



DESIGN AUTOMATION CONFERENCE

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**14th Annual Workshop for Women in Design Automation to Focus on
“Career Crossroads: Who Has the Map?”
Dr. Telle Whitney, President and CEO of Anita Borg Institute, to Keynote**

LOUISVILLE, Colo. – **June 1, 2009** – The 46th Design Automation Conference (DAC) program once again includes the popular [Workshop for Women in Design Automation \(WWINDA\)](#). This year, the half-day session will address the key issue faced eventually by many in the technology industry: whether to continue along a technical career path, or to make the switch to a management track. Dr. Telle Whitney, president and CEO of the Anita Borg Institute, will give the workshop’s opening keynote address, which will be followed by an interactive panel discussion. The 14th annual WWINDA will take place Monday, July 27, 2009. The [46th DAC](#) will be held July 26 – 31, 2009 at the Moscone Center in San Francisco.

“The WWINDA workshop is a tradition at DAC and we are pleased this year to welcome Dr. Telle Whitney as she addresses the issue of mid-level career decisions faced by men and women in the EDA industry,” said Karla Reynolds, 2009 WWINDA Committee Chair. “Navigating these important career decisions is always a complex process, and this forum will provide attendees a valuable opportunity to gain insights from the experiences of others in EDA.”

Keynote Speaker

Dr. Telle Whitney has been the president and CEO of the Anita Borg Institute for Women and Technology for the last six years. She has more than 20 years of experience in the semiconductor and telecommunications industries, including previous senior technical management positions

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press release

with Malleable Technologies (now PMC-Sierra) and Actel Corporation. In addition, Whitney is a co-founder of the Grace Hopper Celebration of Women in Computing Conference. Whitney also belongs to several industry groups and is currently the co-chair of the ACM Distinguished Member Committee. A former member of the National Science Foundation Committee on Equal Opportunities in Science and Engineering (CEOSE), she is a co-founder of the National Center for Women & Information Technology. Whitney belongs to the advisory boards of MentorNet and the Professional Business Women's Conference and is a member of CRA-W. Whitney holds Ph.D. and bachelor's degrees in computer science from Caltech and the University of Utah, respectively.

2009 WWINDA Panelists

The WWINDA panel will be moderated by Dr. Mar Hershenson, Vice President, Product Development, Custom Design Business Unit with Magma Design Automation, Inc. The panelists include:

- Catherine Ahlschlager – Hardware Manager, Sun Microsystems
- Francine Bacchini – Publisher, SCDSOURCE™; Founder, President & CEO, Tech Source Media, Inc.
- Limor Fix – Associate Director, Intel Research Pittsburgh
- Holly Stump – Vice President of Marketing, Jasper Design Automation
- Jan Willis – Executive Advisor, Calibra Consulting

2009 WWINDA Agenda

Monday, July 27, 2009

9:00 - 9:30 a.m.	Registration
9:30 a.m. - 12:15 p.m.	Keynote by Dr. Telle Whitney and Panel Discussion
12:15 - 12:45 p.m.	Marie R. Pistilli Women in EDA Achievement Award
12:45 - 1:45 p.m.	Lunch Reception

WWINDA Registration

The Workshop for Women in Design Automation (WWINDA) is an annual professional development program open to men and women at any stage in their careers. Registration for the workshop is \$75 for ACM/IEEE members and \$100 for non-members. To register, please visit

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http://www.dac.com/46th/reg_rates.html. For questions, please contact Nannette Jordan (nannette@mpassociates.com) or Susie Horn (susie@mpassociates.com) at +1 (303) 530-4333.

About DAC

The Design Automation Conference (DAC) is recognized as the premier event for the design of electronic circuits and systems, and for Electronic Design Automation (EDA) and silicon solutions. A diverse worldwide community representing more than 1,000 organizations attends each year, from system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives to researchers and academicians from leading universities. Close to 60 technical sessions selected by a committee of electronic design experts offer information on recent developments and trends, management practices and new products, methodologies and technologies. A highlight of DAC is its Exhibition and Suite area with approximately 200 of the leading and emerging EDA, silicon, IP and design services providers. The conference is sponsored by the Association for Computing Machinery (ACM), the Electronic Design Automation Consortium (EDA Consortium), and the Institute of Electrical and Electronics Engineers (IEEE), and is supported by ACM's Special Interest Group on Design Automation (SIGDA) and IEEE's Council on Electronic Design Automation (CEDA), Circuits and Systems Society (CASS), and Computer-Aided Network Design (CANDE) Committee. More details are available at: www.dac.com.

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