

March 9, 2010

## **Girls Exploring Tomorrow's Technology celebrates 10<sup>th</sup> anniversary event at Penn State Great Valley**

**EXTON** \_ The 10th annual Girls Exploring Tomorrow's Technology (GETT) event, an initiative of the Innovative Technology Action Group (ITAG), takes place on Saturday, March 20 at Penn State Great Valley.

"This event began in 2001 as a response to the under representation of young women in the computer and information technology fields," said Gary Smith, President and Chief Executive Officer of the Chester County Economic Development Council. "This is a great opportunity for young women to explore the possibility of a career in technology." The Economic Development Council is a partner in GETT.

Statistics continue to show that girls are not embracing careers in technology, despite an increasing need for skilled professionals in STEM (Science, Technology, Engineering, Math) fields in Pennsylvania and the nation. GETT is a free, fun, informational event for Delaware Valley middle and high school girls in grades 6 through 12 and their parents that features successful women in technology. Attendees learn the facts about how technology careers can be fulfilling, fun and rewarding personally, professionally and financially.

The event will take place at Penn State Great Valley, 30 East Swedesford Road, Malvern. Check-in begins at 8:45 a.m., and the event concludes at 3:00 p.m. So far, 250 girls and more than 100 parents have registered for the event. The official registration has been closed but a waiting list is being kept. For more information or to be placed on the waiting list, contact Leslie Holmes at [lah312@gv.psu.edu](mailto:lah312@gv.psu.edu).

The keynote address will be given by Meteorologist Erica Grow, a 2002 Penn State graduate with a degree in Meteorology. Her love for weather forecasting led her to a career on television as an on-air meteorologist. Most recently, Grow was a member of the AccuWeather forecast team for WPVI, the ABC station in Philadelphia. Her career as a TV Meteorologist also took her to KMID in Midland/Odessa, Texas, and WHP-TV in Harrisburg. She will talk about the various exciting careers in the field of Meteorology.

A number of major companies will be giving hands-on presentations, including:

- \*Microsoft - "GETT Programming: Software Rocks"
- \*Bentley Systems - "GETT Designed: Creating an Imprint on the Web"
- \*Sikorsky Helicopters - "GETT Flying: Keeping Helicopters in the Air" - Sikorsky will have two female pilots flying in to the PSU-GV campus at 9 a.m.
- \*Exelon - "GETT Green: Science can Save the Planet"
- \*QVC - "GETT Jeweled: The Science of Gemology"
- \*Kensley Nash - "GETT Life: When a Band-aid isn't Enough"

- \*CCIU - "GETTBotics: Robots Undisguised"
- \*CCIU - "GETT Inside the Box: Hardware Rocks"
- \*LSCA - "GETT Focused: Interactive Career Exploration"
- \*Bryn Mawr Rehab - "GETT Well: Technology that Saves Lives"
- \*PSU-Hazelton - "GETT Solar: The Future of Sustainable Energy"
- PSU bringing in a solar car.

Presentations to parents will be given by Vanguard and Immaculata University,

Sponsors of the program are Vanguard, Bentley Systems, Vertex, Inc., QVC, Penn State – Great Valley, ITAG-Innovative Technology Action Group, Chester County Healthcare Partnership, Agriculture Industry Partnership of SEPA, Smart Energy Initiative, BioScience Partnership, Chester County Keystone Innovation Zone, Chester County Workforce Investment Board and Regional Career Education Program.

The Innovative Technology Action Group (ITAG) is an initiative of the Chester County Workforce Investment Board and the Chester County Economic Development Council with grant funds received from the Pennsylvania Department of Labor and Industry.

ITAG's mission is to promote Information Technology, Communications, and Technological Processes, to all companies and individuals in Southeastern Pennsylvania as a means to become more effective in an increasingly sophisticated global marketplace. This is accomplished by working closely with and servicing participating ITAG companies, economic development agencies, and education/training partners to develop the tech workforce and help businesses succeed by using technology effectively.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for 50 years. The Council's portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the art conference and training facilities at its facility in Eagleview. For more information, see [www.cceconomicdevelopment.com](http://www.cceconomicdevelopment.com).