

March 9, 2009

**EDITORS:** The following information is for immediate release. If you have any questions, please contact Anne Morris, ITAG Project Consultant of the Chester County Economic Development Council, at 610 458-5700.

## **GETT: Girls Exploring Tomorrow's Technology takes place on March 28, 2009 in Downingtown**

**EXTON** \_ The Ninth Annual GETT event, an initiative of the Innovative Technology Action Group (ITAG), will be held on Saturday, March 28, 2009 at the Downingtown Educational Center.

GETT is a free, exciting, enlightening, educational workforce development event where Chester County girls in grades 6 through 12, their parents, teachers, and administrators learn about innovative careers in technology, directly from successful businesswomen and educators. The Ninth Annual GETT event, will be held on Saturday, March 28, 2009, at the Downingtown Educational Center, 335 Manor Avenue, Downingtown, Pennsylvania 19335. GETT is hosted by ITAG partner the Chester County Intermediate Unit (CCIU). Pre-registration for the GETT event is required at <http://itagpa.org/gett.php>

On March 28, Dr. Leanne M. Bihn, Chanel Sales Engineer, Rockwell Automation will be featured as the 2009 GETT keynote speaker. Mimi Lufkin, Chief Executive Officer of the National Alliance for Partnerships in Equity (NAPE) will address parents and educators. Hands-on sessions and interactive simulations will highlight a variety of technologies including Information and Communications Technology and Computer Forensics – the CSI of the technology world; along with Agricultural, Bioscience, Energy, Engineering, Health Care, and Robotics Technologies – a true cross-industry demonstration of the critical impact of technology on all industries.

In 2001, ITAG identified the need to address the underrepresentation of young women in the computer and information technology fields. In that year, GETT – Girls Exploring Tomorrow's Technology was born. In 2007, the GETT Committee expanded the project scope to introduce the universe of technological careers to girls, recognizing the gap that exists in the number of girls entering into STEM based careers. In an effort to drive the interest of girls to the science, technology, engineering and math (STEM) arena, Girls Entering Tomorrow's Technology (GETT) was broadened. Since its inception, GETT has grown throughout the region and nation with sister events in Philadelphia and Casper, Wyoming. GETT's sister event, GETT of Philadelphia will also be held on March 28, 2009, at the University of the Sciences. In its second year, the Life Science Career Alliance (LSCA) sponsors GETT of Philadelphia.

Careers in technology are financially rewarding and influential, but the number of women entering these fields continues to decline. GETT educates students and parents about technology careers in the future. In 2003, the AAUW Education Educational Report, Women at Work, highlighted the need for advanced educator women in the computer and education fields. Without this training, the technological gender gap will continue to grow. According to recent research, from the Information Technology Association of America, women now represent barely one-quarter of IT Workers. By 2010, IT and technology related jobs will double (US Department of Labor).

ITAG views technology as the backbone of industry, scaffolding all sectors. ITAG serves the companies that communicate the information, as well as those providing support to the industry collaborating with private sector industry, educational institutions, and agencies supporting regional workforce development. ITAG's efforts extend beyond Chester County into the five county-region of southeastern Pennsylvania including Delaware, Bucks, Montgomery, and Philadelphia counties. ITAG is keenly aware of the increasing importance of demonstrating cross-industry technological connections. ITAG collaborations and initiatives are far-reaching in scope and comprehensively support workforce and therefore the economic development in SEPA. GETT is a prime example of this cross-industry outreach, addressing future workforce issues. In 2007, Chester County GETT project founders and steering committee were honored as recipients of the American Association of University Women (AAUW) Gateway to Equity Award and the Chester County Chamber of Commerce Partnership Award. In 2008, GETT was nominated for recognition by the International Economic Development Association. Please call Anne S. Morris, ITAG Project Consultant or Leslie Holmes, ITAG Project Coordinator, at 610 458-5700 Ext 311 for additional information.

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.

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.

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 more than 45 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).