

# AWIS 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

## Member Profile: Lynne Friedmann, Consultant, Friedmann Communications.

By Christine Haws

This is the first in a series of pieces profiling notable members of the San Diego chapter of AWIS to recognize their achievements and share their experiences and successes with other chapter members.

For the inaugural article we will profile Lynne Friedmann, not only for her outstanding accomplishments as a science communicator bridging the gap between science, technology and the general public, but also for her contributions to AWIS.

Lynne was born in Boston but has lived in California since the age of two. A constant thread throughout her life, influencing many important decisions and actions, has been her connection with other women, both as a mentor or mentee. Whilst in grade school her grandmother's encouragement to study birds and insects in the vegetable garden, and then in junior high school her female math and science teachers, helped develop her interest in science. Later, when established in her career in public relations and communications, an invitation from Dr. Joanne Martinis of Hybritech to give a talk to members of the SD chapter of AWIS about "Science and the Media" introduced her to AWIS.

*"At the time, I had never heard of AWIS. I was enormously impressed with the women I met and with the AWIS mission. I couldn't help thinking how differently things might have turned out if I had known about AWIS when I was in college and wanted others to avail themselves of that kind of networking and support".*

Lynne volunteered to do publicity and outreach for the chapter, was later elected to the chapter board, started the chapter newsletter, and founded the Women in Bioscience Conference series. Concurrently she was elected to the National AWIS board, created the first national PR committee, chaired several national conferences, and was honored in 1997 as an AWIS Fellow. She has seen many examples of how women scientists at all stages of their careers have benefited from an association with AWIS. Indeed, she sees AWIS as the eyes and ears for women scientists in areas such as legislation, funding, mentoring, leadership and much, much more. Lynne admits that her own involvement with AWIS has led directly and indirectly to a number of professional honors including the San Diego Business Journal Women Who Mean Business Award, awards from the Public Relations Society of America, and selection as one of 100 women in a national women's leadership program.

Lynne graduated from California State University, Long Beach in 1983 with a major in journalism (with an emphasis in public relations) and a minor in biology at a time when there was a crying need for people who could understand technology and had good communications skills. She found that, although she (Continued on next column "Member Profile")

## Meet Our Corporate Sponsors

By Janice Payne

**Dura**  
PHARMACEUTICALS

Dura Pharmaceuticals will be the first company highlighted in a series in which we will profile our corporate sponsors. This year Dura Pharmaceuticals has generously provided their facilities for our July and November AWIS events. In addition, Dura was a platinum sponsor for the 1999 Women in Bioscience Conference. Thank you Dura for your support!

Dura Pharmaceuticals was established in 1981 and now employs over 600 people in the San Diego area. They market and distribute prescription pharmaceuticals used to treat respiratory infections, asthma and allergies.

Their marketing strategy is twofold: acquisition and development. They acquire or in-license late stage pharmaceuticals developed by other companies or they form corporate partnerships. They currently market a portfolio of 32 prescription drugs that include the antibiotic, Ceclor and the bronchodilator, Tormalate.

They are also developing their own product, Spiros®; a dry powder inhaler designed to improve drug dose delivery. Spiros® is currently in clinical trials with the drug albuterol, a bronchodilator, and beclomethasone, an anti-inflammatory agent. Product launch is expected in 2001.

For information about Dura or for career opportunities, visit the Dura website at [www.durapharm.com](http://www.durapharm.com).

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(Continued from previous column "Member Profile") had no particular job in mind, by pursuing her interests in biology and her abilities as a writer she had exactly the right qualifications for the exciting new career of science communicator. Since then she has represented a wide range of high-tech and biotech companies; research groups such as the Salk Institute and Scripps Research Institute; and scientific professional organizations including the National Academy of (Continued on page 4 "Member Profile")

## AWIS Outreach Committee On the Move

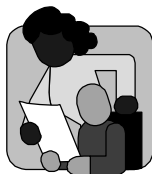
### By Lee Fortunato and Cathy Manner

The outreach committee has organized several events in the past few months that have been exciting for all involved. Our first event was held on October 16th at the Reuben H. Fleet Science Center. Roughly a dozen of our members met up with an equal number of young women from the Upward Bound Program of San Diego State. After viewing the Imax movie about Africa's Elephants, we toured the museum's exhibits and then gathered in the rose garden for a picnic lunch and an opportunity to mingle and converse more with the girls in a one-on-one setting. We hope to extend our outreach to these girls, ultimately pairing them with individual mentors from our group if possible.

Our second outing occurred on Nov. 13, when we learned about an interesting facet of American history at "The Fabric of Women's Lives" exhibit at the Women's History Reclamation Project (WHRP). This display featured clothing worn by women during the last 250 years, including a bonnet that may have traveled on the Mayflower, 19th century corsets, and wool swimsuits from the 1920s. Interspersed with the clothes were authentic photographs and a narrative that provided background information and discussed some of the health effects of wearing heavy, restrictive items. This exhibit demonstrated that the study of women's clothing is far from frivolous; instead, it provides unique insight into women's roles in society and prevailing attitudes about women. After viewing the exhibit, the committee attended a talk by Eleanor Ramrath Garner about her new book. [Eleanor's Story: An American Girl in Hitler's Germany](#) is an autobiographical account of the author's childhood and adolescence in Berlin during World War II.

The WHRP, located at 2323 Broadway in Golden Hill, was founded in 1983 with the goal of educating the community about the historical contributions of women. The museum features exhibits, a library with over 1500 books by and about women, and an archival collection. For more information, call 619-233-7963.

The last outreach effort we are involved in is an email mentoring program. Spurred on by great ingenuity and desire to connect her students to women role models, Rachel Faulkner, a Sr. high schools science teacher in Calico Rock, Arkansas, contacted women in the scientific community via her friends and colleagues. My mother, Bobbe Fortunato, (who is active in gender equity issues with the American Association for University Women) gave Rachel my name. After circulating her request to our outreach committee, six of us responded to the call and have been matched up with young women (sophomores through seniors) in her program. I, for one, am very excited about the opportunity to interact with my mentee...a young woman whose interest in science has not been deterred by distance due to the great technology of the internet!



## AWIS Spring Gala

By Tina Kuus-Reichel

*The date is set for the AWIS 2000 Spring Gala so mark your calendars for Saturday April 8, 2000. This event will be held in the newly refurbished ballroom of the House of Hospitality on the Prado in Balboa Park. It promises to be an elegant evening with an outdoor reception, an exquisite meal, a featured speaker, and there will be music for dancing. Proceeds will benefit the AWIS scholarship fund and scholarship winners will be presented with a certificate after the dinner. If you would like to participate in the planning of this event, please contact Tina Kuus-Reichel at 858-621-4596 or [tkr@beckman.com](mailto:tkr@beckman.com).*

## AWIS Members – "On the Move...!"

**Marcelle Vogel** is now the Southwest Regional Sales Representative for BioSpace.com. She can be contacted at BioSpace.com by e-mail: [marcelle@biospace.com](mailto:marcelle@biospace.com). Marcelle encourages AWIS members to "use the biospace.com website as a resource for daily life science news and jobs."

**Barbara Armstrong** has joined Digital Gene Technologies as an Assistant Research Scientist.

**Congratulations** to Sue Lowery and husband Eric who are the proud parents of (future scientists) Lauren and Miranda.

## San Diego Chapter Welcomes the Following New Members:

Christine Burger	Trega Biosciences
Arvinder Kaur Khokhar	
Julie Kinyoun	
Sonya Koo	
Luming Niu	Stratagene
Elizabeth Orr	
Susie Riley	Advanced Tissue Sciences
Barbara Scholz	
Vicki Thon	

## AWIS Events Committee Plans Wine Tasting.

Join other AWIS members in late January/early February for an evening of educational wine fun. The Wine Bank, a wine shop in downtown's Gaslamp district, holds wine tastings on Wednesday evenings. The events are centered around a specific theme (Cabernet, Spanish reds, etc.) and generally cost \$30-35. More information will be forthcoming in early January.



## Historical Profile: Dr. Nettie Maria Stevens

(This is the first in a series of articles profiling notable women scientists in history)

The discovery of the chromosomal basis of sex determination, which confirmed the link between chromosomes and Mendelian units of heredity, is one of the most important scientific advances of the 20th century. Although this discovery is commonly attributed to Edmund B. Wilson, equal credit properly belongs to his contemporary, cytogeneticist Nettie Maria Stevens.

Dr. Stevens was born in Cavendish, Vermont, in 1861, and grew up in Massachusetts. After earning a teaching credential in 1883, she spent the next thirteen years as a teacher and librarian, respected by both students and co-workers. In 1896, at the age of 35, she switched career paths and entered Stanford University, where she earned both a bachelor's degree in physiology and a master's degree a year later. She then went on to pursue a doctorate at Bryn Mawr College. It was there that she met renowned geneticist Thomas Hunt Morgan, who served as a mentor and inspired the interest in cytology which would be the focus of her research.

Upon earning her Ph.D. in 1903, Stevens joined the faculty of Bryn Mawr. She had a successful career and published nearly 40 papers. Her early research focused on protozoan morphology and regeneration in lower invertebrates. Her most lasting contribution to science, however, arose from her cytological studies with the common mealworm, *Tenebrio molitor*. At this point in time, scientists were just beginning to speculate about the relationship between chromosomes and the heritable "factors" described by Gregor Mendel. Stevens observed that while all unfertilized eggs of the common mealworm contained an identical complement of 10 chromosomes, the same was not true of sperm. One chromosome in some sperm cells, termed "X", resembled a chromosome seen in the egg. In some sperm, however, this X chromosome was absent and was instead replaced with a smaller chromosome, which she called "Y". She theorized that if an egg was fertilized with a sperm containing an X chromosome, the embryo would be female; if the egg was fertilized with a Y-containing sperm, the embryo would develop as male.

With this eloquent work, Stevens correlated two previously distinct lines of scientific inquiry - breeding data and cytology - and demonstrated that gender is inherited in a Mendelian fashion. She published her results in 1905, as did Edmund Wilson, a better-known male scientist who had arrived at the same conclusions independently. Although correct, this theory was not universally accepted by biologists immediately. When this idea later gained general acceptance, Stevens and Wilson were given equal credit for the breakthrough. However, Stevens' contribution is downplayed in many textbooks.

Tragically, Dr. Stevens' life was cut short by breast cancer. She died in 1912 at the age of 51, having laid the groundwork for one of the key tenets of genetic theory. Dr. Stevens' outstanding accomplishments serve as an inspiration for future generations of women in science.

To learn more about Nettie Stevens or other female scientists, read *Women in Science*, by Marilyn Bailey Ogilvie, or *A to Z of Women in Science and Math*, by Lisa Yount.

## Cathy's Page AWIS newsletter articles by Cathy Manner

### November AWIS Event Managing an Effective Job Search (Joint Event with ACS)

How can you best make your career "Y2K compliant" and prepare yourself for the workplace of the future? This was the focus of the "Managing an Effective Job Search" workshop held at Dura Pharmaceuticals on Nov. 6. Speakers Don Bly and Robert Rich, of the American Chemical Society (ACS), gave an informative presentation which began with a discussion of employment trends. According to the speakers, the majority of the total job market consists of hidden jobs, positions not advertised in newspapers or posted on the Internet. Tapping into this hidden market is crucial for career success. Bly and Rich discussed networking approaches that can be particularly effective at accessing this market. One technique, known as cold calling, involves identifying companies where one might want to work, doing background research, and then visiting the company in person to see if any positions are available. This approach is highly recommended for small and medium-sized companies, but the speakers cautioned that it might not be as effective for larger corporations with established human resources departments.

The second portion of the workshop addressed resumes and interviewing. Bly and Rich talked about how to identify skills and accomplishments and present them in a well-written resume targeted to the particular company and/or position desired. To illustrate their points, the presenters provided sample resumes from people in different stages of their careers seeking various kinds of jobs. The focus then shifted to preparing for interviews. A unique aspect of this part of the presentation was the discussion of behavioral science. Psychologists classify most people into one of four basic personality styles - intuitor, feeler, thinker, and sensor - each with different approaches to all aspects of life, including work. Knowledge of these different styles can improve interview performance by helping job hunters understand their interviewers, and anticipate the questions they may ask and the types of answers they seek.

As a supplement to the presentation, printed materials from ACS Career Services were available, which summarized the major points of the workshop and provided additional useful information.

This workshop was co-sponsored by AWIS-San Diego and the San Diego section of ACS. Many thanks to Marilyn Ferrari of AWIS, Melissa Fitzgerald of ACS, and all the members of the organizing committee who worked hard to make this event a success.

## AWIS October Event Report

### By Elaine Weindenhammer

For our October event, several AWIS members joined an intimate crowd of approximately 8000 San Diegans for the American Cancer Society's Making Strides Against Breast Cancer walk. The 5K amble through Balboa Park was a great way to help the ACS raise funds to help in the fight against breast cancer. Over \$400,000 was raised; the money will be used to fund research, expand breast cancer patient services, promote legislation on women's health issues, and support the ACS's image enhancement program *Look Good...Feel Better*.

Many thanks to Coleen Miller, Lilian Parra-Gessert, Lucy Carver, Vickie Tsui, Shila Jilali, Marilyn Ferrari, and Janice Payne for joining me in harassing friends and relatives to contribute and for showing up early on a Sunday morning to take a walk in the park!



AWIS members participated in the American Cancer Society's Making Strides Against Breast Cancer walk.

### About the AWIS Newsletter

The AWIS Newsletter is published bimonthly and provides AWIS members and supporters with information on chapter activities, career development, and issues related to women in science. The newsletter is free to AWIS members. Subscription rate for non-members is \$20 a year.

Jan./Feb. Newsletter staff:

Cathy Manner                      Janice Payne  
Christine Haws                      Barbara Armstrong

Send news items and subscription requests to Barbara Armstrong via email: [baawis@access1.net](mailto:baawis@access1.net) or AWIS, PO Box 178096, San Diego, CA 92177-8096. If you would like your article to be included in the next issue, please send it by February 7, 2000

#### Moving? Address change?

Please give us your new address so you won't miss our mailings! You may e-mail Susan Jennings at: [sdawis@san.rr.com](mailto:sdawis@san.rr.com), phone AWIS voicemail: (619) 687-5580 or mail changes to AWIS – San Diego, PO Box 178096, 92177-8096.

(Continued from page 1 .... Member Profile)

Sciences, American Association for the Advancement of Science, American Chemical Society and Ecology Society of America writing on topics that range from astrophysics to zoology.

Where does she see herself in the next 10 years? Still writing, but for what medium she can't say. *"The Internet and 24-hour cable news have radically changed the way we consume news and information. These changes are already having a profound impact on newspaper, magazine, and even book publishing. In 10 years, they will exist in completely different forms (if at all)."*



Lynne has been married to Marc for 11 years and lives in Solana Beach. Their hobbies include live theater and wilderness backpacking, and if all goes as planned, they'll be setting foot on the top of Mt. Kilimanjaro (19,340 feet) in Tanzania at sunrise on December 31, 1999. Now that'll be something to write about!



San Diego Chapter

### Important AWIS Information

Call:

**AWIS Voice Mail** (619) 687-5580

Visit:

**AWIS National Web Site:** <http://www.awis.org>

**AWIS-San Diego:** <http://awis.npaci.edu>

Write:

**AWIS National**

1200 New York Avenue, NW, Suite 650  
Washington, DC 20005

**AWIS, San Diego Chapter**

P.O. Box 178096  
San Diego, CA 92177-8096

**Posting Jobs in the AWIS newsletter:** To post a job in the AWIS newsletter, contact Barbara Armstrong via e-mail: [baawis@access1.net](mailto:baawis@access1.net), or snail-mail: AWIS PO Box:178096, San Diego CA 92177-8096. AWIS will request a donation of \$25.00 per posting to offset the cost of printing and mailing. Deadline for inclusion in the January/February newsletter is February 7. If submitting by snail mail, be sure to write Attn: Newsletter Editor on the bottom left corner of the envelope.





AWIS Board members (back row l. to r: Sharon Wampler, Marcelle Vogel, Kim Barrett. Front row l. to r: Linnette Edison, and Elaine Weidenhammer. Not pictured: Cathleen Davies.)

### A Message from our Database Committee Chair, Susan Jennings:

#### Please Update Your AWIS-San Diego Database Listing!

Thanks to everyone who responded to the database committee request for updates on member information. We had a great response and will be mailing out the contact directory shortly. **However, for those members who either didn't respond, or didn't provide affiliation information, an e-mail address or contact phone number, we are again requesting that the information be provided.** Any listing will be omitted from the contact directory at the member's request. The information provided will give AWIS-San Diego board and committee members the ability to contact AWIS members in a particular organization regarding San Diego chapter activities, helping us develop our programs and increase contact between our chapter and local organizations. Please send affiliation and contact information, as well as any updates, to the AWIS-San Diego e-mail address, [sdawis@san.rr.com](mailto:sdawis@san.rr.com), or to the AWIS-SD P.O. box address listed in this newsletter.

#### AWIS Committees:

AWIS-SD Database  
Outreach  
Scholarship  
Newsletter  
Publicity  
Events Planning

#### Contacts:

Susan Jennings, [sdawis@san.rr.com](mailto:sdawis@san.rr.com)  
Lee Fortunato, [leef@biomail.ucsd.edu](mailto:leef@biomail.ucsd.edu)  
Tina Kuus-Reichel, [tkr@beckman.com](mailto:tkr@beckman.com)  
Barbara Armstrong, [baawis@access1.net](mailto:baawis@access1.net)  
Elaine Weidenhammer, [eweiden@nanogen.com](mailto:eweiden@nanogen.com)  
Marilyn Ferrari, [mferrarl@san.rr.com](mailto:mferrarl@san.rr.com)

#### AWIS Board:

#### Y2K Board members :

Marcelle Vogel  
Dr. Sharon Wampler  
Dr. Elaine Weidenhammer  
Linette Edison  
Cathleen Pena Davies  
Dr. Kim Barrett

#### E-mail Address:

[marcelle@biospace.com](mailto:marcelle@biospace.com)  
[swampler@preclinical.com](mailto:swampler@preclinical.com)  
[eweiden@nanogen.com](mailto:eweiden@nanogen.com)  
[linette.edison@advancedtissue.com](mailto:linette.edison@advancedtissue.com)  
[cdavies@mcc.miracosta.com](mailto:cdavies@mcc.miracosta.com)  
[kbarrett@ucsd.edu](mailto:kbarrett@ucsd.edu)

#### Advisors:

Bylaws  
Membership  
Treasurer  
Website

Denise Hickey, [dhickey@collarteralthx.com](mailto:dhickey@collarteralthx.com)  
Susan Jennings, [sdawis@san.rr.com](mailto:sdawis@san.rr.com)  
Melissa Cunningham, [melissa@gen-probe.com](mailto:melissa@gen-probe.com)  
Sharon Cherf, [scherf@qualcomm.com](mailto:scherf@qualcomm.com)