



2024

# WOMEN MAKE

AWARDS

HONOREE AND EMERGING LEADER GUIDE

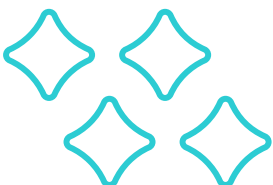
WOMEN  
MAKE  
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## WOMEN MAKE AMERICA INITIATIVE

### ELEVATING ROLE MODELS AND EMPOWERING WOMEN

Manufacturing faces a serious skills gap. Part of this gap comes from an underrepresentation of women in the industry. In fact, women account for less than one-third of the manufacturing workforce despite representing nearly half of all workers.

The Manufacturing Institute’s **Women MAKE America Initiative** (formerly the STEP Ahead Initiative) is the nation’s marquee program devoted to closing the gender gap in manufacturing. The initiative aims to foster a 21st-century manufacturing workforce by inspiring women in the manufacturing industry through recognition, empowerment, mentoring, company engagement, leadership and professional training and community building.

**Manufacturers can close the skills gap by 50% simply by bringing 10% more women into the industry.**

### FLAGSHIP PROGRAMS

Within the past decade, the MI launched two programs that continue to inspire, educate and empower women in the manufacturing industry.

#### Women MAKE Awards

The Women MAKE Awards (formerly the STEP Ahead Awards) recognize women and their achievements at all levels of a manufacturing organization, from the factory floor to the C-suite. Each year, 100 Honorees and 30 Emerging Leaders are nominated by their companies as leaders in the manufacturing industry. Emerging Leaders are accomplished professionals under 30 years of age. Award recipients attend a two-day leadership program before celebrating their successes with friends and families at an evening gala. Honorees and Emerging Leaders join more than 1,400 women as Award Alumnae. Through their commitment to “pay it forward,” these leaders and their example help inspire a new generation of creators and innovators.

#### Women MAKE Awards Leadership and Professional Training

The two-day leadership program includes presentations and panels featuring best-in-class speakers and leaders in various fields, including the Harvard Kennedy School, Chicago School of Professional Psychology and more. Honorees and Emerging Leaders explore their professional working styles, learn how they can advance their careers and identify ways to develop their colleagues and future manufacturing talent.

#### Women Connect

The Women MAKE America Initiative offers regional and virtual events so that women can hear from and connect with each other. Each session is tailored to achieve a specific goal, whether it’s hearing perspectives of women in the manufacturing industry, learning new methods or tools to apply to personal and professional development or simply bringing together women to meet other women in the manufacturing space.





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## 35X30 CAMPAIGN

Women MAKE America launched its 35x30 campaign to increase women's percentage of the manufacturing workforce to 35% by 2030. This industry-wide campaign features a best-in-class woman-to-woman mentoring program, employer resources, tools and case studies, and expanded personal and professional development programming for women currently in the industry, students and others considering a career path in manufacturing.

Since the launch of the campaign in 2022, more than 500 women have been trained and matched through the Women MAKE Mentorship Program, in addition to the rollout of multiple customized company and community-focused mentorship opportunities across the country, sponsored by leading companies.







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# MANUFACTURING Institute

The Manufacturing Institute helps build a manufacturing workforce resilient to the challenges and prepared for the opportunities of the 21st century. Through implementing groundbreaking programs, convening industry leaders and conducting innovative research, the MI furthers individual opportunity, community prosperity and a more competitive manufacturing industry. As the 501(c)3 nonprofit workforce development and education affiliate of the National Association of Manufacturers, the MI is a trusted adviser to manufacturers, equipping them with solutions to address the toughest workforce issues.

For more information, please visit [themanufacturinginstitute.org](https://themanufacturinginstitute.org).





## HOW TO COMMIT TO ATTENDING IN APRIL

**Directions:** Please review the following directions *before* you begin, because **there is no option to “save for later” during the process.** Changes may be made once you have completed the process; however, you must complete all steps initially in one sitting.

### STEP ONE: ACCEPT THE AWARD

To accept your award as an Honoree or Emerging Leader, please complete your acceptance online through the link in your email or use the following link: [CVENT LINK](#)

#### IMPORTANT INFORMATION

If you are not able to attend the activities in April but would still like to accept the award, you **MUST** still complete the requested information in the link above.

Please enter your name, title and company **EXACTLY** as you would like them to appear on your award and in program materials, including phonetic pronunciation if needed.

**The deadline for accepting the award is Jan. 31, 2024.**

### STEP TWO: UPLOAD HEADSHOT AND SHARE YOUR STORY

In this next step, you will be required to upload a headshot and your approved name, title and company before proceeding to step three.

- a) Please list the award category indicated in your congratulatory email when entering your information online.
  - Honoree
  - Emerging Leader

As part of the acceptance process, you will need to upload a photo and provide a brief response to EITHER of the following prompts (in 50 words or less):

**PROMPT 1:** I feel powerful when...

**PROMPT 2:** I am empowered by...

Please see the “[Selecting a Profile Picture](#)” section for more information on picture size and resolution requirements.

- b) The email you received asked you to confirm your name, title and company exactly as you would like it to appear in the event material. This includes an individual profile that will be included in the 2024 Women MAKE Award Winners Profile Book, which will be distributed to this year’s winners and housed on the MI website for open viewing. Your profile is a summary of your accomplishments in your company and community as described by your nominator.

**Please be sure you have submitted your name, title and company details exactly as you would like them to be listed.**

If you have any questions, please contact [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org).

**Honoree/Emerging Leader Profile Information**

\* Awardee Type (as listed in your congratulatory email)

\* Please enter the phonetic pronunciation (i.e. Julia Bradshaw: ju-lee-ah brad-shawe) of your first and last name to ensure it is enunciated correctly in our program:

Please copy the link to your LinkedIn profile:

Please list your company's Twitter handle:

Please complete the following sentence (50 words or less) that will be used in program materials.

\* I am proud to be a woman in the manufacturing industry because...

Professional Headshot:

\* Please Upload a High Res Photo  
\*Minimum resolution of 300 DPI

Profile Word Document:

\* Please Upload your finalized profile  
(word.doc)



### STEP THREE: REGISTER FOR THE LEADERSHIP PROGRAM

The link provided in step one will allow you to accept the award as well as register for the daytime leadership development program that begins on April 17, 2024. Through the Women MAKE Awards leadership program, the 100 Honorees and 30 Emerging Leaders will gather in Washington, D.C., for an opportunity to share best practices, develop their personal and professional strengths, network with peers and create a plan of action to engage the next generation.

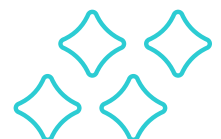
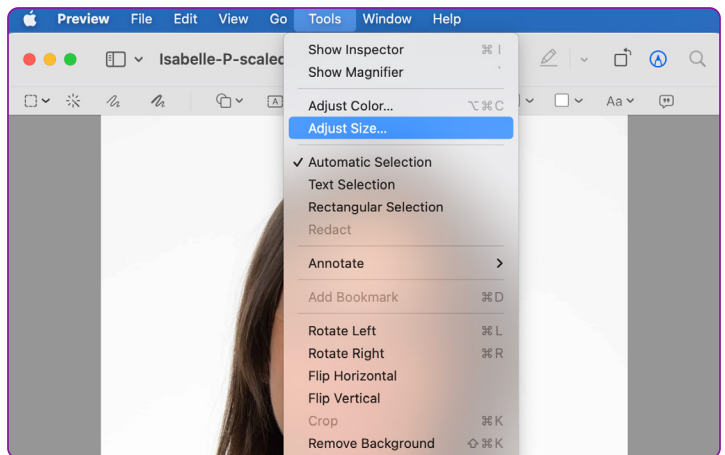
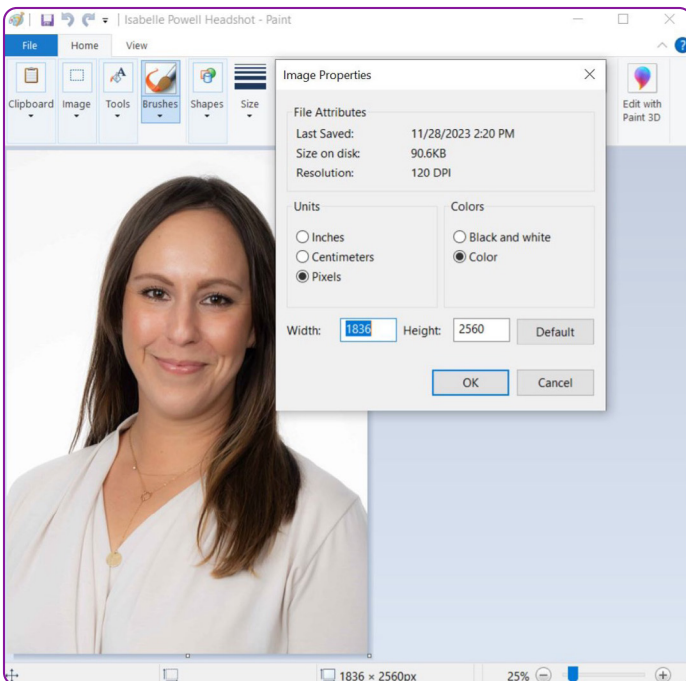
The program comprises general sessions as well as several breakouts. **You can find the full leadership program agenda on page 8.**

The daytime leadership program is a closed event, open to Honorees and Emerging Leaders only.

## SELECTING A PROFILE PICTURE

A high-resolution photo is required for display in printed material and to enlarge on digital screens onstage. Your photo must have a minimum resolution of 300 dpi (dots per inch) or ppi (pixels per inch). To check the resolution of your photo, please follow these instructions:

- PC:** Open your photo in Paint > Click File > Click Image Properties.
- Mac:** Open your photo in Preview > Click Tools > Click Adjust Size.







## 2024 WOMEN MAKE AWARDS PROGRAM APRIL 17–19, 2024

### LEADERSHIP PROGRAM DAY 1 WEDNESDAY, APRIL 17, 2024

**Location: The Salamander Washington, D.C.**

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**11:15 a.m. Registration Open**  
*Ballroom Foyer*

**Welcome Luncheon**  
*Gallery Ballroom BC*

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**12:00 p.m. Welcome**  
*Grand Ballroom*

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**12:30 p.m. 1) StrengthsFinder 2.0 (Emerging Leaders)**  
*Gallery A*

All people have a unique combination of talents, knowledge and skills—the strengths that they use in their daily lives to do their work, achieve their goals and interact with others. Participants will begin to understand and learn to apply their strengths in personal and professional settings.

■ *Nancy Riegler, Senior Vice President, Human Resources, National Association of Manufacturers*

**2) EQ-i 2.0 (Honorees)**  
*Grand Ballroom*

Emotional intelligence is the ability to manage both your own emotions and understand the emotions of people around you. This includes understanding what motivates you and how to modify your emotions in response to stressful situations. It also refers to being able to read the emotions and needs of others and provide support to others with whom you work. In this session, we will measure and assess your emotional intelligence and understand how it can impact people and the workplace.

■ *Wanda Scott Erinle, Principal Consultant & CEO, WE Consulting Solutions*

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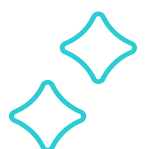
**2:00 p.m. Building Your Personal Brand (Honorees and Emerging Leaders)**  
*Grand Ballroom*

Building your personal brand is important to growing your career or business. Learn how to create and grow your personal brand to stand out among others in this interactive session.

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**3:00 p.m. Networking Break**  
*Grand Foyer*

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## LEADERSHIP PROGRAM DAY 1 (CONTINUED) WEDNESDAY, APRIL 17, 2024

**Location: The Salamander Washington, D.C.**

---

### 3:30 p.m. **Increasing Your Negotiating Effectiveness (Honorees and Emerging Leaders)**

*Grand Ballroom*

In this training session, participants will discover keys to negotiating success and learn an analytic framework to help think more clearly about any negotiation situation, as well as rehearse negotiations in a workplace setting.

■ *Joan Moon, Negotiation Trainer and Consultant, Moon Negotiation, LLC*

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### 5:00 p.m. **Women Connect: Rosie Reports (Honorees and Emerging Leaders)**

*Grand Ballroom*

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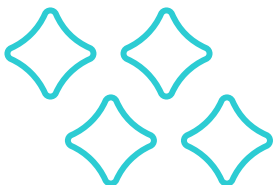
### 5:30 p.m. **Honoree and Emerging Leader Welcome Reception**

*Grand Foyer*

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### 6:30 p.m. **Conclusion of Reception**

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## LEADERSHIP PROGRAM DAY 2 THURSDAY, APRIL 18, 2024

**Location: The Salamander Washington, D.C.**

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**6:30 a.m. Sunrise Yoga on the Lawn**  
*Grand Lawn - weather permitting*  
*Phillips - rain plan*

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**8:00 a.m. Breakfast**  
*Gallery Ballroom BC*

---

**8:30 a.m. Reciprocity Ring (Honorees and Emerging Leaders)**  
*Grand Ballroom*

Reciprocity Ring is a facilitated workshop to collaborate and find solutions to issues while focusing on contributing to others. Built on the concept of paying it forward, the session is designed to support problem solving by building and expanding individual networks.

■ *Isabelle Powell, National Director, Women's Engagement, the Manufacturing Institute*

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**10:00 a.m. Creating Psychological Safety in the Workplace (Honorees and Emerging Leaders)**  
*Grand Ballroom*

Psychological safety describes perceptions of the consequences of taking interpersonal risks in a particular context such as the workplace. Discover how to increase your team's psychological safety and increase team performance by staying curious, finding strength in vulnerability and co-creating an authentic, high-trust team culture.

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**11:00 a.m. Networking Break**  
*Grand Foyer*

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**11:30 a.m. Breakouts**

**1) How to Be a Good Mentor (Honorees)**  
*Grand Ballroom*

You each have the skills, attitudes and activity ideas needed to mentor individuals effectively. Discover ready-to-use concepts to implement in your mentoring relationships, understand the scope and limits of your role as mentors and help your mentees to develop the skills and attitudes they need to perform well in their role.

■ *Isabelle Powell, National Director, Women's Engagement, the Manufacturing Institute*

**2) How to Be a Good Mentee (Emerging Leaders)**  
*Gallery A*

Learn the value of mentorship to professional development and growth and discover the power in developing a strong inner circle—your personal board of directors.

■ *Marisa Brown, Manager, Diversity and Inclusion, the Manufacturing Institute*

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## LEADERSHIP PROGRAM DAY 2 (CONTINUED) THURSDAY, APRIL 18, 2024

Location: The Salamander Washington, D.C.

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**12:30 p.m. Emerging Leader Networking Luncheon**  
*Phillips*

**Honoree Networking Luncheon**  
*Gallery Ballroom BC*

**Individual Awards Photos**  
*Hillwood | Groups will be assigned time slots*

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**1:30 p.m. Executive Insights: Getting to the C-Suite (Honorees and Emerging Leaders)**  
*Grand Ballroom*

In this panel discussion, female executive leaders in manufacturing will provide their insights on how to navigate through major inflection points in your career.

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**2:30 p.m. Paying It Forward (Honorees and Emerging Leaders)**  
*Grand Ballroom*

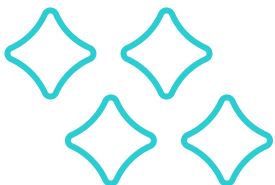
The Women MAKE America Initiative is grounded in the philosophy that it only takes one person to inspire another. During this session, participants will be asked to make a personal commitment to action.

■ *Carolyn Lee, President and Executive Director, the Manufacturing Institute*

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**3:00 p.m. Program Conclusion**

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## RECEPTION AND DINNER THURSDAY, APRIL 18, 2024

**Location: The Anthem**

- 
- 6:00 p.m. Women MAKE Awards Reception**  
Family and guests are welcome. Purchase of dinner ticket is required.
- 
- 7:00 p.m. Women MAKE Awards Dinner Program**  
Family and guests are welcome. Purchase of dinner ticket is required.
- 
- 9:30 p.m. After-Party**  
*The Salamander Washington, D.C. | Gallery Ballroom and Foyer*
- 

## LEADERSHIP PROGRAM DAY 3 FRIDAY, APRIL 19, 2024

**Location: The Salamander Washington, D.C.**

- 
- 7:30 a.m. Family Breakfast**  
*Gallery Ballroom*
- 
- 9:00 a.m. Family Breakfast Conclusion**
- 





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## HOTEL INFORMATION

2024 Women MAKE Awards' Honorees, Emerging Leaders and guests are welcome to stay at the Salamander Washington, D.C. We are pleased to share that hotel rooms for the special event are available at a discounted rate.

The discounted room rates are as follows:

<b>Tuesday, April 16</b>	<b>\$415 + taxes/fees</b>
<b>Wednesday, April 17</b>	<b>\$415 + taxes/fees</b>
<b>Thursday, April 18</b>	<b>\$415 + taxes/fees</b>

The cutoff date for reservations at the negotiated 2024 Women MAKE Awards hotel block is **Monday, March 18**; however, once the block is full (which may happen before the cutoff date), room rate and availability are not guaranteed. We strongly encourage making your reservations early.

To make your hotel arrangements at the Salamander Washington, D.C., [CLICK HERE](#) or call (877) 401-9818 and ask for the "2024 MI Women MAKE Awards" group room rate. Registrants are responsible for making and canceling their own hotel room reservations. All reservations must be guaranteed with a major credit card.

## HOTEL CANCELLATION POLICY

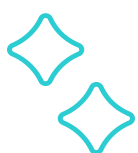
Reservations can be canceled up to 48 hours prior to arrival without penalty. However, if you cancel within 48 hours of your scheduled arrival, a cancellation fee equal to one night's room revenue will be charged.

**Check-in Time:** 3:00 p.m.

**Checkout Time:** 12:00 p.m.

## CONTACT INFORMATION

For hotel questions or assistance, please contact Ally Leff at [registration@nam.org](mailto:registration@nam.org) or at (202) 637-3070.







## GALA TICKET INFORMATION

The Women MAKE Awards Gala Reception and Dinner on April 18 is a ticketed event. As a 2024 Women MAKE Award Honoree or Emerging Leader, your attendance is complimentary. Please reserve your complimentary ticket as an awardee through the online system here: [Reception & Gala Tickets](#).

We are pleased to offer a discounted rate for up to three family members. Please note, guest tickets are eligible for **qualifying family members** (e.g., child, spouse, partner, sibling or parent) of Honorees/Emerging Leaders only, as defined by the Family and Medical Leave Act.

### IMPORTANT INFORMATION

Many companies elect to purchase a company table in support of their Honoree or Emerging Leader through the Women MAKE sponsorship offerings. Before purchasing personal guest tickets, please coordinate with your nominator (identified in your award notification email) to understand your company's seating plans and to avoid duplicate tickets. You can email [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org) if you are unsure whom from your team to contact.

For more information on sponsorship opportunities, please contact MI Assistant Vice President and Head of Partnerships and Development Rachael Scheffler at [rscheffler@nam.org](mailto:rscheffler@nam.org). For general ticketing information, please email MI National Director of Women's Engagement Isabelle Powell at [ipowell@nam.org](mailto:ipowell@nam.org).

## ATTIRE

**April 17, 2024**

Day Session and Reception: Business Casual

**April 18, 2024**

Day Session: Business Casual

Gala Awards Dinner and After-Party:

Business/Semiformal

**April 19, 2024**

Family Breakfast: Tastefully Casual

### WHAT IS BUSINESS CASUAL?

Business casual includes pants, slacks and skirts, short- and long-sleeved shirts and dresses. It excludes tennis shoes, T-shirts and sweatshirts/athletic attire.

### WHAT IS BUSINESS/SEMIFORMAL?

Examples of business/semiformal attire include business suits, cocktail dresses, dressy skirts and tops and slacks with dressy blouses.





## WOMEN MAKE AWARDS LEADERSHIP PROGRAM AND GALA FAQs

### WHEN WILL YOU PUBLICLY ANNOUNCE THE SELECTED HONOREES AND EMERGING LEADERS FOR THE 2024 WOMEN MAKE AWARDS?

All nominators and nominees are notified of their selection in early January 2024. An official public announcement of the selected 2024 Honorees and Emerging Leaders will be made on March 8, 2024 (International Women's Day). Your company's communications contact has access to a media kit to amplify the MI's national announcement.

### HOW MANY WOMEN WILL BE HONORED?

The Women MAKE Awards annually recognizes 100 women as Honorees, a category for individuals employed in any role at a manufacturing company, as well as 30 women as Emerging Leaders, a category to identify rising talent in the manufacturing industry between the ages of 18 and 30 years of age.

### WHAT SHOULD I BRING TO THE LEADERSHIP PROGRAM?

All relevant materials will be provided. If your breakout session requires a preassessment, please complete it **before** the leadership program. You may also want to bring business cards or use your phone to capture contact information of fellow Honorees and Emerging Leaders.

### WHO CAN ATTEND THE WOMEN MAKE AWARDS GALA?

The 2024 Women MAKE Awards Gala Reception and Dinner is a ticketed event. All individuals, companies and organizations that recognize the importance of and are committed to attracting, advancing, retaining and supporting women for the industry are welcome to attend the event. Many Honorees and Emerging Leaders also choose to bring family members. For ticketing information, please contact MI National Director of Women's Engagement Isabelle Powell at [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org).

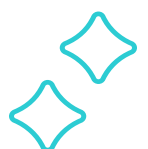
### WILL I NEED TO PREPARE REMARKS?

Honorees and Emerging Leaders do not need to prepare a speech or interview responses. The evening is for you to relax, celebrate and enjoy your well-deserved recognition.

### IS THERE ANYTHING FOR MY FAMILY TO DO WHILE I AM OCCUPIED IN THE DAY SESSIONS?

Washington, D.C., offers a variety of great tourist attractions! Visit the sites below for information about tourist attractions your family can check out while you are attending the day sessions.

- [Free Things to Do: Best of Washington, DC](#)
- [22 Top-Rated Tourist Attractions in Washington, D.C.](#)
- [Washington DC Monuments by Moonlight Tour by Trolley](#)





## PROGRAM AND AWARDS BACKGROUND FAQs

### WHY RECOGNIZE WOMEN IN MANUFACTURING?

**They deserve it.** Women today account for less than one-third of manufacturing employees (29%) despite representing about half of all workers (47%). Yet, it was manufacturing that set the stage for a decades-long march of women into the workforce. Women working in our industry bring a strong skillset of problem-solving, collaboration, communication and mindful leadership. They navigate through unconscious bias, balance work and family life responsibilities, overcome imposter syndrome and have learned to lead, often without any female role models to show them the way. It is right and warranted for us to recognize and celebrate women's contributions and achievements in what continues to be a male-dominated sector.

**It's critical to solving the workforce crisis.** Women represent one of the largest pools of untapped talent for manufacturers. Thus, closing manufacturing's gender gap is key to closing the skills gap, too. Research shows that gender diversity benefits a manufacturing firm by improving its ability to innovate and grow. Women in previous generations showed the country what they could do through manufacturing, and it's on us to inspire girls in the next generation to dream of what they can accomplish through manufacturing, too.

### WHAT CAN WOMEN MAKE AWARDS ALUMNAE DO TO HELP CLOSE THE GENDER GAP IN MANUFACTURING?

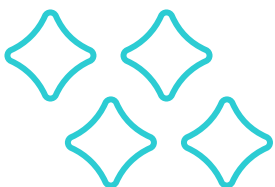
By telling the real stories of these women, we will demonstrate leadership and opportunities in a diversity of manufacturing careers and use them to inspire the next generation of talent to pursue careers in the industry. The Women MAKE Awards are also meant to empower Honorees to lead in their companies, communities and networks on the importance of manufacturing and issues related to attracting, advancing and retaining strong manufacturing talent.

### HOW ARE WOMEN MAKE AWARDS HONOREES AND EMERGING LEADERS SELECTED?

Honorees and Emerging Leaders are nominated by their peers or company officials. Nominators are asked to articulate how the nominee made significant achievements in manufacturing through their positive impact on a company and their ability to engage the next generation of female talent. Each nomination is reviewed by an external group of peers and rated on a numerical scale by multiple reviewers.

### I HAVE A QUESTION THAT'S NOT LISTED HERE. WHO CAN I CONTACT FOR MORE INFORMATION?

Feel free to contact the Women MAKE America team at [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org) or MI National Director of Women's Engagement Isabelle Powell at (704) 589-7203.







## PRESS

On **March 8, 2024**, the MI will publish press releases about significant, initiative-wide developments, building momentum to the Women MAKE Awards on April 18, 2024. All Women MAKE Awards press releases will be posted on the MI's website on the press page as they are released, as well as shared through our social media channels.

## SOCIAL MEDIA



### Women MAKE America LinkedIn

[Women MAKE America Initiative](#)

### Manufacturing Institute X, Formerly Known as Twitter,

Instagram and Facebook Handle: [@TheMfgInstitute](#)

Hashtag: [#MFGWomen](#)

The NAM will also be tweeting ([@ShopFloorNAM](#)) and posting news items on their Facebook page. Connect with their [Facebook page](#) and repost content.

## WEBSITE

All the Honoree/Emerging Leader profiles will be added to the MI's website by March 8, 2024.





**CAROLYN LEE**  
PRESIDENT AND EXECUTIVE DIRECTOR

Carolyn Lee is president and executive director of the MI. In her role, Ms. Lee leads the MI in its goal of supporting the manufacturing workforce of today and growing the manufacturing workforce of tomorrow. The MI does so through a variety of programs designed to excite, educate and empower—with a focus in four key areas: women, veterans, youth and lifelong learning.



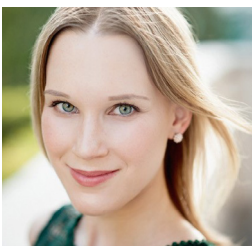
**ISABELLE POWELL**  
NATIONAL DIRECTOR, WOMEN'S ENGAGEMENT

Isabelle Powell is the national director of women's engagement at the MI. In her role, Ms. Powell develops and executes all strategic operations for the MI's largest initiative, Women MAKE America, as well as leads the MI's 35x30 campaign.



**TORI COX**  
MANAGER, WOMEN'S ENGAGEMENT

Tori Cox is the manager of women's engagement at the MI. In her role, Ms. Cox is responsible for supporting the development, growth and maintenance of women's engagement programming, including the Women MAKE Awards, the 35x30 campaign, virtual and regional events and recurring initiative communications.



**MARISA BROWN**  
MANAGER, DIVERSITY AND INCLUSION

Marisa Brown is the manager of diversity and inclusion. In her role, Ms. Brown is responsible for supporting the development, growth and maintenance of the MI's diversity programming and events, as well as the Women MAKE Mentorship Program.



**KATHERINE HARKER**  
ASSOCIATE, OPERATIONS SUPPORT

Katherine Harker is the associate for operations support at the MI. In her role, Ms. Harker provides operational support across the MI and works with program leads to develop and execute external-facing events.



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