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3rd Annual All Iowa SWE Conference



Featuring Keynote Speaker:

Jo Miller

Build Your Brand as an Emerging Leader

Schedule of Events

Saturday, July 27, 2013 • Iowa Memorial Union, South Room (179)

12:30 - 1:00 pm

Registration and Check-in

1:00 - 1:15pm

Welcome

1:15 - 2:45 pm

Leadership Session:
*Generations in the
Workplace*
Cathy Krier
SWE Leadership Coach

Technical Session:
*The How and Why of Digital
Human Modeling*
Dr. Tim Marler
University of Iowa

2:45 - 3:00 pm

Break & Refreshments

3:00 - 4:30 pm

Keynote Session:
Jo Miller, CEO of Women's Leadership Coaching, Inc.

4:30 - 4:45 pm

Closing Remarks

5:00 pm

Optional Networking Dinner: Atlas Restaurant
127 Iowa Avenue, Iowa City, Iowa



Directions from I-80:

Take Exit #244 and turn south on Dubuque St.
Follow Dubuque St. south to Market St.
Turn right onto Market St.
Follow Market St. to Madison St.
Turn left onto Madison St.
Follow Madison St. to Jefferson St.
Turn right to enter the Iowa Memorial Union Parking Ramp
Park and walk across Madison Street to the IMU
The South Room (179) will be to your right through the door

Leadership Session: Managing Different Generations

In today's organizations we encounter four generations of workers: Gen X, Gen Y, Baby Boomer, and Traditional. The diversity of characteristics and values represented by each group can make an issue of communication, collaboration, and motivation. As the generations continue to age it will be essential for to success for organizations to share and transfer knowledge. To do this effectively we must first recognize the characteristics and values that are representative of each group. This module discusses differences in work ethics, leadership styles, work-life balance, and views on education, money, and much more. Participants will assess which generation they fit into, and might even discover it's not the generation they were born into.

About the Speaker:

Cathy Krier, as SWE FY12 & 13 Leadership Coaching Committee Chair, leverages her leadership experience from two different sections and as a coach within Region H for more than five years. Cathy holds a Bomedical Engineering degree and an MBA. As a professional since 1992, Cathy has had increasing responsibilities in technical and business roles, promoting and supporting the field of engineering to make better healthcare products possible. In 2007, she was a recipient for the SWE Emerging Leader Award for "demonstrated leadership in quality."

Technical Session: The How and Why of Digital Human Modeling

In the course of a day, can you find anything that humans do not somehow interact with? How many items can you find that are not designed on the computer? The answers to these questions defines the scope of applications for digital human models that can be used to predict human behavior and performance. Santos is the premier physics-based predictive human who can answer questions like how comfortable someone is in a vehicle, how much someone can carry, or how restrictive equipment may be. This presentation addresses how Santos works, the problems he can solve, and discusses applications and the future for human modeling.

About the Speaker:

Dr. Marler is the Assistant Director of the Virtual Soldier Research (VSR) Program, Co-Director of the Advanced Manufacturing Technology (AMTech) Program, and an Adjunct Professor with the Departments of Biomedical and Mechanical Engineering. He is the project manager for a portfolio of projects, program manager for large R&D efforts, and helps run a lab of 30 people. He is a co-founder and chief research officer for SantosHuman Inc, and a co-founder and interim CEO for Virtual Systems Engineering. His research focuses on human modeling, decision-making, optimization, and model-based engineering. His experience ranges from software design to manufacturing, at Ford, Amana, Pacific Northwest National Lab, and Hon.

Keynote Session: Build Your Brand as an Emerging Leader

Are you the best-kept secret in your organization? What does it take to be recognized as an emerging leader? Uncover the three essential elements of an effective personal brand and the five key steps to increasing visibility. Learn how to attract high-profile projects and solidify your reputation as a leader.

About the Keynote Speaker:

Jo Miller is CEO of Women's Leadership Coaching, Inc. Jo is creator of the Women's Leadership Coaching® system, a roadmap for women who want to break into leadership positions in business. Used successfully by thousands of women worldwide, the system identifies the key steps women must take to advance into positions of influence and leadership—especially in industries long considered "a man's world," such as technology, finance, and energy. Jo is an internationally sought-after speaker who delivers more than 60 presentations per year to audiences of up to 1,200 for women's conferences, women's professional associations, and Fortune 1000 corporate women's initiatives.

Registration

First Name: _____ Last Name: _____
Title: _____ Company: _____
Street Address: _____ Mail Stop: _____
City: _____ State: _____ Zip: _____
Telephone: _____ SWE Member Number: _____
Email: _____

Chose topic for session one: Leadership Technical Please RSVP for Networking Dinner: Yes No

Cost: \$25 (\$20 for SWE Members)

Mail Completed Registration and check to: SWE-ECI, P.O. Box 10945, Cedar Rapids, Iowa 52410

Or Register online: <http://swe-eci.org/IowaConference> and pay with PayPal