



# 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,

Happy Summer, everyone! I must say that I am still ecstatic about the 2013 Women in Science and Technology (WIST) Conference “Aspire, Attain, Ascend” last month. I would like to again thank my Co-Chair Grace Nakayama, our sub-committee Co-chairs, the entire WIST Planning Committee, keynote and session speakers, and corporate sponsors for their support and for an inspiring, informative, fun day. The energy and content of the day were inspiring and presenting our seven outstanding 2013 Scholarship Awardees was an honor. I am thrilled about the new members, sponsors and connections that were generated as a result of WIST this year and grateful for the continued support and enthusiasm of so many others. Check out the WIST photo gallery and the list of Scholarship Awardees on the [AWIS-SD home page](#). Please read more details about WIST 2013 and the history of the Conference herein. Also, check out wonderful articles about the recent Strategy Session on how to negotiate effectively and the lovely dinner that the Outreach Committee hosted for our nine 2013 Science Fair Awardees, their families and teachers. I think you’ll enjoy reading about the ways that AWIS-SD supports women and young girls of all ages who are interested in STEM.

We have several upcoming summer events, including the family-friendly event on July 20th at Suzie’s Farm (non-members welcome) and a Strategy Session about enhancing equality in the workplace. Check out the AWIS-SD calendar online for details and registration. Looking for volunteering, networking, and leadership opportunities? Consider joining one of the AWIS San Diego Committees and/or getting involved with our new mentorship initiative! We are looking for people with fresh ideas, and we need help with planning, so email [mentor@awissd.org](mailto:mentor@awissd.org) if you are interested. A summer organizational meeting will be scheduled soon. We

are excited to debut our mentorship initiative in November with a Speed Mentoring event. I encourage you to “Lean In.” The commitment and contributions of our volunteers are what make our Chapter strong.

As you have probably heard already from AWIS National, the National dues structure was revised as of July 1st. The Professional rate has been raised to \$150/year, the first change in our National dues for many years. Your AWIS dues support nationwide advocacy and other endeavors to support women in science, technology, engineering and math (STEM) fields including the AWIS STEMiNAR series, Washington Wire emails, AWIS National LinkedIn Group, and the AWIS Magazine. Please see more details about the new membership dues structure [here](#). All but \$24 of your AWIS National dues and all of your AWIS-SD dues are tax-deductible. As students now have the option of foregoing National dues, we have raised our Chapter dues for students from \$10 to \$25/year; Chapter dues for all others will stay at \$25/year.

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WELCOME to those of you who are new members of AWIS-SD. I hope that you enjoy the many benefits of AWIS and AWIS-SD membership. 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](mailto:president@awissd.org) if you have any questions, want to meet for coffee, or have comments or suggestions about/for our chapter.

Most sincerely,  
*Dody*  
 Dorothy (Dody) Sears

**AWIS-SD Women in Science and Technology (WIST) Conference for 2013**

by DeeAnn Visk, Dominique Lenoir, Madhuvanathi Ramaiah, Afshawn Chakamian, and Janise Deming

The flagship event for AWIS-SD took place on May 18, 2013, at the University of California San Diego (UCSD) Faculty Club. Many speakers provided keen insights into the careers of women in science and technology. The following is a taste of a few of the sessions offered at WIST 2013.



UCSD Faculty Club  
 Photo by Anita Iyer



UCSD Faculty Club  
 Photo by Anita Iyer

**Life, Logic and Leadership**

To kick off WIST 2013, Dr. Jeanne Ferrante, the current associate dean of the UCSD Jacobs School of Engineering, spoke about her life and the unique challenges women still face in science, technology, engineering and math (STEM) fields. Ferrante shared the importance of being persistent and finding good mentors. No one from Ferrante’s family had gone to college before her. During college, Ferrante struggled with technical writing, and her advisor was not patient with her. But Ferrante persisted and worked at Tufts and later at IBM. At IBM, Ferrante found a great mentor in Fran Allen, who later became the first woman to win the Turing Award in 2006, a prestigious award given for major contributions of lasting importance to computing.



Jeanne Ferrante  
 Photo by Anita Iyer

Ferrante joined UCSD Jacobs School of Engineering in 1994. Of the 62 faculty who were hired, 60 were men and 2 were women. She went into a leadership position with the goal of making a bigger impact for women in academia. To promote women in science in an academic culture at UCSD, she founded the [Women’s Leadership Alliance](#). In 2008, she took an administrative position with UCSD. Striving to provide more opportunity to hire diverse faculty, she broadened the job descriptions for new faculty members in engineering. This allowed for a more varied population to apply. By evaluating a candidate’s contributions to diversity when considering faculty hires, Ferrante succeeded in broadening the demographic composition of the faculty. Moreover, with Ferrante’s encouragement, graduate students in engineering also started a program to mentor undergraduate students, who in turn mentor incoming students.

**The Unforgettable YOU:  
 Create and Build Your Personal Brand**



Katy Goshtasbi  
 Photo by Anita Iyer

Two speakers covered different aspects of this wide topic.

First Katy Goshtasbi, a former lawyer who discovered she had a gift to help people find their brand, spoke about founding her own company, [Puris Image](#). She emphasized the importance of discovering the talents in you, then showcasing them to others. Her vibrant personality, energy and humor captivated everyone's attention while she mentioned discoveries in the neuroscience field that help to understand how people perceive women, relating to us through a filter of past experiences. She stressed the importance of finding the expert beyond the technician in you, using clarity and consistency in your message, and reaching out to the community.



Mary Canady  
Photo by Anita Iyer

Mary Canady, the second speaker, is an expert in using social media to help biotech companies grow by developing their brand and communicating their value. The founder of the life science industry marketing firm [Comprendia](#) and the [San Diego Biotechnology Network](#) (SBDN), Mary gave us ample details about how to use different social media such as LinkedIn, Facebook, Twitter, and more to reach a wide audience. Using personal examples, she mentioned the value of differentiating yourself from the masses and finding a niche where you can show your expertise through articles, Q&A, blogs, chats, and tweets. Attendees left the session empowered by a feeling of self-worth and plenty of ideas about how to communicate it.

## A Day in the Life—Part 1: Non-Academic Careers in STEM



Kim Kamdar, Melessa Leuenberger Fisher, and Linda Manza  
Photo by Anita Iyer

This panel discussion was moderated by Tamera Weisser, biotechnology patent attorney and AWIS-SD Board Member at Large. The panelists were: Kim Kamdar, partner at the healthcare venture capital firm Domain Associates; Melissa Leuenberger-Fisher, executive director and senior patent counsel at Isis Pharmaceuticals; Janet White, development director at Pfizer; and Linda Manza, associate director of Quality Assurance at Arena Pharmaceuticals, who stepped in for Bridget Kimball, president of CCAD LLC, a joint-venture between Comcast and Motorola. Industry positions often require the ability to complete a variety of tasks. These women had held several different jobs throughout their career paths. Their experiences were as diverse as serving as an Army nurse, working for a clinical trials management company, taking the Patent Bar Exam, and getting a Ph.D. They were willing to take on new areas outside their comfort zones in order to develop themselves and their companies. All had performed a variety of jobs from bench work and surgery to marketing, business development, project management, and book publishing. Their examples illustrated to the audience the importance of flexibility and resourcefulness, and demonstrated the breadth of options available outside the academic realm.

### Job Hunting 101

Kathleen Robinson, vice president and director of Professional Services in the San Diego office of the career transition and talent mobility firm Lee Hecht Harrison, provided an excellent handout on networking. Titled "Job Search 101: Networking," the handout offers explanations and insights into cultivating productive relationships to further your career success. We all may avoid networking for a variety of reasons, ranging from being afraid of rejection to being an introvert, fear of failure, or not knowing how to do it. Fortunately, there are events specifically held for the purpose of networking. An excellent list of [San Diego networking events](#) has been compiled by Judy Thompson, president of the Thompson Search Group, a collective of talent search companies. Going to networking events allows

you to meet people one-on-one and then follow up with emails, coffee/lunch, and LinkedIn connections.

Networking is not CPR for self-promotion after being laid off. We all need to keep in mind that networking is a lifelong process in our careers. With practice, building relationships that enhance your career becomes natural. Remember to think about the needs of the people with whom you are networking. How can you help them in their career?



Kathleen Robinson  
and Linda Robertson  
Photo by Anita Iyer

Linda Robertson, a pharmaceutical consultant specializing in regulatory affairs and quality assurance, advocates using a résumé as an effective means of communicating skills and accomplishments. Your résumé is a living document. Robertson emphasized the importance of continually updating your skills and strengths. She warned that sometimes it can take time to get responses from people you met while networking. Normally, this simply means that they are busy, not that they are ignoring you. She advised the audience to be patient and understanding. Usually, your contacts will eventually get back to you.

#### How I Learned to Stop Worrying and Love the Journey

The afternoon plenary address by Barbara Bry was full of life lessons and captured the attention of the audience at WIST 2013. Barbara is a noted entrepreneur and venture capitalist in San Diego. The driving force behind the success of the online flower delivery service ProFlowers and the Internet software and service provider ATCOM/INFO, she used her experience to guide the growth of CONNECT, a San Diego program to bring entrepreneurs and investors together, and Athena, a nonprofit organization for women technology executives. But her advice to the crowd comprised of young professionals was simple yet profound: "Life can have several chapters." She emphasized that not all goals in life need to be accomplished at a specific point in time, and that enjoying the process was crucial.

This is a great perspective for many of us who are in a hurry to accomplish our set goals and frustrated at the pace of

things right now. What struck a chord with the audience was Barbara's candor in talking about the low points in her life and letting us understand that success is all about perseverance and patience.



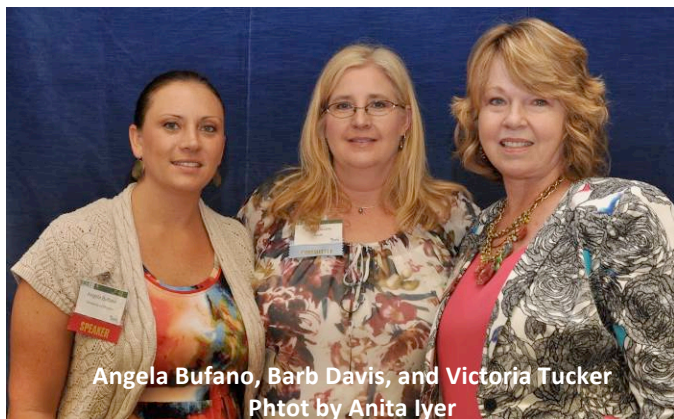
Barbara Bry  
Photo by Anita Iyer

Lastly, she emphasized the importance of networking among women professionals and women being proactive in decision-making by running for public office. For us in the audience, Barbara's sound advice will benefit everyone regardless of career path and stage.

#### Nail the Interview

In this session, two speakers gave their perspectives on ways to impress an interviewer. First, Victoria Tucker, managing director and CEO at the workplace training and software company ZBGlobal, explained that the best interviewees are PRETTY – and she wasn't talking about hair and makeup. First, be Prepared: know about the organization and the job you want, and have questions ready for your interviewer. Give Real examples of your experience, skills, strengths, weaknesses, and interests. Next, demonstrate Emotional intelligence; be aware of the professional setting and show the interviewer how you would be a good fit into the social framework of the workplace. Allow your Technical savvy to

show through as you speak about your skills, and be ready with details about the type of work you have done. Convince the interviewer that you are a good Team fit. Lastly, explain Why (Y) this job is perfect for you, and you are perfect for the job.



Angela Bufano, Barb Davis, and Victoria Tucker  
Photo by Anita Iyer

Next, Angela Bufano, project manager of faculty recruitment at the University of Phoenix, gave an overview of the questions commonly asked in interviews and, just as importantly, ways to give outstanding answers. One of the questions you can expect to be asked is “How would your friends describe you?” or simply, “Tell me about yourself.” Here, an interviewer is looking for you to describe hobbies and interests as well as your work background. He or she may also be trying to decipher your work ethic and how you would fit into the culture of the workplace. This is not the time to talk about sensitive topics like politics, religion, or your personal life. When answering any interview question, it is important to emphasize your strengths, but never say that you have no weaknesses. Instead, you can explain the downside to one of your strengths, or talk about something you are working on improving about yourself. Make sure you express your passion for your work and interest in the specific job; be creative but honest in your answers, and try to match your statements to the company’s overall vision.

In general, this session gave everyone who attended an edge for the next interview. We were all reminded of classic advice for interviewing and also received more guided, specific tips for women in science and how to put our best foot forward.

#### **Starting your Own Business: Women in Entrepreneurship**

This panel discussion featured Kimberly Lim, founder, president, and CEO of the laboratory service provider Ultimate Labs; Debbie Slee, co-founder and head of Research and Development at Aspyrian Therapeutics and of co-founder CendR Therapeutics, two companies focused on the development of targeted cancer therapies; and Rachel Tsui, UCSD Ph.D. candidate and president of the San Diego Chapter of the Oxbridge Biotech Roundtable, a student-led initiative to bring together the academic and industry communities in

the healthcare and life sciences field.



Kimberly Lim  
Photo by Anita Iyer

The session was moderated by Marianna Tcherpakov, scientist at Abgent and BPS Bioscience and co-chair of the AWIS-SD Events Committee. The entire panel displayed a drive to grow their organizations into productive entities. Lim’s advice to business owners: See a need, fill a need.

#### **Successfully Build Productive Teams: Manage Personalities While Navigating Workplace Politics**

This fascinating talk featured Rosemarie Christopher, president and CEO of [MEIRxRS](#), a company providing scientific staffing solutions. She provided an overview of the characteristics that distinguish different generations, as well as the values that are important to them. Based on these qualities, she outlined what managers need to pay attention to when working with employees from these generations, and what to watch out for when creating teams that include employees from different generations. Christopher’s insights into the generational differences in the workplace were presented with humor.

She ended her talk by distributing a credit card-shaped memory stick with a pop-out USB connector, which contained a wealth of career resources. I am still working my way through the files I added to my computer. For example, “Power Words” subdivides verbs into categories to highlight different areas of expertise such as research skills, communication skills, and creative skills. This is handy for when you build or revise your résumé and want to emphasize a particular skill set. I found it to be a better tool than the usual list of “what verbs to use.”

In addition to giving us these 12 files, she provided us with her entire PowerPoint presentation and set up an online test for all of us to take. The Disc Personality Profiling on the web

revealed that my “sense of precision and accuracy not only grants [me] the ability to produce work of high quality, but also a real concern for concentrating on precise and detailed work.” Other insights gave me an idea of the environment in which I like to work, and demonstrated that I like to work with ideas and things. It seems that research science is a good choice for me.

### Summary

New insights, stories, approached and information for all were found at WIST 2013. The venue was great, as was the food. If you missed WIST 2013, we hope you can join us the next time the event is held in May of 2015.

### Inspiration

If you feel inspired to become more active in AWIS-SD, please consider joining a committee. This will increase your activity in our group and even increase the value you get from our activities. For example, if you have to write an article about a meeting, it pushes you to pay attention to it, and aids in coalescing your understanding of a talk through the process of writing. Please visit our [website](#) to join a committee of your choosing.



2013 WIST Committee

Photo by Anita Iyer

## Sharks, Salt, and Sand Castles: 2013 GSDSEF Highlights

by Julie Bordowitz

Is it just another day at the beach? You might assume so, given this article’s title. Yet, what sharks, salt, and sand castles all have in common are that they are areas of study for this year’s AWIS-SD winners from the [Greater San Diego Science and Engineering Fair](#) (GSDSEF). On March 20, 2013, the Outreach Committee organized 17 volunteers from AWIS-SD, and all showed up at the Balboa Park Activity Center, excited to judge science fair projects submitted by middle school and high school girls from San Diego and Imperial Counties. This year, there were ~350 projects, and competition for our eight awards was quite steep. The judges were grouped off based on their preferred fields, and judged anywhere from 30-60 projects per group. As all judges acknowledged, these girls were enthusiastic and very

committed to their projects, making the final very selection difficult. After 2 ½ hours of judging, we made our selections, awarding two senior (high school) and 6 junior (middle school) prizes.



In addition to their prizes (\$100 each), an awards dinner was held in the honor of the awardees on April 14, 2013, at the Scripps Institution of Oceanography, Martin Johnson House. At this beautifully scenic beachside venue, our winners, accompanied by their families and advisors, were able to display their projects and socialize with the AWIS-SD judges and fellow winners. For the first time in its recent history, this event was fully attended; the “house was packed”! After a brief introduction acknowledging our winners and the Outreach Committee, awards were presented by AWIS-SD President Dody Sears, and dinner and dessert were enjoyed.



After visiting all of the winning projects and talking to parents, it became clear that this event meant just as much to our awardees as it does to our chapter. The overwhelming display of appreciation from the parents confirmed that our awards indeed help to encourage these girls to follow their interests in the science, technology, engineering, and math (STEM) fields.

Before the conclusion of the event, a group picture was taken of our 2013 winners, along with the AWIS-SD President, Dody Sears, and Outreach Committee Co-chair Julie Bordowitz. The names and project descriptions of this year’s winners can be found below.



### Senior Awardees:

Rebecca Zheng (11th grade, Pacific Ridge) – “The Comparative Feeding Ecology of Three Species of Sharks”

Shannon Fischer-Kendro and Katie Gavares (11th grade, High Tech High) – “Biofiltering in the Bay: Assessing Invasive Species’ Ability to Improve Water Quality”

### Junior Awardees:

Irena Dezazzo (8th grade, Rhoades) – “Effects of Social Cues on Canine Responses”

Roya Behnawa (8th grade, Islamic School of San Diego) – “Pretty Plate, Healthy Life”

Dana Adcock (7th grade, St. Mary Star of Sea) – “The Effects of Rock Salt on Ice Cream”

Rebecca Markowitz (8th grade, High Tech Media Arts) – “I Scream, You Scream, We all Scream for Ice Cream”

Nina Garcia (8th grade, Marshall Middle) – “Sand Hassle, or Sand Castle?”

Anna Nguyen (7th grade, High Tech Media Arts) – “Which Bend Knot has the Toughest Twist?”

### AWIS Member Profile: Georgina To’a Salazar

by Sarah Foregger



Georgina To’a Salazar recently returned to the United States (US) from Asia, where she spent time working on research projects in both Singapore and Japan. She received her bachelor’s degree in Chemical Engineering from Stanford, and her Ph.D. in Biochemical Engineering from UC Irvine. Following completion of her Ph.D., Salazar went to Singapore as a post-doc fellow at the Singapore Eye Research

Institute. From there, she moved to an assistant professor position at the University of Tsukuba in Japan. She was in Japan when the 2011 earthquake struck. During her volunteer cleanup work, she was inspired by what she saw to begin a project investigating radiation. Georgina has returned to the US and her hometown San Diego to pursue her interest in working for the federal government, possibly with the Foreign Service or Department of State. I caught up with Georgina to learn more about her time living and working abroad.

### How long have you been a member of AWIS?

Only a couple of months! I became aware of AWIS a while back, but since my last few jobs were in Asia, I didn’t have the opportunity to join until I moved back to the States.

### What led you to seek a position overseas?

When I was an undergraduate, we were strongly encouraged to incorporate study abroad in our education. But, the workload for a major in chemical engineering was too much to allow the time away. Still, from that time onward, a lot of my closest friends have been from other countries. These friendships stimulated my determination to working internationally after finishing my Ph.D.

### So, how did you select the post-doc position in Singapore?

Authorities in Singapore have arrangements with some universities in the United States, promoting exchange of students and faculty. My undergraduate university, Stanford, was part of such collaboration. So, one of my professors was able to introduce me to an administrator at the National University of Singapore, who could introduce me to professors there whose work matched my background and experience.

### What lead you to Japan from Singapore?

On the first winter holiday after I started working in Singapore, I took a vacation with a friend, visiting New Zealand and Sydney, Australia. Previously, while I was a graduate student, a researcher from the University of Sydney approached me with an idea for collaboration. Later, I applied to work in his supervisor’s lab, but they didn’t have funding to hire me as a post doc. When I planned to visit Sydney, I thought of this supervisor again and visited his lab to chat. Two months later, he sent an email informing me of an opportunity to become an assistant professor at the University of Tsukuba in Japan. I applied to and accepted this position after concluding it was a step up for my career, including more responsibility and freedom to decide a course of research and teaching.

### What was your overall impression of working in other countries? Any major differences?

Overall – it wasn't as hard as I expected! Like my friends who came from other countries to attend university in the United States, I encountered many difficulties when I first lived and worked outside of my home country. But also like these friends, I gained valuable perspective about the value of diversity and the need to include others despite cultural challenges.

The most marked difference in working abroad was that in Japan there was a greater expectation of longer work hours, and less expectation of people taking personal holidays (other than the national holidays). Also, there were fewer women and fewer people from other countries in leadership roles in Japan.

My colleagues and collaborators in Singapore and Japan had built great expertise in their fields – so I could learn a lot from them in terms of technical knowledge and skills. But, the more unique growth I achieved in my work abroad was in the dimensions of “soft skills” such as cultural adaptability, composure, working with others, and clarity of oral and written communication. I particularly sought to develop these types of skills as I finished graduate school, and made the challenges of working overseas worthwhile for me.

**What is something from Japan or Singapore that you wish you could find in the US now that you're home?**

Universal public transportation systems!

**Did the language barrier cause any misunderstandings? Were there any comedic moments due to the language barrier?**

The language barrier caused many misunderstandings. The problem is, we all have assumptions, unspoken expectations, about how others will behave based on the cultures in which we grow up. As an outsider, my assumptions often didn't match with those of people in my host country.



Not sure if this counts as comedic, but one of the most dramatic examples of this type of misunderstanding happened right before I left Japan. I wanted to transfer money from my Japanese bank

account to one in the US, so I could continue to access these funds. I went to the bank and signed a form (in Japanese only), thinking it was a form to talk to a teller. But when the teller called my number, she handed me (in cash) the full content of my account! Belatedly, I realized the form I had

been given was to request the closure of my account. I freaked out a little since even in Japan it's not generally safe to carry around such wads of cash. But, I calmed down and was actually fine carrying it until I found a Japanese-speaking colleague to help me resolve the problem and safely complete the transfer of money.

Some people I met counted language problems as one of the advantages of being in an unfamiliar place! One said the daily confusion and uncertainty makes us “young” again, childlike. More than one person compared the experience of being a non-Japanese speaker in Japan to being like Helen Keller before she met “The Miracle Worker” – so, not only a child, a wild child!

**What's next for you in your work? What would be your ideal position?**

Recently, I started contract work editing scientific manuscripts. I've been looking more toward science writing-type work, but my main goal is to apply my international, interdisciplinary experience in a job evaluating research findings, communicating research results and managing research programs for a federal agency.

I've also built a proficiency in reading, speaking and writing the Persian language with dedicated practice over the past four years. I'd like to live and work in Iran for a year or two: teaching, continuing the research project I started in Japan, and managing international relations for academic and cultural exchange.

**What is the best piece of advice you can give an AWIS member who wants to live and work abroad?**

Talk to people who have already had the type of international job you seek! They may have contacts in networks that can help you understand what the experience would really be like, and possibly direct you to matching opportunities. All of my positions abroad have come from networking. I happened to have friends in Singapore because I knew people who came to Stanford from Singapore on “bonded” government scholarships – they were compelled to return to work in a Singapore-registered company for five years following graduation. I found the position in Japan through a friend in Australia, and I received an offer for a post doc position in France once after being referred by a friend.

**If anyone in AWIS would like to contact you, what do you recommend?**

Please connect with me through my LinkedIn account ([Georgina To'a Salazar](#))

**Thank you, Georgina, for sharing your experiences abroad. I look forward to seeing you at AWIS events!**



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## Origins: How The WIST Conference Began

by Lynne Friedmann

Twenty years ago, an impulsive answer to a newspaper reporter's question led to my chairing what was then called the AWIS-SD Women in Bioscience Conference.

In early 1993, I was an invited speaker at an AWIS Bay Area conference on the same topic and was enormously impressed with the program's positive focus on opportunities, not obstacles.

A San Diego Daily Transcript reporter, also in attendance, was looking for a local angle and interviewed me. When asked whether a similar event might take place here I answered with conviction, "There will be a Women in Bioscience conference in San Diego."

I had no authority whatsoever to make that claim.

But with my words in print, the die had been cast. I quickly obtained backing from the AWIS-SD board and enlisted the support of CONNECT as a co-sponsor. 12 remarkable women volunteered in the planning effort, and we were off to the races.

In that lower-tech era, the US Postal Service served as our marketing, reservation, and payment system. The first conference was held before a sold-out audience on October 16, 1993.

Originally conceived as a one-time event, I began to suspect that we were on to something when, during the post-conference reception, two AWIS members were overheard enthusiastically discussing which committees they planned to join when the "next" conference was organized. The rest is history.

Over the years, the conference focus was expanded, the title appropriately changed to Women in Science and Technology (WIST), and each committee has put its unique stamp on the program. More importantly, volunteer involvement in conference planning has become a structured path to leadership both within AWIS and in members' professional careers. I could not be prouder of what all of us, working together, have achieved.

### June Strategy Session

#### Enhance Your Negotiation: Acquire the Desired Result

by Kaumudi Joshi

In keeping with our goal of supporting the career development of our members, the Strategy Sessions Committee held a highly successful June session on honing one's negotiation skills. Whether it is for a new job, a promotion or an allocation of resources, negotiations can be

a minefield for the inexperienced. The organizers Dorothy (Dody) Sears and Jyotsna Sridharan put together an enlightening presentation and mock negotiation workshop at our most popular session this year, held at Jones Day on Monday, June 3, 2013.

The session kicked off by identifying the need for negotiation in any job. Sridharan dispelled the commonly held belief that if you do the work, you will be rewarded proportionally whether or not you ask for the reward. Women, in particular, are known to hesitate in explicitly asking for what they believe they deserve. Studies have shown that assertive women who actively negotiate are considered aggressive, whereas their male counterparts are seen as ambitious go-getters.

Both Sears and Sridharan pointed out that treating negotiation as a way to enhance your working relationships rather than a power-grab, is the most fruitful way of achieving your career goals. Sears focused on the finer aspects of these skills with step-by-step guidance on executing an effective negotiation. The common pitfalls and their solutions were amply demonstrated through live mock negotiations where volunteers enacted different scenarios, such as negotiating a start-up package for a new job. All in all, the workshop covered all aspects of negotiation skills, right from the recognition that they are key elements of a successful career, to the details of the methodology involved.

The audience included students as well as early and late-career professionals. This led to a lively discussion at the end of the session with some members seeking advice, and others contributing guidance about the different aspects of negotiations. The conversation continued well after the event as members headed home invigorated by what they had learned at this interactive and educational event.

### Science News Ticker

The Classroom of the Future Foundation has bestowed its 2013 Visionary and Outstanding Leadership Award upon Mac McLaughlin, President and CEO of the USS Midway Museum, for the museum's on-board educational programs. The USS Midway Museum offers science, math, and social studies workshops for grades 2-8, educational overnight stays, interactive "electronic field trips", and scholarships that help cover program and transportation costs for eligible schools.

••• Arena Pharmaceuticals began selling their highly anticipated weight-loss drug, Belviq, on Tuesday, June 11, 2013. The drug, which was approved by the FDA in June 2012, suppresses appetite in a similar way to serotonin. Wholesale, the drug will cost \$200 per month. Belviq is Arena Pharmaceuticals' first drug to reach the market. ••• Orcas were spotted off the coast of the north Coronado Island just south of the border in Mexican water. Not normally noted in this part of Pacific Ocean, they can still sometimes be found in waters around San Diego. ••• The Mobile Technology Learning Center at the University of San

Diego's School of Leadership and Education Science has received a \$3 million pledge from philanthropists Irwin and Joan Jacobs to help hire a director and expand the center's research and training. The Mobile Technology Learning Center conducts research on the use of technology in schools and helps school districts find ways to improve learning through technology. ••• Scripps Research Institute scientists believe that antibodies from cows may act as a new source of drugs for human diseases, such as AIDS. These antibodies are efficient at grabbing onto molecular targets and could be effective at neutralizing microbes that have become resistant to human antibodies. The results of the study have been published in the June 6, 2013 issue of Cell; Vaughn V. Smider and Feng Wang, the paper's senior author and first author, respectively, are members of Scripps. ••• The Agua Hedionda Academy for Environmental Stewardship project, an educational hands-on outreach program held at the Agua Hedionda Lagoon Discovery Center, has been awarded CBS 8's "Earth 8 Eco Ambassador People's Choice Award". The project provides science-based watershed and wetlands education to local third grade students. The award is sponsored by SDG&E and the San Diego River Park Foundation and comes with a \$25,000 prize. ••• On Thursday, UC San Diego launched the Center for Brain Activity Mapping. Designed to be a focal point for the Obama administration's Brain Research Through Advancing Innovative Neurotechnologies (BRAIN) Initiative, the center is developing tools for scientists to simultaneously see and study upward of one million brain cells – way beyond the present limitation of only being able to study a couple of hundred at a time.

### Upcoming Events

#### Back to Work Coffee Club

Thursday, July 11, 2013, 06:30pm - 08:30pm

Meets to discuss issues facing women returning to the work force after time off to raise a family. Please call 858/487-1500 to RSVP and for more details.

Jamba Juice in Carmel Mtn. Ranch  
11738 Carmel Mountain Rd, #178, San Diego, CA 92128

#### AWIS Family Event 2013: Field Trip to Susie's Farm

Saturday, July 20, 2013, 9:00am

Join us Saturday July 20th for a fun-filled family event at Suzie's Farm! 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 year round over 100 varieties of sustainable seasonal vegetables, herbs, flowers, and fruits. At Suzie's, we'll participate in a docent-led walkabout through the farm's fields. For \$10 extra you can harvest a bag of Suzie's mature veggies from the fields.

So please bring a re-useable grocery-sized bag to collect your delicious veggies. We'll also plant our own six packs in Suzie's farm-made soil blend to take home. A potluck picnic lunch will conclude our visit. Drinks will be provided.

NOTE: Suzie's Farm requires that everyone wear long pants AND close-toed shoes during the tour and harvesting.

RATE for AWIS Members and their family: \$5/person PLUS \$10/family or individual to harvest veggies in the fields. Children age 3 and under are free.

NON-MEMBER RATE: \$10/person plus \$10/family or individual to harvest veggies in fields.

Address: 2570 Sunset Ave, San Diego 92154

Reminder to bring: Sunblock, drinking water for during tour, re-useable grocery-sized bag, and a dish to share for lunch.

Visit website at: <http://suziesfarm.com/>  
Please [RSVP](#)

#### STRATEGY SESSION: Enhance Equality: Mitigate gender, cultural and generational bias

Monday, August 5, 2013, 06:00pm - 08:00pm

JONES DAY, 12265 El Camino Real, San Diego, CA 92130; 3rd floor

Please [RSVP](#)

Networking – 6:00 pm, Workshop – 6:30 - 8:00 pm  
Light refreshments will be served.

This is an AWIS San Diego MEMBERS ONLY event.

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

### Local Events of Interest

#### Life Sciences Incubator Grand Opening

Friday, July 12, 4:30pm to 7:30pm

Bio, Tech and Beyond  
2351 Faraday Avenue Carlsbad, CA 92008.

Join the City of Carlsbad and Bio, Tech and Beyond as we celebrate the grand opening of the life sciences incubator and community lab space. Featured speakers include best-selling and award-winning author, scientist and noted futurist David

Brin, as well as Dr. Ethan Perlstein, a pioneer in crowdfunding strategies for Open Science research. Activities and demonstrations of the lab facilities will also be part of the celebration.

To RSVP, visit <http://biotechandbeyond.eventbrite.com/>  
For more information visit <http://biotechnbeyond.com/>

#### **Athena Life Sciences Summer Social & Wine Tasting** July 16, 2013 5:30 to 7:30pm

Nautilus Courtyard 3535 General Atomics Court, San Diego, CA, 92121

Come join us for an evening of fun, networking and great wines. Athena's Life Sciences Group invites you to join them while we enjoy wine and culinary delights prepared by Celebrity Chef Brian Malarkey's Green Acre eatery outside in the beautiful Nautilus courtyard. This annual event attracts 125+ business leaders in the converging fields of life sciences and technology.

For more information click [here](#)  
RSVP [here](#)

#### **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, 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 August 10, 2013.

#### **About the Authors**



Afshawn Chakamian combines her love for science and business every day at PRA International, a contract research organization that helps pharmaceutical and biotech companies run clinical trials. Outside of work, she loves sports, cooking, and tea. For more information or to contact Afshawn, please visit her [LinkedIn page](#).

Janise Deming is a Ph.D. Candidate in Genetic, Molecular, and Cell Biology at the Keck School of Medicine of the University of Southern California. In her free time, she enjoys swimming, yoga, and going to the beach. She lives in Los Angeles, CA.



[Sarah Foregger](#) received her Ph.D. from Michigan State in 2008 (Go Green!). After four years as an assistant professor at USD, she has newly transitioned to industry in a position at Life Technologies as a Consumer Insights and Usability Analyst. She enjoys do-it-yourself

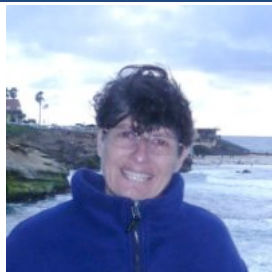
projects, brewing kombucha, and volunteering as a foster home for San Diego Spaniel Rescue.



[Lynne Friedmann](#), AWIS Fellow, is a freelance science writer and editor. An AWIS member for nearly 30 years, she has served on the SD chapter board as well as been elected to the AWIS National board. She was chair of the first WIST conference (then known as Women in Bioscience conference), in 1993.



[Kaumudi Joshi](#) is a post-doctoral research associate at The Scripps Research Institute in La Jolla, California. Her research combines genomics with neuroscience to study the evolution of the human brain. Her career interests lie in strategic consulting, product development, and market research for the life science industry.



[Dominique Lenoir](#), Ph.D., is a cell biologist specialized in primary in vitro models and early drug discovery. She joined AWIS in 2009 and volunteered in the WIST registration committee both in 2011 and 2013. She enjoys helping out and sharing her experience.



husband and enjoys meeting people.

[Madhuvanthy Ramaiah](#) has a Ph.D. in molecular biology and works as a post-doctoral researcher at UCSD. She intends to pursue a research career and her areas of expertise include molecular biology, RNA biology and reproductive biology. She lives in La Jolla with her



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, son, daughter, and two spoiled hens. For more information, view her blog at [www.deeannvisk.com](http://www.deeannvisk.com).

*The biosketch for the remaining author was not available at press time.*



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

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