



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



Welcome back. Welcome back from your summer vacations. I hope we all have happy and fun memories of Summer 2010. Welcome back to school. Many of us have kids going back to school, while others are returning to school themselves.

AWIS-SD volunteers have been busy planning activities throughout summer and into fall. We are looking forward to the summer happy hour at Karl Strauss Brewery Gardens on Tuesday August 31 and the company tour of Illumina on September 8. As with many AWIS events, these are excellent opportunities to reconnect with friends and to meet new acquaintances. Please visit the AWIS-SD calendar to RSVP to both events.

We are now accepting applications for the Career Development Awards. This award was created to help AWIS-SD members re-enter the workforce or change their career focus. If you are considering additional courses or certification, the Career Development Award can help you reach your career goal. I encourage all eligible chapter members to apply. Application deadline is September 17. Additional details are available on the website (www.awissd.org). Winners of the Career Development Awards will be announced at the Open House. **Save The Date: The Open House is tentatively scheduled for Thursday, November 4; location and program will be forthcoming.**

We currently have 340 members, many of whom have volunteered their time throughout the year to help plan AWIS events and participate in community activities. Volunteers will be recognized and rewarded with the annual AWIS Awards, to be announced at the Open House.

In preparation for the Women in Science and Technology (WIST) Conference in the spring of 2011, we are seeking 30-35 members to help plan the conference from September-May. This is a great opportunity to develop your professional skills, including organization, leadership, and communication skills. If you would like to help plan the WIST conference, please contact us at WIST@awissd.org for more information.

Lastly, I have lived in San Diego for a decade and I have been an AWIS member for a decade. When I moved to San Diego, I joined AWIS as a way to get to know the area and the people. I started as a member, joined a committee, and went to AWIS events where I met a few people. One thing led to another and I met more and more people, which led to my joining other committees and taking on leadership roles. I often speak about career options and career paths; now my own career path is leading me away from San Diego. Professional colleagues have become friends and I will miss my AWIS-SD family. Thank you for your support and friendship.

With regards,

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AWIS-SD Career Development Award By Judy French

It was November 2008 and I had arrived at what seemed like a typical fall workday. The only difference was the rumors of impending layoffs that had been tossed around for the past six months. Rather than engage in sheer speculation, I tried to keep my thoughts focused on the business at hand. Suddenly, an hour before the lunch break, we started receiving e-mails that instructed everyone to report to a specific conference room. At the meeting, the CEO came into the room and announced the dreaded words that no one ever wants to hear: "This is your last day as an employee. After this meeting, please go back to your desks and pack your belongings."

At that moment, and for several weeks thereafter, I felt numb and lost at the thought of what I was going to do next. Once I was able to get through this phase of uncertainty, I decided that it would be the year that I finally get into gear and reach out to the local scientific community, namely, the San Diego chapter of AWIS. I instantly felt welcomed and sensed that I would find the answer to

the next career direction I would be making in the next few months. The workshops that I attended for career transitioning and career development were very helpful. I had more than one fellow AWIS member offer suggestions and approaches toward reaching my goal of transitioning from working in biopharmaceutical research and development into clinical research. One of the suggestions was to volunteer in a clinical research environment. After following that advice, I began to realize that no matter how valuable it was to do volunteer work, a specialized degree in the field of clinical research would give me a more solid foundation of understanding and credibility as a job candidate.

As I got more and more involved in AWIS, I discovered the wealth of available resources at my disposal. I got into the routine of reading the electronic newsletters and quarterly magazine. I learned that AWIS had an incredible amount of resources that I had only recently tapped into. One of the aspects of AWIS that I was quite impressed with was that it provided financial assistance for women who had the desire to “reach for the stars” to pursue or further their education. This was an exciting premise for me to consider because one of my long-time desires was to go back to school and earn a master’s degree. Once I was accepted into a master’s program, it did not take me long to fill out and complete the scholarship application. I requested financial educational assistance as an AWIS member who wanted to develop her career. I was elated when they notified me that I had been awarded the financial assistance.

It has been almost two years since I lost my job, and when I reflect back on the sequence of events that have brought me to where I am now, I am grateful to have found AWIS. The collegial friendship, resources, and financial support I have received from AWIS have been the impetus for me to finally embark on this journey that I have put off for so long. Thank you so much, AWIS, for helping me get a jumpstart toward pursuing my dreams and goals.

A note from the AWIS-SD scholarship committee

The AWIS-SD chapter is pleased to sponsor the Career Development Award. These \$1000 awards are designed to assist AWIS-SD members who need additional training or coursework to help them successfully change their career focus within the science and technology workplace. The application deadline for the 2010 award is September 17. Download an application at www.AWISSD.org (click on “Programs and Activities” and then “Scholarship Program”).

Tour of the San Diego Botanic Garden
By Monica Brown

On the gorgeous Saturday of July 31, 2010, AWIS-SD members and friends met for a picnic lunch and a tour of the San Diego Botanic Garden in Escondido. Over lunch, we shared conversation and cookies in the shaded patio of the Ecke building. We then met our enthusiastic and knowledgeable guide, Mary.

Our tour began with a brief history of the 30-acre estate, which was originally the private residence of Ruth Larabee, an avid collector of unusual plants from around the world. The grounds were donated to the county of San Diego in 1957, and have been open to the public since 1971. Our tour included the Old World and New World Desert Gardens, the Native Plants and Native People Garden, Landscaping for Fire Safety, the exceptional Undersea Succulent Garden, the Bamboo Garden and pond (complete with water lilies and several species of frogs), the Tropical Rain Forest and waterfall, and finished under the highly-textured cork oak trees.

An unexpected perk of our tour was the participation of Bill Teague, a prominent San Diego horticulturalist. Teague co-founded the American Bamboo Society in 1979, and was instrumental in setting up the Botanic Garden’s Bamboo grove, which holds the country’s largest collection of bamboo. The grove includes over a hundred types of bamboo, including the lovely *Himalayacalamus hookerianus*, which is named “Teague’s Blue” after himself. Teague also shared with us how he designed the unique Underwater



Photos by Anita Iyer

Succulent Garden, and how he arranges low-water gardens to be both beautiful and easy to maintain.

During the tour, we were introduced to a number of unusual plants like the Dragon Tree, which produces a bright red resin that was bottled and sold as Dragon’s Blood for medicinal purposes in ancient times, and is still used for violin varnish today. We saw many different kinds of cacti and flowering plants, and learned about the differences between aloes, which are exclusively from the old world, and agaves, which are exclusively from the Americas. Native Americans used agaves for numerous purposes, including making tequila, sweeteners, and soap, and used the fibers to sew and to make shoes. When we visited the serene Bamboo Garden, we learned about some unusual aspects of bamboo, including the fact that some types of bamboo will not flower for decades, but when they do, all the bamboo of that type worldwide will flower at the same time.



Photos by Anita Iyer

It is certainly worth the trip to visit these and the many other exceptional gardens at the Botanic Garden, including the New Zealand, Central American, South American, Australian, South African, Canary Islands, Subtropical Fruit, and Walled Gardens.

Visit the San Diego Botanic Garden website at <http://www.sdbgarden.org/index.html> for more information on their amazing collection of plants, conservation efforts for rare species, news on what is currently in bloom, and gardening ideas for water conservation and fire safety.

Be sure to check out other events at the Botanic Garden, including Sculpture in the Garden (starting August 22), the Fall Plant Sale, Orchid Fair, Insect Festival, Gala in the Garden, the Chocolate Festival, and fun activities for kids in the Hamilton Children's Garden.

Writers Hang on Lynne Friedmann's Every Word

By Mindy Davis

AWIS-SD held a writing workshop on August 10, 2010 for members interested in improving their writing and editing skills. Award-winning science writer Lynne Friedmann facilitated the workshop. Seven members attended, representing the newsletter, public relations, social, and strategy session committees. Two attendees were professional writers and several others aspire to become journalists and professional writers. From start to finish, it was a lively, interactive workshop. Friedmann was peppered with questions, so much so that she did not get a chance to eat her dinner and the session continued an hour past the scheduled three-hour timeframe.

Friedmann began by detailing her background and credits writing and leadership opportunities with AWIS-SD as being "very important for my career as a science writer." You could feel her passion for the written word as she alternately sat and stood at the head of the PRISM boardroom table, fittingly framed by the piles of writing and editing books. Among the myriad grammar books and style guides available, she recommended *The Elements of Style* and *The Associated Press Stylebook* as cornerstones of a writer's library. Other interesting titles scattered about included *Woe Is I* and *Lapsing Into a Comma*.

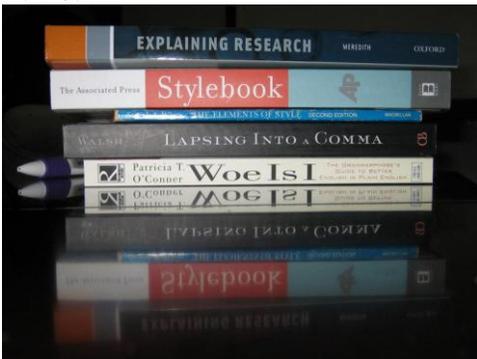


Photo by Mindy Davis

Friedmann touched on examples of phrases that have become so overused that they are now clichés. Included in her list are: holy grail, silver or magic bullet, shedding light, breakthrough, missing link, and paradigm shift. Friedmann challenged us to become better writers by avoiding clichés and working hard to come up with unique phrasing. Innocent word choices can also lead to bad headlines and laughter frequently erupted as we took turns reading

from a list of actual fractured headlines such as "Panda Mating Fails; Veterinarian Takes Over" and "Prostitutes Appeal to Pope".

"If you are writing an article for a lay audience you need to keep jargon to a minimum and aim for three new terms or less in your story," cautioned Friedmann. "If you find a lengthy glossary in your draft, your story likely needs to be narrowed in scope or perhaps you have more than one story in the article you are trying to write."

Friedmann remarked on the growing trend of using the techniques of fiction writers to draw in the senses of a reader (sight, sound, smell, texture) to enliven science writing. "Masterful examples of this style of writing can be found by reading the *Wall Street Journal*," she said.

Good writing comes from good editing, and Friedmann illustrated the point through this memorable quote:

When I see a paragraph shrinking under my eyes like a strip of bacon in a skillet, I know I'm on the right track.

Novelist Peter DeVries

When asked to edit another person's work, Friedmann advised reading the piece through at least three times, even if it requires "sitting on your hands," before picking up a pen. It is very possible that a question is addressed later in the piece.



Photo by Mindy Davis

For workshop attendees who submitted writing samples in advance, Friedmann passed the originals around along with a version that she had reworked. This was a classic example of "show me, don't tell me" and was a very powerful way to learn how to improve our writing and editing.

Friedmann also discussed how the field of communication has evolved during her 30-year career. A point underscored by the bracelet created out of manual-typewriter keys that adorned her wrist.

Active Sessions: Recent Events Presented by the AWIS-SD Strategy Sessions Committee

By Dorothy Sears

It is our hope that each Strategy Session provides AWIS-SD member attendees with at least one nugget of career-enhancing knowledge.

During April's Strategy Session entitled, "Managing Change," the topics covered were corporate change models and personal change strategies. The latter topic was enthusiastically presented by our

guest speaker Laura Piening, paradigm coach and professional speaker (www.creatingclaritynow.com). Piening described the factors that enable personal change – consistency, openness, discipline, enthusiasm, attitude, vision, and strategy. She had the attendees do a one-on-one exercise of stating their visions and then directed some affirmation “homework,” which was very effective. Dorothy Sears then presented John Kotter’s Change Phases Model (see his books *Leading Change* and *Our Iceberg is Melting*). Change is unavoidable – be prepared and proactive!

We had a terrific group of panelists for our 2010 Focus Session entitled, “Consulting.” They included AWIS-SD members Cathryn Bennett (Bennett Clinical Research Solutions), Cynthia Davenport (TigerTox), Amy Duncan (Goldfish Consulting), Judith Finlay (The Binding Site; Finlay Biomarker Consulting), and Judy Senior (Judy Senior Consulting). The panelists stressed the importance of networking, diligence, and carefully constructed contracts and timelines. Notable advice to the group:

- Schedule no more than 30hr/wk billable time
- Save time for support work
- Calculate your costs and profit accurately
- Participate in consortiums
- Have several clients
- Ensure the integrity of the company/people with whom you work (secondary network contacts make more reliable clients than more distant or unknown contacts, as they will tend to have more accountability to you)
- In your contracts, state when, how and how often invoices are to be paid, stage deliverables, and write in bonuses if appropriate (e.g., funding of a grant)
- Recognize who your “boss” is within each project and cultivate a professional relationship with that person
- Think ahead about the future needs of clients and describing to clients how you can serve those needs is important for setting up future business
- Incorporate and get insured
- Ask for leads, even if a company says that they do not need your services
- Be careful not to give away information and ideas before you establish your contract

“Managing and Leadership” was the topic of our June Strategy Session, organized by Linda Manza and Maha Gebara. Management and leadership models were presented which we were able to apply in small group case scenario discussions. No matter what your position, we all have opportunities for management and leadership. In addition, experience and insights were shared by a panel that included AWIS-SD President Huong Huynh, AWIS-SD Member-at-Large Dorothy Sears, and Rady School of Management graduate Marie Zhang.

Our August Session, “Managing Up,” presented by Grace Nakayama and Kathrin Kuene was wonderful, but that’s another story...literally, in this newsletter edition!

Join us for our next Strategy Session on October 4 entitled, “Managing Your Professional Network.” Resource lists from past sessions are available by request and we are interested in hearing your topic suggestions for 2011. strategysessions@awissd.org

August Strategy Session: Managing Up

By Kathrin Keune

The Strategy Session entitled “Managing Up,” a collaboration of AWIS-SD and Artsbased, was inspiring. Despite summer and vacation time, about 20 people attended the meeting, ready to learn something new and share their experiences. The topic of “Managing Up” was approached from a relationship point of view. Kathrin Keune, CEO of Artsbased and AWIS-SD Strategy Session committee member, opened the talk with general information on using your relationship with your boss to get what you want by providing what your boss needs. Grace Nakayama, AWIS-SD Strategy Session co-chair, followed with strategies for conflict resolution and how to still get your mutual needs fulfilled. The presentation ended with an interactive, arts-based exercise.

“I was intrigued by my introduction to using the creative arts as a tool in problem solving. As I drew on paper during the exercise, I felt a shift that allowed me to detach from the problem, to view it as being outside of myself, so that I could relate to it more objectively. I found the experience to be very instructive, and I am looking forward to using this approach in my life.”
-Nancy Rhoads, Science Writer

“I think it was a fabulous Strategy Session on Monday! I had a great time and think it was very well received.”
-Dorothy Sears, Associate Professor at UCSD

This training worked on many levels. Not only did it provide concrete and applicable solutions to problems through the presentation and exercise, it also trained participants to be spontaneous, creative and to do things differently. They learned how to think “around a corner,” that is, how to make unanticipated connections by use of the non-linear logic of the arts.



Here are some of their specific solutions to problems of “Managing Up,” which they extracted from their drawings:

- Standing out from the team
- Being selective in what one is asking for
- Developing techniques for overcoming the obstacles that might be in one’s way
- Scheduling time with one’s boss before or after regular hours if needed
- Presenting one’s case without emotions getting in the way
- Being pro-active so that the boss recognizes that one can handle the responsibilities of the (new) position

- Having a clear plan of action and ideas to complete one's project



The group's sharing, their solutions, and insights were inspiring. And the smiling responses and open engagement in the discussion provided for a well-spent two-hour session on a warm summer night in August.

Speed Networking: Networking for the Gal on the Go

By Kristen Espantman

The second installment of Speed Networking put together by the San Diego Biotechnology Network (SDBN) on July 21 was a great success. I am a graduate student, two years away from graduating. I am starting to get my feet wet in the world of San Diego biotechnology by networking with anyone who will tell me about themselves and their business.

The networking event was held at Tango Del Rey, a restaurant with a nightclub atmosphere. The tables and chairs were set up so that there was an inner circle facing an outer circle. Every four minutes, people sitting in the inner circle would rotate to the right and get a chance to speak to a new person, in total, about 20 people in an hour and a half. Four minutes was more than enough time to have a decent conversation with another professional, and if you were interested in chatting more, there was extra time to network at the end of the event.

I met people trying to keep up their professional network, postdocs starting their job search, people trying to change careers, an industry recruiter, a woman who found her current job by attending the first speed networking event, and another woman who has inspired me to consider marketing as a career. I also met Mindy Davis who is the newsletter co-chair for AWIS-SD, which is why I am writing this article.

What made the speed networking event such a success was that the goal of everyone there was to connect with other professionals. The structured face-to-face contact with so many individuals made meeting people easy and comfortable. Most people find networking very uncomfortable because, let's face it, talking to strangers is strange and the most intimidating part is starting a conversation with someone you know nothing about. The format of speed networking

eliminated those barriers, and everyone I met was extremely nice, helpful, and receptive.

Another thing I loved about the event was that you never knew who you were going to meet and how you might be able to help each other. One woman I met had just applied for a position at the institute where I do my research and I hope that I can help her get her first job.

I now have ten new LinkedIn connections and would definitely attend another speed networking event. What we all need to remember is that networking and making new connections is most valuable if done before we really need them. I hope that successful individuals continue to attend networking events such as this one, and I look forward to seeing you there.

The Media's Role in Scientific Literacy

By Lynne Friedmann

AWIS Fellow Lynne Friedmann is coauthor of "Managing the Trust Portfolio: Science Public Relations and Social Responsibility," a contributed chapter in *Science and the Media*, published by the American Academy of Arts & Sciences. The essays in the volume discuss the roles of scientists, journalists, and public information officers in communicating about science and technology.

How science and technology are covered by the media is a central factor in scientific literacy. The authors look at the role the media play in boosting Americans' scientific literacy and at how the new digital media are changing the coverage (and consumption) of science news.

The essay coauthored by Friedmann addresses a "trust gap" in science as an enterprise, and holds public relations practitioners responsible for a lack of dialogue and transparency. To cultivate trust, the case is made for a fundamental change in the way information flows – from the current model of "one-way" communication to "two-way symmetric communication" between scientific organizations and their stakeholders.

Other authors include: Robert Bazell, chief science and health correspondent for NBC News; Cornelia Dean, former science editor at *The New York Times*; and actor Alan Alda, who hosted the award-winning PBS series *Scientific American Frontiers*.

Science and the Media is part of an American Academy of Arts & Sciences project on The Media in Society supported by a grant from Annenberg Foundation Trust. The project also produced two online publications – *Media, Business, and the Economy* and *The Future of News* – available on the Academy's website (www.amacad.org/).

Amber Dance Wins Science Journalism Award

By Lynne Friedmann

Former AWIS-SD member Amber Dance is the winner of the 2010 Evert Clark/Seth Payne Award, an annual prize for young science journalists (age 30 years or younger).

Dance received the award and its \$1000 prize for four stories: "Bacterial Waists: Bacteria living in our guts may play a role in obesity" (*Los Angeles Times*); "From Pond Scum to pharmacy shelf"

(*Nature Medicine*); “DNA Referees” (*Los Angeles Times*); and “Illegal Whale Meat Traced Back to Japan” (*Nature*).



The judges cited Dance for her versatility and mastery of topics that brought the reader deep into complex subjects with engaging writing, good organization, and the use of colorful quotes. The story on pond scum was a particular favorite.

Dance holds a Ph.D. in biology from UCSD. She started her writing career by writing and editing articles for the AWIS-SD newsletter. After taking Lynne Friedmann’s science-writing course through UCSD Extension, Dance completed the science communication program at UC Santa Cruz. As an AAAS Mass Media Fellow at the *Los Angeles Times*, she wrote breaking science-news stories and feature articles. She later was a news intern at the Washington, D.C. bureau of *Nature*. Dance is now a freelance science writer based in Pasadena, CA.

The Clark/Payne Award encourages young science writers by recognizing outstanding reporting in all fields of science. It is given in memory of journalists Evert Clark, who wrote for *BusinessWeek*, *The New York Times*, and *Newsweek*; and Seth Payne, his long-time friend and colleague at *BusinessWeek*, who offered friendship and advice to a generation of young reporters. This is the 21st year of the award.

(Source: news release)

News Update on AWIS Members

Anita Iyer’s manuscript was recently published:

Anita K. Iyer, Nichol L. G. Miller, Kathleen Yip, Brian H. Tran, and Pamela L. Mellon.

Enhancers of GnRH Transcription Embedded in an Upstream Gene Use Homeodomain Proteins to Specify Hypothalamic Expression

Molecular Endocrinology, published July 28, 2010 as doi:10.1210/me.2010-0156

To include your career and/or personal updates in the AWIS-SD newsletter, please email newsletter@awissd.org

Upcoming Events

Tour of Illumina

September 8, 2010, 12:00 pm, 9885 Towne Centre Drive, San Diego, CA 92121

Join us for a tour of Illumina and learn about the research and development of tools for the study of DNA, RNA and proteins in

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one of San Diego's great biotech companies. This members-only event is full, but you will be put on a waiting list.

Mid-Career Coffee Club

September 16, 2010, 7:45 am, Food court at Mira Mesa Blvd. & Scranton Rd.

October 21, 2010, 7:45 am, same location as above

November 18, 2010, 7:45 am, same location as above

The Mid-Career Coffee Club is AWIS-SD members who are currently in mid- to senior-management positions and would like a casual forum to share their experiences and challenges.

Working Mom Coffee Club

September 29, 2010, 7:45 am, Nobel Park-8810 Judicial Drive, San Diego, CA 92121

Please join us for a morning walk while we share our experiences with juggling a career and being a mom. Upon registration, we will forward details regarding our meeting location.

Strategy Session – Managing Your Professional Network

October 4, 2010, 6:00 pm. Biogen Idec

Getting connected without getting lost.

Undergraduate Career Night

October 27, 2010, Time and location TBD

AWIS-SD Open House

Tentative date: November 4, 2010, Time and location TBD

Volunteers needed

Do you want to learn about and build relationships with executives in local scientifically-oriented companies, research institutes and service providers while providing them with opportunities to support women in science?

The [AWIS-SD Corporate Sponsorship Committee](#) is looking for new members. If interested contact Erin or Anneke at CorporateSponsorship@awissd.org.

AWIS-SD is seeking 30-35 members to help plan the [Women in Science and Technology \(WIST\) Conference](#) to be held in the spring of 2011. Please refer to the President’s letter on Page 1 for more information.

About the AWIS Newsletter

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 September/October issue:

Bhawanjit Brar, Mindy Davis, Kerri Hebard-Massey, Alka Malhotra, Janice Payne, Shweta Sharma, Rachel Schwartz, Paula Soto, and Geetha Srinivasan

Norma Velázquez Ulloa recently stepped down from the newsletter committee. We would like to thank her for her invaluable contributions to the newsletter and wish her good luck with her post-doc in San Francisco.

Contribute to the Newsletter

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. 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 **October 10, 2010**.

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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To contact the Board, visit the following website:

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

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