



### MCWT Black Tie Signature Event

## MCWT Fire Ball

### Igniting Women's Interest in Technology

Saturday, 15 November 2008  
6:00 p.m. – 12:00 a.m.  
GM Wintergarden

MCWT and General Motors Corporation are thrilled to be co-sponsoring the MCWT Fire Ball on Saturday, November 15, 2008. This formal gala will be held at the GM Wintergarden and will include dinner, dancing and a silent auction.

The MCWT Fire Ball is focused on raising significant additional funds to support the MCWT Foundation's 2009 programs and to bridge the gender disparity gap in the IT field by supporting the ambitions of technologically-oriented girls and women in Michigan.

## MCWT Fire Ball Event Co-Chairs & Sponsorship Opportunities

The honorary chairperson for the event is GM CIO, Ralph Szygenda. The co-chair is Andi Karaboutis, President of MCWT and the PIO for GM IS&S Global Purchasing and Supply Chain.

The evening will start at 6:00 pm, with cocktails and networking and will center on efforts supported by community leaders to strengthen our corporations and organizations by fostering female technology talent.

The evening will continue with a gourmet dinner at 7:30 pm, followed by entertainment and dancing from 9 pm to midnight.

Ticket prices are \$125 for MCWT members and their escorts and \$150 for non-members. Table sponsorships are available from \$2500 for a table of 10.

Many of our corporate partners have expressed an interest in making this their "holiday celebration" this year – it promises to be an amazing evening for a serious cause!

Sponsorship packages for corporate donors are available by contacting Carey Pachla at [carey@fastswitch.com](mailto:carey@fastswitch.com) or by phone at (248)926-6654.

If you would like to assist by contributing items for the Silent Auction, please contact one of the following MCWT members:

- Beth Adams  
[badams@lighthouseconsultingpartners.com](mailto:badams@lighthouseconsultingpartners.com)  
(248) 246- 6477
- Sarah Weslosky  
[sarah.n.weslosky@gm.com](mailto:sarah.n.weslosky@gm.com)  
(248)874-2609
- Tracy-Ann Palmer  
[mcwt120@yahoo.com](mailto:mcwt120@yahoo.com)  
(248)808-8105

General information about the event is available from our Events Co-Chairperson, Tracy-Ann Palmer

Have we "sparked" your interest? If so, we hope you will consider joining us at the 2008 MCWT Fire Ball.

### Greetings!

This newsletter contains highlights of Michigan Women in Technology Autumn occurrences, topics of interest and a view of what's coming up this Fall on the busy MCWT agenda!

### IN THIS ISSUE

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- [MCWT Board Openings](#)
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### UPCOMING EVENTS

- October 1<sup>st</sup>  
Geeks & Suits  
5:30 pm  
Automation Alley  
2375 Bellingham  
Troy, MI
- October 8<sup>th</sup>  
E2detroit 2008  
Wayne State University  
Community Arts Auditorium
- November 15<sup>th</sup>  
MCWT Fire Ball  
6 pm – 12 midnight  
GM Wintergarden  
350 Renaissance  
Detroit, MI



**IF YOU ARE INTERESTED IN THESE ROLES –**

please contact Rosemary Bayer at:

- [rosemary.bayer@sun.com](mailto:rosemary.bayer@sun.com)

to discuss your strong contribution to our mission to “change the world” by fostering the ambitions and dreams of technologically-oriented women and girls in Michigan.

## MCWT Foundation Board Openings

The MCWT non-profit Foundation Board currently has the following volunteer leadership openings for which active MCWT members, who want to contribute in an even more meaningful way, are encouraged to apply:

### Vice President, Strategy & New Program Development

- This passionate and committed volunteer directs strategic planning for the MCWT Foundation. Working on the Foundation Board and collaborating with the MCWT Boards, she will help determine the vision and overall annual Foundation objectives. The role includes oversight of new program development and strong collaboration with the Board Directors responsible for community partnership, metrics and measures, marketing, research and pilot program development

### Director, Kindergarten through 12<sup>th</sup> Grade Programs

- This very active volunteer will oversee and expand the current successful K through 12 programs already in full swing. This person will manage operations, planning, staffing and budget for K-12 Programs including:
  1. GET IT High School Clubs
  2. Web Design Contest for High School Girls
  3. Robotics Grant Program
  4. MCWTF Camp Infinity Summer Technology Camp for middle school girls

### Director, Fund Development

- This experienced and dedicated volunteer will create a strategic fund development plan for individual donations and grants. This includes a donor management program that incorporates prospect research, an organized recognition program, the identification of grantor prospects and implementation of grant applications

## MCWT Advisory Board Welcomes New Energy & Talent!

In addition to its dedicated Managing Board, the Michigan Council of Women In Technology is blessed to have a very active Advisory Board which provides oversight, advice, support, and ideas. That Advisory Board's Chairperson is Donna Ventimiglia, from Compuware. MCWT's Advisory Board liaison (Jane Sydowski) and Donna are thrilled to welcome five new members to the MCWT Advisory Board this quarter.

Those executives involved in technology, and interested in furthering MCWT's mission and vision are:

- |                          |                      |
|--------------------------|----------------------|
| • LuAnn Chrumka          | AT & T               |
| • Barbara Mlodik         | Compuware            |
| • Srinivasan Subramanian | Deloitte Consulting  |
| • Jeanine Charlton       | EDS                  |
| • Sarah Weslosky         | General Motors Corp. |
| • Michael White          | Wipro                |

We are very fortunate to have attracted the level of leadership, talent, and commitment represented by those individuals, and our entire Advisory Board.



### MCWT FOUNDATION 2007 ANNUAL REPORT NOW AVAILABLE!

The MCWT Foundation 2007 Annual Report is now available and can be downloaded from both the [MCWT](#) and [MCWT Foundation](#) Web sites.

If you would like a view of our last year's accomplishments and our generous supporters; please read it! It will give you a good "foundation" to understand our MCWT FOUNDATION.

## Upcoming MCWT Events

### Geeks & Suits

On the evening of October 1st, 2008, MCWT is pleased to collaborate with our close community partner, ConnectTech, to sponsor "Bridging the Gap Between the Geeks and the Suits: Improve Relationships and Reduce Communication Issues."

The speaker is Tamme Quinn Grzebyk, President and "Chief Sparkitech" of VerbalWise LLC; and the venue will be Automation Alley at 2375 Bellingham, Troy, Michigan. The session will focus on empowering its audience to overcome the root causes for miscommunication between departments due to cultural and viewpoint differences. It will provide practical strategies for increasing the success rate of technical professionals, and improving both business relationships and productivity through enhanced communication techniques.

The session begins at 5:30 p.m. You can register for this event at [www.connecttech.org](http://www.connecttech.org) or [www.mcwt.org](http://www.mcwt.org). Very reasonable prices for attendance will be listed on both sites.



Join us at Automation Alley on  
October 1st for Geeks & Suits!

## Events & Partnership Joint News

### July MCWT Golf Outing a Stupendous Success!

Chaired by George Surdu, Comerica's Chief Information Officer, and attended by 180 golfers and over 240 people (including golfers) in the evening, the July 2nd Annual MCWT Golf Fundraiser was an unparalleled success!

The event team worked for over 4 months to pull off a flawless day and evening. And MCWT would like to extend a warm "thank you" to that team efficiently headed by Michelle Calandre, and strongly led by Michelle Fischer, MCWT's Events Co-Chair. It was composed of the following collaborators who raised over \$40,000 (after expenses) for the MCWT Foundation programs: Carolyn Barber, Gail Bernard, Sandra Betanzos, Fay Ghoujehi, Chris Katrevisis (Rydzewski), Bev Landers, Kathleen Norton-Schock, Carey Pachla, Christine Rice, Paulette Salkowski, Bonnie Teegin and Barb Wilson.

One of the highlights of the day was the GOLF WITH a CIO Auction portion (the brainchild of Carey Pachla, and supported by an "eBay-like" bidding process monitored by Bev and Fay!). This part of the event netted over \$21,000. The CIOs and senior IT leaders who generously donated their athletic talents and "joie de vivre" to that human auction were:

- |                  |                            |                    |                             |
|------------------|----------------------------|--------------------|-----------------------------|
| • Phil Bertolini | Oakland County             | • Andi Karaboutis  | General Motors Corporation  |
| • John Cray      | Lear Corporation           | • Fred Killeen     | General Motors Corporation  |
| • Mark Duhaime   | Ford Motor Company         | • Terry McElroy    | Automotive Club Group (AAA) |
| • Dave Essig     | General Motors Powertrain  | • Paul Peabody     | Beaumont Health System      |
| • Vince Ferri    | Health Alliance Plan       | • Dennis Sirosky   | Health Alliance Plan        |
| • Kirk Gutmann   | General Motors Corporation | • Brent Stahlheber | Automotive Club Group (AAA) |
|                  |                            | • George Surdu     | Comerica                    |

Our generous corporate sponsors (who bid on both our illustrious CIO's and also sponsored most portions of the event) are a veritable "who's who" on Michigan's IT scene. They included: Accretive Solutions, Blue Care Network, CA (formerly Computer Associates), CapGemini, CIBER, Cisco, Commercial Contracting Corp., Compuware, Connecture Inc., Covisint, Custom Access, Dell Computers, EDS, Fastswitch, Gartner, Hewlett Packard/Open Systems Technology, IBM, Jawood Management, i2Technologies, Lawrence Technological University, Learning Tree, Logicalis, Netarx Inc., SAP, Software AG, Suntel, VisionIT, Walsh College, and Xiotech.



**PLAN ON JOINING US NEXT YEAR!** – Clearly, the success of this event pre-supposes that MCWT will be doing it again. So be sure to stay tuned for next July's announcement of our 3<sup>rd</sup> Annual golf Event!

## Events Calendar for 2009

The Events Team, headed by Tracy-Ann Palmer and Michelle Fischer, is currently pulling together next year's calendar of 3-4 major events, supplemented by smaller, intimate networking events.

If you have ideas, suggestions, OR (most importantly) if you would to volunteer to become a project manager for the hard-working Events Team, please contact Tracy at mcwt120@yahoo.com or Michelle at mfmwct@yahoo.com.

They would welcome your energy, ideas and implementation talents!



## MCWT Foundation News

There have been shifts and promotions on the Foundation Board side. Here is the current Board roster for your information, and use. (Please also see the previous article about Foundation Board openings).

- President: Rosemary Bayer
- Treasurer: Deb Habel
- VP, Program Ops: Gloria Schneider (promotion from K-12 Program Director)
- VP, Strategy: Pat Amaranth (acting....and we are actively recruiting Pat's replacement)
- VP, Marketing: Kathleen Norton-Schock
- Secretary: Jennifer Pfaff (new appointment; Jennifer moved over from the MCWT Board)
- Director, Metrics: Dr. Kathy Schroeder (new; Kathy was formerly Board Secretary)
- Director, Community Partnership: Marie Couch
- Director, Research: Dr. Pam Lowry (new; Pam was formerly Director, University Programs)
- Director, University Programs: Rachel Cronover (new appointment)
- Director, Pilot Programs: Diane Cairns (new; Diane was formerly Director of Metrics and Measurement)
- Director, Scholarship Programs: Leah Carpenter
- Volunteer Recruiting Coordinator: Charity Ginger
- Director, K-12 Programs: TBA (see related article – Page 2)
- Director, Fund Development: TBA (see related article – Page 2)



## MCWT Foundation Summer Camp Infinity a Strong Success!

Supported by SIM (Society for Information Management), this year's fourth annual MCWT Foundation Summer Camp Infinity, held at Lawrence Technological University, was a resounding success. Attended by 44 fourth through seventh grade girls from the greater Detroit metro area, the camp encouraged high potential girls to explore their technology talents, particularly in the area of Web site development and robotics engineering.

Under the leadership of Gloria Schneider, and Camp Director Julie Patterson, the camp ran a full 5 days; had over 100 volunteers who assisted in staffing and speaking; and, this year, was featured on WDIV Television on July 18th.

As reporter and meteorologist Andrew Humphrey noted after he interviewed Patterson and MCWT Foundation President, Rosemary Bayer, Camp Infinity is precisely the kind of "good news" story that the Southeast Michigan area should celebrate. Please visit the MCWT Foundation Web site at [www.mcwtf.org](http://www.mcwtf.org) for further details.

Educate, Inspire, Succeed... We  
Can Change The World!

[WWW.MCWTF.ORG](http://WWW.MCWTF.ORG)

**CAMP INFINITY – Nurturing Young  
Girls in Technology**



**3<sup>rd</sup> Annual Foundation  
Web site Contest for High  
Schoolers...**

**CALLING ALL JUDGES!**



To volunteer as a judge, please contact Julie Flashner, our K-12 Program Coordinator at:

**eMail:**

[jagflash@hotmail.com](mailto:jagflash@hotmail.com)

*Technology is a gift of God.  
After the gift of life it is  
perhaps the greatest of  
God's gifts. It is the mother  
of civilizations, of arts and  
of sciences.."*

*---Freeman Dyson*

## Upcoming MCWT Foundation Events & Initiatives

For the third year, the MCWT Foundation is sponsoring a robust Web site development contest for talented high school girls. There will be a maximum of 80 teams, consisting of 1-2 girls each. The consistent "theme" for this year's Web sites will be: **My Dream Career, and How I Plan To Get There.**

Again, MCWT is very lucky to have the support of Refresh Detroit to strengthen the project. We are looking for 8 to 10 "Web-savvy" professionals, who would like to function as "judges" for the final contest. Based on previous experience, judging should take approximately 6-8 hours of time, using a formal rubric to score the sites.

The Web sites will be loaded on a secure server, managed by Patricia Howard of MCWT's Operations Committee, and will be viewed online from that same secure site. Judging will take place from October 22nd through November 8th, 2008. To volunteer as a judge, please contact Julie Flashner, K through 12 Program Coordinator, at [jagflash@hotmail.com](mailto:jagflash@hotmail.com).

## Additional Autumn Initiatives for the MCWT Foundation

Fall will be a very busy time for our Foundation. Upcoming initiatives include:

- **Promotion of the Individual Foundation Donor Program** – This effort will be initially headed by an MCWT Marketing Committee member, supported by the soon-to-be-recruited Director of Fund Development. If you are interested in being part of this team, contact Kathleen Norton-Schock at [Kathleen@midwesttechnologyleaders.com](mailto:Kathleen@midwesttechnologyleaders.com)
- **Franchising of Camp Infinity** – Under the leadership of Marie Couch, Foundation Director of Community Partnerships, formal materials have been developed to promote our Camp Infinity Concept to other interested groups. If you are interested in understanding more about this initiative, please contact Rosemary Bayer at [rosemary.bayer@sun.com](mailto:rosemary.bayer@sun.com)
- **Expansion of MCWTF's GET-IT Programs** – Under the leadership of Gloria Schneider, GET-IT (Girls Exploring Together, Information Technology) has been expanded to four area high schools. For more information about this initiative, please contact Julie Flashner at [jagflash@hotmail.com](mailto:jagflash@hotmail.com) or Gloria at [gschneider@bcbsm.com](mailto:gschneider@bcbsm.com)
- **Expansion of MCWTF's University Programs** – Led by Rachel Cronover, Director of Foundation University Programs, college initiatives will now be expanded to three area universities. For more information about this, please contact Rachel at [rcronover@ltu.edu](mailto:rcronover@ltu.edu)
- **MCWTF's University Scholarship Program** – Look for the announcement of the deadlines for the 4th year of the Foundation University Scholarship Program, later this fall. For more information about this effort, please contact Leah Carpenter, Foundation Scholarship Director, at [lcarpenter@buckeye-express.com](mailto:lcarpenter@buckeye-express.com)



# Operations & Marketing Committee Joint News

## Roll-Out of New MCWT & MCWT Foundation Web sites

Under the Operations leadership of Gail Bernard, and Connie Panzica, the enhanced MCWT and MCWT Foundation Websites will go "live" during the first week of October, 2008. You will see a new "look and feel" to the sites; but more importantly they will reflect a number of enhancements including:

- Increased content, managed by our Marketing Team
- Enhanced membership benefits and access, managed by our Membership Team
- Up-to-date event calendars, managed by our Events Team
- Real-time sponsorship and partnership information, managed by our Partnership Team
- Web 2.0 features soon-to-be-released, collaborated on by our Operations and Marketing Team.

MCWT would like to thank our highly competent subcontractor, CU Village and Project Manager, Mary Yates, for their attention to detail and patient assistance on this roll-out! Stay tuned...



Look for our refreshed  
Web sites in October!

## Marketing Committee Welcomes New Members

Co-Chairs Becky Johnson and Kathleen Norton-Schock are thrilled that the new marketing team at MCWT has expanded to include extended volunteer talent, representing both strong marketing experience, and aptitudes in newer marketing methods including social media of all varieties. The marketing team recently met to discuss some ambitious ongoing goals; and the current team, in addition to Becky and Kathleen, consists of:

- Angela Corsi
- Patty Howard (honorary Operations liaison)
- Heather Monaghan
- Shauna Nicholson
- Shannon Paul
- Rebecca Peplinski
- Danielle Roush
- Liz Siver
- Tonya Thomas
- Angela Wang

Each of these team members will be devoting considerable hours to further extending our message and "reach" into the external (larger) community, as well as continuing to support MCWT and its Foundation with internal marketing/communication needs. If you are interested in joining the team, please contact Kathleen at [Kathleen@midwesttechnologyleaders.com](mailto:Kathleen@midwesttechnologyleaders.com).

## LinkedIn Group Created for Active MCWT Members



At the brilliant suggestion of Membership Co-Chair, Paula Scola, MCWT's Marketing Team has created a LinkedIn site for MCWT Members. If you are already involved in LinkedIn, we hope you will see the career benefits of belonging to this group.

If you would like to join, you must be an MCWT member in good standing (dues paid up!). Simply go to [www.linkedin.com](http://www.linkedin.com) and visit this link:

<http://www.linkedin.com/groupsDirectory?results=&sik=1219591447099>

Or go to the upper right hand boxes on LinkedIn; choose Groups; type in "MCWT"; and you will be directed to the group. Please enter your request, and if you are a current MCWT member, you should be accepted with 5-7 business days. Then you can proudly display the MCWT logo on your professional profile!

# Membership & Partnership News – Where Our Community Intersects!

## Partnership Team Welcomes New Sponsors & New Committee Members

As noted in our spring newsletter and this edition's Golf Event article, the MCWT Partnership Team has had a busy nine months recruiting many new supporters, and touching many loyal sponsors/partners. In this past quarter, the team was pleased to announce 13 new partners for MCWT. For an up-to-date list of all MCWT Platinum, Gold, Silver and Bronze corporate partners, please visit [www.mcwt.org](http://www.mcwt.org), where all corporate logos are displayed.

Under the leadership of Chris Katrevisis (Rydzewski), the Partnership Team is on target to meet and surpass its 2008 revenue goals. In addition to powerhouse co-chairs Jill Maiorano, and Carey Pachla, and their team, Partnership is eagerly welcoming two new members to the MCWT ranks of committed volunteers:

- Colleen Theuerkauf joins Partnership from Raymond James where she today specializes in personalized wealth building strategies for executives and business owners in the IT & Communications industry
- Angela Brown joins Partnership from Wayne State University's Computing and Information Technology Group where she is Director of Enterprise Applications.

## Membership Team Celebrates Mentoring Success

Under the leadership of membership co-chairs, Deb Swink and Paula Scola, MCWT proudly initiated its 2008 career mentoring program on June 16th, 2008. More than 26 mentor/mentee pairs (52 individuals) will be served by this year's program - a 235% increase from 2007. The program's volunteer mentors are senior level IT leaders/executives, donating their time to MCWT members, with the objective of enriching the "mentee" experience; creating personal and professional development goals; and assisting each "mentee" in the achievement of her ultimate goals.

The program included two exceptional motivational speakers who worked with the Mentors and Mentees in separate breakout sessions. Jill Jordan, Co-founder and Personal Branding Coach of Smart Women's Coaching worked with mentors; and Michelle Pallas, Managing Partner of Lighthouse Consulting Partners, worked with mentees.

The MCWT Team who created and dynamically lead the program includes:

- Deb Swink, VP of CSI Leasing, Chair of MCWT Membership Committee
- Jan Rydzon, Director at DTE Energy, and Chair of MCWT Mentoring
- Anne Marie Bonardelli, Senior Project Leader at EDS
- Becky Killarney, Marketing Director at Plante Moran

Upcoming activities include networking/educational sessions for 2008 Mentoring Program participants on October 13, 2008 and March 16, 2009.

The 2009 Mentoring Program will begin next year in late spring, with a call for interested mentors and mentees. The Program will be announced via the Winter MCWT Newsletter and on the MCWT website [www.mcwt.org](http://www.mcwt.org). For more information, prior to that, please contact Deb Swink at [Deb.Swink@csileasing.com](mailto:Deb.Swink@csileasing.com).

***The Michigan Council of Women In Technology proudly initiated its 2008 career mentoring program on June 16th, 2008, at an event at Automation Alley headquarters in Troy, Michigan. More than 26 mentor/mentee pairs (52 individuals) will be served by this year's program.***



## Other MCWT Partner News

### E2detroit 2008 – A Celebration of Entrepreneurship & Excellence

As a Community Partner to E2detroit 2008 (a Celebration of Entrepreneurship and Excellence), MCWT is pleased to offer its members a 50% discount to attend this inspiring and information-packed event, ideal for small business leaders and entrepreneurs, on October 8th at Wayne State University. Featuring prominent business leaders (Dave Brandon, CEO of Domino's; Mary Ellen Sheets, Co-Founder and CEO of TWO MEN AND A TRUCK; Terry Cross, CEO of Windward Associates – a major venture capital firm, among many others) and a host of pragmatic, hands-on workshops and panel discussions, this is a unique day. For more information, please visit: [www.e2detroit.com](http://www.e2detroit.com) for further information.

When you register, register as a COMMUNITY PARTNER; simply fill in "MCWT" as your affiliation to receive your 50% discount.

### Volunteers Wanted & Needed!

Charity Ginger, MCWT Volunteer Director, is mounting an aggressive campaign to seek out new volunteers to contribute to all MCWT and Foundation committees. She is hosting regular Friday morning orientation sessions for those who are interested in volunteering:

- Events Committee
- Marketing/Communications Committee
- Membership Committee
- Partnership Committee
- Foundation Committees, events and Subcommittees

You can reach Charity at: [charity.ginger@ricoh-usa.com](mailto:charity.ginger@ricoh-usa.com).



**Thank you for reading  
our Autumn MCWT Newsletter!**

If you have any comments or questions,  
please contact:

- Kathleen Norton-Schock  
V.P., Marketing  
[kathleen@midwesttechnologyleaders.com](mailto:kathleen@midwesttechnologyleaders.com)

– OR –

- Rebecca Peplinski  
MCWT Marketing Committee  
[rebecca.peplinski@eds.com](mailto:rebecca.peplinski@eds.com)