



Anita Borg Institute
for Women and Technology

Newsletter

May 2010

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The Anita Borg Women of Vision Awards took place last night, an incredibly inspiring evening honoring three extraordinary women in leadership, innovation, and social impact. We'll have full coverage of the Awards in our next newsletter. Our thanks to all of our sponsors for making this event a great success. Thanks to our Dinner Host Lockheed Martin. We would also like to thank Intel, our Gold Sponsor, and Silver Sponsors Cisco, Google, NetApp and Symantec. Thanks to our Bronze Sponsors Adobe, Career Action Center, SAP, StraTerra Partners and Thomson Reuters.

This month, we are pleased to announce the launch of The Anita Borg Top Company for Technical Women Award. This award will recognize a company that has significant representation of technical women at all levels. We encourage you to spread the word! Applications are open until November 15.

Marge Brea, Executive Vice President, SAP, is our senior technical woman profile this month. In her interview, she discusses her leadership lessons, parenting, and staying current in technology.

Jo Miller is back this month - Ask Jo tells us why working hard doesn't lead to recognition or a promotion.

Sincerely,

The ABI Staff

Anita Borg Top Company for Technical Women Award

ANITA BORG TOP COMPANY FOR TECHNICAL WOMEN AWARD



The **Anita Borg Top Company for Technical Women Award** recognizes an organization that has demonstrated measurable results in the recruitment, retention, and advancement of technical women at all levels. Grounded in organizational research and based on quantitative data, the award measures the current representation of technical women as well as improvement in women's representation over time. The award-winning company will be widely recognized as a leader in leveraging diverse talent for greater innovation.

Why participate?

- **Technical women are looking for companies that recognize the value of a diverse workforce.** The award serves as a tool to attract and retain top female technical talent, increasing the return on investment of diversity and employee engagement initiatives. The winning organization can display the award logo in its recruiting and retention efforts.
- **The award winner is celebrated as an employer that recruits, retains, and advances technical women effectively, based on demonstrated results.** The winner will be recognized at the prestigious Anita Borg Institute Women of Vision Awards banquet as well as at the Grace Hopper Celebration of Women in Computing, the premiere conference showcasing technical women and a top recruiting destination for companies.
- **Companies who apply for the award will receive substantive value for participation.** The Anita Borg Institute for Women and Technology wishes to assist all applicant organizations in increasing the recruitment, retention, and advancement of technical women. As part of your participation, you will receive customized analysis and feedback with benchmarking information from the ABI researchers.

APPLY TODAY!

**May 12, 2010 – Application Opens
November 15, 2010 – Application Due**

**Further information and application form:
www.anitaborg.org/Top-Company-Award**

Important Due Dates

Ask Jo: Why is it that the people who work hardest are not the ones who get recognized or promoted?

[Denice Denton Emerging Leader Award Call for Nominations](#) - May 14, 2010

[Change Agent Award Nominations](#) - May 14, 2010



Every month on our site, Jo Miller, CEO of Women's Leadership Coaching Inc., answers your career and leadership questions.

Question: Why is it that the people who work hardest are not the ones who get recognized or promoted?? [See Jo's answer...](#)

Jo Miller is CEO of Women's Leadership Coaching Inc. which offers women's leadership seminars and coaching programs. To read more of her career advice, visit the [Ask Jo archives](#).

Profiles of Senior Technical Women: Marge Brea, Executive Vice President, SAP

We have selected 7 questions and asked Senior Technical Women to share their stories and what they have learned. We hope you enjoy this feature. This month, SAP's Geoff Kerr interviewed Executive Vice President & General Manager, Intelligence Platform Group & SAP NetWeaver Solution Management, SAP.



So first of all, how did you decide to pursue a career in technology? Why technology?

Marge Brea: I guess, probably a couple of things. I was always good at math and science when I was a kid. I grew up in a lower-middle class family. In all honesty, there was a pragmatism associated with it. I was trying to figure out what would make the most money. Being good at math and science, I looked into engineering and it seemed like a great career. I did a lot of - if you will - analysis, before I made the passionate decision to go into electrical engineering.

But, on a more personal note, my grandfather was a real inspiration for me as I was growing up; he was a self-taught engineer who worked for AT&T. He had been given a project with the Museum of Science and Industry in Chicago. He and a couple of guys were asked to take up this bag of parts and build something. They built a picture phone, the first picture phone that was in the Museum of Science and Industry in Chicago.

[Continued...](#)

Profiles of Women in Human-Computer Interaction: Heather Cassano By Vaishali Jain and Kami Neumiller

This is the third in a series of profiles on women in human-computer interaction. Students from Carnegie Mellon University's Masters of Human-Computer Interaction program are conducting interviews with women in

[GHC Scholarship Applications](#) - May 14, 2010

[K-12 Scholarship Applications](#) - May 24, 2010

Be a Grace Hopper Celebration Academic Sponsor

This year exhibit table space is limited and will be available on a first come first serve basis. If your college or university is interested in becoming a sponsor for GHC and would like an exhibit table please sign up as soon as possible.

Academic Sponsorship includes (depending on level) exhibit table space, student scholarships, visibility in the conference program, the opportunity to host the Newcomer Reception, invitations to participate in the Resume Workshop and much more.

[Sign up to become an Academic Sponsor sign up online](#) or contact [Kim McLeod](#), Program Manager, Leadership Development and Academic Initiatives.

Anita Borg Institute Partners

HCI to identify how they have broken through the "glass ceiling" in industry. The profiles will highlight the career path of the particular interviewee and other biographical information. This following profile focuses on Heather Cassano.



Heather McIntosh Cassano has a self-described "type-A personality." Her academic background includes a BS with double-majors in Human Factors and Computer Science from Boston College and a MFA in Creative Writing and Literature from Bennington College. Professionally, Heather has over 20 years of experience in User Experience and Product Design and over 12 of those years are in senior management positions. She has also found the time to teach graduate-level classes at both Harvard University and UCLA. In addition to being a wife and the proud mother of five kids, Heather is currently the Senior Director of User Experience for Yahoo! where she manages a group of approximately 45 people. While there were countless things we could have focused on, this article will describe Heather's commitment to making user experience methods universally accessible and understandable.

[Continued...](#)

Underwrite GHC Scholarships

Since GHC's inception in 1994, the GHC scholarship program has grown to become an integral part of the conference. Last year 326 scholarship recipients attend Grace Hopper. The National Science Foundation and many of ABI's partners chose to fund scholarships for students to attend GHC. Students attend Grace Hopper to network, find jobs, learn about cutting edge research and more importantly get inspired by being a part of a large community of technical women. 2009 GHC impact data showed that of students who attended GHC:

á 85% agree or strongly agree that attending the conference has increased their commitment to a technology career.

á 78% of female respondents agree or strongly agree that they feel less isolated as a woman in technology as a result of attending GHC 2009.

á 87% agree or strongly agree that they feel more energized and confident about their career in technology as a result of attending GHC 2009.



Join Our Mailing List!

Your privacy is important to the Anita Borg Institute for Women and Technology. If you have any questions or concerns please review ABI's [Terms of Use](#) and [Privacy Policy](#).

Sincerely,

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á 70% agree or strongly agree that attending GHC 2009 has increased their network of technical women.

á 89% agree or strongly agree that they felt inspired by the role models they saw at GHC 2009.

Please join Google, CA, the National Science Foundation and Sun/Oracle and underwrite 2010 GHC scholarships. The cost is \$1650 for a US scholarship, \$2750 for an international scholarship, and includes conference registration, hotel, travel, and special sessions designed for scholarship students.

Awarding GHC scholarships represents some of the best of ABI's impact - filling the pipeline with talented technical women. For information, contact [Jody Mahoney](#).

GHC Scholarship Spotlight: Sarah Loos



In the summer of 2007, I participated in a Research Experience for Undergraduates program at Indiana University, Bloomington. My advising professor urged me to enter my research in the Student Research Competition sponsored by ACM. The first round of the competition consisted of judged poster sessions and presentations held at various conferences throughout the academic year. GHC 2008 was one of the conferences hosting the first round of the competition. Having attended several regional Women in Computing conferences and hearing great things about GHC from senior students and faculty, I was excited to submit my research there.

Each entrant presented a research poster during the poster session on the first night of the conference. As a finalist in this poster competition, I was allowed to move on to the next round. This required a presentation the following day for an audience of several judges. At the end of GHC 2008, I was delighted to take home third prize, which qualified me for the grand finals.

In June 2009, I was thrilled to be chosen as a winner of the grand finals and was invited to the AMC Awards Banquet in San Diego. The Banquet is held each year to recognize professionals and academics who have made significant contributions to the field of computing. The most notable awardee that year was Barbara Liskov, who was presented with the Turing award. When I arrived in San Diego, I learned that out of a dozen participating conferences, the three finalists had all started the competition at GHC 2008. This speaks volumes about the quality of technical posters and talks presented at the Grace Hopper Celebration.

Besides the wonderful experience I had participating in the Student Research Competition, Grace Hopper was a great way for me to extend and renew my personal network of technical women - a resource which is invaluable to me both personally and professionally.

[Continued...](#)

[Apply for a Grace Hopper Scholarship. Applications are due by Friday, May 14, 2010.](#)

Women's Empowerment Campaign Update

Like Yelp for finding local businesses and TravelAdvisor for making vacation plans, GreatNonprofits provides tools for people to find, review, and share information about nonprofits. During May 2010, ABI is partnering in [GreatNonprofits' Women's Empowerment Campaign](#) to raise the visibility of nonprofits working to empower women. We invite you to participate by posting [reviews on greatnonprofits.org of the Anita Borg Institute](#) and other organizations.