



**REACHING
NEW LEVELS
OF SUCCESS**

2009

ANNUAL REPORT

FY2009 ANNUAL REPORT



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Our Mission

The Society of Women Engineers stimulates women to achieve full potential in careers as engineers and leaders, expands the image of the engineering profession as a positive force in improving the quality of life, and demonstrates the value of diversity.



ASPIRE • ADVANCE • ACHIEVE

Reaching New Levels of Success

For nearly six decades, the Society of Women Engineers (SWE) has been dedicated to advancing women in engineering and technology. SWE is the driving force that provides the resources and support that women need to realize their dreams and excel in the workplace. 2009 was no exception.

This year SWE introduced the President's blog to the SWE website and employed social networking sites such as Facebook, Twitter and LinkedIn to strengthen connections among more than 20,000 collegiate and professional members. Our social networking strategy helped us realize record attendance for the WE08 conference, reaching 6,000 attendees and more than 275 Career Fair exhibitors. With our success, we launched international pilot programs in Germany, Japan, Nigeria and India and created an overarching professional development strategy to expand programming in key areas such as leadership and career development.

SWE leveraged new messaging for outreach communications from a report released by the National Academy of Engineering (NAE) titled, "Changing the Conversation." The report highlighted a need for the engineering community to change our messages to the public—particularly young people—to attract more talent. Eager to benefit from the NAE research, SWE's outreach materials are adopting the recommended messaging. In addition to our new communication initiatives, and with the outstanding support from individuals, SWE sections, corporations and foundations, SWE awarded a record-breaking \$470,000 scholarship awards to aspiring leaders.

SWE continued as a proactive force in public policy advocacy. On February 24, SWE held a Congressional briefing in conjunction with the House of Representatives Diversity and Innovation Caucus entitled, "The Dearth of Women in Academic Science and Engineering: Proactive Strategies for Improvement." Later in the year, SWE provided testimony at the House Committee on Science and Technology and the Subcommittee on Research and Science Education hearing titled, "Encouraging the Participation of Women in STEM Fields."

2009 was a breakthrough year—the work of our entire organization reached new levels of success and the Society realized solid financial results. With the strong and significant support of our members and partners, SWE continues to advance women engineers around the world.



Virginia C. Connolly, P.E.
SWE FY09 National President



Betty Shanahan, CAE
Executive Director and CEO

FY09 Outreach

SWE outreach efforts reached new heights in FY09, starting with the introduction of SASS-E (Skills, Attitude, Science, Smarts for Engineering) Girlz, a program funded by Dorothy M. and Earl S. Hoffman that connects SWE outreach volunteers with middle school counselors to help educate girls about engineering careers.

Together with AWE, Assessing Women and Men in Engineering, SWE enhanced the measurement of outreach activities this past year. Supported by a grant from the National Science Foundation (NSF), AWE provides tools to help those involved in K-12 outreach effectively measure the impact of their work. AWE resources are available at swe.org/awe.

In its third year, the Wow! That's Engineering!® events program also continued to make an impact. In keeping with the National Academy of Engineering's "Changing the Conversation" report findings, SWE refocused outreach event activities to help members position engineering to young girls as a career that makes a difference in the world. For more information on SWE outreach activities, visit swe.org/aspire.

FY2009 Scholarships

Freshman/Reentry

Admiral Grace Murray Hopper Memorial
Bertha Lamme Memorial
B.J. Harrod
BK Krenzer Memorial Reentry

Dorothy M. & Earl S. Hoffman
Exelon Corporation
Ford Motor Company
Lockheed Martin Corporation
Northrop Grumman Foundation

Olive Lynn Salembier Reentry
Solar Turbines
SWE New Jersey Section
SWE Phoenix Section

Upper Class and Graduate

Ada I. Pressman Memorial
B.K. Krenzer Memorial
Baker Hughes
Bechtel Corporation
Booz Allen Hamilton
Boston Scientific
Brill Family
Caterpillar Inc.
Chevron Corporation
Chrysler, LLC
Cummins Inc.
Dell Inc.
Dorothy Lemke Howarth Memorial
Dorothy P. Morris
DuPont
Electronics for Imaging
Elizabeth McLean Memorial
Ford Motor Company

General Electric Women's Network (GEWN)
General Motors
Goldman Sachs, & Co.
The Henry Luce Foundation-
Clare Boothe Luce
Graduate Fellowship
Honeywell International Inc.
IBM Corporation
Intel Corporation
ITT
Ivy M. Parker Memorial
Jill S. Tietjen, P.E.
Judith Resnik Memorial
The Kellogg Company
Lehman Brothers
Lillian Moller Gilbreth Memorial
Lockheed Martin Corporation
Lydia I. Pickup Memorial
Mary V. Munger Memorial

MASWE Memorial
Meridith Thoms Memorial
Microsoft
Northrop Grumman Foundation
Past Presidents
Rockwell Automation
Rockwell Collins
Susan Miskowicz Memorial
SWE Baltimore-Washington Section
SWE Central Indiana Section
SWE Central New Mexico
SWE Mid-Hudson Section
SWE Region H
SWE Rocky Mountain Section
SWE University of Alabama Section
United States Steel
Verizon Foundation



2008 National Conference: New Look. New Record.

The success of WE08 was impressive, with the registration of nearly 6,000 and more than 250 companies, universities and government agencies; all gathered in Baltimore, MD. The conference theme “Women Leading the Technical Revolution” served as a foundation for three days of networking, workshops, sessions and other activities. WE08 was commemorated in videotaped comments by attendees, based on the question “Why SWE?” to capture the SWE experience and to serve as inspiration for current and future SWE members.

Congratulations to the FY2009 SWE Award Recipients

Achievement Award

Aslaug Haraldsdottir, Ph.D.;
The Boeing Company

Upward Mobility Award

Joanne Maguire; Lockheed Martin Space
Systems Company

Rodney D. Chipp Memorial Award

Craig Barnes; Cummins Inc.
Neil Gillespie; Booz Allen Hamilton
Rear Admiral W.G. Shear, Jr.;
Naval Facilities Engineering Command

Resnick Challenger Medal

Margot L. Wasz, Ph.D.;
The Aerospace Corporation

Distinguished Engineering Educator Award

Amanie Abdelmessih, Ph.D.;
Saint Martin's University

Emerging Leader Award

Academia

Soh Khim Ong, Ph.D.;
National University of Singapore

Manufacturing and Construction

Amy Benecke McLaren, P.E.;
Peoria County Highway Department

Product Research, Design and Engineering

Stefanie Chiras, Ph.D.; IBM

Quality

Jennifer Bly, Ph.D.; Intel

Safety, Health and Environment

Julie Rolffs; Caterpillar Inc.

Sales and Marketing

Peggy Panagopoulos Flaherty; ITT Industries

Systems Engineering

Lt. Cmdr. Michelle Lee Nakamura; U.S. Navy

Fellow Grade

Toni L. Doolen, Ph.D.; School of Mechanical,
Industrial, and Manufacturing Engineering,
Oregon State University
Marge Inden; Morgan Stanley Smith Barney
Sandra Postel; Boeing Commercial Airplanes

Michelle Tortolani; Northrop Grumman Electronics
Janet L. Williams; Sandia National Laboratories

Distinguished New Engineer Award

Diana LaFortune; Northrop Grumman
Mary Perkinson; Northrop Grumman Shipbuilding
Jessica Rannow; Cardinal Health
Reena Singhal Lee; Google Partner
Solutions Organization
Patricia Walker; Jacquelyn's Photography

Outstanding Counselor Award

Diana Madden; Schiller and Hersh Associates, Inc.

Outstanding Faculty Advisor Award

Candace S. Sulzbach, P.E.; Colorado School of Mines

Outstanding Collegiate Member Award

Martha Addison, University of Alabama
Sarah Grano, University of Alabama
Chelsea Ryberg, Seattle University
Kristina Wang, University of Colorado
at Boulder
Jessica Wood, University of Illinois at
Urbana-Champaign

Corporate Partnership Council (CPC) Delivers New Levels of Support

In 2008, the members of SWE's CPC set forth a strategic plan, including five key areas of focus that would increase the value of CPC membership. Progress on those key areas continued in FY09 including: development and distribution of communication tools to assist in gaining executive commitment for involvement with the CPC; development and implementation of a rapid prototyping tool for best practices; adoption of a governance model; and acceptance of rules of engagement for the Council. Work continues on a new work paradigm that will lead to greater retention of women in the engineering workforce.

CPC member, GE Women's Network, receives FY09 President's Award

The SWE President's Award honors organizations that make significant contributions to women in engineering. This year's recipient is the General Electric (GE) Women's Network, which was created to assist the women at GE advance their careers and develop leadership skills. The Network was honored for their generous support of SWE's scholarship program. In the past four years, the Women's Network raised \$250,000 in support of SWE scholarships.

SWE Honors 60 Years of Successful Women Engineers through A Commemorative Journal, Supported By CPC

In celebration of their 60th anniversary SWE is publishing a journal honoring women pioneers and trailblazers in the engineering and technology field. Supported by funding from the CPC together with IBM Corporation (also a CPC member), the journal is comprised of peer-reviewed articles that will explore several themes including identity, diversity and international issues.

2009 CPC Members

3M
Abbott
Agilent Technologies
Amgen Inc.
BAE SYSTEMS
Baker Hughes
Bank of America
Bechtel Corporation
The Boeing Company

Booz Allen Hamilton
Boston Scientific
BP
Caterpillar Inc.
Central Intelligence Agency
Chevron
Chrysler LLC
Cisco Systems, Inc.
The Clorox Company
ConocoPhillips
Cummins Inc.
Dell Inc.
Disney
The Dow Chemical Company
DuPont
Exelon Corporation

Exxon Mobil Corporation
FM Global
Ford Motor Company
Genentech
General Electric Company
General Motors Corporation
Goldman, Sachs & Co.
Honeywell International Inc.
HP
IBM Corporation
Intel Corporation
ITT Corporation
John Deere
The Kellogg Company
Kimberly-Clark Corporation
Lockheed Martin

LyondellBasell Industries
Medtronic
Merck
Northrop Grumman Corporation
Raytheon
Rockwell Automation
Rockwell Collins
Shell Oil Company
Southern Company
Symantec
Texas Instruments
US Army RDECOM
US Navy
United States Steel
United Technologies Corporation



FY2009 Sponsorships

SWE's mission is advanced every day through the dedication, effort and innovation of SWE members, combined with crucial financial support from corporations, foundations and individuals who endorse SWE's mission and objectives. By working closely with each organization, we can design a sponsorship package that meets the needs of both the sponsoring organization and the Society.

Corporate Partnership Council (CPC)



CPC members provide assistance to SWE through consultation with SWE leadership, sharing insight on industry trends and developments, and supplying financial support for innovative projects as well as operations and infrastructure of the Society. Each CPC member commits a minimum of \$30,000 annually, applied to SWE activities of its choice (including unrestricted support).

Corporate Membership

A corporate membership shows commitment to diversity and support for professional development of women in the organization. SWE's corporate membership is available to any corporation, educational institution or government entity that supports the mission and objectives of the Society. A \$3,000 Corporate Membership package includes:

- Nine individual SWE memberships for employees
- Full conference registrations for three of the sponsored employees
- Best practices sharing through formal sessions

National Conference Sponsorship



The SWE Annual Conference is SWE's premier event for professional development, networking and career advancement for both professional and collegiate members.

A conference sponsorship enables SWE to offer high-value, high-impact programming for all members and significant subsidies for participation by collegiate members.

Programs and Initiatives

Programs and initiatives support SWE's objectives to launch or sustain programs that provide vital services to members, from college and entry-level engineers to senior executives, and reach girls at all ages to interest them in engineering and technology. At the same time, activities provide high visibility for the sponsors and address specific goals for the sponsors. Key target areas are:

- K-12 educational outreach
- Collegiate outreach and scholarships
- Professional development
- Diversity and inclusion
- Leadership training
- Awards and recognition

SWE Magazine Heritage Club Advertising



SWE, our award-winning magazine, is published five times annually and provided to members in print and online versions. It contains articles geared to both professional and collegiate members to inspire, provide industry information and relay news about the Society. Companies and organizations committed to advertising consistently in each issue

of the magazine become Heritage Club members, which allows SWE to deliver a high-quality publication year after year.

Listings of SWE CPC members, corporate members, conference sponsors and SWE Magazine Heritage Club members are on page 7.

FY2009 Financials

| Society Statement of Financial Position | | | | |
|---|--|--|--------------------|--------------------|
| | | | 2009 Total | 2008 Total |
| Cash/Investments | | | \$7,510,480 | \$7,995,557 |
| Accounts Receivable | | | 322,025 | 443,345 |
| Prepaid Expenses | | | 347,193 | 279,298 |
| Net Fixed Assets | | | 79,150 | 48,234 |
| Total Assets | | | \$8,258,848 | \$8,766,434 |
| Liabilities & Accounts Payable | | | \$514,140 | \$504,832 |
| Deferred Revenues | | | 1,709,313 | 1,907,032 |
| Unrestricted Net Assets | | | 4,496,549 | 4,881,104 |
| Temporarily Restricted Net Assets | | | 1,538,846 | 1,473,466 |
| Total Liabilities & Net Assets | | | \$8,258,848 | \$8,766,434 |

| Society Statement of Revenues and Expenses | | | | |
|--|--------------------|------------------------|--------------------|--------------------|
| | Unrestricted | Temporarily Restricted | 2009 Total | 2008 Total |
| Revenues | | | | |
| Dues | \$910,927 | \$0 | \$910,927 | \$858,802 |
| Other | 293,101 | 2,697 | 295,798 | 507,412 |
| Conference | 3,566,776 | 0 | 3,566,776 | 2,988,401 |
| Programs & Services | 541,254 | 615,341 | 1,156,595 | 1,696,733 |
| Publications | 1,246,862 | 0 | 1,246,862 | 1,271,357 |
| Net Assets Released from Restrictions | 552,658 | (552,658) | 0 | 0 |
| Total Income | \$7,111,578 | \$65,380 | \$7,176,958 | \$7,322,705 |
| Expenses | | | | |
| Management | \$373,256 | \$0 | \$373,256 | \$483,942 |
| Administrative | 1,810,862 | 0 | 1,810,862 | 1,532,130 |
| Conference | 2,589,425 | 0 | 2,589,425 | 2,153,573 |
| Programs & Services | 1,150,350 | 0 | 1,150,350 | 1,561,904 |
| Membership | 425,094 | 0 | 425,094 | 475,163 |
| Publications | 860,060 | 0 | 860,060 | 881,453 |
| Relations | 287,086 | 0 | 287,086 | 187,869 |
| Total Expenses | \$7,496,133 | \$0 | \$7,496,133 | \$7,276,034 |
| Revenue—Expenses | (\$384,555) | \$65,380 | (\$319,175) | \$46,671 |

| Consolidated Net Assets | | |
|---------------------------------|---------------------|---------------------|
| | 6.30.09 | 6.30.08 |
| Society | | |
| Contingency Reserve | \$3,067,033 | \$3,322,356 |
| Restricted Grants | 1,145,697 | 1,077,123 |
| General Operating | 217,018 | 539,758 |
| Annual Conference | 977,351 | 834,828 |
| Sponsored Scholarships | 393,149 | 396,343 |
| Corporate Partnership Council | 235,147 | 184,162 |
| Total Society Net Assets | \$6,035,395 | \$6,354,570 |
| SWE-EFI Unrestricted | \$1,630,385 | \$1,918,957 |
| SWE-EFI Temporarily Restricted | 1,383,475 | 1,941,443 |
| SWE-EFI Permanently Restricted | 1,981,764 | 1,781,571 |
| Total Net Assets | \$11,031,019 | \$11,996,541 |

Support that Generates Success

National Conference Sponsors

\$20,000+ Sponsorship

BP
Central Intelligence Agency
Chevron
Cummins Inc.
Dell Inc.
EMC Corporation
Exxon Mobil Corporation
Genentech
IBM Corporation
Intel Corporation
The Kellogg Company
Kimberly-Clark Corporation
Lockheed Martin Corporation
Northrop Grumman Corporation
Raytheon
Sandia National Laboratories
Stryker
U.S. Navy

\$15,000–\$19,999 Sponsorship

DuPont
Exelon Corporation
HP
Merck
Texas Instruments

\$10,000–\$14,999 Sponsorship

BAE Systems
S.D. Bechtel, Jr. Foundation
The Boeing Company
Booz Allen Hamilton
ConocoPhillips
Cornell University – Johnson Graduate School of Management
The Dow Chemical Company
ITT Corporation
Pitney Bowes
Southern Company
State Farm Insurance Companies
U.S. Army RDECOM

\$5,000–\$9,999

Barclays Capital
DE Shaw & Co., L.P.
FM Global
Illinois Tool Works
Rockwell Automation
Rockwell Collins
URS
U.S. Cellular

Up to \$5,000

Bechtel Corporation
Boston Scientific
The Clorox Company
Corning Incorporated
General Electric Company
Goldman, Sachs & Co.
Microsoft Corporation
Procter & Gamble
Schlumberger Technology Corporation
Turner Construction
United Technologies Corporation

Heritage Club Members

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BAE SYSTEMS
The Boeing Company
Central Intelligence Agency
Chevron
DuPont
Exxon Mobil Corporation

Fluor Corporation
General Dynamics
Goldman, Sachs & Co.
Hess Corporation
IBM Corporation
Illinois Tool Works
Intel Corporation

Jacobs
Johns Hopkins University Applied Physics Laboratory
Lockheed Martin
Medtronic
MIT Lincoln Laboratory
National Security Agency

NAVAIR
Schlumberger
US Navy
United States Steel

Corporate Members

3M
Abbott
The Aerospace Corporation
Agilent Technologies
Alstom
Ametek
Argonne National Laboratory
Autodesk, Inc.
BAE SYSTEMS
Baldor
B/E Aerospace, Inc.
Bechtel Corporation
The Boeing Company
Booz Allen Hamilton
Boston Scientific
BP
Bridgestone/Firestone
Carollo Engineers
Caterpillar Inc.
CB&I
Chevron
Cisco Systems, Inc.
Citrix Systems, Inc.

Corning Incorporated
Dallas County Community College District
Dell
DIRECTV
Disney
The Dow Chemical Company
DTE Energy
DuPont
Exelon Corporation
Expedia
Exxon Mobil Corporation
Fluor Corporation
FM Global
Ford Motor Company
Freescale
General Electric Company
General Motors Corporation
Goldman, Sachs & Co.
GreenbergFarrow
Honeywell International Inc.
HP
IBM Corporation
Informatica Corporation

Intel Corporation
Ixia
Jacobs Engineering Group
Jive Software
John Deere Werke Mannheim
KAPL
The Kellogg Company
Kimberly-Clark Corporation
Lear Corporation
Lehman Brothers
Lexmark
Lockheed Martin Corporation
LyondellBasell Industries
Mead & Hunt, Inc.
Medtronic, Inc.
Merck & Co., Inc.
Merrick & Company
Microsoft
The MITRE Corporation
Norfolk Southern
Nortel
Northeast Utilities
Northrop Grumman Corporation

Occidental Chemical Corporation
Parker Aerospace
Procter & Gamble Company
PSEG
QUALCOMM Inc.
Raytheon
Rockwell Automation
Rockwell Collins
Rohm and Haas Company
Rolls-Royce
The Shaw Group
Skanska
Solar Turbines
Southern Company
Spectra Energy Corp
Spirit Aerosystems
State Farm
Stryker
Textron
Thomson
Vanguard Group
Whirlpool Corporation
Wyeth

FY2009 Donors

Platinum Halo (\$1,000 and above)

| | |
|---|----------------------------------|
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| Bostrom Corporation | Erin McGinnis |
| Bernice Brody | Miles Nielsen |
| Patricia Brown | RC Fabrication |
| Virginia Connolly, P.E. | Hope Toole Schwalls |
| Delphi Foundation | Elizabeth Shanahan |
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| Florence Boyer Family Foundation | Star One Credit Union |
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| | |
|----------------------|------------------------------|
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Urte Barker

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Lois Graham

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Jessica Rogers

Michele Smith

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