



NEWSLETTER

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

LETTER FROM THE PRESIDENT



Dear Fellow AWIS-SD Members & Friends,

Fall 2011 is here already – can you believe it? I hope that you were able to attend one of our Summer events. The Events Committee hosted a guided nature walk in Rose Canyon and a potluck picnic, honoring the 40th anniversary of our national AWIS. The weather was perfect and I met a lot of new people. There is a link to the photo gallery posted in the article below. The August Strategy Session, “Develop Your Brand,” was a fabulous evening featuring Liz Goodgold as the guest speaker. Branding strategies certainly aren’t taught in most STEM-related curricula, but are important for getting noticed for hire, promotion, and other opportunities. The session was educational, fun, and set a new attendance record!

On August 11th we held a career panel as part of the first San Diego City College Academy for STEM Success, introducing female students to the City College STEM culture of success. With such engaging and enthusiastic students, we look forward to participating in this informative and resourceful academy in the future. Please see <http://stemacademy2011.shutterfly.com/> for details. Coming up in September, the Strategy Sessions Committee is hosting a Focus Session on Project Management (September 12th) and we’ll have another Happy Hour mixer. In October, we’ll have our annual Open House and another Strategy Session entitled “Develop Productive Teams.” I hope you’ll join us! Coffee Clubs are on-going – check the calendar and find one that suits your career/life stage. Don’t see one that is a fit for you? Members are welcome to start a new Coffee Club with a theme that you think has a group niche. Contact Rachel Soloff if you are interested (rsoloff@awissd.org).

I am thrilled by the enthusiasm of our new AWIS-SD members who are now getting involved and volunteering on committees! It’s great to have them on board and wonderful to have fresh ideas and energy to promote the mission and activities of AWIS-SD. If you are

interested in AWIS-SD volunteering opportunities or have any questions, comments or suggestions for our Chapter, please feel free to contact me at president@awissd.org or go to our website at www.awissd.org and click on the “Get Involved” tab

Most sincerely,
Dody
 Dorothy (Dody) Sears

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AWIS-SD Summer Events: Members Out and About on Sapphire Energy Tour and AWIS Anniversary Celebration By Qing Sun

On Wednesday, June 22, AWIS members took an inside look at the algal biofuel company Sapphire Energy. The rapidly growing, 4-year-old company takes advantage of multiple technological breakthroughs to enable large-scale production of ‘Green Crude’ from algae for gasoline, diesel and jet fuel.

The guided tour was held at the company’s headquarters in La Jolla. Dr. White, from the operations department, gave an enthusiastic presentation on the company’s accomplishments and how algal biofuel could be an important solution to the world’s energy shortage. He then discussed the environmental and economical aspects of this green energy source. After the presentation, the participants were shown some of the R & D portion of the company and the open test ponds. The tour was an exciting event that provided outsiders with a rare look inside the operations of the biofuel industry and a bright spot in our perception for the future of energy.

On Saturday, July 16, San Diego members celebrated the 40th anniversary of the national AWIS organization with a guided nature walk followed by a picnic. The walk took place in Rose Canyon Park in University City. The tour was given by the non-profit Friends of Rose Canyon. This family-oriented event showcased local plants, wildlife and the natural environment on a beautiful morning.

Following the walk, members and their family and friends enjoyed a pot-luck picnic in the nearby Standley Park. In recognition of the 40th anniversary, AWIS-SD and the Chapter President Dr. Dorothy Sears presented a "birthday cake" in AWIS colors. With old and new friends mingling, exchanging news, and attracting potential new members, it was a fun and relaxing afternoon.

To view photos of the 40th AWIS anniversary celebration, click the link <https://picasaweb.google.com/awisWebSd/AWIS40thAnniversaryPicnic?authuser=0&feat=directlink> below.

August Strategy Session: Develop Your Brand

By Merrie Mosedale

The August Strategy Session, which featured guest speaker Liz Goodgold of Redfire Branding, was organized by committee members Tamera Weisser and Kai Zhang. Kyowa Kirin sponsored the event, which drew a packed house at the host venue, Jones Day. After networking and a brief welcome by the AWIS leadership, Goodgold spoke sans PowerPoint about her "Secrets to Creating a Hot Personal Brand."

Goodgold started the presentation with a vignette about traveling to Beijing. She compared the attention she received as a foreigner in China to branding yourself and becoming memorable. "People have to remember you," Goodgold said. She explained that the goal of branding is to achieve "flawless recall," which is essential for everything from getting referrals to staying employed.

According to Goodgold, there are several keys to gaining flawless recall, but most importantly, people have to remember your name. In addition to advice on how to make sure your name is remembered, Goodgold spoke to the group about engaging several senses in branding, the importance of business cards, and using a seven-second hook to describe yourself. Goodgold also touched on tips to make networking more productive. One suggestion that stirred the audience to action was to have your nametag on your right lapel to extend the gaze of a networking contact from a handshake to your name.

Goodgold closed by encouraging the attendees to take what they learned to completion. Many participants did just that and stayed afterwards to practice their new skills among the group.

Upcoming Events

Focus Session: Project Management

Sept 12, 2011, 06:00pm - 08:00pm, Jones Day

Have you thought about becoming a project manager in your career? Meet four highly experienced professionals who have done just that, and allow them to share their experience and knowledge with you. Join us as for a panel discussion as our speakers share their stories of being a project manager in various areas of biotech and wireless communications.

This is an AWIS San Diego and QWISE (Qualcomm Women In Science and Engineering) MEMBERS ONLY event. For directions and to registration, please visit www.sdawis.org/events.

Mid-Career Coffee Club

Sept 15, 2011, 07:45am - 09:00am, 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 rsoloff@awissd.org.

Coffee Club – Working Moms

Sept 16, 2011, 07:45am - 08:45am, Nobel Park - 8810 Judicial Drive, San Diego, CA 92121

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.

Contact: Jennifer Cho and Corine Lau.

Happy Hour – Karl Strauss

Sept 21, 2011, 05:30pm - 08:30am, Karl Strauss - 9675 Scranton Rd San Diego, CA 92121

Come to network or just to socialize. AWIS will provide appetizers. For directions and registration, please visit www.sdawis.org/events.

Strategy Session – Develop Productive Teams

Oct 03, 2011, 06:00pm - 08:00pm, JONES DAY, 12265 El Camino Real, Suite 200, San Diego, CA 92130

Create the image you want for yourself. Light refreshments will be served. Remember to bring your business cards!

Contact: strategysessions@awissd.org

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:

Nurith Amitai, Kerri Hebard-Massey, Tiffany Hernandez, Alka Malhotra, Denise McKee, Molly Moloney, Janice Payne, Pat Rarus, Rachel Schwartz, Shweta Sharma, and Geetha Srinivasan

Alka Malhotra is stepping down as committee co-chair. We greatly appreciate her contributions and dedication as co-chair. She remains a committee member.

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, 2011**.

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.

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Rady School of Management, UC San Diego
Santaris Pharma A/S

IMPORTANT CONTACTS**AWIS Board**

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Past President	Jenny Chaplin	Pastpresident@awissd.org
Treasurer	Aparna Aiyer	Treasurer@awissd.org
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To contact the Board, visit the following website:

<http://sdawis.org/about-awis-san-diego/board-members-awis>

Committee

	<u>Chair(s)</u>	<u>E-mail</u>
Corporate Sponsorship	Anneke Raney Erin Dunn	CorporateSponsorship@awissd.org
Events	Monica Brown Kristine Briedis	Events@awissd.org
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