

NATIONAL ENGINEERS WEEK® 2001
Final Report

50 Ways We Celebrated National Engineers Week 2001

The first *Introduce a Girl to Engineering Day* takes off on February 22. The goal is to encourage one million girls in K-12 to pursue engineering, math and science.

President George W. Bush signs a message praising engineers.

The National Academy of Engineering (NAE) presents the Charles Stark Draper Prize medallion and \$500,000 to founders of the Internet: Dr. Robert Kahn, Dr. Vinton Cerf, Dr. Lawrence Roberts and Dr. Leonard Kleinrock.

An Internet site developed by IBM and more than 600 science and technology centers worldwide — www.TryScience.org — features EWeek and an “Engineer It” section.

More than 40,000 engineers participate in the *DiscoverE* K-12 outreach

Led by IBM and the National Society of Professional Engineers

campaign and reach more than 5.5 million students and teachers.

More than 75 engineering, education and minority societies and 50 corporations sponsor EWeek 2001.

The online *A Sightseers Guide to Engineering (SSG)* debuts on February 18 featuring the spectacular to the mundane - and all things engineering - in 50 states.

Almost 9,000 visitors travel via www.engineeringsights.org its opening week.

Consumer media, from *The New York Times* to CNN *Headline News* to www.TripSpot.com, recognize the *SSG* and engineers' contributions.

Girl Day is organized by an ad-hoc committee representing IBM, National Society of Professional Engineers, MentorNet, Women in Engineering Programs & Advocates Network, Girl Scouts USA, National Academy of Engineering and Society of Women Engineers.



In October, National Engineers Week headquarters hosts *Girls, Women and the Engineering Profession* to begin planning for *Girl Day*. More than 25 organizations attend.

Girls, Incorporated, Boys & Girls Clubs of the U.S., and the National Coalition of Girls Schools become active partners for *Girl Day*.

A national radio tour announces *Girl Day* through USA Radio Network and locals from St. Louis to Philadelphia and Atlanta. Anticipated audience: More than 4 million.

More than 90 organizations sign a National Pledge Roster, promising active participation in *Girl Day*.

An ad encouraging girls to become engineers appears in *USA TODAY* (circ. 2 million) on February 20, naming *Girl Day* partners. Visitors to www.eweek.org peak February 20, 21 and 22.

The first *Girl Day* kit lays out the issues and ways to address them. The kit will be distributed year-round.

NASA presents a virtual *Introduce a Girl to Engineering Day*, featuring NASA engineers and video clips.

The National Academy of Engineering hosts a live web chat for girls and women engineers.

Girl Day features appear in publications from *Engineering News Record* to London's *Financial Times* to *The Washington Post*.



IBM CEO Louis V. Gerstner announces *Girl Day* at the *National Engineers Week Future City Competition™* national

finals in Washington, D.C. His announcement goes global via a Webcast.

The National Society of Professional Engineers presents the Federal Engineer of the Year Award to Capt. Rao U. Surampalli, P.E., of the U.S. Environmental Protection Agency.


A *50 Engineers You Should Meet* forum premieres at www.eweek.org.

TIES magazine publishes a cover story and special poster insert for 43,000 teachers of math, science and technology.

The NAE also presents the Fritz J. and Dolores H. Russ Prize of \$500,000 to Wilson Greatbatch and Earl Bakken, who engineered the first human heart pacemaker.

In Washington, D.C., the NAE hosts a student panel discussion with the Draper medalists for *National Engineers Week Future City Competition™*

competitors and students from Washington schools. The first-time event is captured on the World Wide Web.



In its second year on the road, the *Breaking Through: The Creative Engineer* exhibition debuts at the Rochester (NY) Museum and Science Center. Kodak engineers run hands-on exhibits for more than 1,000 guests.

Science World magazine challenges its one million young student readers with a contest to learn how engineering betters their communities and to interview engineers.

National Technological University broadcasts its interactive, live satellite *Discover Engineering* videoconference for junior high and high school students. Features include interactive music with the Experience Music Project in Seattle, a hands-on lab and *Future City* teams. Careers for women are emphasized.

Projected audience: 4 million.

The NAE hosts a competition for young girls to design a web page for its *Celebration of Women in Engineering*.

A record-breaking 1,600 guests participate in special hands-on exhibits during *Discover Engineering Family Night* at the National Building Museum in Washington, D.C.

A team of students from Staples High School in Westport (CT) wins the *National Engineering Design Challenge*, run by the Junior Engineering Technical Society. They invent an ultrasonic device to help the visually impaired detect obstacles.

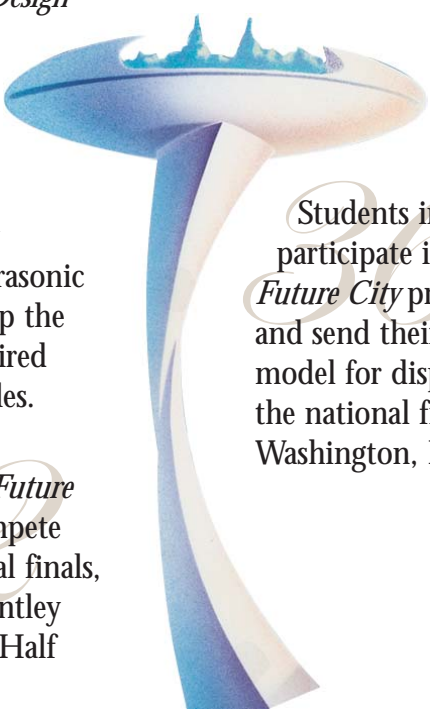
Twenty-one *Future City* sites compete at the national finals, hosted by Bentley Systems Inc. Half

of the national finalists are girls.

The *National Engineers Week Future City Competition™* increases from 19 to 26 sites, and more than 5,200 volunteers work with 26,000 students.

A *Future City* satellite and live Webcast training conference in November helps educate students, parents, teachers and volunteers at 10 program sites.

Future City print media stories alone reach audiences of 15 million.



Students in Japan participate in a pilot *Future City* program and send their winning model for display at the national finals in Washington, D.C.

St. Barnabas Catholic School in Chicago (IL) wins the *Future City Competition* national championship.

Bentley Systems CEO Greg Bentley opens the *Future City Competition* national finals and says, "We consider this an important investment."

A new volunteer kit helps local organizations develop and implement EWeek plans.

Seventy national billboards and bus signs - produced by EWeek and placed by volunteers - appear in 25 cities in 12 states.

In October, visitors to www.eweek.org solve a Halloween engineering mystery written by engineer/author Aileen Schumacher.

Twenty-two executives participate as *All Stars*, encouraging participation in Engineers Week throughout their respective states.

EWeek partners with Newspapers First to encourage papers across the U.S. to prepare supplements. An early count shows 26 supplements in newspapers ranging from the *Houston Chronicle* to the *Miami Herald*.



The National Society of Black Engineers, with increased support from EWeek, produces the multicultural issue of the *Bridge Magazine*. Pre-college initiatives and EWeek partners receive more than 23,000.

Early results count more than 42 million print readers of engineering and EWeek stories.

IBM produces 10,000 "e-coasters," a shape memory alloy and activity

for students, distributed through the EWeek partners.

ExxonMobil runs an op-ed in national publications titled *In Praise of Engineers*.

More than 22,000 visit www.eweek.org in January and almost 35,000 in February.

About 12,000 visitors try www.discoverengineering.org in January and almost 16,000 in February.

Due to heavy demand, many EWeek items sell out.

Visit www.eweek.org for more details, event information and links.



**National Engineers Week
Headquarters**
1420 King Street
Alexandria, Virginia 22314

Established by the National Society of
Professional Engineers

CORPORATE SUPPORT 2001

CORPORATE AFFILIATES:

IBM International Foundation,
Chair
AT&T
Bechtel Foundation/Elizabeth and
Stephen Bechtel, Jr. Foundation
The Boeing Company
CH2M HILL
Compaq Computer Corporation
DaimlerChrysler Corporation
Fund
DuPont
Eastman Kodak Company
Fluor Corporation
General Electric Company
Intel
Lockheed Martin
Raytheon Company
Sun Microsystems, Inc.
3M

WITH ADDITIONAL SUPPORT FROM:

Bentley Systems

CORPORATE SPONSORS:

ABB Lummus Global
Agilent Technologies, Inc.
Corning Incorporated
Earth Tech / Tyco
ExxonMobil
Ford Motor Company Fund
Halliburton
Merck & Co., Inc.
Northrop Grumman Corporation
Phillips Petroleum Company
Pratt & Whitney
Rockwell
Shell Oil Company
SOLETRON
Tyco Electronics Corporation

WITH ADDITIONAL SUPPORT FROM:

Chevron Corporation
Eastman Chemical Company
Honeywell Foundation
i2 Technologies, Inc.
Motorola
Sony Electronics, Inc.
The Xerox Corporation

CORPORATE CONTRIBUTORS:

Celanese
Emerson Electric Co.
Federal Express Corporation
The Goodyear Tire & Rubber
Company
Lexmark International, Inc.
Parsons Brinckerhoff Inc.

WITH ADDITIONAL SUPPORT FROM:

Caterpillar Inc.
Bristol-Myers Squibb Company
Hewlett-Packard Company
Hughes Network Systems

OTHER DONORS:

Air Products
Draper Laboratory
Foster Wheeler

SOCIETY SUPPORT 2001

COMMITTEE SOCIETIES:

National Society of Professional
Engineers, Chair/Founder/
Headquarters
The American Ceramic Society
American Consulting Engineers
Council
American Institute of Chemical
Engineers
American Institute of Mining,
Metallurgical, and
Petroleum Engineers
American Society of Civil
Engineers
American Society of Heating,
Refrigerating and Air-
Conditioning Engineers
ASME International
Construction Specifications
Institute
IEEE - USA
Institute of Industrial Engineers

ISA – The Instrumentation,
Systems, and Automation
Society

National Society of Black
Engineers

Society of Automotive Engineers

Society of Hispanic Professional
Engineers

Society of Manufacturing
Engineers

Society of Women Engineers

WITH SUPPORT FROM:

Federal Highway Administration
National Academy of Engineering
National Aeronautics and Space
Administration
National Institute of Standards
and Technology
National Science Foundation
Navy Nuclear Propulsion Program
U. S. Air Force - Office of the
Civil Engineer

CONTRIBUTING SOCIETIES:

American Association of
Engineering Societies
American Institute of Aeronautics
and Astronautics
American Nuclear Society
American Public Works
Association
American Society for Quality
American Society for Testing and
Materials
American Society of Agricultural
Engineers
American Water Works Association
Edison Electric Institute
Engineering Foundation
National Council of Examiners
for Engineering and Surveying
Society of American Military
Engineers
Tau Beta Pi
The Minerals, Metals & Materials
Society

NATIONAL ENGINEERS WEEK 2001

EXECUTIVE ALL-STARS

ARKANSAS

Dr. Otto Loewer
Dean of Engineering
University of Arkansas

ARIZONA

Craig Barrett
President and CEO
Intel

CALIFORNIA

Steve Bechtel, Jr.
Chairman Emeritus
Bechtel Group, Inc.

DELAWARE

Charles O. Holliday, Jr.
CEO
E.I. du Pont de Nemours
and Company

DISTRICT OF COLUMBIA

Daniel S. Goldin
Administrator
National Aeronautics and Space
Administration

FLORIDA

Dr. Harold Cates
Vice President, Technical
Operations (retired)
Lockheed Martin Missiles and
Fire Control

IOWA

Jerome Gaspar
Vice President, Engineering &
Technology
Rockwell Collins

KENTUCKY

Paul J. Curlander
Chairman and CEO
Lexmark International

LOUISIANA

Frank Gallaher
President, Fossil Operations and
Transmission
Entergy Corporation

MARYLAND

Dr. Karen H. Brown
Acting Director
National Institute of Standards
and Technology

MICHIGAN

Joe McCormick
Business Unit Executive -
Michigan
IBM Corporation

MISSISSIPPI

Roy Estess
Director, John C. Stennis Space
Center
National Aeronautics and Space
Administration

MISSOURI

Allen C. Haggerty
VP/General Manager, Engineering
The Boeing Company

NEW JERSEY

Stephen M. Solomon
President & CEO
ABB Lummus Global

NEW YORK

Nicholas Donofrio
Senior Vice President
Corporate Technology &
Manufacturing
IBM Corporation

NORTH CAROLINA

Barry Eveland
Senior State Executive
IBM Corporation

OKLAHOMA

John Mihm, P.E.
Senior Vice President, Technology
& Project Development
Phillips Petroleum Company

SOUTH CAROLINA

Harold Boman
Vice President of Manufacturing
and Life Sciences
Fluor Corporation

TENNESSEE

Earnest Deavenport, Jr.
Chairman & CEO
Eastman Chemical Company

TEXAS

George Abbey
Director, Lyndon B. Johnson
Space Center
National Aeronautics and Space
Administration

VERMONT

Dr. Hank Geipel
Senior State Executive
IBM Corporation
and
Dr. Robert G. Jenkins
Dean, College of Engineering &
Mathematics
The University of Vermont

