Letter from the President

Dear AWIS-SD Members & Friends,

I am very proud of AWIS-San Diego and our many accomplishments. In this month’s letter, I’d like to highlight WIST 2015 and the AWIS Star Chapter.

First, I am looking forward to the WIST 2015 (Women in Science and Technology) conference on Saturday, May 9, 2015 at UCSD Faculty Club. This all-day conference is our chapter’s flagship event for our members and the greater science, technology, engineering, and math (STEM) community. WIST 2015 organizing committee co-chairs are Linda Manza and Robina Shaheen. The committee has met monthly since fall, and planning is well underway. The day’s activities will include a variety of workshops on professional and personal development, presentation of the annual scholarships, refreshments, and plenty of networking opportunities.

WIST 2015’s conference theme is Passion and Purpose: The Pathway to Success. Workshop tracks will follow this theme: Passion – Find your vision. Purpose – Define your path. Emerging Science – Explore hot topics. I am especially thrilled about our two keynote speakers, Mary Lindenstein Walshok, Ph.D., Associate Vice Chancellor for Public Programs and Dean of Extension at the University of California San Diego, and Ann Lee Karlon, Ph.D., Sr. Vice President, Portfolio Management and Operations, Genentech Research and Early Development (gRED) and President, AWIS National.

According to Lynne Friedmann, who launched the inaugural Women in Bioscience conference in 1993, this year’s event will be the 13th conference organized by AWIS-SD. I have attended nearly every WIST conference since its inception and have enjoyed them all. I am confident WIST 2015 will continue the tradition of providing high-quality programs and networking.

Please visit www.wist2015.org for more information and to register. We hope to attract 300 attendees again this year, so spread the word among your friends and colleagues.

Second, I am delighted to announce that AWIS-SD has received Star Chapter recognition from AWIS National for the second year in a row. This award is given to chapters that have accomplished many of the key objectives outlined in the AWIS Strategic Plan, exemplifying what a successful AWIS chapter program should look like. Initiated in 2013, 15 Star Chapters were awarded last year. Chapters apply in the fall and must cite at least 7 achievements that fit the AWIS Strategic Plan goals.

Thanks to our dedicated volunteers who organize our chapter’s many activities, we are able to demonstrate that AWIS-SD is aligned with the AWIS Strategic Plan. These include: our active social media presence, Strategy Sessions, Newsletters, Open House, and much more.

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Here are a few examples from our latest Star Chapter application:

- **Strategic Plan Direction A: AWIS will advocate for positive system transformation**
  - The chapter had at least one chapter officer participate (as an attendee or presenter) in an AWIS Webinar.
  - Example: Past-President Dorothy Sears presented (along with Rachel Soloff) *Building a Leadership Network for Senior Career Level Women in Science* (May 28, 2014)

- **Strategic Plan Direction B: AWIS will help all women in STEM achieve success**
  - The chapter partnered with another association/professional society on a program designed to reach out to current and prospective members:
  - AWIS-SD was invited to be a partner at the QWISE (Qualcomm Women In Science and Engineering) 3rd Annual International Women’s Day Celebration (March 7, 2014). The event featured tables from partner organizations. Representatives from the AWIS-San Diego Board and Public Relations committee provided membership literature about AWIS and spoke to prospective members.

- **Strategic Plan Direction C: AWIS will maximize our impact by optimizing organization capacity**
  - The chapter played a role in an institution or corporation establishing or renewing an AWIS institutional or corporate partnership:
  - AWIS-SD—UCSD Extension Partnership in Education was established in Spring 2014 with benefits for both parties. UCSD Extension provided to AWIS-SD career development workshops, continuing education scholarships for Back-to-Work members, use of meeting space, etc. AWIS-SD gave UCSD Extension Silver level sponsor benefits, e.g., sponsor tables at Scholars’ Celebration and Open House, acknowledgment on our website and newsletters, etc.

Finally, I believe that the best way to realize the value in your AWIS-SD membership is through your participation with our chapter. To learn more about our organization, please plan to attend our next Town Hall meeting on Monday, March 16, from 6:15 – 8:00 pm at Hera Hub (4010 Sorrento Valley Blvd, Suite 400, San Diego, CA 92121). Here you will meet the AWIS-SD Leadership team, hear chapter accomplishments and upcoming events, and find out about opportunities to become involved. Your participation will help keep AWIS-SD vibrant and relevant to our members and the STEM community in San Diego.

Most sincerely,

Grace

president@awissd.org

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**February AWIS-SD Strategy Session: Advance Opportunities in Ever-Changing STEM Industries**

by Hanne M. Hoffman

It is astonishing to find that in some fields more than 80% of Ph.Ds choose career paths outside of academic research. This is mostly due to limited job offers in academia, but can also be attributed to the interest in using the Ph.D. as a stepping stone to access alternative job markets. To help AWIS members advance their careers and know what alternative options they have, the year’s first Strategy Session focused on different opportunities in science, technology, engineering, and math (STEM) industries. The session was held at Hera Hub’s beautiful new location in Sorrento Valley.

Leslie Crews and Georgina Salazar organized the evening’s gathering. The session started with a brief overview of upcoming events and activities in the chapter. These include coffee clubs, science fairs, and our bi-annual Women in Science and Technology (WIST) conference, held in May. Routinely attended by more than 300 participants.

To learn about options in STEM, Leslie and Gina invited five extraordinary panelists to discuss their career paths and give advice. The entire panel had obtained advanced degrees in biology—all chose non-bench, non-academic career paths.

- Cary Miller is an intellectual property lawyer and partner at law firm Morrison & Foerster.
- Heather Buschman is a science writer and works in media relations at University of California San Diego.
- Donna Simcoe is the principal at Simcoe Consultants, which offers medical publication consulting, and chapter president of the Pacific Southwest Chapter of the American Medical Writers Association (AMWA).
- Silvia Mah is the CEO of Hera Labs, a business accelerator for women entrepreneurs, and co-founder of Hera Fund, a group for female angel investors.
- Ramlah B. Nehring works with business development at Human Longevity, Inc., a new startup in San Diego focused on addressing the diseases of aging.

Although the panelists’ current jobs are varied, they agreed on some common factors in their careers:

- **Identify what you like to do.** For example, if you enjoy writing or teaching, start doing these activities in your current position. If you are interested in becoming a science writer, volunteer to write newsletter articles. Such items will prove valuable when you want to apply for a job involving science writing. So, think ahead and start to build a resume or portfolio of the things you love to do.
- Don’t be afraid of taking entry-level positions. Entry-level positions might seem “below your level,” but they will give you valuable training in a new field, will let you shine, and most importantly, will allow you to connect and network inside the industry/company.

- Take advantage of opportunities. If you get an offer, don’t turn it down. If the people offering you a position think you can do the work, you probably can. So jump in there and learn on the way.

- Challenge yourself. Give the project a try; you might or might not like it, but you will definitely learn something new and build your network.

- Don’t be afraid to take detours.

In conclusion, when you want to change careers, don’t be afraid to try something new and prepare yourself with small jobs (i.e., volunteering) and networking. Good luck!

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**Albert Einstein Academy Family Science Night**  
by Nellie Shaul and Lauren Mack

AWIS-SD’s Outreach Committee organized an activity for students and their families at the Albert Einstein Academy in Golden Hill on February 6, 2015 at their annual Family Science Night. This is the third year that AWIS-SD participated in this event, and each year the number of students and parents attending has risen.

We explored the topic of DNA by extracting this molecule from strawberries. This fruit is good to use for DNA extraction demonstrations because it contains multiple pairs of chromosomes, a condition known as polyploidy. Kids began by mashing the strawberry in a Ziploc® bag with extraction buffer (soap + salt), and then filtering their extract through a coffee filter. Next, the DNA was precipitated out of solution by adding rubbing alcohol to the extract. The budding scientists then scooped their visible blob of DNA into an Eppendorf tube and attached it to some yarn so they had a DNA necklace!

Students always enjoy this activity because it smells good and is very hands-on. Many parents were also surprised when the DNA precipitated out of solution. This always-fun event enables us to spread the word about AWIS-SD and to promote science education.

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**AWIS-SD Back to Work Event: Medical Writing**  
by Jill Slaboda and Leila Abrous

Have you ever considered writing as a career? If so, do you know how to get started? On February 11, 2015, the AWIS-SD Back to Work Coffee Club and the American Medical Writers Association (AMWA) Pacific Southwest Chapter (PSWC) partnered to answer these questions and several others during an informative session on medical writing as a career. Donna Simcooe, Principal at Simcooe Consultants, a medical publication consultancy, and President of AMWA-PSWC, and Ajay Malik, Senior Medical Writer at the biopharmaceutical company Intercept Pharmaceuticals, discussed their journey into medical writing, and provided tips on breaking into this career field.

Donna began the session with outlining the medical writing specialties, which include education, presentation, and marketing materials, clinical research and regulatory reports, newsletters, and editing. She highlighted the flexibility in a writing career with writers working part-time as freelancers or full-time as contractors or at a company. Before being hired, writers usually present a portfolio, and Ajay advised us to begin with writing a blog or volunteering to write newsletter articles. For Donna and Ajay, networking and attending educational seminars at AMWA and the International Society of Medical Publication Professionals (ISMPP) were important steps in developing their careers, and they encouraged aspiring writers to participate in these organizations. A recruiter for Real Staffing Life Sciences, Conor Trombetta, added that maintaining a current LinkedIn profile that includes publications, presentations, and your desired occupation is an important component of your job search. In closing, Ajay gave us the resounding advice to “never say no to an opportunity” when it comes to writing.

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**AWIS-SD New Online Portrait**  
by April Cresse

The San Diego Foundation promotes local philanthropy to address community needs. Recently, the organization invited AWIS-SD to submit an online portrait detailing aspects of our organization. DeeAnn Visk and April Cresse prepared and submitted the AWIS-SD portrait to the San Diego Foundation. It is a detailed view of our AWIS Chapter’s mission, history, programs, financials, and governance. The San Diego Foundation reviewed our information, analyzed our financial data, and posted our portrait on their website. Inclusion on the San Diego Foundation’s website increases the visibility of AWIS-SD and may help link us to potential donors. Check it out here and share the link with others:  
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The San Diego Foundation’s website (http://bettergivingsd.guidestar.org/) provides a searchable online database offering in-depth information on local nonprofits. A search for the keywords “women” or “women in science” will select AWIS-SD. One can also find AWIS-SD by selecting “education” or “science and technology” from the category drop down menu.

AWIS-SD is one of 660 nonprofit organization portraits hosted on the San Diego Foundation BetterGiving website. Also, there are over 500 online portraits in progress. Last year the San Diego Foundation raised over $90,000 to benefit 115 charitable organizations through BetterGiving. AWIS-SD is fortunate to be among the charities endorsed by the San Diego Foundation. Here is the link to the annual report of the San Diego Foundation with more details about the great work they do: http://www.sdfoundation.org/News/Publications/AnnualReport2014.aspx.

Through our affiliation with the San Diego Foundation, we have been invited to send a letter of interest to a group that awards grants to nonprofit organizations in San Diego. While we have not been invited to submit a grant, our organization and good work are being publicized. People are viewing the AWIS-SD online portrait and we hope this will bring in more donations to support San Diego women in STEM. The more funds we raise, the more scholarships and programs we can offer to women in STEM!

### Science News Ticker

The Greater San Diego Botball® Tournament will be held at West Hills High School in Santee on March 21, 2015. The event is a part of the Botball® Educational Robotics Program, a nationwide project that engages middle and high school aged students in a team-oriented robotics competition. This year, the Botball® organizers are officially recognizing “BotGal,” a female counterpart to their original mascot “BotGuy,” as their additional mascot. BotGal had long been cherished as an unofficial mascot by girls participating in the competitions, who had created her by adding a bow to the BotGuy design. *** UC San Diego pediatrics professor Dr. Theodore Friedmann, a pioneer in gene therapy research, has been named a 2015 winner of the prestigious Japan Prize. Friedmann’s accomplishments include demonstrating in 1968 that it is possible to correct a genetic defect by adding a functional gene to defective cells. The Japan Prize is awarded annually to scientists and engineers from around the world who have made significant contributions to the advancement of science and technology. *** The National Institutes of Health announced the commencement of a randomized controlled trial of the potential Ebola drug ZMapp on February 27, 2015. ZMapp, produced by Sorrento Mesa-based pharmaceutical company Mapp Biopharmaceutical, gained attention when American health regulators allowed Ebola patients to receive the experimental cocktail of three antibodies on an emergency basis last year. *** Cure SMA, an organization dedicated to the treatment and cure of Spinal Muscular Atrophy, is awarding a new $315,000 drug discovery grant to the California Institute of Biomedical Research (CALIBR), the institute announced on March 2, 2015. CALIBR, located in La Jolla, is an independent not-for-profit institute aiming to accelerate the translation of basic research to new medicines that address unmet medical needs. *** The Salk Institute for Biological Studies hosted its 25th annual High School Science Day on February 28, 2015. The half-day event, co-sponsored by the March of Dimes, is designed to get young people excited about a career in research by giving them the opportunity to interact with professionals and asking about fields they may not previously have known existed. The program included presentations from scientists who shared stories of their professional experience, laboratory tours, and participation in ongoing laboratory experiments. *** Laguna Pharmaceuticals, a formerly Cleveland-based biopharmaceutical company, has moved to San Diego. Laguna Pharmaceuticals, formerly known as ChanRx, is developing a drug to treat atrial fibrillation and flutter, a potential alternative to electrical defibrillation. The company has also raised $30 million from venture capital investors and hired as chief executive San Diego biotech veteran Bob Baltera along with the move.

### Member News

DeeAnn Visk is thrilled to announce the publication of her first industry white paper in the new journal, Applied In Vitro Toxicology, “Will Advances in Preclinical In Vitro Models Lower the Costs of Drug Development?”

### News from Other Chapters

**AWIS-UCR 2nd Annual Mentorship Dinner**

On January 29, 2015 the AWIS chapter at the University of California Riverside (AWIS-UCR) hosted its Second Annual Mentorship Dinner.
The objective of this annually recurring professional development/networking event is to create an avenue through which the AWIS student body can engage in a professional environment with experienced and well-established female professionals in academia and industry.

Participating mentors include CEOs from the biotech industry, distinguished professors from UCR, and many others. Mentees are encouraged to gain insight from the career paths, experiences, and feedback provided by participating mentors. We are excited to announce that this year’s installment of the Annual Mentorship Dinner had a 50% increase in participating mentors as well as a 20% increase in attending mentees compared with our inaugural mentorship dinner.

AWIS-UCR would like to extend their appreciation to Dr. Yolanda Moses, Professor of Anthropology at UCR, for financial support and to all the mentors that participated in the event.

Upcoming Events

AWIS-SD TOWN HALL
Monday, March 16, 2015
6:15 - 8:00 pm
Hera Hub
4010 Sorrento Valley Blvd, Suite 400, San Diego, CA 92121

All AWIS-SD members are invited to attend the AWIS-SD Town Hall. Goals of the Town Hall are:

- Increase member engagement
- Share accomplishments and upcoming activities
- Member feedback regarding our chapter and programs
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BACK TO WORK LUNCH MEETING

Wednesday, March 18, 2015
12:00 pm
UCSD Extension
University City Center
6256 Greenwich Dr, San Diego, CA 92122

A Coffee Club for women interested in transitioning back to the work place especially after an absence. Join us to share your experiences and challenges, for support and encouragement, and to help develop programs that will assist women in going back to work.

Parking is free. Park on the street or in Parking structure.

Entrance to UCSD Extension is at the back. If facing the parking structure, walk toward it and turn left. Enter building through doors on the left.

Bring your lunch.

Please RSVP at backtoworkinitiative@awissd.org to let us know you are coming.

MID-CAREER COFFEE CLUB

Thursday, March 19, 2015
7:45 am
Corner Bakery Café
by Sears at UTC
4575 La Jolla Village Drive, San Diego, CA 92122

A small informal group of AWIS-SD members in managerial or equivalent positions that meet every third Thursday of the month to network and share ideas as well as encouragement. Everything said at the Club is kept confidential.

SAN DIEGO FESTIVAL OF SCIENCE AND ENGINEERING EXPO DAY

Saturday, March 21, 2015
9:00 am - 5:00 pm
PETCO Park
100 Park Boulevard, San Diego, CA 92101

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. 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. The AWIS-SD booth typically demos our famous "oobleck" activity, but we are considering changing this up this year and are working to develop a new activity! We will need volunteers for 2-hour shifts to man our booth. The festival is free to the public, and you can also walk around and see all of the other fun booths!

GREATER SAN DIEGO SCIENCE AND ENGINEERING FAIR JUDGING

Wednesday, March 25, 2015
12:00 - 4:00 pm
Balboa Park Activity Center
2145 Park Boulevard, San Diego, CA 92101

AWIS-SD judges and selects its own award winners during the Professional Organizations section of The Greater San Diego Science and Engineering Fair (GSDSEF). We need volunteers help to judge over 350 science fair projects submitted by middle school and high school girls from San Diego and Imperial Counties. This year, twelve (6 junior (grades 7-8) and 2 senior (grades 9-12)) projects will be selected as AWIS-SD award winners immediately following judging. As a judge, you will also be invited to our awards dinner to which the awardees, their advisors, and families are invited and the awardees have the opportunity to display their projects. It is an opportunity for the girls to be recognized for their accomplishment as well as for them and their parents to meet and talk with women in science.

BUSINESS WOMEN'S MEGA MIXER

Thursday, March 26, 2015
5:30 - 8:00 pm
Bahia Hotel
998 West Mission Bay Dr, San Diego, CA 92109

The Business Women’s Mega Mixer is a celebration of women’s history month and fundraiser benefiting non-profits dedicated to helping women. Join over 400 business leaders as we honor women from our past, present, and future, and celebrate those who have overcome obstacles and blazed trails of opportunity. This historic event will take place in March during Women’s History Month.

Register at: http://businesswomensmegamixer.com/register-now/

GREATER SAN DIEGO SCIENCE AND ENGINEERING FAIR FAMILY FUN DAY

Sunday, March 29, 2015
10:00 am - 3:00 pm
Balboa Park Activity Center
2145 Park Boulevard, San Diego, CA 92101
As a part of the Greater San Diego Science and Engineering Fair, the Family Fun Day is a day of science and entertainment. There will be presentations, games, demonstrations, scavenger hunts, prizes and hands-on science. The Outreach and PR Committees will have a hand-on activity table doing the invisible ink activity and spreading the word about AWIS-SD!

**STRATEGY SESSION: Advance Your Message through Body Language**

Monday, April 6, 2015
6:00 - 8:00 pm
Hera Hub
4010 Sorrento Valley Blvd, Suite 400, San Diego, CA 92121

Do you know that your body language not only conveys messages to people who see you but also shapes who you are? A simple change in your pose over 2 minutes affects your hormone levels and has an impact on your behaviors. In this interactive Strategy Session, Lin-Chien Huang and Dorothy (Dody) Sears will present and lead discussions about the inward and outward effects of body language and guide you to experience first-hand the differences generated from your own poses. Join us and learn how body language can positively affect your confidence, performance, and future success!

"Our bodies change our minds, and our minds change our behavior, and our behavior changes our outcomes." — Amy Cuddy, PhD, Social Psychologist

**IMPORTANT:** Please be aware Hera Hub has changed location. It is now localized on Sorrento Valley, 4010 Sorrento Valley Blvd, Suite 400, San Diego, CA 92121.

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

Pre-registration is essential! Please register [here](#).

This is an AWIS San Diego MEMBERS ONLY event.

If you are not currently an AWIS San Diego member and would like to attend this event, please join or renew your membership online ([www.awis.org](http://www.awis.org)).

If you register and later discover that you are unable to attend, please notify us by sending an email to [StrategySessions@awissd.org](mailto:StrategySessions@awissd.org).
Although many of us started graduate school and postdoctoral training with a traditional tenure-track academic position in mind, the growing difficulties to secure funding and the scarcity of faculty positions available have made it imperative to explore other career options. There are actually many avenues to success outside of academia, some of which you may not be aware of! This was the impetus behind the creation of this Symposium, to enable interaction with experienced professionals to help inform and guide future career decisions.

Throughout the day, the UC San Diego Postdoctoral Association will host interactive panel discussions regarding a variety of career paths and featuring experts in the field. They will also provide networking opportunities after each session, and speakers will be available to chat during lunch and at the evening reception. Attendees are encouraged to approach speakers, introduce themselves, and initiate a conversation regarding common interests or questions.

The event is open to all interested (not just postdocs).

Find out more at: https://pda.ucsd.edu/events/PDA_2015_STEM_Career_Symposium.html

Registration: https://2015-ucsd-stem-career-symposium.eventbrite.com

Cost: $40 Academia, $50 General ($10 discount to AWIS members; enter the code “AWISMembers” at registration)

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 March/April Issue:
Nurith Amitai, Linda Manza, Kanaga Arul Nambi Rajan, Madhuvanthi Ramaiah, Pat Rarus, Jean Spence, and DeeAnn Visk

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 April 10, 2015.

About the Authors

Leila Abrous has a Ph.D. in Organic Chemistry from the University of Pennsylvania. She is an experienced medicinal chemist in oncology and osteoarthritis therapeutic areas. She currently teaches in the Department of Chemistry and Biochemistry at California State University at San Marcos, and is a member of AMWA. She was recently awarded an ACS (American Chemical Society) Science Coach Grant 2014-2015 for enhancing the Science Curriculum at Vintage Hills Elementary School in Temecula.

April Cresse serves AWIS San Diego as Secretary and as Co-Chair of the Back to Work Initiative. She develops programs to assist women returning to a career in science after an absence, and co-hosts the Back to Work Coffee Club. She worked in various aspects of research at The Scripps Research Institute before specializing in genetics and molecular biology. April earned her Ph.D. in Biology from Purdue University.

Hanne Hoffman graduated in Neuroscience from Montpellier University and obtained her Ph.D.’s in biochemistry (Spain) and neuroscience (France) in 2010. Since 2011, Hanne is a postdoc at UCSD, where she studies the role of abnormal activity patterns (such as sleep/wake cycles) on hormone secretion and fertility. She is interested in developmental alterations of neuronal networks orchestrating these complex circuits and how this affects health. In her free time, Hanne enjoys being outdoor and triathlon.

Nellie Shaul is finishing her Ph.D. in oceanography at the Scripps Institution of Oceanography at UCSD, where she focused on analytical environmental chemistry and investigated persistent organic pollutants in the marine environment. She is the new Co-Chair of the AWIS Outreach Committee.

Jill Slaboda has a Ph.D. in bioengineering and has recently relocated to the San Diego area. She is experienced in collecting, analyzing, interpreting and writing about clinical research and healthcare data trends in both academic and non-profit fields. She is passionate about encouraging young women into pursuing STEM careers, particularly engineering fields. Jill enjoys running, meeting new people and exploring San Diego.

The remaining author bios were not available at press time.
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<td>Members at Large</td>
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To contact the Board, visit the following website: [http://www.awissd.org/index.php/about/board](http://www.awissd.org/index.php/about/board)

### Committee Contacts

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