



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,

I hope your summer is off to a wonderful start. Wow, AWIS San Diego's 2011 Women in Science and Technology (WIST) Conference, held last month, was fantastic! The keynote speakers, workshops, roundtable discussions, and speed-networking sessions made for an informative and fun day. One can gain a tremendous amount of insight hearing about the experiences and advice shared by others. I was inspired and am already implementing concepts and practices that I learned at the WIST Conference. Another highlight of the day was when Scholarship Committee co-chairs, Cheryl Okumura and Uromi Goodale, presented awards to the impressive group of young women who are our 2011 scholarship awardees. You can view photos of our scholarship awardees and other WIST moments on the AWIS-SD home page "2011 Scholarship Awardees" and "WIST Gallery" tabs (www.awissd.org). From the morning breakfast to the lovely evening reception, I think a good time was had by all. You can read more details about WIST 2011 in this newsletter. My sincere appreciation goes out to the entire WIST Committee, co-chaired by Jenny Chaplin and Rachel Soloff. We are fortunate to have had such enthusiastic and effective volunteers involved in producing WIST 2011. On behalf of the entire Chapter, I also want to thank the WIST speakers and corporate sponsors for their support of WIST and AWIS-SD.

Prior to the WIST Conference, the Outreach Committee hosted a fabulous dinner for our 2011 Science and Engineering Fair awardees, their families and teachers. Also in April, the Events Committee hosted our first Happy Hour of 2011 at Karl Strauss. It was a great networking event that included door prizes of gift cards and a personal training session. Attendees of last month's Strategy Session, entitled "Develop Financial Acumen," were introduced to or reminded of strategies for optimizing one's financial profile now and in retirement—practical information for those of us who were in school or training until the age of ~30!

This year is the 40th anniversary of the national AWIS organization. The Events Committee has planned a family-friendly event to celebrate this incredible milestone. On July 16th, come join us for a

guided nature walk in Rose Canyon and potluck picnic immediately following at the nearby Standley Park. There will even be an AWIS birthday cake! Non-members are welcome to attend. Check out the AWIS-SD calendar online for details and registration. If you are interested in volunteering, networking, and leadership opportunities, you might want to consider joining one of the AWIS San Diego Committees. Learn more about the activities and opportunities organized by our eight Committees at www.awissd.org on the "Get Involved" tab. The commitment and contributions of our volunteers is what makes our Chapter outstanding!

Last but not least, WELCOME to those of you who are new members of AWIS-SD – we are happy to have you as a part of our organization and look forward to your participation. Please feel free to contact me at president@awissd.org if you have any questions, comments or suggestions about/for our chapter. I hope that members and non-members alike will join us later this month in celebrating 40 years of AWIS!

Most sincerely,
Dody
Dorothy (Dody) Sears

Inside this Issue	Page
Letter from the President	1
Guideposts for Choosing Your Own Adventure	1-2
Guided by an Affinity for Learning	2-3
Fall Forward: Embracing Risk	4
Growing Through the Ebb and Flow of San Diego Biotech	4-5
Life Lessons Learned from WIST 2011	5-6
The Art of Negotiation with Linda Barkacs	6
AWIS-SD at San Diego Science Festival's EXPO Day	7
San Diego Science and Engineering Fair/Awards Dinner	7
Strategy Session: Develop Your Financial Acumen	7-8
Member News	8
Upcoming Events	8
Newsletter information	8
AWIS-SD Sponsors	9
AWIS-SD Contacts	10

**Guideposts for Choosing Your Own Adventure:
WIST 2011 Keynote Speaker
Cynthia "C.J." Warner**
By Rachel Duron

"When I look back on my career, it's really been an adventure."

These were the opening remarks of Cynthia "C.J." Warner, President and Chairman of Sapphire Energy, during the afternoon keynote address of the 2011 Women in Science and Technology

(WIST) Conference. The conference, entitled “Embrace Change: Opportunities in the New Decade”, was held on Saturday, May 14th at the Salk Institute for Biological Studies.

Warner kicked off the afternoon conference sessions with a talk entitled, “Your Life. Your Career. Your Adventure.” With a calming confidence, she emphasized that it was her choices that set the stage for her personalized adventure.

“We don’t usually have the gift of having a master plan,” she said. It is much better to have a series of guideposts in place that ready you for your adventure.



Cynthia “C.J.” Warner. WIST 2011
(Photo by Anita Iyer)

For Warner’s life, these “guideposts” included values, confidence/determination, focus, flexibility, and support. She led the audience through each of her guideposts, painting a picture of her life lessons gleaned through personal anecdotes.

In looking at her values, or what motivates her, Warner shared that she wanted to do something with science to make a difference and work with others. In identifying these motivating factors, she changed majors in college and entered a career in chemical engineering, in which she excelled. Her take-home message for this guidepost was that you will always do better when you are doing the things you like to do.

When Warner next spoke about her gift of confidence and determination, she paid homage to her parents. They raised her to believe that she could do whatever she wanted and enjoyed and not to worry about being different. Her confidence enabled her to navigate workplaces where women were not well represented. She recalled a particular instance at a big oil company when upper management discouraged her from moving up to a position in operations. However, with her confidence to pursue this goal, she earned an advanced degree which ultimately landed her in operations, and ironically, in charge of some of those who had previously discouraged her.

In speaking about focus and prioritization, Warner emphasized that it is critical to identify the basics and become more efficient. She recounted a time when she accepted a new job at a refinery, a job that was exciting but daunting, as her predecessors labored for roughly 18-hour days. However, with focus, she identified the issues and reorganized people at the refinery to work more efficiently, thereby cutting down the hours required for her position. Whether at work or at home (or the balance of both), these skills can create more time and space for one to do something special.

Warner’s career has spanned multiple roles, in multiple locations. This winding path was partly due to her fourth guidepost, flexibility, coupled with receptiveness and readiness for change. Although originally set on living and working in her hometown in Illinois, she was flexible and receptive to the opportunities that led her to Texas and eventually overseas, to forming a career at a big oil company, to her position today with Sapphire.

To Warner, the fifth guidepost, support, is especially important for women since it provides strength, energy and wisdom. “You can’t do it all yourself,” Warner said. Therefore, it is an important skill to reach out and find where to re-energize. Warner still does this today, although her experience began while she worked at BP. Over the years, the women at BP scattered to locations all over the world, making it difficult to find time to get together. They formed an organization that would meet around other business obligations, providing a framework to share and support one another. Although these women are not all at BP anymore, the network still continues today.

“We all have the power to define our own adventures,” Warner concluded the talk. While “peace, love and algae” are making a difference for Warner today, her guideposts have clearly gotten her to where she is and will continue to mark the path for her future adventures.

Guided by an Affinity for Learning

By Amy Duncan

Susan S. Golden, PhD, is a Distinguished Professor in the Division of Biological Sciences and Director of the Center for Chronobiology at UC San Diego. Susan co-chaired the workshop, Climbing the Academic Ladder, at the WIST meeting held on May 14, 2011. Amy Duncan sat down to talk to Susan to learn how she achieved success and to get her advice for others seeking this path.



“Climbing the Academic Ladder” Panelist. WIST 2011
(Photo by Anita Iyer)

As a child growing up in Arkansas, Susan was always drawn to academics. She recalls enjoying general science in junior high school and chemistry in high school. In fact, in 1972, when Susan was in the ninth grade, she specifically remembers, "My science teacher taught us the central dogma of DNA to RNA to protein and required each student to describe this in detail before passing the class." Of course, Susan passed on her first try. However, she did not have a particularly good biology teacher in high school and was not initially inspired in science. Instead, she wanted to major in journalism.

An exceptional student, Susan left no doubt that she would go to college. In high school, she had earned College Level Examination Program (CLEP) credits, similar to Advanced Placement (AP) classes, reducing the number of college classes required to graduate. When Susan started at Mississippi University for Women, she proceeded just as with high school and took one class in each subject. "I had more than a full load, but didn't think anything of it," she recalls. "I enrolled in journalism with the dream of having a glamorous career as a photojournalist for LIFE magazine or National Geographic." But her first day of class was not what she expected. "I got the syllabus and had an epiphany that my reality would be writing descriptions for the obituary section," she says. "I immediately dropped the journalism class and changed my major to biology." The school had good science teachers, but they were not doing research. "There was one ecologist I met, that I am still friends with today, who was doing research," Susan says. She only met him in her last semester; otherwise she says she would have gone into ecology. In her second year of college, she took an undergraduate seminar class and picked the recombinant DNA debate as her topic. This was 1975, the same year as the historic Asilomar conference on the use of recombinant DNA that led to biosafety regulations at the NIH. "This is when I knew I wanted to study genomics and genetic engineering," she says. With her CLEP credits, maximized course load, and straight "A" record, Susan was only 22 credits away from graduating. The dean said she had her approval to take an overload to graduate in May.

"Because I proceeded through college so fast, I never really had a normal peer group," says Susan. In her first year, she recalls roommates that were not very ambitious and dorms clearing out even on weeknights (the drinking age for beer was 18). Her roommate never failed to invite her out, but Susan always declined, which then turned into a rule she felt she could not break. "I would have liked to have had a social life, but would have preferred to go to the movies," she says. "Even if I would have found a network of friends with the same interests, I wouldn't have had enough money." Summarizing her college years, Susan says, "Essentially, I got in and got out, with my nose to the grindstone."

Having completed college in only two years, Susan had no real career plan in mind. While other students were taking jobs as medical technicians, Susan decided to get a master's degree. "I thought I might as well stay in school," she says. She used the Peterson Guide to search for graduate schools and recalls being so incredibly naive. "I looked for schools in the general vicinity with genetics or physiology programs since those were the courses I enjoyed," she admits. Susan narrowed her choices down to physiology at Louisiana State University or genetics at University of Missouri, Columbia. She chose Missouri and got a call from someone who would later become her PhD advisor. It was 1978 and the University of Missouri had an NIH training grant for molecular genetics. "He saw I applied for a master's degree and asked if I would consider a PhD if they gave me a fellowship," she recalls. "I

thought I had died and gone to heaven thinking, 'Someone is going to pay me to go to school!'"

Susan's natural affinity for academics was as strong as ever, but with only two years of college she felt that she might be out of her league. She was concerned that she had not taken physics, so she completed that coursework over the summer. "I felt more deficient than I really was," says Susan. She met with her advisors to express her concern. They admitted they had taken a risk with her, but recognized that she had made so much progress. They reassured her that she would not be bringing up the rear. "By my fourth year, I realized I was just as good as the others and stopped worrying about being behind," says Susan.

Susan also met Jim Golden, one of the other trainees, on the first day of graduate school. He had spent the previous year as a technician and was in great shape from playing a lot of tennis. Susan says, "I had a lot going on my first year: worrying about being able to keep up, breaking up with my boyfriend back in Arkansas, and feeling giddy, falling in love over Jim." Susan and Jim were married at the end of their first year. Jim was the star graduate student studying developmental genetics in *C. elegans*, publishing in Science and PNAS. They did their postdoctoral work in the same lab at the University of Chicago, where Jim switched to study cyanobacteria, which Susan learned years later was a strategic move on Jim's part, giving them a split-position faculty fallback option if the job hunt for two did not go well.

Jim continued his success in their postdoc, discovering developmentally regulated genome rearrangements in multicellular cyanobacteria in cells that differentiate for nitrogen fixation. Susan also had a good story regarding photosynthesis genes. A year into the postdoc, Susan got anxious about job hunting with a "two-body problem" and started applying for faculty positions. She says, "There is a recruiting season and with Jim's recent publications, I didn't want to miss the window of opportunity." The timing could not have been better. "In 1984 traditional university biology departments were trying to go molecular and were expanding and hiring for multiple faculty positions," Susan says. "We got interviews and offers from two institutions." They accepted positions at Texas A&M University. The next fall, Susan says, these positions were all filled and there were few jobs available.

At Texas A&M, Susan developed tools to study how light regulates photosynthetic genes in cyanobacteria. "My graduate student had casually observed cycling in cyanobacteria, and we were aware others had described rhythms, but we always had enough to do and didn't explore it on our own," Susan says. "There were reports of circadian rhythms in some cyanobacteria, but those strains were difficult to grow and transform, making it impossible to dissect mechanisms." In 1986, Susan was contacted by Carl Johnson from Vanderbilt University to collaborate on using cyanobacteria as a simple model system for understanding circadian rhythms. They published their initial findings with Takao Kondo from Japan in a 1994 Science paper and thus refocused her path to studying circadian rhythms. In 2008, Susan and Jim were recruited by UC San Diego, where Susan serves as the Director of the Center for Chronobiology and as faculty at the Center for Algal Biotechnology (SD-CAB) to help engineer cyanobacteria for use in biofuel production. Susan continues to dissect the molecular mechanisms regulating circadian rhythms in cyanobacteria, most recently demonstrating a connection with cell cycle regulation and cell division. In 2010, Susan achieved the highest honor bestowed upon U.S. scientists when she was elected to the National Academy of Sciences.

For Susan, there was never any question that she would be an academic researcher, run a lab, and get funding. Her encouragement was more self-generated than driven by any one person. "If goals aren't obviously set for me, I will find my own," she says. She recognizes she was at the right place at the right time, but she was poised to take advantage of these opportunities. She advises others to put themselves in positions where opportunities can find them. "I am a mixture of pragmatism and ambition, but am at times risk averse," she says. This has balanced out well for her. She says she aims high, but practically high.

Fail Forward: Embracing Risk

By Pat Rarus

Fear of failure can be a brutal barrier to achievement. However, even if adversity occurs, successful people leverage failure as a stepping-stone to success. At the Women in Science and Technology (WIST 2011) May 14th conference, Janet Vohariwatt shared how to turn life's stumbling blocks into stepping stones.

When this CEO of iChanneX, a San Diego-based cloud computing company, grew up in Thailand, women were—for the first time in history—legally allowed to drive a car. Vohariwatt, however, did not waste her time chugging along the local roads. Instead, she and her husband flew by jet, not car, to live in the United States, "giving up everything", in Vohariwatt's words, for more opportunities in America.

Vohariwatt found opportunities eventually, yet stumbled at first. For example, when pursuing higher education, she was told by a San Diego State University (SDSU) advisor that she was not qualified for a master's degree in computer science. Therefore, she stepped back to enter the bachelor's program in computer science. After obtaining A's in multiple classes, she was accepted into SDSU's master's program. To her, this was only a "temporary necessary inconvenience."

Vohariwatt turned another stumbling block into a stepping-stone for her U.S. employment. She joined Xerox Corporation as one of only three women in her office. She then moved to Science Applications International Corporation (SAIC) and rose to the rank of vice president. She eventually started iChanneX.

"If you do something, even if it's not successful, you fall forward," Vohariwatt told the audience. To illustrate her point, Vohariwatt showed a PowerPoint slide on the Relative Law of Failure: "The faster we fail... The sooner we learn... The better we become."

Before taking action on any project, however, one first has to visualize or dream the successful outcome. With that in mind, Vohariwatt showed the audience her "dream slide" with a catchy quote from entertainer Les Brown: "Shoot for the moon. Even if you miss, you'll land among the stars."

Explained Vohariwatt: "It is often difficult for logical thinkers—women in science, for example—to dream of possibilities. However, in your life and in your career, there really are no limits."

In Part II of her slide presentation entitled, "The Pursuit," Vohariwatt showed the audience her own path to success by depicting a series of progressively higher balloons chronicling her rise to the top. They read from bottom to top: Chula (her home town in Thailand), U.S. student to U.S. citizen, a career in Information

Technology, becoming established in her industry, and her current goal of changing the world through cloud computing.

Vohariwatt reminded the audience to avoid negative people and situations by quaintly showing a slide with a cartoonish red devil (pitchfork included), whom she called "Mr. Negative." The devil used four of the negative "C" words: criticizing, commiserating, complaining, and concern. She instructed attendees to "Kill Negative Thinking" by adopting these phrases when challenges occur:

- "It's only a temporary INCONVENIENCE!"
- "At least, I do not have to..."
- "It is due to external causes..."
- "Let's take one day at a time..."
- "It could be worse..."
- "Well... it is the worst... but then we only have the way up from here!"

In her upbeat manner, Vohariwatt concluded with Part III of her slide show titled "The Reflection." She advised the audience to always keep their values despite any unfavorable situation. "Stand for what is right, even if it means you stand alone." She then recalled her first year at Xerox Corporation, when, much to everyone's surprise, her boss was unexpectedly fired. "What happened to this man?" Vohariwatt asked senior management. "He was a good boss. Please give him another chance."

The man was not given a second chance, yet Vohariwatt had no regrets about speaking up anyway. "In all cases, ask yourself what is the worst that can happen?" she explained. "Feel the fear and do it anyway," Vohariwatt emphasized, referencing Susan Jeffers' best-selling book. She concluded her speech to thunderous applause and has since received several e-mail messages praising her presentation.

In her stellar career, Vohariwatt has received numerous awards, including the SAIC Top 1% award for excellent performance, a letter of recognition from the Department of the Navy, the SAIC Spark Plug award, and the Xerox President's Class award. She was also named one of the 2006 San Diego Women Who Mean Business. Her new company, iChanneX, has received the International Trade Excellence Award, the Special Congressional Award, and the California State Assembly award.

Growing Through the Ebb and Flow of San Diego Biotech

By Amy Duncan

Maintain relationships with former co-workers and continue to self-educate. That is wise advice from Michelle Mazzoni, PhD, Vice President of Regulatory Affairs and Quality at Cebix Incorporated, in La Jolla, CA. Michelle led the Regulatory Affairs Career Roundtable at the WIST conference held on May 14, 2011. These lessons have been significant as she has progressed in her career navigating through small therapeutic start-ups in San Diego. In her current role, Michelle oversees regulatory affairs, preclinical development (pharmacology, pharmacokinetics, toxicology), and quality activities for Cebix's drug to treat complications of type I diabetes. Her formal education, job opportunities, continuing education, and the ebb and flow of biotechnology companies in San Diego have contributed to her success.

Michelle received her BME in mechanical engineering from the University of Minnesota and relocated to San Diego to complete her MS and PhD in bioengineering from UC San Diego, where she studied microcirculation. She continued to receive scholarship funding, so she stayed on to complete postdoctoral work and moved into a research bioengineer position. "It wasn't until funding got tight and my position was eliminated that I considered new employment," Michelle says. "I momentarily considered academic faculty positions. However, I just couldn't find the drive and motivation to move out of San Diego to New York or Texas into the life of grants and teaching."

Michelle got her first industry job in 1996 after catching up with a former technician from the lab that was now at Alliance Pharmaceuticals. Michelle was hired on as a Senior Scientist. "My new division vice president had concerns I might have the mindset of an academic and cautioned me that I would not be publishing," she recalls. "In my new role, I didn't dictate the experiments; instead I had to come up with the animal model to test the drugs and their indication," she says. "I was able to draw on my whole animal and animal model studies from graduate school." In fact, she was able to publish and was promoted to Principal Scientist, where she managed a group of scientists and technicians.

"I later inquired about a position that became open that would allow me to move away from managing internal people to managing external collaborations in preclinical research," she says. Michelle approached the hiring manager and inquired about the position. "At the time, I was more soft-spoken and there were concerns if I could influence outside collaborators," she says. "They offered me the job because of my strong scientific background." In her role as Director of Extramural Research and Preclinical Writing, Michelle wrote the in vitro pharmacology part of an approved NDA and contributed to key regulatory milestones. "Here I got exposure and experience in regulatory writing and was able to see the process," she says.

Later the company had an issue in the clinic and had to go back and have a meeting with the FDA. "I got to present at a meeting with CBER [the Center for Biologics Evaluation and Research] and meet the regulatory people and get a sense of how things worked," she says. "I was interested to learn more and took a GLP [Good Laboratory Practices] class at UC San Diego Extension." Knowing that her company was struggling, and that she did not have the diabetes or oncology expertise to land the local research-based jobs at the time, she enrolled in a 10-class regulatory affairs certification program at UC San Diego Extension, which she completed in 2004.

While job searching, Michelle taught group fitness classes at a gym. One day, she was talking to one of her students and happened to ask, "Where do you work?" It turned out that the student just got a job at TargeGen, Inc., a start-up therapeutics company, and let Michelle know about a regulatory position that was available. "Although I didn't have direct practical experience, I had the PhD they desired and the experience in writing and animal models," she says. "I hit it off with the hiring manager and he could see my motivation to finish the regulatory certificate." He took a chance and hired Michelle in 2004 as Director of Regulatory Affairs and Drug Development, overseeing regulatory, project management, and toxicology activities.

Her four years there included the preclinical development and filing of Investigational New Drug (IND) submissions for three small molecule drugs. She also hired and trained two regulatory associates new in the field. Foreseeing difficult company financial times ahead, she left the company in 2008 as a Senior Director and landed her

next job at SGX Pharmaceuticals, Inc. through a recruiter. This position as Senior Director of Regulatory Affairs was short-lived, as she was laid off three months later after the acquisition of the company by Eli Lilly. In her short tenure there, however, she led the filing of an IND submission.

There was a period of unemployment of about four months after SGX. "At this point I considered consulting," Michelle recalls. But once again, her network came through and she heard about Cebix through an ex-coworker friend. She started in January 2009, taking on a role similar to the one she had at TargeGen. She is responsible for developing preclinical pharmacology and pharmacokinetics models, overseeing toxicology studies, developing regulatory strategies in the US and Europe, and assuring the company's quality compliance. Under her direction, the company recently filed an IND submission for a peptide now in clinical development.

Michelle continues to teach cardio and yoga at 24-Hour Fitness and spends time with her daughter she adopted six years ago as a single parent. She also continues to self-educate. She is Regulatory Affairs Professionals Society (RAPS)-certified in the US, Canada, and EU, and is attending the RAPS business development program at Northwestern University this June. By learning and developing new skills in regulatory affairs, she has been well positioned to contribute to this key role in local therapeutics companies. Combined with her networking, she has been able to navigate the uncertainty in our local start-up community.

Life Lessons Learned from WIST 2011 **Keynote Speaker Margaret "Peggy" L. Johnson** By Rachel Duron

On Saturday, May 14th, participants gathered at the Salk Institute for Biological Studies for the 2011 Women in Science and Technology (WIST) Conference entitled, "Embrace Change: Opportunities in the New Decade."

Those participants lacking caffeine in the morning had no problem waking up during the first keynote address by Margaret "Peggy" L. Johnson, Executive Vice President and President of Global Market Development for Qualcomm. With absolute enthusiasm and witty humor, Johnson recounted stories from her life and how they have shaped what she has learned in her talk titled, "Life, Lessons and Leadership."

Johnson was raised in a large, Irish Catholic family (she was child seven out of eight). Her father passed away from a heart attack when she was very young. Her mother, alone with no job, advised Johnson and her sisters, "You must have a career so this doesn't happen to you." While the family managed and her mother eventually remarried in a manner reminiscent of the Brady Bunch, this advice resonated with the girls in the family—all went on to college and established careers.

Although Johnson loved science in high school, she did not have the encouragement to enter science in college. However, while working at SDSU delivering mail, a chance encounter with two ladies in the engineering department inspired her to change majors, even though she did not understand what engineering was about. During college, Johnson participated in an exchange program in Japan, learning Japanese and enjoying scientific problem solving.



WIST Keynote Speaker Margaret "Peggy" L. Johnson 2011
(Photo by Anita Iyer)

In her final year at SDSU, she also worked as a full-time intern at the GE naval ocean center. Coding software to launch weapons, she joked that she could not keep port and starboard straight, and hoped they never had used her programs.

Johnson also recalled numerous and humorous experiences at Qualcomm that impacted her. As an engineer working on data applications for trucking communication, she learned a valuable lesson in asking what the problem actually is and how that can advance business solutions. Explaining the technical aspects of the devices in lay terms to clients and "seeing the light go on" was exciting to her. Eventually, with the encouragement of her business managers, she transitioned away from engineering into the business and sales side. While working as the head of international business, she relied on some of the knowledge gained from her time in Japan.

In global market development, Johnson currently deals with new business for Qualcomm. Although she has faced many challenges over the years, many that "made her want to jump ship," rather than give up, she instead asked herself how she could change things. "As soon as you have a goal, things get better, though not always overnight," she said.

In conclusion, Johnson summarized the lessons she learned from her experiences:

- 1) Get to an area you are passionate about. "Seek out what you are excited about because you'll do a better job."
- 2) Find the right opportunities and work hard at them. At the workplace, find what creates value and go for it. "Anything that is worth it will take some time."
- 3) Think globally. There is no excuse for not knowing what is going on and other people's sides of the story—that knowledge is leverage.
- 4) Roll with the punches.
- 5) "Don't define yourself solely by your work." In work-life balance, it is important to give time to both.

During the last lesson, Johnson held up a plastic ball that each of the audience members had received at the beginning of the talk. She explained that all facets of life need to be juggled, and while it is okay to take one and place it on the table, you never want to drop one. The ball always helps her remember this last lesson.

The Art of Negotiation with Linda Barkacs

By Christine Shulse

Linda Barkacs, Assistant Professor of Business Law at the University of San Diego, led a workshop titled "The Art of Negotiation" for the attendees of WIST 2011. During this highly interactive workshop, Barkacs outlined how we should prepare for negotiations. To do this, we can follow the S.O.S. method – evaluation of Self, Other, and Situation. Self-evaluation starts with identifying our "Best Alternative To a Negotiated Agreement," or BATNA. In other words, what will you do if you cannot get a successful negotiation? We also need to identify our reservation point, i.e. the bottom line. Barkacs pointed out that this is subjective and may be less than our BATNA. The final step of a self-evaluation consists of identifying the target, or aspiration point. To find this, ask yourself "If this were a perfect world, what would the package look like?" After identifying this target, be sure to make your first offer above it! There will always be concessions made in the course of negotiations.

Many people stop preparing for a negotiation after completing the self-assessment step. However, evaluating the other party is equally important. Barkacs emphasized that we must separate the people from the problem. The outcome is rarely satisfactory when we negotiate with people we dislike. If the person is the problem, it is best to just walk away.

Finally, it is time to assess the situation. This includes the relationships involved, which women may tend to focus on. Equally important is the potential effect of this negotiation on our reputations. Our professional spheres are not large and acting in a dishonest manner will have effects down the line.

After outlining this method for structuring negotiations, Barkacs switched gears to discuss the research on women and negotiations. Although gender is not a reliable predictor of negotiation outcome, there are some general trends, many of which are discussed in the book "Women Don't Ask," by Linda Babcock and Sara Laschever. One anecdote from this book took place at a research university. Female Ph.D. students noticed that the male Ph.D. students were teaching their own courses while the women were perpetual teaching assistants. When the female students took this issue to the Dean, he reported that only male students had actually asked to teach their own course. Many women may believe that the world is a meritocracy, when in reality it is not. You have to go out and ask for what you want and deserve.

One last lesson from this workshop was never to accept a first offer. Even if an employer has a rigid salary scale, there is still the possibility of negotiating a signing bonus or additional vacation days. If you find negotiating difficult, Barkacs recommends looking at it as an opportunity rather than a test of your abilities. And indeed, it is an opportunity. Eighty percent of employers are willing to negotiate salaries, but only 30% of employees actually try to negotiate. That's a lot of money left on the table!

AWIS-SD at San Diego Science Festival's EXPO Day

By Denise McKee

Stimulating the minds of over 30,000 participants with hands-on science and engineering activities, EXPO Day concluded the 2011 San Diego Science Festival (SDSF). Amongst the 150 booths lining the perimeter of PETCO Park on Saturday, March 26th, AWIS-SD had the slimiest.

Organized annually by UC San Diego, SDSF is a weeklong event filled with science and engineering festivities across San Diego County. During EXPO Day, several organizations and communities join together to support their students' pursuit of careers in science, technology, engineering and math. AWIS-SD demonstrated their support with oobleck.

Oobleck, a goeey mixture of cornstarch and water, sparked the curiosity of all participants, from infants to elders. Like quicksand, when little or no pressure is applied, oobleck mimics a liquid. Yet when an adequate amount of pressure is applied, it forms a solid. Since oobleck does not follow the classic laws of a Newtonian fluid, described by Isaac Newton, it is logically considered a non-Newtonian fluid.

Participants enjoyed the slimy, paradoxical material oozing through their fingers as they eased their hand through the open container filled with the goeey mixture. As they attempted to quickly remove their hand, amazement shot through their eyes as the oobleck instantly transformed into a solid, capturing their escaping hands.

With the direction of April Creese, a member of the AWIS-SD outreach committee, and the help of other AWIS-SD volunteers, participants received their oozing science lesson. Like fireworks, EXPO Day concluded the SDSF with a sparkling bang.

Greater San Diego Science and Engineering Fair and Awards Dinner

By Denise McKee and Alexis Pasulka

Budding scientists swarmed Balboa Park Activity Center, Wednesday, March 23rd, for the 57th Annual Greater San Diego Science and Engineering Fair.

With over 800 tri-pod poster boards lining the aisles filled with cutting edge high school and junior high science fair projects, science was in the air. AWIS-SD members and community volunteers spoke with several young women scientists who enthusiastically communicated their research discoveries. Although all the young women were impressive, only a small selection was awarded by AWIS-SD.

Select individuals were recognized at the Greater San Diego Science and Engineering Fair Awards Dinner on Saturday, April 16, 2011 at the Scripps Institution of Oceanography, Martin Johnson House. Organized by the AWIS-SD Outreach committee, this awards dinner is held annually in celebration of the next generation of scientists.



AWIS winners of the Greater San Diego Science and Engineering Fair 2011
(Photo by Alexis Pasulka)

With their families, teachers, and current AWIS-SD members, the young women had the opportunity to display their posters, once again, and talk with a supportive crowd about their findings. Their fantastic projects reflected their extraordinary ambition. AWIS-SD found great pleasure providing these young women with a second opportunity to share their hard work with other women interested in science.

Dody Sears, President of AWIS-SD, presented the young women with their awards and welcomed them into a community of women in science. While enjoying dinner, the young women conversed with several AWIS members, discussing their research and experiences as AWIS-SD members. With a hugely successful science fair and dinner, AWIS-SD looks forward to these celebrations for years to come.

Strategy Session: Develop Your Financial Acumen

By: Margo Streets

The June Strategy Session was organized by Kai Zhang and Grace Nakayama. Two guest speakers, Charlie Zieky (CPA, PFA) and Bonnie Moseley (CFP), were informative in their presentations and eager to answer questions from attendees. The session focused on four areas of personal finance: past, present, and future finances and managing one's finances during unemployment.

A quiz of personal finance knowledge began the topic, encouraging audience participation. Attendees demonstrated good general knowledge.

The key to the discussion of past finances was debt. They addressed both good debt (student loans and mortgages) and bad debt (credit card and other consumer debt). A key suggestion for eliminating debt was the analogy of a "debt snowball".

For current finances, the important point was to pay yourself first, before that money disappears. Additionally, creating a personal budget helps determine the cost of maintaining one's lifestyle.

Future finances dealt with saving for retirement and college. The differences between retirement accounts including 401(k)/403(b), Roth 401(k), Individual Retirement Accounts (IRAs), and Roth IRAs were discussed. Three options for a child's college fund were also presented.

Nakayama presented the concept of an austere budget during a period of unemployment. She presented three priorities during this time: health insurance (such as coverage under the Consolidated Omnibus Budget Reconciliation Act [COBRA]), automobile expenses, and housing payments (mortgage/rent, insurance, taxes). The take-home point of the night was: it's your money; you have to take care of it!

The committee would like to thank the Keck Graduate Institute for sponsoring the session as well as the guest speakers for their time.

News Update on AWIS Members

Dody Sears, President of AWIS-SD, was promoted from Assistant to Associate level of her professorial track in the Department of Medicine at UCSD in May.

Her criteria for promotion were: research productivity, national and international recognition for expertise in and quality contributions to field of research, teaching commitment and evaluations, university and community service.

Her research goals are to define pathogenic mechanisms regulating obesity, insulin resistance and type 2 diabetes and identify relevant biomarkers and therapeutic targets for clinical application.

Other activities, in addition to those with AWIS-SD, are Vice-Chair, UCSD School of Medicine Recruitment and Admissions Committee; Director, Translational Research in Energetics of Cancer Center Pilot Projects Program; President, American Diabetes Association San Diego Area Community Leadership Board.

Christine Shulse recently published a paper: Shulse C., and Allen E. (2011) Widespread occurrence of secondary lipid biosynthesis in microbial lineages. *PLoS ONE* 6(5): e20146, doi:10.1371/journal.pone.0020146.

Upcoming Events

AWIS 40th Anniversary Picnic and Nature Walk

July 16, 2011, 10:00am - 02:00pm, Standley Park

Join us to celebrate the 40th anniversary of AWIS! We will start at 10:00am with a family-friendly guided nature walk in Rose Canyon, followed by a potluck picnic at Standley Park. Bring your favorite picnic dish to share, and we will provide water, other non-alcoholic beverages and a birthday cake for AWIS.

Guests are welcome! NO CHARGE for anyone for the potluck! The nature walk is FREE for members, non-member adults are \$5, kids are free. For directions and to registration, please visit www.sdawis.org/events.

Mid-Career Coffee Club

July 21, 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

July 26, 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

Strategy Session – Develop Your Brand

August 01, 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 July/August 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

We welcome **Tiffany Hernandez** and **Pat Rarus** to the newsletter committee.

Rachel Schwartz is stepping down as a committee member. We greatly appreciate her contributions to the newsletter.

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 **August 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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To contact the Board, visit the following website:

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

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