

Inside this Issue	Page
Letter from the President.....	1
Update Your AWIS Profile	2
New Year’s Celebration at Wine Steals in Point Loma	2
February Strategy Session Report.....	2
Overview of American Geophysical Union 2013 December 7-14 San Francisco	3
Science News Ticker	5
Upcoming Events	5
Local Events of Interest	6
About the AWIS Newsletter	7
Contribute to the Newsletter.....	7
About the Authors.....	7
AWIS-San Diego Sponsors	8
Important Contacts	9

Update Your AWIS Profile

by Marcy Richardson

Have you recently changed your name? Graduated? Gotten a new job? If so...please take a minute to update your AWIS profile. AWIS-SD depends on the information you provide to meet the needs of our members. Providing this information helps us analyze and identify under-represented demographic groups within our AWIS community as well as build our programs to appeal to our members. Providing this information is also critical for facilitating networking, a facet of AWIS that most of our members value highly.

If it’s time to update your profile, here’s how:

Navigate to www.awis.org and hover the cursor over ‘Membership’. Click on ‘myAWIS’ and log in to the next screen. On the right-hand side under your profile picture, click ‘view/edit profile’. Here you can update the following information: name, education and field of degree, career level, sector of employment, current general field (e.g. Biology, Engineering, etc.), company name, title, and contact information. Keeping this information current will create more value for you and the rest of your AWIS family.

New Year’s Celebration at Wine Steals in Point Loma

by DeeAnn Visk

On January 9th, AWIS-SD celebrated the arrival of the year 2014 with wine, food, and socializing. Delicious offerings included pizza, hummus, veggies, and dip. A variety of wines

were available at the bar for a nominal charge. The intimate venue included comfortable seating and tables. The attendees engaged in many good discussions of aspirations, projects, and career.

The next social event for AWIS-SD will take place in May. Every spring, the San Diego chapter holds a major social event. In alternating years, this event is either the WIST (Women in Science and Technology) conference or a celebratory event honoring the recipients of the AWIS-SD scholarships, formerly called the Gala. This year we will be holding the Celebration of Scholarship at the Women’s Club in La Jolla, in the beautiful structure by the La Jolla Cove. See the Upcoming Events section for more details.

February Strategy Session Report

by Marcy Richardson

Have you updated your LinkedIn profile lately? If not...better get to it. As we learned at the Strategy Session on *Building Your Online Presence* on February 3rd, job seekers and networkers cannot afford to skip being on LinkedIn in today’s job market. Here are some tips from Sarah Foregger, (Custom Insights and Usability Analyst at Life Technologies, now Thermo Fisher) and Monica Rosso (Human Resource Generalist at Episcopal Community Services).

Before you jump right in, turn off your update notifications, recommends Rosso. Inundating your contacts with hundreds of updates as you overhaul your profile will make them ignore any important changes you’ll make in the future.



Attendees mingle with the speakers (l to r): Sarah Forgger, Leslie Robertson, Gina Salazar, Monica Rosso, and Teresa Gallagher. Photo credit: DeeAnn Visk

The first step in improving your online presence is to identify what you would like to portray on your LinkedIn profile: Industry? Academia? Education? Entrepreneur? Then, hone your profile to fit the bill. Start with a self-summary that grabs people, says Foregger. Make it an interesting, but professional personal story about your career aspirations. This is an unusual opportunity for you to talk about your professional dreams that a CV or résumé does not provide. Be sure to use the first person, because third-person bios can

sound disingenuous and weird. Everyone knows you wrote it. The summary should be easy on the eyes: avoid big paragraphs and make use of formatting features like bullets. This section can be revised over and over to make it perfect.

Model the remainder of your profile on that of someone who holds the job you would like to have. If this move includes leaving academia for industry, Foregger suggests de-emphasizing your skills and endorsements and being selective with your publications so that they specifically reflect the industry positions in which you are interested. Also, once you find someone who holds the job you would like to have, connect with them by contacting him or her via a private message. Go for a tone that is complimentary yet sincere. Ask that person a few questions about how he or she obtained the position and if he or she has any recommendations for you. Most people are not only flattered by this, but also eager to help you achieve your goals.

When it comes to formatting, Rosso offers five additional tips:

(1) Recruiters are seven-times more likely to view your profile if you have a profile picture. Keep it professional by having a simple, current headshot of just you. A sharp image with a blurry background is the most successful profile picture.



Maha Gebrar-Lamb and Monica Rosso work on a LinkedIn profile in real time. Photo credit: DeeAnn Visk.

(2) If nothing else, you should follow the “CAR” (Challenge, Action, Results) format when describing your accomplishments. First, describe the challenge, then the specific action you took, followed by the (hopefully great) results that came of your actions. This last part should be quantifiable, which can be a challenge for someone transitioning from academia. Some suggestions included how many students you mentored and where they are now; how much money and time you saved your lab by developing a standard operating procedure or a novel assay; or how many times your papers have been cited (Web of Knowledge:

<http://wokinfo.com/>).

(3) Keep your keywords simple by eliminating fluffy jargon. Most recruiters and search engines will use basic words for filtering profiles. One way to check if your keywords are attracting the right people is to see who has viewed your profile. If you are looking for a job in industry and industry recruiters pop up here, great job!

(4) Ask for recommendations from people with whom you have worked. Be sure to specify what you want them to talk about. If you’re looking for a job as a professor and your lab-mate gushes about your bench skills, you won’t get very far. Instead, ask that person to comment on how you mentored a student. Be careful, however, with tit-for-tat recommendations, which are easily identified by recruiters, diminishing their impact.

(5) Be creative in expanding your network. That’s what it’s all about on LinkedIn. Consider personalizing your LinkedIn URL for easy memory and search engine optimization.

Both Foregger and Rosso are eager to help AWIS-SD members achieve their employment goals. They can be contacted at sarah.foregger@lifetech.com and mrosso@ecscalifornia.org, respectively.

Overview of American Geophysical Union 2013 December 7-14 San Francisco

by Robina Shaheen



The Golden Gate Bridge. Photo Credit: Robina Shaheen.

San Francisco, one of the leading financial and cultural centers of Americans, has the long standing tradition of hosting the American Geophysical Union (AGU) Fall meeting. It is that time of the year when monarch butterflies congregate in central Mexico; similarly planetary scientists congregate in San Francisco each December. AGU is the world’s largest international gathering of experts (nearly 20,000) in planetary science, policy analyst, students,

bloggers, and media gurus from around the world. Some of the most exciting aspects of AGU are the variety of topics covered in a short span, range of extracurricular activities, and informative exhibition booths. There are about 1500 sessions over the week, covering the latest findings in various disciplines of Earth and space science which include, geology, oceanography, paleoclimatology, volcanology, biogeochemical cycles, early Earth and its habitability, climate change (past, present and future) of the earth, ecological science, NASA's science missions to Mars, Saturn, Jupiter and much more.

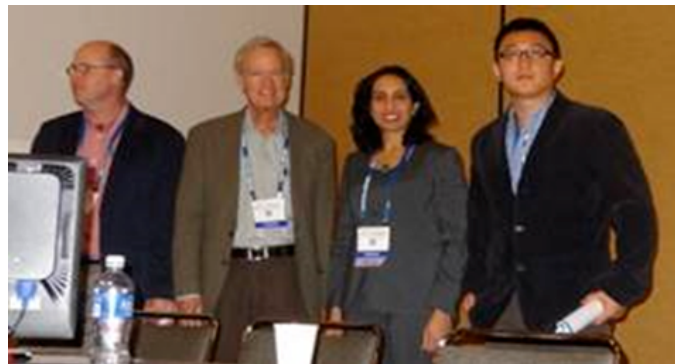


A view of poster session, thousands of poster are presented each day in various discipline covered by the AGU. Photo credit: Robina Shaheen.

To be able to attend the presentations most relevant to one's own topic of research, one has to rush between Moscone Center South (poster sessions), North (exhibits), and West (oral sessions)—indeed a good exercise and an awesome opportunity to practice “elevator talks” while greeting acquaintances and friends on the run to respective sessions. This year was particularly exciting for Earth scientists and policy makers as carbon dioxide hit a record 400 ppm and NASA's curiosity rover started to send data from the surface of Mars. I organized two sessions with other scientists from the University of Maryland and the National Aeronautics and Space Agency—Johnson Space Center (Robina Shaheen, Mark Thiemens, James Farquhar and Paul B. Niles, Tao Sun) to commemorate these landmarks. First: fingerprinting sources and transformation of sulfate aerosol using sulfur and oxygen isotopes. Second: examining salts in hyper-arid environments on Earth and Mars.

The sulfate aerosol layer in the stratosphere (above 10 Km) reflects solar radiation and partially offsets the greenhouse warming effect of trace gases such as carbon dioxide, methane, and nitrous oxide. I had the pleasure to present a 25 year record of sulfate aerosol extracted from the South Pole and show that particles are transported to the stratosphere via the intertropical convergence ozone (a corridor that links the lower and upper atmosphere on the

Earth). I was delighted to show how oxygen isotopic fingerprinting of sulfate particles can capture the natural variability of El-Nino Southern Oscillations via its link to the ocean temperature and ozone levels in the stratosphere. Following the tradition of outstanding women scientists in the Association for Women in Science (AWIS), I took the opportunity to foster my lifelong passion to encourage minorities and brilliant young scientists by judging the scientific presentations for the outstanding student presentation awards.



Sulfate aerosol session conveners (left to right): James Farquhar, Mark H. Thiemens, Robina Shaheen, and Tao Sun. Photo Credit: Robina Shaheen.

The whole week was jam packed with presentations, special lectures, award ceremonies, and discussions, and ended with a good note in my diary that all these brilliant minds, determined to understand the Mother Nature can eventually help to develop strategies for a sustainable planet for our future generations where kids can still enjoy flocks of migratory birds and butterflies. AGU is a fun meeting, though physically exhausting, but it provides an excellent opportunity to acquire immense knowledge in a few days, to develop international collaborations, and to learn new tools to improve science communications.



Shaheen at the AGU booth getting ready to learn how to spacewalk. Photo Credit: Robina Shaheen.

ENTER WITH AN IDEA, GRADUATE WITH A BUSINESS

Full-Time and FlexMBA Programs

The Rady School MBA develops leaders who are creating the next generation of science and technology businesses to meet the demands of the future.

Putting CPR to Work

by Lorena Martin

What should have been a routine flight from San Diego to Miami—was anything but! I, Lorena Martin, a recent doctoral graduate and AWIS member, was taking a holiday break from my post-doctoral position at the University of California, San Diego (UCSD). I was going to visit my family for the Christmas holidays on AA Flight 1042 nonstop to Miami in December 2013.

What seemed like a quiet flight in row 25 was interrupted when suddenly a female passenger started screaming, “He’s dying! He’s dead”. Hearing her screams, other alarmed passengers figured something was very wrong—suddenly half the plane was screaming in fear.

I stood up and went to help the passenger who was across the aisle in row 24. The man was too large to pick up alone, so I asked for help. With another passenger, we got the passenger on the floor of the cabin. Finding no pulse, I determined he needed CPR (cardio pulmonary resuscitation) and went to work. Within a short time, the gentleman started to breathe again and his heart started to beat on its own.

It was shortly determined that instead of an emergency landing, the passenger could make it to Miami, where an ambulance would wait to take him to the hospital.

I returned to my seat knowing I assisted in reviving a life. Knowing that I didn’t have much to give anybody financially speaking, it felt great to be able to give something to a stranger on a plane.

Editor’s Note: Kudos to Martin for fearlessly employing CPR to revive a fellow passenger. We hope this inspires everyone to keep their CPR certification current and to selflessly act during emergencies.

Science News Ticker

Patrick Soon-Shiong, a billionaire-entrepreneur oncologist, shared his vision of cancer treatment by utilizing “Big Data” found in genomic information. He was interviewed by Dr. Razelle Kurzrock, Senior Deputy Director of the UC San Diego Moores Cancer Center, during the third in a series of talks hosted by the UC San Diego Extension and the Center for Ethics in Science and Technology. While cancer may begin in with a genomic mutation, he reminds us all that mutations must move through from DNA to RNA to protein before it becomes “actionable” during cancer treatment. ●●● Illumina,

a San Diego-based company specializing in genetic analysis tools, now offers a genomics incubator for start-up companies to develop uses for genomics. This positions the company to get in on the ground floor with companies employing its sequencing technologies, generating loyalty. Illumina will provide access to many of their cutting edge genomic sequencing machines. ●●● Sydney Brenner, 2002 Nobel Laureate and Senior Distinguished Fellow at the Salk Institute, in a recent interview lamented the state of scientific research: “I think peer review is hindering science. In fact, I think it has become a completely corrupt system. It’s corrupt in many ways, in that scientists and academics have handed over to the editors of these journals the ability to make judgment on science and scientists. There are universities in America, and I’ve heard from many committees, that...won’t consider people’s publications in low impact factor journals.” ●●● 200 students toured and worked at the Salk Institute as part of their 24th annual High School Science Day. The event is designed to help high school students see the possibilities of a career in science while also allowing them to meet researchers working at Salk. The students enjoyed seeing ‘real’ research first hand, and also liked how casual the lab environment was. ●●● San Diego’s Mesa College will be opening a new, 206,000 square-foot math and science center on March 19th 2014. The building will be the largest science center in California’s community college system, and will help better prepare Mesa College students for transferring to 4-year institutions. ●●● The large kelp forest exhibit at the Birch Aquarium in La Jolla reopened on February 8th 2014. The 70,000 gallon tank had to be drained and all the creatures inside it relocated on January 6th in order to repair a leak, rusty rebar, and cracked concrete that threatened the long-term integrity of the structure. The aquarium also took the repair period as an opportunity to broaden the mix of fish species in the kelp forest upon reopening.

Upcoming Events

Tour of the Stuart Art Collection

Sunday, March 09, 2014

9:30am - 11:30am

UCSD Campus

Parking: Gilman Parking Structure on Gilman Drive (cost is free on weekend; [see map](#)).

Come join us for a 2 hour docent led tour of the internationally famous Stuart Collection of sculpture and art at the UCSD campus. Please see the following [website](#) for details of the Stuart Art Collection.

Please wear comfortable shoes and sun block. Also bring water to keep hydrated during the tour. The tour will begin promptly at 9:30 a.m.

We will conclude our tour at Tapioca Express for boba drinks and appetizers.

This is an AWIS Members only event. There is no cost, but [registration is required](#) and limited.

Please park in the Gilman Parking Structure on the corner of Gilman Drive and Russell Lane. Once parked, walk up Russell Lane to Pepper Canyon Hall. We will meet at office #105 which is off of the atrium toward the rear of Pepper Canyon Hall.

Special Town Hall Meeting

Monday, March 17, 2014, 6:15pm –8:00pm
Hera Hub, 9710 Scranton Road, #160, San Diego, 92121

All AWIS-SD members are encouraged to attend this open town hall meeting at Hera Hub.

The goal of this meeting is to increase engagement of our members and getting their input about our chapter and activities. Please help to spread the word

Tentative Town Hall agenda topics include:

- Meet and greet with AWIS-SD Board and Committee co-chairs
- Scholar Celebration on 7 June (Dody)
- AWIS-SD/UCSD Partnership (Maha, April, Ellen)
- Mentoring initiative (Linda)
- Twitter tutorial (Gloria)
- Q&A

Please [register](#).

Mid Career Coffee Club

Thursday, March 20, 2014, 7:45am –9:00am

New location: Inside the UTC Food Court, 4505 La Jolla Village Drive in the Westfield Shopping Mall.

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

Members only event, please contact: cniemeyer@awissd.org

APRIL STRATEGY SESSION:

Building an Effective Management and Leadership Style

Monday April 7, 2014

Networking 6:00 pm, Workshop 6:30 - 8:00 pm
Hera Hub, Sorrento Mesa; 9710 Scranton Rd. #160, SD 92121

Nothing happens in the workplace that is not connected to human behavior in some way. Interactions between people are often complicated, and the role of stepping through those complications and establishing an environment where people are actively and intentionally doing their best falls to the

leader. Leading and managing people, then, is a *social* exercise. Learning more about how the relationships you have as a leader and the relationships your people have with each other are evolutionarily derived and powerful.

You will leave this interactive strategy session having:

- reached a better understanding of how the human brain is a Social Brain
- developed an increased ability to separate old fashioned notions of management and leadership from effective social interaction
- created your personal leadership agenda to drive your own development as a manager and leader.

To moderate this Strategy Session we have three invited presenters:

Richard S. Trafton, Ph.D.
Alisa Robinson, Ph.D.
S. Diane Marentette, BS.

Remember to bring your business cards!

Members only event. No charge, but registration is essential. Please [RSVP](#).

If you are not currently an AWIS San Diego member we hope you will join or renew your membership online (www.awis.org). 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 sending an email to StrategySessions@awissd.org.

Mid Career Coffee Club

Thursday, April 17, 2014, 7:45am –9:00am

New location: Inside the UTC Food Court, 4505 La Jolla Village Drive in the Westfield Shopping Mall.

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

Members only event, please contact: cniemeyer@awissd.org

Local Events of Interest

Business Women's Mega Mixer

Thursday, March 20, 2014 5:30pm—8:00pm

Bahia Hotel

\$35 if [pre-registered](#) by March 6, 2014

\$45 if registered after March 6, 2014

\$55 at the door

Join us for the historic and exciting Business Women's Mega Mixer as we honor women from our past, present and future,

Your research is *unique*.
Your **kit** should be unique too.



DNA & RNA Isolation Kits

Plants | Soil | Stool | Water | Biofilm | Tissue | Cells | Microbial Cultures

www.mobio.com

2746 Laker Avenue West, Carlsbad, CA 92010 Toll Free in US: 800-606-6246, Outside US: 760-929-9911, Fax: 760-929-0109



GNF: Accelerating the Pace of Drug Discovery

The **Genomics Institute of the Novartis Research Foundation** (GNF), located in San Diego, is one of the Novartis Institutes for BioMedical Research. GNF scientists and engineers are working together to understand the underlying causes of disease and to develop and manufacture unique technologies, such as high-throughput automation systems, that enable breakthrough biology and change the practice of medicine. **Learn more at www.gnf.org**



**Genomics Institute of the
Novartis Research
Foundation**

and celebrate those who have overcome obstacles and blazed trails of opportunity. This year is sure to be even bigger and better as we gather together in celebration, recognition and fundraising for the 2014 non-profit beneficiary, [The National Women's Veteran's Association of America](#).

Event Benefits:

- Mega-mixing and mega-mingling with HUNDREDS of professional women
- Celebration of Women's History Month!
- Highlight 20+ professional women's organizations!
- Showcase 40+ female-owned businesses!
- Enjoy catered hors d'oeuvres!
- Opportunities to make new connections and forge new partnerships!

Want a taste of what it's like before you decide? Take a 4-minute peek at [last year's event video](#).

San Diego Science Festival – EXPO Day

Saturday, March 22, 2014, 09:30am - 05:30pm
Petco Park

Each year in March, the [San Diego Festival of Science and Engineering](#) invites students and their families to engage in a weeklong celebration of careers in science, technology, engineering, and math (STEM) at PETCO Park. Our goal is to encourage and inspire students of all ages and backgrounds to pursue STEM education and careers by connecting them with scientists, educators, and engineers. Get involved, and help us inspire the next generation of scientist and engineers! The AWIS-SD booth will demo our famous "oobleck" activity. We will need volunteers for 2 hrs shifts.

Please [register](#). You will be contacted by the event coordinators to schedule your shift.

Contact : outreach@awissd.org

About the AWIS Newsletter

The AWIS-SD Newsletter is published six times per year and provides AWIS members and supporters with information on Chapter activities, career development, and issues related to women in science.

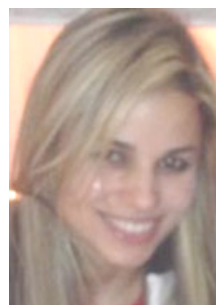
Newsletter staff for March/April Issue:

Nurith Amitai, Afshawn Chakamian, Andria Del Tredici, Pat Rarus, 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. 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 April 10, 2014

About the Authors



[Dr. Lorena Martin](#) is a Postdoctoral Fellow in the Department of Family and Preventive Medicine at UC San Diego. She completed her PhD in Exercise Physiology at the University of Miami. Her research focuses on mediators and moderators of physical activity and sedentary behaviors, particularly, in the Latino population. She also enjoys

collaborating with other departments using her statistical analyses expertise.



[Marcy](#) studied both Biology and German as an undergraduate at the University of Rhode Island and earned her PhD in Tumor Biology from Georgetown. She currently studies epigenetic mechanisms of regulation of reproductive genes at UCSD. Marcy has a strong interest in STEM education and teaches both Biology at University of Phoenix and

Biology Pedagogy at SDSU. She has been a member of AWIS since 2010 and is a Member-at-Large on the AWIS-SD Board.



[Dr. Shaheen](#) is a project scientist at the Univ. of California San Diego. She enjoys exploring the evolution of planetary atmospheres and conditions that are conducive to the origin of life. It is like being a member of CSI team where one uses isotopic fingerprinting techniques to establish the origin of tiny space rocks and to find out the condition under which they were formed and traces of any extinct or extant life.



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

AWIS-San Diego Sponsors

AWIS-SD thanks our corporate sponsors for their generous support. Donations from corporate sponsors help us fund scholarship awards, monthly events and Strategy Sessions, community outreach efforts, the Newsletter and the website.

For more information about how your company can support AWIS-SD, send e-mail to fundAWISsd@gmail.com

SILVER

UC San Diego Extension Foundation	Genomics Institute of the Novartis Research Celgene	UC San Diego Rady School of Management
-----------------------------------	---	--

BRONZE

Ardea Jones Day Pfizer	Carefusion MO BIO Laboratories, Inc. Keck Graduate Institute	Janssen Labs Morrison Foerster Sony Computer Entertainment America
------------------------------	--	--

FRIEND

FEI	Friedmann Communications TriLink	Kyowa Hakko Kirin
-----	-------------------------------------	-------------------



The "PS" Family logo is a registered trademark and "PS4" is a trademark of Sony Computer Entertainment Inc. Greatness Awaits is a trademark of Sony Computer Entertainment America LLC.

Important Contacts

AWIS Board	Name	E-mail
President	Grace Nakayama	president@awissd.org
Secretary	Monica Brown	secretary@awissd.org
Treasurer	Christina Niemeyer	treasurer@awissd.org
Members at Large	Marcy Richardson	mrichardson@awissd.org
	Linda Manza	lmanza@awissd.org
	Amy Duncan	aduncan@awissd.org
Past President	Dorothy Sears	pastpresident@awissd.org
Past Treasurer	Corine Lau	clau@awissd.org

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

Committee Contacts

Committee	Chair(s)	E-mail
AWIS-SD Leadership Network	Dorothy Sears Rachel Soloff Jenny Chaplin	leadnet@awissd.org
Back to Work Initiative	Maha Gebara-Lamb April Cresse Ellen Dunn	backtoworkinitiative@awissd.org
Corporate Sponsorship	Supriya Gaitonde Kathy Ogilvie	corporatesponsorship@awissd.org
Events	Barbara Davids Sonia Feau	events@awissd.org
Mid-Career Coffee Club	Christina Niemeyer	coffeclub@awissd.org
Mentorship	Linda Manza	mentor@awissd.org
Newsletter	Nurith Amitai DeeAnn Visk Afshawn Chakamian	newsletter@awissd.org
Outreach	Julie Bordowitz Victoria Hurless	outreach@awissd.org
Public Relations	Lisa Fong Gloria Kuo-Lefkowitz	publicrelations@awissd.org
Scholarship	Erna Van Niekerk Laura Cervino	scholarship@awissd.org
Scholarship Celebration	Dorothy Sears	celebration@awissd.org
Strategy Sessions & Focus Sessions	Beth George Cisar Hanne Hoffmann	strategysessions@awissd.org
Website	Kristina Schimmelpfeng Henthorn Maki Kaneko	website@awissd.org
WIST 2015	TBD	TBD