20, 11:30 am – 2:30pm, Balboa Park Activity Center

Each spring, the San Diego chapter of AWIS (AWIS-SD) judges and selects its own award winners during the Professional Organizations section of the Greater San Diego Science and Engineering Fair ([www.gsdsef.org](http://www.gsdsef.org)). Volunteers from AWIS-SD judge science fair projects submitted by middle school and high school girls from San Diego and Imperial Counties. The AWIS-SD award winners are selected immediately following judging. A reception for the AWIS-SD award winners is held in the month following the fair. This is an opportunity to interact with some really enthusiastic, young scientific ladies.

**Contact :** Julie Bordowitz [outreach@awissd.org](mailto:outreach@awissd.org)

#### Mid Career Coffee Club

March 21, 07:45 am - 09:00 am, food court at northwest corner of Scranton Rd. and Mira Mesa Blvd.

Informal forum for AWIS-SD members in leadership and/or management positions to openly discuss issues faced on a daily basis. For more information contact [coffeclub@awissd.org](mailto:coffeclub@awissd.org)

**Coffee Club – Working Moms**

March 22, 7:50am – 8:45am, Nobel Park, 7414 Toscana Dr, San Diego, CA 92122

If you are a working mom, please join us for our morning walk. We will make our way to a local cafe while sharing our experiences with juggling a career and being a mom. After you register, we will forward additional details regarding our meeting location.

**San Diego Science Festival – Expo Day**

March 23, 9:30am – 5:30pm, Petco Park

Each year in March, the San Diego Festival of Science and Engineering invites students and their families to engage in a weeklong celebration of careers in science, technology, engineering, and math (STEM) at PETCO Park (<http://www.sdsciencefestival.com>). Our goal is to encourage and inspire students of all ages and backgrounds to pursue STEM education and careers by connecting them with scientists, educators, and engineers. Get involved, and help us inspire the next generation of scientist and engineers! The AWIS-SD booth will demo our famous "oobleck" activity. We will need volunteers for 2 hrs shifts.

**Strategy Session: Enhance Your Interview Success: Active Preparation and Follow-Through**

April 1, 6:00pm – 8:00pm, Jones Day, 12265 El Camino Real, San Diego, CA 92130; 3<sup>rd</sup> Floor

Networking – 6:00 pm, Workshop – 6:30 - 8:00 pm  
Light refreshments will be served. Remember to bring your business cards!

Preregistration is essential! This is an AWIS San Diego MEMBERS ONLY event.

**Happy Hour at Karl Strauss**

April 11, 5:30pm – 8:30pm, 9675 Scranton Road, Sorrento Mesa, CA 92121

Join us for a relaxed evening of socializing and networking at Karl Strauss in Sorrento Mesa. Delicious appetizers, including hummus, calamari, chili lime sweet potato fries, and nacho stacks will be served.

Bring friends and business cards! Free for AWIS-SD members, \$10 for non-members.

**The Greater San Diego Science & Engineering Fair Awards Banquet**

April 14, 4:00pm – 6:00pm, Scripps Institute of Oceanography, Martin Johnson House

On March 20th, 2013, the San Diego chapter of AWIS (AWIS-SD) will judge and select its own award winners during the Professional Organizations section of the Greater San Diego

Science and Engineering Fair ([www.gsdsef.org](http://www.gsdsef.org)). Volunteers from AWIS-SD will judge over 350 science fair projects submitted by middle school and high school girls from San Diego and Imperial Counties. Eight projects will be selected as AWIS-SD award winners immediately following judging. The reception for the AWIS-SD award winners will be held at the Scripps Institute of Oceanography, Martin Johnson House on La Jolla Shores on Sunday April 14th, 2012 from 4pm- 6pm. The awardees will be accompanied by their family and advisors, as well as have the opportunity to display their projects. This is an opportunity to interact with some really enthusiastic, young scientific ladies.

**Local Events of Interest****SDSU Coastal & Marine Institute Laboratory Open House**

**Date:** March 10th 2013

**Time:** 10 am- 3pm

**Location:** 4165 Spruance Rd., San Diego, CA 92101

Ever wonder what goes on inside a marine research laboratory? Come visit SDSU's Coastal and Marine Institute laboratory (CMIL) and find out! Meet with marine biologists and scientists, interact with local sea creatures, and learn all about San Diego's diverse marine ecosystems.

The Open House at the SDSU CMIL will showcase current research at SDSU, the facilities at CMIL, and tons of fun educational activities related to marine ecology and conservation. This is only the second time CMIL has opened its doors to the public and is a rare opportunity to experience what goes on at a marine research lab.

The Open House is **FREE** and geared toward students, teachers, families and people of all ages and backgrounds. Interactive and educational activities will demonstrate key topics of ongoing research and related issues in marine science. You'll learn how to survey kelp forests using scuba, how fish camouflage with their environment, what happens to plastic debris in the ocean, and much more! Free food will be provided by the Fish Market, and a fundraising raffle will be held with prizes of donations from community vendors such as gift certificates, snorkel gear, and museum tickets.

**Science Writing I – UCSD Extension**

9 meetings (April 2 – May 28, 2013)

This course will benefit both those seeking to make a career transition to science writing as well as to those with no intention of leaving the bench but who wish to be more effective writers. For those exploring alternative careers, this course is an intro to science journalism with a focus on writing techniques and strategies to engage the general reader. Also covered are opportunities for science writing, constraints that shape science coverage, ethical issues governing science reporting, and the cultural place of science in society. For scientists wishing to hone communication skills, lay-level explanations of science are often the key to



effectively explaining the broader implications and applications of scientific discoveries to key audiences such as colleagues, collaborators in other disciplines, funding agency and foundation officers, donors, your institution's leaders, corporate partners, students, legislators, your family and friends, journalists, and the public. Learn the tools and techniques to reach all these audiences effectively. The course is taught by Lynne Friedmann, AWIS Fellow, who brings a wealth of experience from her successful career as a freelance science writer and science communications consultant. Visit <http://bit.ly/Vr8mld> to enroll. You can also contact Lynne at [LFriedmann@nasw.org](mailto:LFriedmann@nasw.org) with questions about the course.

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### Member News

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AWIS-SD Board member, **Tamera Weisser**, is a finalist for the 2013 "Dealmakers of the Year" award in the individual category, and she is the first woman to be named a finalist in the award's six year history. The awards recognize "those unique individuals, firms and collaborations that exemplify creativity, innovation, and ethical practices that create long-term value for the business community in the San Diego region." A reception and awards program presented by the Fermanian Business & Economic Institute will be held on Friday, February 22, 2013 at the Liberty Station Conference Center in San Diego, Close to 400 people from the local business community are expected to attend.

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### About the AWIS Newsletter

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The AWIS-SD 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.

*Newsletter staff for March/April issue:*

Nurith Amitai, Atreyee Bhattacharya, Afshawn Chakamian, Nancy Chan, Priya Choudry, Caitlin Ides, Alka Malhotra, Molly Moloney, Pat Rarus, Shweta Sharma, and DeeAnn Visk.

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### Contribute to the Newsletter

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If you are an AWIS-SD member, we encourage you to contribute to the newsletter. Please send articles, photographs, and member news as MS Word attachments to [newsletter@awissd.org](mailto:newsletter@awissd.org). News articles should not exceed 250 words, event summaries should not exceed 500 words, and feature articles (special-interest stories and profiles) should not exceed 1000 words. The submission deadline for the next issue is April 10, 2013.

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### AWIS-San Diego Sponsors

AWIS-SD 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](mailto:fundAWISsd@gmail.com).

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### Important Contacts

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**Name**

Dorothy Sears  
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**E-mail**

[president@awissd.org](mailto:president@awissd.org)  
[secretary@awissd.org](mailto:secretary@awissd.org)  
[treasurer@awissd.org](mailto:treasurer@awissd.org)  
[gnakayama@awissd.org](mailto:gnakayama@awissd.org)  
[dretallack@awissd.org](mailto:dretallack@awissd.org)  
[tweisser@awissd.org](mailto:tweisser@awissd.org)  
[lmanza@awissd.org](mailto:lmanza@awissd.org)  
[aaiyer@awissd.org](mailto:aaiyer@awissd.org)

To contact the Board, visit the following website: <http://sdawis.org/about-awis-san-diego/board-members-awis>

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 Dorothy Sears  
 Grace Nakayama

**E-mail**

[corporatesponsorship@awissd.org](mailto:corporatesponsorship@awissd.org)  
[events@awissd.org](mailto:events@awissd.org)  
[newsletter@awissd.org](mailto:newsletter@awissd.org)  
[outreach@awissd.org](mailto:outreach@awissd.org)  
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[wist@awissd.org](mailto:wist@awissd.org)

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