

## ANITA BORG INSTITUTE

### Call For Action

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#### IN THIS ISSUE

- [Sponsor Scholarships and Send Students to GHC](#)
- [GHC Super Early Bird Pricing Ends July 6th](#)
- [Sponsorships Available for GHC 2010](#)
- [Profiles of Senior Technical Women: Carol Eidt](#)
- [Collaborative Risktaking Workshop at GHC](#)
- [How to Convince Your Boss To Let You Go To GHC](#)
- [Important Due Dates](#)
- [Caroline Simard Speaking at Commonwealth Club August 25](#)
- [GHC 2010 View From the Program Chairs by Lori Pollack](#)
- [Free Childcare at GHC](#)
- [All Atwitter About GHC](#)

### Sponsor Scholarships and Help Students Attend GHC

The success of the Grace Hopper Celebration is due to the incredible diversity of technical women who attend the event. Last year, 208 GHC scholarships were funded out of 900 applications. This year we had over a thousand applications. We need your help to bring these amazing and talented technical women to GHC. GHC scholarships fund the costs of registration, travel and lodging. Current scholarship sponsors include CA, Google, Intuit, the National Science Foundation, NetApp, Oracle and Symantec. Why should your company sponsor GHC scholarships?

- Be Visible - Being a sponsor of scholarships will translate into greater visibility for your company as an advocate of diversity. Also, you will have the chance to influence and attract tomorrow's computing professionals to careers in industry.
- Recruit new talent - The scholarships your organization sponsors bring some of the brightest new talent in the field together at the Grace Hopper Celebration. By participating in the Career Fair and Resume Clinic you have the opportunity to recruit and network with highly qualified candidates.
- Increase diversity - GHC scholarships bring a vast array of diverse students to the conference, including underrepresented minorities and students with disabilities. Recruiting these students will strengthen your diversity initiatives and emphasize your commitment to recruiting more women which will result in increasing innovation in technology.

For more information on becoming a sponsor please contact [Jody Mahoney](#), VP Business Development.

### Grace Hopper Celebration Super Early Bird Pricing Ends July 6th!

Don't miss this opportunity to SAVE on [registration](#) for this year's Grace Hopper Celebration. By [registering today](#) you can save \$100 on our regular registration pricing.

Also, don't forget to [book your hotel](#). This year's Grace Hopper Celebration will be taking place

at the [Hyatt Regency Atlanta](#). Rooms sell out fast, so make your reservations today!

## Sponsorships Available for GHC 2010

Along with [Corporate and Academic sponsorships](#), there are additional sponsorship opportunities still available for the 2010 Grace Hopper Celebration. Sponsoring these affinity group meetings, skill building workshops, conference speakers or events increases your visibility, showcases your commitment to technical women, and increases your impact on the technical women attending the conference. Please consider supporting any of the following:

- [Collaborative Risktaking Workshop](#)
- [CRA-W Academic Track](#)
- [Woman of Color Workshop](#)
- Speaker Breakfast
- Systems Lunch
- LGBT Lunch

[Learn all the benefits of sponsoring activities](#) at GHC 2010 and please contact [Jody Mahoney](#) for more details.

## Profiles of Senior Technical Women: Carol Thompson Eidt, Partner Architect, Common Language Runtime - Microsoft

This month Carol Thompson Eidt, Partner Architect, Common Language Runtime, Microsoft will share her answers.



### How did you decide to pursue a career in technology?

I was always interested in math and science, from the time I was in 1st grade and wrote in my daily journal that I preferred math to recess (yes, a nerd from the outset). Until college, I always assumed that I would be a medical doctor but found that I was more interested in abstractions and concepts than in sciences that involved more mastery of details (such as biology and chemistry). I discovered that Physics was really fascinating, got my BS, and eventually that led to the discovery that programming was really fun. So I went to graduate school to study Computer Science (with a detour here and there along the way). The things I really love about technology are:

- There are always new problems to solve
- The solutions to those problems require not just technical expertise, but creativity as well
- The fast pace and virtuous cycle of innovation make

## Important Dates

[Super Early Bird Pricing Closes - July 6, 2010](#)

## Caroline Simard Speaking at Commonwealth Club August 25th

The Anita Borg Institute's Dr. Caroline Simard, Vice President of Research and Executive Programs, will be speaking at the Commonwealth Club August 25th.

Her talk "The Status of Women in Technology: The Ongoing Challenges of Retention and Advancement" will explore the organizational and individual barriers women face in their retention and advancement in high-tech fields.

Focusing on the "Silicon Ceiling", Dr. Simard will discuss how women can go about breaking that barrier based on the vast amounts of research she has done in this area. You will not want to miss this insightful talk.

Date: August 25th  
Time: 5:30 p.m. networking reception, 6 p.m. program begins  
Cost: \$12 members, \$20 non-members, \$7 students (with valid ID).

[Buy your ticket today](#)

## Grace Hopper Celebration 2010 - View from the Program Chairs - by Lori Pollack

Every year the Grace Hopper Celebration has grown. The

the possibilities seem limitless.

[Continued...](#)

## Collaborative Risktaking Workshop at GHC

Wednesday, September 29th 1:00-5:00pm

This professional development workshop will interactively focus on personal and professional risktaking for workplace differentiation and career progression. Collaborative Risktaking<sup>a</sup> has the power to grow your influence, increase your visibility-on-demand, and provide you with a safety net for the reinvented world through a fast-track process for high-profile decision-making. This reinvented world comes as a result of the Great Recession and suggests a more permanent change to how markets will operate and be influenced going forward. Whether you are looking for a promotion or fresh start, including personal and professional risktaking in your set of skills will better your chances of success.

Dolores "Dee" McCrorey, Chief Risk Guru, Innovation Catalyst and Business Coach of Risktaking for Success LLC brings her practical approach and knowledge from over twenty-five years in the private sector to this workshop. Her background in manufacturing and supply chain management combined with her talent for leading high potential, high risk initiatives and programs has earned Dee a reputation as a turnaround expert. She is known as someone who will 'Fix it, Get rid of it, or Reinvent it'.

The [Collaborative Risktaking workshop](#) is limited to 600 people and attendees must RSVP for this event at the time they register for GHC 2010.

## How To Convince Your Boss To Send You to GHC 2010

Last year we ran an email template designed by Anna Krasnyanskaya, a Software Quality Assurance Specialist at Symantec. This template was originally sent by Anna to her manager, giving him all the benefits of going to the Grace Hopper Celebration. We thank her again for giving us permission to share her email. To make this easy for you to use we took out all her work specific references and created a fill in the blank version. Don't forget to send this soon so that you can take advantage of [Super Early Bird Pricing](#) which ends on July 6th.

Hi (insert Manager's Name here),

The Grace Hopper Celebration is one of the largest gatherings of technical women in the world. The advisory committee includes women from HP, Amazon, Cisco, Google, Intel, Intuit, Microsoft, Raytheon, Oracle and of course (check your company's representation at the conference and insert your company name here). Women come together to learn about the latest technology, learn new skills to enhance their careers, and build their network.

My goal is to come back from GHC with more experience and

10th Grace Hopper Celebration of Women in Computing is distinguished by an increase in technical content with four technical tracks, along with the traditional New Investigators and PhD forums. Our previous "View from the Program Chairs" letter mentioned the Open Source Track ending with a Open Source Codeathon for Humanity, a Human-Computer Interface (HCI) Track with a field trip to the GVU Center at Georgia Tech, and a new Technical Research Papers Track. Here we take a closer look at each of these along with the Invited Technical Speaker Track.

[Continued...](#)

## Free Childcare at GHC

This year you will again find free Childcare at the Grace Hopper Celebration sponsored by NetApp. Children between the ages of 0-13 will be able to participate in activities and have adult supervision while you enjoy all that GHC has to offer. All you need to do is register by September 3rd with Corporate Kids Events, Inc. Check here for the [schedule](#) and [register](#) today.

## All Atwitter About the Grace Hopper Celebration

Each year more and more Grace Hopper Celebration (GHC) attendees are using Twitter. This year we're using the hashtag #ghc10 to identify tweets (Twitter updates) related to the GHC 2010 conference. And we're taking advantage of a new Twitter feature: lists that help you connect with other participants before, during and after the conference.

to be productive and innovative on the (insert your team name here) team. (Insert Your Company Name here)'s vision is that (Insert relevant company vision/mission/ etc that addresses learning or employees). At this conference, I will be fortunate to meet women who have done just that, they have become CEOs, Professors, Directors, Managers, and Authors through hard work and passion. I want to get inspired and do the same at (insert your company name here). If I can bring back just one valuable idea, the whole trip will be worth it.

For 5 days, I will be learning how other companies are "Collaborating Across Boundaries." I will attend multiple panels, a variety of workshops, seminars, affinity group lunches, forums, poster board sessions, and interact with women from all areas of technological innovation. Upon returning to (Insert Company Name Here), I will host an "Everything I have learned at GHC" presentation for my team and write an informative article in the (Insert Company Newsletter Name Here) November Newsletter for distribution to a larger audience.

One of the many forums at the conference is focused on (Select a Track/Sessions that are relevant to your job). This includes some of the following presentations:

- (Session 1 Name Here)
- (Session 2 Name Here)
- (Session 3 Name Here)

There will also be talks on "Collaborative Risk Taking," "Managing Your Inner Critic: Learning to Transform Criticism to Coaching," and "Enlisting Male Advocates in the Workplace".

Additionally, there will be many posters sessions, including one on (Insert a relevant poster name here), and another on (Insert Relevant Poster Name Here).

With so much to offer, plus 3 meals a day included, as GraceHopper.org says it "GHC is a bargain. It's content you won't find anywhere else."

Thank you!  
Regards,  
(Insert Your Name Here)

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## CONTACT US

[Anita Borg Institute for Women and Technology](#)

## ABI LINKS

[Awards](#)  
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