Success On Your Own Terms

2010 annual report

Society of Women Engineers
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.

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To supporters of the Society of Women Engineers: The fiscal year 2010 marked the 60th anniversary of SWE and kick-off of our yearlong SWE60 campaign. Just as we’ve done every year of the six decades preceding this milestone, our partnership led to many exciting accomplishments.

Since the first group of 60 pioneering women assembled at Cooper Union’s Green Engineering Camp in New Jersey in 1950, we’ve all strived to define success on our own terms. Here are just some of the ways we defined success in FY10:

SWE “Recruits” A Major Cultural Icon Into Engineering
60 years ago, gender roles were strictly defined; from early on young girls were expected to play with dolls, not dream of a career in engineering and technology. In 2010 our members were still dealing with dolls—but on our own terms. In a landslide election, fueled by passionate SWE members employing social media, consumers around the world voted that Barbie® Doll’s next career would be computer engineer. Designers at Mattel, Inc. worked with SWE and the National Academy of Engineering to create Computer Engineer Barbie.®

Streamlining the Future through Structural Change
Founding member Katherine Stinson submitted SWE’s first articles of incorporation over her lunch hour; she took a break from her business to work on SWE business. Sixty years later we made a major change to how SWE works. A new streamlined senate structure will enhance SWE’s strategic vision and allow us to be more nimble in addressing issues that matter to our mission.

Actions Bring About Advancement
Our founders were women of action—they realized that if change in the engineering profession was going to happen, they had to make it so. Those words hold true to this day and during the 365 days of FY10, SWE took a leading role in public policy action. SWE participated in numerous STEM-related events over the course of the year, including two hosted by the White House; at one, President Obama launched the “Educate to Innovate” initiative. SWE also organized, with co-sponsorship from 17 other engineering societies, a Capitol Hill Day: Diversity and Inclusion Fuels Innovation in STEM. Additionally, SWE approved and published a position statement on “Equal Opportunity and Affirmative Action” and further solidified its status as a Title IX Subject Matter Expert (SME), developing 12 unique presentations/publications.

Our 360° Perspective Continues …
With support from the Clare Boothe Luce Program of the Henry Luce Foundation, SWE released a comprehensive review of STEM-related literature. This compilation spanned nine years of SWE Magazine annual reviews of social science literature on women in engineering.

We’ve highlighted just a few success stories here and throughout this annual report. Thanks to the support and dedication of members, corporations, organizations and individuals, FY10 was a year of achievements. Beyond FY10 we recognize, like our pioneering founders did 60 years ago, that there will be even greater successes to define—always on one’s own terms.

MATTEL, BARBIE and associated trademarks and trade dress are owned by Mattel, Inc. © 2010 Mattel, Inc.
In November 2009, SWE President Nora Lin and other leaders of the Science, Technology, Engineering and Mathematics (STEM) community, joined President Obama at the White House for the announcement of his new “Educate to Innovate” initiative. SWE was among 200 organizations that signed a STEM Education Coalition letter supporting this initiative and its two signature events—National Lab Day and National STEM week.

During SWE’s own Annual Conference, for the first time an entire track was dedicated to outreach with workshops and an Outreach Expo that drew 20 exhibitors and more than 300 attendees. In another first—or FIRST® (For Inspiration and Recognition of Science and Technology)—SWE kicked off 2010 with an alliance agreement, designed to inspire young people’s interest and participation in science and technology.

In FY10, the Society’s outreach initiatives continued to expand.

### FY2010 Scholarships

#### Freshmen/Reentry
- Admiral Grace Murray Hopper Memorial
- B.J. Harrod
- B.K. Krenzer Memorial Reentry
- Bertha Lamme Memorial
- Chevron Corporation
- Dorothy M. & Earl S. Hoffman
- Exelon Corporation
- Ford Motor Company
- Honeywell
- Lockheed Martin Corporation
- Olive Lynn Salembier Memorial Reentry
- Solar Turbines
- SWE New Jersey Section
- SWE Phoenix Section

#### Upper Class and Graduate
- Ada I. Pressman Memorial
- Anne Maureen Whitney
- Barrow Memorial
- Baker Hughes
- Bechtel Corporation
- Booz Allen Hamilton
- Boston Scientific
- Brill Family Scholarship
- Caterpillar Inc.
- Chevron Corporation
- Cummins Inc.
- Dell
- Dorothy Lemke Howarth
- Dorothy M. & Earl S. Hoffman
- Dorothy P. Morris
- DuPont
- Electronics for Imaging
- Elizabeth McLean Memorial
- Ford Motor Company
- General Electric Women’s Network (GEWN), Querétaro, Mexico
- General Motors Company
- Goldman, Sachs & Co.
- Honeywell
- IBM Corporation
- Illinois Tool Works
- Intel Corporation
- ITT Corporation
- Ivy M. Parker Memorial
- Jill S. Tietjen, P.E.
- Judith Resnik Memorial
- Kellogg’s
- Lillian Moller Gilbreth Memorial
- Lydia I. Pickup Memorial
- Mary V. Munger Memorial
- MASWE Memorial
- Meridith Thoms Memorial
- Northrop Grumman Foundation
- Rockwell Automation
- Rockwell Collins
- Susan Miszskowicz Memorial
- SWE Boston Section
- SWE Central New Mexico Section
- SWE Mid-Hudson Section
- SWE Past Presidents
- SWE Region H
- Symantec Corporation
- The Betty Lou Bailey Region F
- United States Steel Corporation
- Verizon Foundation
Women Advancing the World of Technology

More than 4,500 attendees helped kickoff SWE’s 60th anniversary during WE09 in Long Beach. Highlights included an inspiring retrospective of the Society’s history through the onsite anniversary gallery and a special portrayal of Beatrice Hicks, SWE’s first president, during Celebrate SWE! Through a collection of video clips, “Hicks” led attendees on a journey through the Society’s history with stories of members who have achieved success on their own terms over the past 60 years.

Congratulations to the FY2010 SWE Award Recipients

Achievement Award
Chieko Asakawa, Ph.D.; IBM Research
Upward Mobility Award
Gayle Roberts, P.E.; Stanley Consultants
Rodney D. Chipp Memorial Award
William R. Goodin, Ph.D.; UCLA Extension
Resnik Challenger Medal
Elizabeth Sholes; Ball Aerospace & Technologies Corporation
Emerging Leader Award
Quality
Claire Jung, Ph.D.; Texas Instruments
Safety, Health and Environment
Anisha Ladha; Intel Corporation
Manufacturing and Construction
Helen M. Phillips; Northrop Grumman Corporation
Product Research, Design and Engineering
Tamaira Ross; Boeing Defense, Space and Security
Sales and Marketing
Jill Sciarappa; Intel Corporation
Procurement and Logistics
Karla Tankersley; The Kroger Company
Systems Engineering
Michele Van Dyke-Lewis, Ph.D.; Lockheed Martin, Missiles and Fire Control
Fellow Grade
Jane Knoche, P.E.; Federal Aviation Administration
Alma Kuppuenger Forman, P.E.; Temple University
Wendy Schauer Landwehr; Northrop Grumman Corporation, Electronic Systems
April Renee Lauper, Ph.D., D.B.A., P.E.; KBR
Terri Fraser Morse; The Boeing Company
Mary D. Petryszyn; Raytheon Integrated Defense Systems
Linda Reed; Northrop Grumman Corporation, Electronics Systems’ Navigation Systems Division
Distinguished New Engineer Award
Missy M. Brost; The Boeing Company
Kerrie Greenfelder, P.E.; Camp, Dresser & McKee Incorporated
Tina Haley; The Walt Disney Company
Kelly Griswold Schable; The Boeing Company
Erin McGinnis; The Boeing Company
Entrepreneur Award
Sandra C. Scanlon, P.E., LEED® AP; Scanlon Szynski Group Inc.
Work/Life Balance Award
Debbie Edwards Veihdeffer; Northrop Grumman Corporation, Electronic Systems
President’s Award
Brenda Manuel; National Aeronautics and Space Administration (NASA)
## 2010 CPC Members

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<th>3M</th>
<th>ConocoPhillips</th>
<th>Honeywell</th>
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<td>Cummins Inc.</td>
<td>IBM Corporation</td>
<td>Rockwell Automation</td>
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<td>The Dow Chemical Company</td>
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<td>Kellogg’s</td>
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<td>Kimberly-Clark</td>
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<td>BP</td>
<td>Genentech</td>
<td>Lockheed Martin Corporation</td>
<td>Timken</td>
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<td>General Electric Company</td>
<td>Medtronic, Inc.</td>
<td>U.S. Army RDECOM</td>
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<td>General Motors Company</td>
<td>Merck</td>
<td>U.S. Navy</td>
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<td>Chevron Corporation</td>
<td>Goldman, Sachs &amp; Co.</td>
<td>NAVSEA</td>
<td>United States Steel</td>
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<td>Google</td>
<td>Northrop Grumman Corporation</td>
<td>United Technologies Corporation</td>
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<td>The Clorox Company</td>
<td>HP</td>
<td>Pacific Gas and Electric Company (PG&amp;E)</td>
<td>The Walt Disney Company</td>
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### Corporate Partnership Council (CPC) FY10 Highlights

#### Retention Study Compendium Released

SWE released the CPC-sponsored “Retention Study: Analysis, Outcomes & Proactive Strategies,” a web-based compendium comprised of a year-long series of SWE Magazine articles that underscored key research findings. Work/life balance survey modules and instructions were also made available exclusively for CPC-member organizations. This industry-wide study captured the retention trends of women in the engineering profession and the reasons they stay, or leave, the profession.

#### CPC Ratifies Governance Document

As the CPC grew to more than 50 companies in FY10, new guidelines were developed to ensure the continuation of effective working relationships. The end goals were to demonstrate that all companies receive fair representation and are getting a return on the resources they devote to the CPC. Members of the CPC provided feedback and, in January, voted to adopt this governance document which will be reviewed by a task force every two years.

#### CPC Fund Allocation Approved for Directing Innovation Program

On July 30, SWE presented and gained approval on a proposal to use a portion of the CPC Fund to support scholarships for the initial cohort of the “Directing Innovation: Business Acumen for Women in Science, Technology and Engineering.” This program was created by SWE and Smith College for senior-level technical women leaders.
FY2010 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
- One free 60-day online job posting on SWE’s Career Center

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 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
- International programs

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.
### SOCIETY STATEMENT OF FINANCIAL POSITION

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<tr>
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<th>2009 Total</th>
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<td>Cash/Investments</td>
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<td>Accounts Receivable</td>
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### SOCIETY STATEMENT OF REVENUES AND EXPENSES

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<td>$792,115</td>
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<td><strong>Total Income</strong></td>
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| Revenue—Expenses         | **$6,713,192** | **$7,013,648** |
|                         | **$300,456**   | **$87,260**   |

### CONSOLIDATED NET ASSETS

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<td>Corporate Partnership Council</td>
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Support that Generates Success

ANNUAL CONFERENCE SPONSORS

$20,000 + Sponsorship
- BP
- Central Intelligence Agency (CIA)
- Chevron Corporation
- Cummins Inc.
- Dell
- EMC Corporation
- Exxon Mobil Corporation
- Genentech
- IBM Corporation
- Intel Corporation
- Kellogg’s
- Kimberly-Clark
- Lockheed Martin Corporation
- Northrop Grumman Corporation
- Raytheon
- Sandia National Laboratories
- Stryker
- U.S. Navy Recruiting Command

$15,000–$19,999 Sponsorship
- DuPont
- Exelon Corporation
- HP
- Merck
- Texas Instruments, Inc.

$10,000–$14,999 Sponsorship
- BAE SYSTEMS
  - The Boeing Company
  - Booz Allen Hamilton
  - ConocoPhillips
  - Cornell University, The College of Engineering
  - The Dow Chemical Company
  - ITT Corporation
  - Pitney Bowes
  - S.D. Bechtel, Jr. Foundation
  - Southern Company
  - State Farm Insurance Companies
  - U.S. Army RDECOM

$5,000–$9,999 Sponsorship
- Barclays Capital
- DE Shaw & Co., LP
- FM Global
- Illinois Tool Works
- Rockwell Automation
- Rockwell Collins
- U.S. Cellular
- URS Corporation

Up to $5,000 Sponsorship
- Bechtel Corporation
- Boston Scientific
- The Clorox Company
- Corning Incorporated
- General Electric Company
- Goldman, Sachs & Co.
- Microsoft Corporation
- Procter & Gamble
- Schlumberger Technology Corporation
- Team SPAWAR
- Turner Construction Company
- United Technologies Corporation

HERITAGE CLUB MEMBERS
- Aerojet
- Central Intelligence Agency (CIA)
- Chevron Corporation
- DuPont
- Exxon Mobil Corporation
- General Dynamics
- Goldman, Sachs & Co.
- Hess Corporation
- IBM Corporation
- Intel Corporation
- Illinois Tool Works
- Jacobs
- Johns Hopkins University
- Applied Physics Laboratory
- MIT Lincoln Laboratory
- National Security Agency (NSA)
- NAVAIR
- Schlumberger Technology Corporation

CORPORATE MEMBERS
- 3M
- Abbott
- The Aerospace Corporation
- Agilent Technologies
- Argonne National Laboratory
- Autodesk, Inc.
- BAE SYSTEMS
- Baldor
- Bechtel Corporation
- BMPC-Knolls Atomic Power Laboratory
- The Boeing Company
- Booz Allen Hamilton
- Boston Scientific
- BP
- Carbone Lorraine
- Carollo Engineers
- Caterpillar Inc.
- CB&I
- Central Intelligence Agency (CIA)
- Citrix Systems, Inc.
- ConocoPhillips
- Corning Incorporated
- Dallas County Community College District
- Dell
- The Dow Chemical Company
- DuPont
- Eli Lilly and Company
- Exelon Corporation
- Exxon Mobil Corporation
- FM Global
- Ford Motor Company
- General Atomics Aeronautical Systems, Inc.
- General Dynamics AIS
- General Motors Company
- Goldman, Sachs & Co.
- Honeywell
- HP
- IBM Corporation
- Illinois Tool Works
- Informatica Corporation
- Intel Corporation
- Kellogg’s
- Kimberly-Clark
- The Kroger Company
- Lexmark
- Lockheed Martin Corporation
- Medtronic, Inc.
- Merck
- Merrick & Company
- MITRE
- Norfolk Southern
- Northeast Utilities
- Northrop Grumman Corporation
- Occidental Chemical Corporation
- Pacific Gas & Electric Company (PG&E)
- Parker Aerospace
- Praxair, Inc.
- Procter & Gamble
- Raytheon
- Rockwell Automation
- Rockwell Collins
- Rolls-Royce
- The Shaw Group
- Solar Turbines
- Southern Company
- Spirit Aerosystems
- Textron
- Thomson
- The Walt Disney Company
## FY2010 Donors

### Lillian Moller Gilbreth Society ($10,000 and above)
- Delphi Foundation
- Mary Gunther
- Hess Foundation, Inc.
- Hoffman Bequest
- S.D. Bechtel, Jr. Foundation
- The Henry Luce Foundation, Inc.

### Admiral Grace Murray Hopper Society ($2,500–$9,999)
- Patricia Lynn Brown
- Nora C. Lin
- Jessica Rannow
- SWE Sierra Foothills Section

### Ivy M. Parker Society ($1,000–$2,499)
- Elizabeth B. Austern
- Virginia C. Connolly, P.E.
- Siddika Demir
- Semahat S. Demir
- Financial Engineering
- Diane Foley
- Elizabeth Garypie
- John H. Goodrich
- Heidi Houghton
- Wendy Elizabeth Jenkins
- Suzanne Jenniches
- Colleen M. Layman
- Margaret Layne, P.E.
- MISYS International Banking
- Mitsubishi UFJ
- Mary B. Moreton, P.E.
- Miles Nielsen
- Leslie M. Phinney
- Jeanne Rosario
- Mary Anderson Rowland

### Ivy M. Parker Society ($1,000–$2,499) Cont.
- Victoria G. Sanchez
- Bruce A. Sanderson
- Kelly Sanderson
- Elizabeth A. Shanahan
- Susan Steinsapir, P.E.
- Frances Stuart
- Melissa Tata
- Natalie Thompson
- Jill S. Tietjen, P.E.
- Anita Tjan
- Mayling Wong

### Ruth I. Shafer Society ($500–$999)
- Elizabeth Bierman
- Bernice Brody
- Jeffrey Alan Brody
- Robert W. Casey Jr.
- Chad R. Cox
- Lisa M. Frehill
- Kimberly Gavaletz
- Joan Graf
- Morgan Elizabeth Graves
- Su-Lieng Ho-Kong
- Erin C. McGinnis
- Jenny McLaughlin
- Nancy Wheeler Nelson
- Katherine C. Norris
- Helen O. Patricia
- Linette Patterson
- Carolyn F. Phillips, P.E.
- Ronna F. Robertson
- Jaclyn Spear
- Linda Thomas
- Kimberly L. Vecchione
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<td>Mary K. Daly</td>
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<td>Karen M. Douglas</td>
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<td>Jane L. Driscoll, P.E.</td>
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<td>William F. Eichfeld</td>
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### Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Nora C. Lin</td>
<td>Northrop Grumman Corporation</td>
</tr>
<tr>
<td>President-Elect</td>
<td>Siddika Demir</td>
<td>Genentech Inc.</td>
</tr>
<tr>
<td>Secretary</td>
<td>Frances Stuart</td>
<td>Stuart Technical Services</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Joan Graf</td>
<td>Qwest Communications</td>
</tr>
<tr>
<td>Director, Education</td>
<td>Lana Fountain Flakes</td>
<td>ABS Consulting</td>
</tr>
<tr>
<td>Director, External Affairs</td>
<td>Melissa Tata</td>
<td>Dell</td>
</tr>
<tr>
<td>Director, Membership Initiatives</td>
<td>Erin C. McGinnis</td>
<td>Boeing Space and Intelligence Systems</td>
</tr>
<tr>
<td>Director, Professional Development</td>
<td>Linette Patterson</td>
<td>Amazon.com</td>
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<tr>
<td>Special Director for Women in Academia</td>
<td>Dr. Mary R. Anderson-Rowland</td>
<td>Arizona State University</td>
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<tr>
<td>Director of Regions</td>
<td>Alyse Stofer</td>
<td>Medtronic</td>
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<tr>
<td>Speaker of the Senate</td>
<td>Bernice E. Brody</td>
<td>IBM Corporation</td>
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<tr>
<td>Collegiate Board Representative</td>
<td>Martha Addison</td>
<td>Northrop Grumman Corporation</td>
</tr>
<tr>
<td>Executive Director &amp; CEO</td>
<td>Betty Shanahan</td>
<td>Society of Women Engineers</td>
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### Board of Trustees

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
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</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Marjorie Inden</td>
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<tr>
<td>Secretary</td>
<td>Kathryn Mueller Cunningham</td>
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<tr>
<td>Treasurer</td>
<td>Angela Nickels</td>
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<tr>
<td>Members</td>
<td>Joye A. Brody</td>
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<td></td>
<td>Michele Fitzpatrick</td>
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<td>Carolyn F. Phillips, P.E.</td>
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