

For Immediate Release:

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8th Annual Girls Exploring Tomorrow's Technology Event Announced



ITAG (The Innovative Technology Action Group) is sponsoring its eighth Annual Girls Exploring Tomorrow's Technology (GETT) event on Saturday, March 29, 2008, at the Downingtown Educational Center, 335 Manor Ave., Downingtown, PA 19335. Registration begins at 9:15 a.m. and concludes at 9:45 a.m. The GETT Event, conducted from 10:00 a.m. – 3:00 p.m. includes lunch. The event is free to girls, their parents and guardians, and their teachers and counselors. This year's featured speaker is award winning engineer and entrepreneur, Emily M. Liggett.

Emily M. Liggett has led several technology companies, including Capstone Turbine (clean energy), Apexon Inc (manufacturing and supply chain software), and Elo TouchSystems (touchscreens, monitors and computers). She is currently on the Board of Directors of two companies, Immersion Corporation (touch technology for computers) and Textronics Inc. (wearable electronics), as well as two not-for-profit organizations, Today's Youth Matters and the Purdue College of Engineering. She is passionate about

developing new technologies and products that make a difference in the world. Emily grew up on a farm in Indiana, and holds a B.S. in chemical engineering from Purdue University and an M.S. in engineering and M.B.A. from Stanford University.

ITAG is an exciting, enlightening, and educational workforce development activity especially designed for Chester County girls in grades 6-12 and their parents, teachers, and counselors. GETT is an opportunity for parents, girls, and educators to learn the facts about how technology careers can be fulfilling, fun, and rewarding personally, professionally, and financially. GETT provides an excellent way for girls to meet and interact with successful women and educators who are positive role models.

The 8th Annual GETT Event provides an opportunity for girls to experience mini-workshop sessions featuring hands-on-hardware activities, interactive simulations. During the workshop sessions, students will explore technologies including information technology, biotechnology, healthcare technology, robotics and much more. The 2008 event will also feature a live hook-up with Johnson Space Center and virtual conversations with girls attending GETT of Wyoming and GETT of Philadelphia!

Although technology has a huge impact in shaping our society, the latest statistics indicate that girls shy away from technology careers. Careers in technology are financially rewarding and influential, but unfortunately, the number of women entering these fields continues to decline. In 2003, the American Association of University Women (AAUW) Educational Foundation Report, *Women at Work*, highlighted the need for advanced education for women in the computer and information fields. Without this training, the technological gender gap will continue to grow.

According to recent research from the Information Technology (IT) Association of America, women now represent barely one-quarter of IT workers.

Girls Exploring Tomorrow's Technology (GETT) began in Chester County Pennsylvania in 2001 as a response to the under representation of young women in the computer and information technology fields. GETT, a volunteer-driven project, has now expanded its scope, introducing the **universe** of technological careers to girls. Please join us, learn about the exciting careers in technology, and get the opportunity to win valuable prizes and other give-a-ways! Pre-registration is required at www.itagpa.org/gettreg/gett.php or call Leslie Holmes at the Chester County Economic Development Council at 610-458-5700 Ext. 311.

The 2008 GETT Steering Committee includes: Mame Linford (co-chairperson), Anne S. Morris (co-chairperson), Andrea Vaughn, Angela Hunter, Brenda Cohen, Caroline McDowell, Charlot Baker, Courtney O'Donnell, Cyd McCord, Debbie Jakeman, Diana Kimmich, Diane Donio, Joanne Trombley, Kristina Morrison, Laura Dallas Burford, Laura McOdrum, Leslie Holmes, Lisa Andreola-Kelly, Lisa Spangler, Lisa Velte Marianna Allen, Mary Smith, Marybeth DiVincenzo, Nadine Lomakin, and Sharon Kauffman. These dedicated volunteers represent outreach from organizations including: AGI, Chester County Intermediate Unit, QVC, West Chester Area School District, LAD Enterprizes, Life Science Career Alliance, Penn State Great Valley, Chester County Department of Community Development, SAP, Applied Card Systems, and Human Capital Management, Inc. with staff from the Chester County Economic Development Council.

ITAG is a project of the Chester County Economic Development Council, funded by a grant from the Pennsylvania Department of Labor and Industry and the Chester County Workforce Investment Board (WIB). GETT's Educational Partner is the Chester County Intermediate Unit. GETT Project Founders and the 2007 GETT Steering Committee were Honored Recipients of the 2007 AAUW Gateway to Equity Award and the 2007 Partnership Award.

ITAG's mission is to create and sustain a regional partnership in Southeastern Pennsylvania that encourages technology companies and companies that use technology to grow their businesses in an increasingly sophisticated global marketplace. This is accomplished by working closely with participating companies, economic development agencies, and education/training partners to leverage workforce and business development resources on behalf of ITAG members.

