



# AWIS NEWSLETTER

ASSOCIATION FOR WOMEN IN SCIENCE  
San Diego

*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 AWIS-SD Members & Friends,

Fall is here, and with it come new opportunities for learning, networking, career advancement, outreach, and fun with friends and family. AWIS-SD has terrific upcoming events to facilitate these opportunities for you, including a Strategy Session about optimizing your presentation skills, a Happy Hour, Open House, and our annual Career Day outreach event. I hope you enjoyed one of our summer events. Our tour and potluck lunch at Suzie’s Farm was so much fun! I learned a lot about organic farming, made new friends, and gathered up a WIST tote-bag full of fresh produce to take home, much of which I have not seen in local markets. I enjoyed tasty sautéed peppers, fresh eggs, and some fabulous heirloom tomatoes later at home. I didn’t know that egg shells could come in all the many colors that they have there! See the article and photos herein for more on this fun and educational excursion. We also had a Strategy Session about enhancing equality in the workplace, which was well-attended. It was exciting to participate in and learn from the presentation and lively group discussion. You can read more about the event and the topic in this Newsletter edition.

If you are looking for volunteering, networking, and leadership opportunities, I encourage you to consider joining one of the AWIS San Diego Committees and/or getting involved with our new Chapter initiatives, including the Mentorship Initiative and the Back to Work Initiative. What is the Back to Work Initiative? Learn more about it by reading the article in this newsletter. We are always happy to welcome new member volunteers and participants in all our various activities, so join in!

The historical strength of our Chapter to succeed in our

mission is ultimately dependent upon outstanding volunteers. You can acknowledge the commitment, creativity, time, and enthusiasm of our Chapter volunteers through the annual Volunteer Awards. The Board and I enthusiastically seek your nominations of non-Board members for our Volunteer Award categories of Innovation, Rookie of the Year, Outreach/Community Service, Leadership, and Outstanding Volunteer. You can email your nominations to me until October 15th. Awardees will be announced at our Open House later this Fall. Please also email any other comments or suggestions for our chapter at [president@awissd.org](mailto:president@awissd.org)

Most sincerely,  
*Dody*  
Dorothy (Dody) Sears

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## Member Profile: Sarah Foregger

by DeeAnn Visk

Sarah Foregger, Ph.D., is a new AWIS member who has bridged the gap from academia to industry by transitioning from a professorship at University of San Diego (USD) to her present position at [Life Technologies](#) providing consumer insights and evaluating usability of the company website. AWIS-SD sat down with her recently to find out more about her.

### Tell me about yourself—I know we share Michigan State University (MSU) as our alma mater...

I did my undergraduate work at Marquette University in Milwaukee, Wisconsin. I didn't know what I wanted to major in (I'm impressed with any 17-year-old who does!), and I took many courses in different departments. Psychology, Biology, and English were my favorite courses, but I took a persuasion course with Dr. Gary Meyer in the Communication Studies Department my junior year and decided to major in Communications. Upon graduation, I spent a year volunteering with AmeriCorps at two different sites, the first of which involved building fences to keep cows out of sensitive watershed areas. At the other site, I assisted rural students in Oregon in locating and applying for scholarships to college.

During this time, I realized I wanted to go back to school and emailed Dr. Meyer for advice. I still remember him telling me "There is only one place to go to study persuasion: Michigan State!" Therefore, I applied to MSU for my graduate studies in Communication. Dr. Meyer was right: [MSU is a top school for communication](#). When people hear "communication" they think of many different things – journalism, mass media, the internet – but my graduate work was essentially social psychology. The Communication Department at MSU has a strong belief in using empirical research to discover truths about human behavior and cognition. So, I'm trained as a social scientist.

### What was your thesis work on?

For my thesis, I was interested in studying anxiety and its effect on memory. Therefore, I conducted an experiment utilizing anxiety induction. For my dissertation, I thought creating a survey would be much easier – so I set out to determine the motives people have for their uses of Facebook. In 2005, people didn't know much about Facebook. Even though I collected data remotely through online survey tools, it still took multiple studies and much longer than I thought.

### What made you decide to leave academia?

I find it best to focus on one item at a time. If I was teaching, I wanted to devote myself to instruction. I did not want to

have to teach students all day and then apply for research grants. I found being a professor isolating from both other people and reality. So after four years at USD, I left by mutual agreement.

I traveled and visited friends whom I hadn't seen since starting my graduate work. One of them was working for the State Department on an American Association for the Advancement of Science (AAAS) Fellowship. She recommended AWIS as a potential source for bridging the gap from academia to industry and connecting with women in San Diego who have interest in science education outreach.

### How does your area of expertise in communication mesh with science?

Studies in communication and social sciences require a good grasp of the scientific method. Since you are studying concepts that are often not directly observable, the studies conducted must be well designed and executed as objectively as possible. I really enjoy thinking about how to best study the question at hand, planning methods, and analyzing the results. In my present position, I study how people use web-based tools, applications, and, of course, web pages. My job is awesome - I get paid to think!

### What are some of the differences between academia and industry?

The industry time line is much shorter regarding final results. A dissertation is written over a series of months or years, while in business the deadline is measured in weeks or days. On the plus side, you have instant gratification: no waiting through a lengthy peer review process. On the negative side, the turnaround is so quick that you may have to make an inference based on data that wouldn't be considered "airtight" in academic research.

### I am very interested in how you found your present position via LinkedIn. How did it happen?

I crafted my [LinkedIn](#) profile to emphasize how my analysis and research methods experience translated to a field I was interested in (User Experience/Usability Research). Anyone can search LinkedIn for keywords in profiles. I think my recruiter found me by searching keywords and landing on my profile. She contacted me through LinkedIn and asked me if I was interested in applying for a contract position at Life Technologies. I applied for and got the contract work in April 2013. Life Tech just converted my position to full-time in July.

### Some of AWIS-SD's members are trying to transition from academia to industry – any advice for them?

Get a LinkedIn account and tailor it to the jobs you are seeking. Go to industry events to network with people; make business cards saying what you want to do and use them. I

also used keywords to search through LinkedIn to find people in my network with similar backgrounds holding positions I was aiming for. I sent a message to one user and he responded enthusiastically. We ended up talking several times on Skype about career paths; he helped me tailor my LinkedIn profile towards my goal industry.



Sarah Foregger  
photo by DeeAnn  
Visk

People want to help – make it known that you would like to work in industry. Find peers from grad school who may now work in industry (especially your field of interest) and connect with them on LinkedIn. Then contact them for informational interviews. Finally, spend time converting your CV to a resume format familiar to human resource (HR) departments.

#### Why did you first get involved with AWIS-SD?

I joined AWIS-SD on the advice of my friend for its networking potential. I really enjoy San Diego and wanted to continue working here, so learning about the organizations in the area of science and biotech seemed to be a good move. I am also interested in science education, which I think is a big part of the Outreach Committee in AWIS-SD. (Interviewer's response: Yes, it is. Any member interested is welcome to join that committee.) Finally, I'd like to apply for the AAAS Fellowship this year, so I thought AWIS would be a good way to find a mentor or past fellow who would share advice on putting together the strongest application.

#### What do you do when you aren't working?

I like swimming in the La Jolla Cove, volunteering at a foster home for cocker spaniels through [San Diego Spaniel Rescue](#),

participating in my book club, and meeting new people. I loved playing [Sunset trivia](#) with a group of friends – we got to the semi-finals! I also like to refinish and repurpose old furniture, but I haven't had time since I started working at Life Tech.

#### Anything else you would like to add?

It took me a long time to learn this, but if you get (or are getting) your Ph.D., but don't feel academia is a perfect fit, that is OK. Academia has a certain mindset rather like tunnel vision. People get shuttled into more academic research and don't see that other options exist. Additionally, I think people with doctorates tend to be seen as over-educated and under-experienced in industry. It can feel a little bit like you are stuck. So, think of your transition from academia to industry like a research project: gather information, talk to people, and most importantly: self-present in a way that matches the area you are interested in. Remember: most people want to help, so reach out.

**Thank you for your time and insights into transitioning from academia to industry.**

### Resume Workshop for Postdocs

by Gloria Lefkowitz

I recently attended a Resume Workshop for Postdocs led by Dr. Barbara Preston and organized by fellow AWIS member Dr. Virginia (Ginger) Hazen of the University of California San Diego (UCSD) Postdoctoral Affairs Office.

Dr. Preston had over a decade of experience on the bench by the end of her postdoc at UCSD. She then went into marketing, a non-academic career, prior to joining a recruiting company and eventually founding her own firm.

One of the important aspects to consider during this transition is that CVs are not industry-friendly resumes. The academic job application usually consists of a cover letter, CV, reprints of your articles, and reference letters from your advisors. More apparent in an academic application are pedigree and the specifics of your background and training. The reviewer in this case is likely to know of your advisor and references and may be in your field or a related one.

For a job in biotech, the CV is an insufficient tool to pique the curiosity of the hiring manager. While both academic and industry reviewers look for signs of productivity, in industry, the impact of the work needs to be communicated. For instance, did the paper lead to a new direction or approach? Two other qualities that need to show through on a resume are innovation and co-operation. Workshop participants utilized worksheets with common questions and a phrasing guideline to build a profile illustrating their strengths and concrete results.

Another point is how to best summarize your qualifications. Dr. Preston recommended against a blanket objective. Some common but superfluous phrases (e.g., be part of an enthusiastic team, looking for a management position) may be inadvertently used to screen out applicants. A profile or summary statement, on the other hand, defines your skill set or your expertise. This area of high expertise can be a discipline and various approaches to study it or it can be an approach that can be applied to many disciplines.

Resume length was discussed; the two-page limit is a debatable rule. Some fields, such as business development or marketing, expect no more than two pages. For scientist positions, however, having the most relevant points on the first page, with the list of accomplishments and experience on later pages, demonstrates productivity. In addition, with the prevalence of electronic submissions and screenings, page number may be less of a restriction.

Other topics covered included sample resumes for non-bench careers, suggestions for building networks in the industry, passive or vague phrases to avoid, and other resume formatting tips.

Resources:

- [UC San Diego Office of Postdoctoral & Visiting Scholar Affairs](#)
- [PharmaScouts](#)
- [Career Opportunities in Biotechnology and Drug Development](#), by Toby Freedman, offers in-depth interviews, including compatible personality traits and day-in-the-life scenarios of various positions
- [Knock Em Dead](#), a series by Martin Yate, which covers resumes, cover letters, etc.

### **Hera Hub – a Coworking Space for Women**

by Nurith Amitai

Imagine yourself at a spa. Muted colors, soft lighting, the faint fragrance of scented candles. Beautiful artwork hangs on the walls, a fountain bubbles gently, and a pitcher of fruit-infused water awaits to refresh your palate.

Now imagine that this peaceful space is your workplace. Better yet, it is a workspace that is home to a community of women dedicated to supporting each other in their projects and ambitions.

This dream is what Hera Hub aims to offer women throughout the San Diego area. Founder Felena Hanson created Hera Hub when she found that working from home was too isolating while, paradoxically, also being full of distractions – with laundry, dishes, and visitors vying for attention. So she set about creating an alternative – a

coworking space for women. Female entrepreneurs, freelancers, independent consultants, and employees working remotely for out-of-town companies can find an environment in Hera Hub that is less solitary than sitting at home and bestows a more professional address than working out of the local coffee shop.

Beyond just feeling less lonely, the other women at Hera Hub actually constitute its greatest resource. In a job world that can often still be a boy's club, Hera Hub was established to give women an inviting, supportive space where they could grow their business and connect to others like them. Women can meet and network, share their knowledge and skills, give each other feedback, provide mentorship to one another, and build lifelong relationships. A "business card wall" has facilitated many referrals and collaborations. Hera Hub also had a cadre of "gurus" who specialize in a range of topics ranging from small business law to video production or creative writing. Members and non-members alike can avail themselves of their expertise, which has been vetted by the Hera Hub management.

In addition, the office infrastructure at Hera Hub includes numerous practical resources. Computers with essential software, printers, copiers, and fax machines; small and large meeting rooms, some with AV equipment; a video room with a green screen; a lending library with business books as well as personal literature – these and more can be accessed by Hub members.

All these benefits do not come free. Membership requires payment of a monthly fee; different price levels are available for different needs and budgets.

Hera Hub aims to provide space that is both feminine and professional. The setting appears less like a traditional office space and more like the spa described in the opening paragraphs. The walls display rotating art shows featuring local female artists. Desk chairs and standing desks coexist with comfy armchairs and couches. A kitchen offers coffee, snacks, and yes, spa water. The open general coworking area at the Sorrento Mesa location can get a bit noisy, but a fountain and a fan provide white noise to shield the quiet coworking area off to the side, and a "phone booth" where members can take cell phone calls help keep the volume down.

Regular events – some open to the public, some members only – include workshops and classes on a variety of subjects, a writer's lounge, lunches and happy hours, art receptions, movie nights, and a book club. The recently launched Rising Venus, a startup incubator for female-led companies, teaches business "labs" on topics like intellectual property or marketing. Internship, corporate externship, and "experienceship" programs help members expand their experience.



As two organizations dedicated to promoting women, AWIS-SD and Hera Hub have a longstanding relationship. Hera Hub has hosted several events at its Sorrento Mesa location, including past AWIS-SD Open Houses and the AWIS-SD Speed Networking Event.

Hera Hub has locations in Sorrento Mesa and Mission Valley. A third location, in Carlsbad, just opened at the beginning of August. In the coming years, the organizers of Hera Hub hope to use franchising to expand their model nationwide and even globally.

You can find out more about Hera Hub on their [website](#).

**AWIS-SD Family Fun Activity:  
Visit to Suzie’s Farm**

by Georgina To’a Salazar and Corine Lau

We know we’ve reached Suzie’s Farm when, near a dirt road, we spotted a sign with a dog standing guard – Suzie, the farm mascot! Established in 2004 and located just thirteen miles south of downtown San Diego, Suzie’s Farm is a 140-acre USDA-certified organic farm growing over 100 varieties of sustainable seasonal vegetables, herbs, flowers, and fruits year round.



We – 20 or 30 members of AWIS-SD, as well as family members and friends – parked in a dirt lot and eagerly headed toward the picnic area where our farm adventure would begin. We were all suited up for a full morning on the farm, wearing the requisite long pants and close-toed shoes. Guest safety is a priority at Suzie’s.



Near the picnic area stood several rustic shelters – one was a stand selling fruits, vegetables, eggs and other farm products. Beyond the Farm Stand, there was a large enclosure housing pastured chickens. These organic-fed chickens produce eggs of different colors, including pink and green. Fields of vegetables ready for harvest, surrounded by lovely wind-breaking “fences” made of sunflowers, beckoned in the distance.

After sign-up was complete, we split into groups of about 10 and left the picnic area to take a docent-led walkabout through the farm’s fields. Docents taught us about the meaning and importance of organic farming, ecosystems, plant development, and home gardening technique. We learned about sustainable farming and unique varieties. The highlight of the tour was the harvesting of Suzie’s delicious, ripe veggies right from the fields. Before we arrived at the sunflower-fenced fields, we thought there might not be enough vegetables for our large, enthusiastic group. But, as it turned out, everyone had as many squash, peppers, cucumbers, zucchini, as was possible to carry! After the tour, we filled our own six-pack flowerpots with Suzie’s farm-made soil blend, going home with several seed types ready to grow.



We finished our visit with a potluck picnic lunch and a game of “people bingo” under the trees at Suzie’s picnic table area next to the fields. We attempted to complete “people bingo” with the fastest time by matching the description in a bingo square with a different person. It was a great opportunity for us to get to know each other, since many had not met before. We left pleasantly tired from a long morning’s walk, excited to meet one another again and also to return to Suzie’s to try some of their other tours – including a pickling tour.



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**July Strategy Session:  
Enhancing Equality:  
Mitigate Gender, Cultural, and Generational Bias**

by Hanne M. Hoffmann

The year's fourth strategy session was held at Jones Day and focused on enhancing equality by identifying your personal biases. The session was prepared by Kaumudi Joshi and Beth Cisar. The workshop was divided into four general areas: why are we biased, how to identify unconscious bias, how to mitigate bias in the workplace, and how to minimize the negative effect of biases.

We usually think of biases as something negative. This is not always the case. Biases help us make faster decisions by following our preconceived preferences. Although most of us are convinced that we are not biased, it is almost impossible not to have some preference. As we cannot change our nature of being biased, the best we can do is to identify our biases so we are aware of them, thus enabling us to limit their impact on our decision-making and work.

During the presentation, Cisar focused the talk on how to identify unconscious biases and how to mitigate them. The presenter started by discussing two major types of biases: bias for those towards whom you feel an affinity and bias against those towards whom you do not feel an affinity. The first type of bias can play in your favor during a job interview. For example, if you get along really well with the interviewer, you might get favored over another candidate with a better résumé. Conversely, the second type of bias can work against you in a job interview if you and the interviewer perceive each other as being very different.

The next topic was: "How do we identify unconscious biases?" As the name indicates, these biases are unconscious, so you are not aware of them. In order to be able to discuss this topic properly, all participants at the strategy session were encouraged to visit a site constructed to [uncover unconscious biases](#). Many participants shared their results and admitted surprise at the outcomes. Using these kinds of tests helps us become aware of our biases. The next step is to take action to correct your biases and share with others the importance of becoming as unbiased as possible; this is particularly true at work.

Cisar illustrated how the formulation of a job offer can influence whether a man or woman will apply. We all have words we associate more strongly with men or women; For example, it is more common to associate words like risk-taking, leader, and competitive with men; by contrast, words such as sensitive, nurturing, and understanding are associated with women. If the words used in a job description are more frequently linked to men, predominantly men will apply for the job. To circumvent this, it is important 1) to use gender-neutral words and 2) to use

more varied adjectives to describe both men and women. Numerous examples were discussed during the session, illustrating how much the wording influences our interpretation of a text.

In conclusion, we conversed about how to encourage positive change in different situations where we might have a biased opinion. Many good ideas were discussed, such as how we handle defensive feelings when confronted about biases or how we screen an employer for having preferences towards a group of people.

This session taught us that we cannot live without being biased. However, to make the workplace more equal, it is important that we all identify our biases and discuss the topic at work to make people aware of its existence and of ways to mitigate it. If we all take action, we will hopefully, over time, decrease the influence biases have in our work environment.

### Managing Diversity

by Shweta Sharma

The United States of America welcomes talent from around the world, and hence, has a large number of immigrants from all over the world. More immigrants mean more diversity in institutions and at work places.

Is diversity a bane or boon? Diversity in the workforce means including people of different genders, races, nationalities, ethnic groups, age groups, religion, and physical abilities [Managing for maximum Performance – Greg Goates & [http://en.wikipedia.org/wiki/Diversity\\_\(business\)](http://en.wikipedia.org/wiki/Diversity_(business))]. Hence, there becomes a need to learn how to deal with and manage diversity. Diversity, if managed effectively and harmoniously, can increase productivity substantially. A diverse workforce is likely to bring in different perspectives, different ways of doing things, unique work and behavioral styles, and a wide range of views. As a result, diversity can improve the decision making process because a variety of people contribute new perspectives. Also, employees from a diverse background can better relate to customers from dissimilar circumstances. Hence, diversity leads to improved results, better customer service, and an enhanced customer base. So, yes, diversity is absolutely a positive aspect that we can have professionally and in our social interactions as well. As Steven Covey said, "Strength lies in differences, not in similarities."

However, multicultural and diverse settings and workplaces can present some challenges to both the employees and the management per se. The managers need to be sensitive to the needs of the diverse group, such as cultural requirements and gender specific family responsibilities. Both need to make a conscious effort to make sure that no one is left out from any activity just based on race, gender, and ethnicity. Many organizations organize picnics, social gatherings, lunches, Christmas celebrations, etc. to boost the community spirit, promote group activity, and enhance communication

outside the workplace structure.

Can there be any conflicts due to diversity? In my experience, not conflicts per se, especially, if the group, as well as management, is aware of the needs of the diverse group. However, there could be moments of disconnect in communication, humor and sometimes embarrassment due to differences in perceptions, language, accent, expressions, social behavior and manners. For example, one of my friends, a manager in a manufacturing plant, shared that once he requested his team to meet “on his desk” instead of “at his desk”. This resulted in much chuckling and giggling. Another friend of mine used to say “boofay” for buffet, and quickly learned that the correct pronunciation was closer to “buffer”. In the present day, given the multicultural societies we live in, people are attuned to these situations and feel comfortable with different accents and tones. Organizations can, perhaps, further encourage diversity by hiring folks from different backgrounds on equal merit and talent.

We can start encouraging diversity early during childhood. Parents, teachers, and caretakers can help. To quote Maya Angelou: “It is time for parents to teach young people early on that in diversity there is beauty and there is strength.”

### **New Initiative Helps San Diego Women Return to Work**

by Madeline McCurry-Schmidt

The Association for Women in Science—San Diego Chapter is ready to help women get back into the workforce. The Back to Work Initiative, which began earlier this year, plans to help women find internships and supporters in industry and academia.

The Back to Work Initiative is led by Maha Gerbara-Lamb, Ellen Dunn and April Cresse. All three women are researchers who took time off to raise children.

“I took time off after I did two postdocs,” said Gebara-Lamb. “The big gap in my CV made it really hard to get back into work.”

Gebara-Lamb took additional courses, but she soon realized that she needed to get an internship to transition back to the workforce. This challenge inspired her to connect with other women returning to work.

One way for women to get involved in the initiative is to attend the regular Back to Work Coffee Club. Women in the club share their experiences and give tips that could help other women.

“We meet many women who are facing similar challenges,” said Gebara-Lamb. “There are many reasons for career gaps in the women of our group.”

Some women took time off to help elderly parents or work in other disciplines. Others were laid off from their jobs. The initiative also includes women who are at work, but are interested in taking time off to raise children someday.

Gebara-Lamb encourages all AWIS-SD women to get involved.

“They could ask their employers if they would be willing to offer internships for women returning to work,” said Gebara-Lamb.

The initiative has already connected with the San Diego Workforce Partnership, BIOCUM, the Southern California Biotechnology Center, and the San Diego Regulatory Affairs Network. They are looking for additional groups willing to support women getting back to work.

Gebara-Lamb made it back to work – she is now an adjunct faculty member teaching biostatistics and biology at Mira Costa College. Still, – not all women return to work after taking time off to raise children.

In June, [researchers from UC Berkeley and the University of Utah reported](#) that, among tenured faculty, 70 percent of men are married with children. Yet only 44 percent of female-tenured faculty are married with children.

This discrepancy could be due to many factors, but Gebara-Lamb hopes that by supporting women, AWIS-SD can make returning to work a little easier.

“We’re still in the research phase of how to go forward, but our connections are growing,” said Gebara-Lamb. “Doors are beginning to open.”

The next [Back to Work Coffee Club](#) will meet at [Champagne Bakery](#) from 11:30am to 1:30pm on Sep. 25. If you have more questions, please email [Maha Gebara-Lamb](#).

### **Science News Ticker**

The Scripps Translation Science Institute is developing materials to educate physicians, students, and others about how genomic medicine can help personalize medical treatment. The Institute received a \$300,000 grant from the Life Technologies Foundation in 2010 to help establish an online teaching program. There are currently 110 prescription medications with a genomic label, but less than 10% of doctors feel comfortable with patient genomic data. ●●● UC San Diego was ranked number 14 on the Center for World-Class Universities annual listing of universities. Specifically, UCSD's Life and Agriculture Sciences program was ranked number 7 and Engineering/Technology and Computer Sciences was ranked number 13. The rankings are based on factors such as the number of alumni and staff winning various prizes, the number of cited researchers, and the number of articles published in the journals of Nature and Science. ●●● Dr. Mario Molina, a Professor at the UC San



Diego Department of Chemistry and Biochemistry and Scripps Institution of Oceanography, was awarded the Presidential Medal of Honor for his work on ozone layer depletion and climate change. The nation's highest civilian award was also bestowed posthumously on the late pioneering astronaut Sally Ride of La Jolla earlier this year. ••• San Diego State University's research ship MS Polaris is currently on an expedition in the Arctic. Researchers on the vessel are investigating how marine viruses and microbes in the Arctic are changing in response to warming water temperatures, and how these changes affect the marine food network and the large fauna and flora. ••• The laboratory of Dr. Erica Ollmann Saphire at The Scripps Research Institute's Department of Immunology and Microbial Science has identified the molecular mechanisms underlying the assembly of the Ebola virus, possibly revealing novel targets for drugs against the devastating illness. In a revolutionary finding, the researchers determined that one of the proteins involved in the process, VP40, assumes several different shapes to facilitate different steps along the pathway. ••• Two San Diego biotech companies, Dexcom and Tandem Diabetes Care, are working with researchers to create an "artificial pancreas". Individual components of a real-time glucose sensor and an insulin pump h existed for a while. Combining the two devices is the innovation in this project. ••• Virtual biotech companies comprise the majority of start-ups in San Diego. A virtual company farms out the majority of its experiments to contract research organizations. This allows a company to focus on innovation, at which start-ups are better than large organizations.

### Upcoming Events

#### Focus Session: Enhance Your Career: Succeeding in Work and Life Phase Transitions

Monday, September 9<sup>th</sup>, 2013, 6:00pm to 8:00pm  
Jones Day, 12265 El Camino Real, San Diego, CA 92130; 3rd Floor

Light refreshments will be served. [Pre-registration](#) is essential for this members only event. Remember to bring your business cards!

In our work place, we are continually challenged by changes in both coworkers and work structure. So how do we confront and make the most of the changes we face? At this year's Focus Session we will address topics including how a transition in your early career might impact your future life, how setting priorities help structure your life or how you prepare a work transition and get the best start on your new job. To discuss these topics we have invited two speakers: Karen Sadler, a career coach who focuses on how to jump start your career, communication and longevity; and Mary Lawrence-Hard, a recruiter and career counselor. We look forward seeing you at the Focus Session!

#### AWIS Happy Hour at the H Bar—new location!

Wednesday, September 18<sup>th</sup>, 2013, 5:30pm to 8:30pm  
[Hyatt House](#), 10044 Pacific Mesa Blvd, San Diego, CA 92121  
Free for AWIS-SD members, \$10 for non-members

Join us for a relaxed evening of socializing and networking.

Soft drinks and delicious appetizers including hummus, southwestern chicken quesadillas, chips and dip, potato fries, and fruits will be served.

#### Mid Career Coffee Club

Thursday, September 19<sup>th</sup>, 2013, 7:45am to 9:00am  
Inside the food court at the northwest corner of Scranton Rd. and Mira Mesa Blvd.

Informal peer networking forum for AWIS-SD members in leadership and/or management positions to openly discuss issues faced on a daily basis.

Please [RSVP](#) for this members only event.

#### Working Moms Coffee Club

Friday, September 20<sup>th</sup>, 2013, 7:50am to 8:45am  
Nobel Park - 7414 Toscana Dr, San Diego, CA 92122  
We will meet at the parking lot in front of the playground.

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, you will receive an email confirmation containing additional details regarding our meeting location.

Please [RSVP](#) for this members only event.

#### Back to Work Coffee Club

Wednesday, September 25<sup>th</sup>, 2013, 11:30am to 1:30pm  
Champagne Bakery, San Diego

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.

For more info, please contact [gebara2.0@gmail.com](mailto:gebara2.0@gmail.com).

#### Strategy Session: Enhance Your Presentation Impact: Constructing a Masterful Presentation

Monday, October 7<sup>th</sup>, 2013, 6:00pm to 8:00pm  
Jones Day, 12265 El Camino Real, San Diego, CA 92130; 3rd floor

Additional Details TBD.

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

Preregistration is essential!

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](#). Remember to select San Diego as your chapter. We would love to have you join us!

If you register and later discover that you are unable to attend, please notify us by [email](#).

#### Mid Career Coffee Club

Thursday, October 17<sup>th</sup>, 2013, 7:45am - 9:00am  
Inside the food court at the northwest corner of Scranton Rd. and Mira Mesa Blvd.

Informal peer networking forum for AWIS-SD members in leadership and/or management positions to openly discuss issues faced on a daily basis.

Please [RSVP](#) for this members only event.

#### Working Moms Coffee Club

Friday, October 18<sup>th</sup>, 2013, 7:50am to 8:45am  
Nobel Park - 7414 Toscana Dr, San Diego, CA 92122  
We will meet at the parking lot in front of the playground.

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, you will receive an email confirmation containing additional details regarding our meeting location.

Please [RSVP](#) for this members only event.

#### Exploring Careers in Science and Engineering - A Day for Undergraduate Women

Saturday, October 19<sup>th</sup>, 2013, 9:00am to 2:00pm  
San Diego County Office of Education, Room 401, 6401 Linda Vista Rd, San Diego, CA 92111

This is an afternoon event geared towards undergraduate women. The purpose of this event is to provide an opportunity for undergraduate women to interact one-on-one with female scientists and engineers. This is a small event with approximately 30 undergraduate women and 10-12 AWIS panelists. The event consists of a panel discussion followed by a sit-down meal where the girls can ask questions about careers in the sciences and interact informally with our

panelists.

Registration includes:

- A panel discussion with 10-12 scientists and engineers
- A sit-down meal where you can ask all your questions about various careers in science or engineering
- Informal interaction with real professionals
- Chance to win door prizes

### Local Events of Interest

#### San Diego Clinical Research Network:

[Hot Topics in Clinical Research: Four Trends to Implement in Your Clinical Development Program](#)

This program will discuss four key areas where clinical development organizations must implement change to be current and competitive, but which have been difficult to execute, particularly in smaller companies. Risk-based monitoring is a hot button topic right now with the release, in August, of FDA guidelines recommending this approach. Technology, protocols, and regulatory readiness are other key issues. Laurie Halloran, President of Halloran Consulting Group and a recognized industry expert in improving the organizational effectiveness of clinical research programs will discuss these four issues and present practical options that organizations can use to implement them, with an emphasis on small life science companies.

**When:** 5:30pm to 8:00pm, Tuesday, September 24, 2013

**Where:** Sheppard Mullin Richter & Hampton LLP; 12275 El Camino Real, Suite 200; San Diego CA

**Registration:** <https://www.123signup.com/register?id=dfvkv>

**Cost:** Free

#### Sino-American Biomedical and Pharmaceutical Professionals Association (SABPA):

##### [9th Annual SABPA Pacific Forum](#)

As one of the flagship annual conferences organized by SABPA, Pacific Forum (PF) draws about 300 life sciences professionals from across the Pacific every year. The main themes of this year's conference will include 1) cross-border collaborations in the pharmaceutical and biotech field that have effectively integrated resources to fuel innovative R&D and business in the Pacific Rim, and 2) recent trends in applying genomic technologies to improving human healthcare. Senior leaders from the R&D divisions of pharmaceutical and biotech companies, international IP experts, world-renowned researchers from universities and academic institutions, and executives of organizations from

the Asia Pacific region will share their insights on a variety of exciting topics at this event.

**When:** 8:30 am - 5:00 pm, Saturday, October 5, 2013

**Where:** [Institute of the Americas, UCSD](#)

**Registration:** <https://www.123signup.com/register?id=bkprn>

**Cost:** \$20 for early birds by Sept 30  
\$30 for online regular registration by Oct. 3  
\$50 for onsite registration (cash or check onsite)  
\$10 off for students and postdocs

#### **Center for Academic Research & Training in Anthropogeny (CARTA):**

##### Mind Reading: Human Origins and Theory of Mind

The phrase "Theory of Mind" (ToM) has historically referred to the ability to impute mental states to oneself and others, but has been used in a variety of ways during the 35 years since the original Premack and Woodruff paper. The analysis of ToM has been the subject of many papers in developmental psychology and in anthropogeny, the latter focusing on differences in mental performance between humans versus other mammals and birds. Because precise definition is necessary for rigorous scientific analysis, the first talk will focus on what ToM is. The rest of the talks will cover the Ontogeny of Human ToM, relevant information on other mammals and birds, and the neuronal correlates and mechanisms of human ToM performance. CARTA (Center for Academic Research & Training in Anthropogeny), which is an organized research unit at UC San Diego, will be hosting another ½-day public symposium on Friday, October 18th. The symposium will be held in the De Hoffman Auditorium at the Salk Institute for Biological Studies. A live webcast will also be offered for those who would like to view the proceedings remotely. While free and open to the public, registration is required.

**When:** 1:00 pm - 5:30 pm, Friday, October 18, 2013

**Where:** De Hoffman Auditorium, Salk Institute for Biological Studies

**Registration:** <http://carta.anthropogeny.org/events/mind-reading-human-origins-and-theory-mind>

**Cost:** Free

#### **Member News**

On September 3<sup>rd</sup> **Madeline McCurry-Schmidt** will start as the new Senior Writer for the UC San Diego Clinical and Translational Research Institute (CTRI). The CTRI helps researchers turn basic science into innovative medical therapies. The CTRI also partners with institutions like San Diego State University and the Salk Institute. In this position, she will interview leading researchers, publicize their work and help them with grant proposals. McCurry-Schmidt looks forward to writing about the San Diego medical community.

**Afshawn Chakamian** has been selected to be part of a pilot Project Manager Development Program at her company, PRA International. Over the next few years, Chakamian will rotate through different roles in order to be exposed to multiple departments while also learning the necessary skills to be a successful project manager within clinical research. After Chakamian finishes the Development Program, she plans to attend business school to receive her MBA.

**Dorothy (Dody) Sears** is a co-investigator on a recently funded grant from the NIH/NCI entitled "GPS Exposure to Healthy Environments and Relations with Biomarkers of Cancer Risk." This study proposes that where people spend their time during the day is related to their risk of getting cancer. Previous studies have only looked at places near to home. This project will assess behaviors in different locations across the day and relate exposure to different environments to biological outcomes such as insulin resistance. The PI is Dr. Jacqueline Kerr (Associate Professor, UCSD). Sears' role will be to lead biomarker data collection and analysis.

**Caroline McKeown** recently received a Professional Development Education Awards from the AWIS National Chapter. She used the award to attend a Keystone Symposium on Neurogenesis in February. AWIS-SD looks forward to hearing more about her experience in the next issue.

**Lakshmi Prabhu** graduated with the Master's degree in cell and molecular biology from San Diego State University (SDSU). She is continuing her graduate studies in the PhD Program in Biomedical Sciences at the School of Medicine at Indiana University-Purdue University in Indianapolis. For her Master's degree, Prabhu employed *Drosophila* (fruit flies) to study a protein named UNC-45 and how it functions a chaperone protein for the myosin protein found in muscles. She completed this work in Dr. Sandy Bernstein's lab in the Biology Department at SDSU.

#### **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, Afshawn Chakamian, Nancy Choi, Priya Choudry, Andria Del Tredici, Jessica Moore, Madhuvanthy Ramaiah, Pat Rarus, Shweta Sharma, and DeeAnn Visk.

### Contribute to the Newsletter

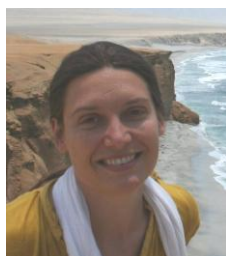
If you are an AWIS-SD member, we encourage you to contribute to the newsletter. Please send articles, photographs, and member news as MS Word attachments to [newsletter@awissd.org](mailto:newsletter@awissd.org). News articles should not exceed 250 words, event summaries should not exceed 500 words, and feature articles (special-interest stories and profiles) should not exceed 1000 words. The submission deadline for the next issue is October 10, 2013.

### About the Authors



Nurith Amitai is a neuroscientist whose research has focused on the neural bases of psychiatric disorders. She currently works as a Research Team Leader at [Explora BioLabs](http://ExploraBioLabs.com), a preclinical Contract Research Organization. Nurith has a deep interest in science writing; she currently serves as Co-Chair of the AWIS-SD Newsletter Committee and freelances as an online science writer.

Hanne Hoffman graduated in Neuroscience from Montpellier University and obtained her Ph.D.'s in biochemistry (Barcelona, Spain) and neuroscience (Montpellier, France) in 2010. Since 2011, Hanne is a postdoc at UCSD, where she studies the role of homeodomain transcription factors in GnRH neuron development and fertility. In her free time, Hanne enjoys running and biking around the area, as well as swimming in La Jolla Cove spotting sharks and rays.



[Corine Lau](#), treasurer of AWIS-SD, is a scientific curator at BioBase, a protein database company. She is also an experienced science writer and cell biologist. She has served on the AWIS-SD Website, Gala and WIST committees since her involvement with AWIS-SD in 2006.

[Gloria Lefkowitz](#) completed her undergraduate studies at the University of Washington and obtained her Ph.D. in Biomedical Sciences at UC San Diego. She currently volunteers on the AWIS Public Relations and Corporate Sponsorship Committees.



Madeline McCurry-Schmidt is a professional science writer and editor who recently moved to the San Diego area. She has written for the American Society of Animal Science, Ecological Society of America, LabLit.com, and the Scientific American Blog Network. She is fascinated by biology, biotechnology and anything to do with sharks. You can reach her at [menschmidt@ucdavis.edu](mailto:menschmidt@ucdavis.edu).

[Georgina To'a Salazar](#) is a biomedical research scientist pursuing an interest in work for a federal agency, ideally addressing issues of international research collaboration. Previously she worked as an assistant professor at the University of Tsukuba in Japan. She is a relatively new member of AWIS.



Shweta Sharma is currently working at Agilent Technologies, La Jolla. She was a Scientist at UCSD before her transition into the fascinating world of biotech. She tries to challenge her grey matter by learning and exploring something new, be it a course not related to science, writing an article or reading biographies. Her latest tryst is with Steve Job's biography and Ben Zander's *The Art of Possibility*.



[DeeAnn Visk, Ph.D.](#), is developing her career as a consultant, freelance science writing, editor, and blogger. She loves working at the bench in molecular biology, genetics, microscopy, and immunohistochemistry. She lives in the San Diego, CA area with her husband, two kids, and two spoiled hens.







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For more information about how your company can support AWIS-SD, send e-mail to [fundAWISsd@gmail.com](mailto:fundAWISsd@gmail.com).

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### Important Contacts

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	Aparna Aiyer	<a href="mailto:aaiyer@awissd.org">aaiyer@awissd.org</a>

To contact the Board, visit the following website: <http://sdawis.org/about-awis-san-diego/board-members-awis>

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