

2025

WOMEN MAKE

AWARDS



HONOREE AND EMERGING LEADER GUIDE



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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. By increasing the representation of women in manufacturing to 35%, we could fill every open position in the sector today. Achieving this milestone is vital for the industry's growth and sustainability, and the Manufacturing Institute is leading the charge to reshape perceptions and attract, retain and advance women in manufacturing through the Women MAKE America Initiative.

The **Women MAKE America 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.

Increasing the representation of women in manufacturing from **29% to 35%** could fill every open position in the sector.



FLAGSHIP PROGRAMS

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

Women MAKE Awards

The Women MAKE 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 recognized 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 1,700 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.

Women MAKE America Mentorship Program

Mentorship is a powerful catalyst for growth and success. The Women MAKE America Mentorship Program is designed to foster meaningful connections, empower women to navigate challenges, and cultivate the next generation of female leaders. Female-to-female mentorship plays a unique and vital role in breaking barriers, sharing lived experiences, and building a sense of belonging in a traditionally male-dominated industry. By passing on wisdom, offering guidance, and creating a network of support, mentors not only uplift individuals but strengthen the entire manufacturing workforce.

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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.



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 HERE](#)**

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, 2025.

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 materials.

Please be sure you have submitted your name, title and company details exactly as you would like them to be listed. You have until February 14, 2025 to make changes before production of event materials begins.

If you have any questions, please contact 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:

Profile Word Document:

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

* Please Upload your finalized profile
(word.doc)

Upload file

Upload file

- c) The email you received also included your pre-drafted profile attached as a Word document. Your profile is a summary of your accomplishments in your company and community as described by your nominator. The profile will be included in the 2025 Women MAKE Awards Winners Profile Book, which will be distributed to this year's winners and housed on the MI website for open viewing.

IMPORTANT INFORMATION

If you make edits to your profile, please upload your revised version to the online system when you register. If no edits are required, please upload the original document attached to your award acceptance email. Please reach out to WomenMAKE@nam.org if you have not received your profile for review.

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 23, 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 9.**

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

SELECTING A PROFILE PICTURE

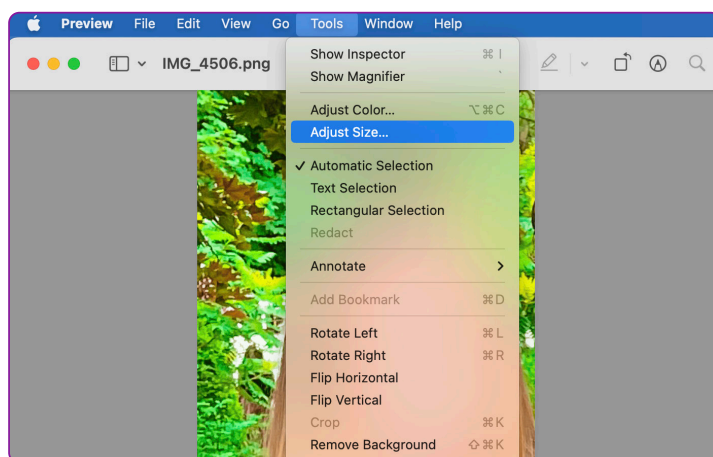
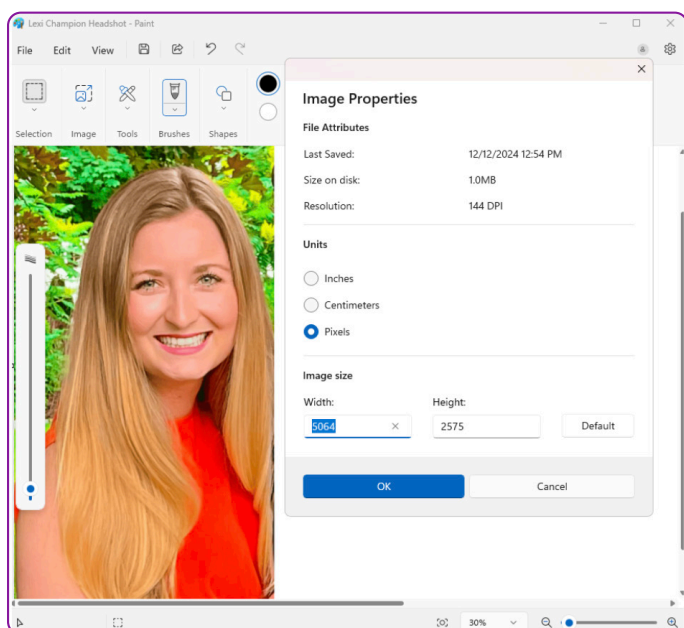
A high-resolution photo is required for display in printed material and to enlarge on digital screens onstage. Your photo must have a minimum resolution of 300 dpi (dots per inch) or ppi (pixels per inch). To check the resolution of your photo, please follow these instructions:

PC:

Open your photo in Paint > Click File > Click Image Properties.

Mac:

Open your photo in Preview > Click Tools > Click Adjust Size.



2025 WOMEN MAKE AWARDS PROGRAM

LEADERSHIP PROGRAM DAY 1: APRIL 23

JW MARRIOTT | WASHINGTON, D.C.

11:15 a.m. Registration Open

Capitol Foyer

Welcome Luncheon

Penn Avenue Terrace

12:00 p.m. Welcome

Salon DEF

■ Carolyn Lee, President and Executive Director, The Manufacturing Institute

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

Salon G

All people have a unique combination of talents, knowledge and skills, which 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.

2) Emotional Intelligence Empowers Leadership: Finding Balance with the Power of EQ-i 2.0 (Honorees)

Salon DEF

In today's fast-paced and ever-evolving world, the most effective leaders know that true success lies in balancing intellect and emotion. This transformative session delves into the core of the EQ-i 2.0 model, exploring how emotional intelligence (EQ) empowers leaders to perceive and express themselves authentically, foster meaningful relationships, make sound decisions, and navigate challenges with resilience. Through interactive peer coaching, reflective exercises, and actionable insights, you'll uncover the five critical aspects of emotional and social functioning that define EQ. Join us to cultivate the emotional and social skills needed to lead with confidence, inspire teams, and achieve personal and professional growth. Elevate your leadership impact by growing your EQ—because leadership is more than strategy; it's about connection.

■ Wanda Scott Erinle, President and CEO, WE Consulting Solutions

2:00 p.m. Building Your Personal Brand

Salon DEF

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

■ Cat O'Shaughnessy Coffrin, Founder & CEO, Captivating Consulting

3:00 p.m. Networking Break

Capitol Foyer

LEADERSHIP PROGRAM DAY 1 (CONTINUED)

3:30 p.m. **Increasing Your Negotiating Effectiveness**

Salon DEF

In this interactive workshop, Joan will teach proven strategies to increase your negotiating effectiveness. Starting with the latest research on gender bias, Joan will unpack all of the obstacles that women have to overcome when negotiating. Then she will teach immediately implementable, research-based strategies so that you can advocate for yourself and for others effectively. You will be able to have peace of mind knowing that you've been treated and compensated fairly, all without damaging any relationships.

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

5:00 p.m. **Rosie Reports**

Salon DEF

5:30 p.m. **Day 1 Program Concludes**

Honoree and Emerging Leader Welcome Reception

Penn Avenue Terrace

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

LEADERSHIP PROGRAM DAY 2: APRIL 24

JW MARRIOTT | WASHINGTON, D.C.

6:30 a.m. **Morning Yoga**

Penn Avenue Terrace

8:00 a.m. **Breakfast**

Penn Avenue Terrace

8:30 a.m. **Reciprocity Ring: Building Connections, Solving Challenges**

Salon DEF

The Reciprocity Ring is a dynamic, interactive workshop where collaboration meets the power of paying it forward. Participants will engage in a facilitated process to tackle real-world challenges while contributing their knowledge, skills, and connections to help others succeed. This session is designed to foster meaningful problem-solving, strengthen professional networks, and inspire a culture of mutual support. Come ready to share, connect, and discover how collective generosity can unlock innovative solutions and expand your influence. Together, we'll turn challenges into opportunities and relationships into results.

■ *Lexi Champion, National Director, Women MAKE America, The Manufacturing Institute*

9:45 a.m. **Break**

LEADERSHIP PROGRAM DAY 2 (CONTINUED)

10:00 a.m. General Session

Salon DEF

11:00 a.m. Break

Early Gala Registration Check-In at J.W. Marriott

11:30 a.m. Breakouts

1) Mentorship 2.0: Evolving Beyond the Basics (Honorees)

Salon DEF

Great mentors do more than offer guidance – they challenge, empower, and inspire growth. This session is designed for mentors looking to elevate their impact and navigate the complexities of modern mentorship. Whether you're mentoring emerging talent or seasoned professionals, this session will equip you with the tools and strategies to deepen your influence and foster transformative relationships that drive meaningful career growth.

2) Maximizing Mentorship: How to Be a Great Mentee (Emerging Leaders)

Salon G

Effective mentorship is a two-way street, and being a great mentee is key to unlocking its full potential. This session is designed to help you take ownership of your mentorship journey by providing practical strategies to build strong, impactful relationships with your mentors. Discover how to set clear goals, seek meaningful feedback, and actively contribute to the mentorship dynamic. Learn the art of asking the right questions, showing up prepared, and creating value for your mentor while accelerating your own growth. Whether you're new to mentorship or looking to enhance your approach, this session will empower you to make the most of every mentoring opportunity.

12:30 p.m. Networking Luncheon

Penn Avenue Terrace

Individual Awards Photos

Groups will be assigned time slots

1:30 p.m. Leading with Purpose: Inspiring Confidence and Balancing Success

Salon DEF

This session brings together influential female executives to explore how to lead effectively during times of uncertainty while balancing the demands of a thriving career and personal life. The discussion will highlight strategies for fostering stability and resilience in teams, the critical role of manufacturing in the U.S. economy, and actionable insights for achieving work-life balance as a leader.

LEADERSHIP PROGRAM DAY 2 (CONTINUED)

2:30 p.m. **Paying it Forward: Inspiring Action and Impact**

Salon DEF

At the core of the Women MAKE America Initiative is the belief that one person can spark change. In this session, you'll reflect on your own journey and commit to taking meaningful action to pay it forward. You'll explore how small acts can create ripple effects, driving positive change in your network and beyond. Leave with a personal action plan, ready to make a lasting impact through mentorship, advocacy, or leadership, and strengthen the collective power of women in the industry.

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

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

WOMEN MAKE AWARDS RECEPTION AND DINNER: APRIL 24 THE ANTHEM | WASHINGTON, D.C.

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**

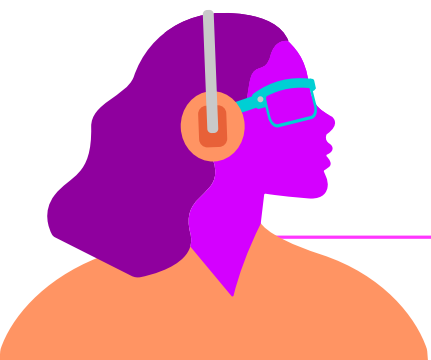
JW Marriott Washington, D.C. | Capitol Ballroom

LEADERSHIP PROGRAM DAY 3: APRIL 25 JW MARRIOTT | WASHINGTON, D.C.

7:30 a.m. **Family Breakfast**

Gallery Ballroom

9:00 a.m. **Family Breakfast Conclusion**



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HOTEL INFORMATION

2025 Women MAKE Awards' Honorees, Emerging Leaders and guests are welcome to stay at the JW Marriott in 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:

Tuesday, April 22	\$339 + taxes/fees
Wednesday, April 23	\$339 + taxes/fees
Thursday, April 24	\$339 + taxes/fees

The cutoff date for reservations at the negotiated 2025 Women MAKE Awards hotel block is **Monday, March 31**; 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 JW Marriott in Washington, D.C., [CLICK HERE](#) or call (800) 393-2503 and ask for the **"2025 Women MAKE Awards and Leadership Conference"** 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

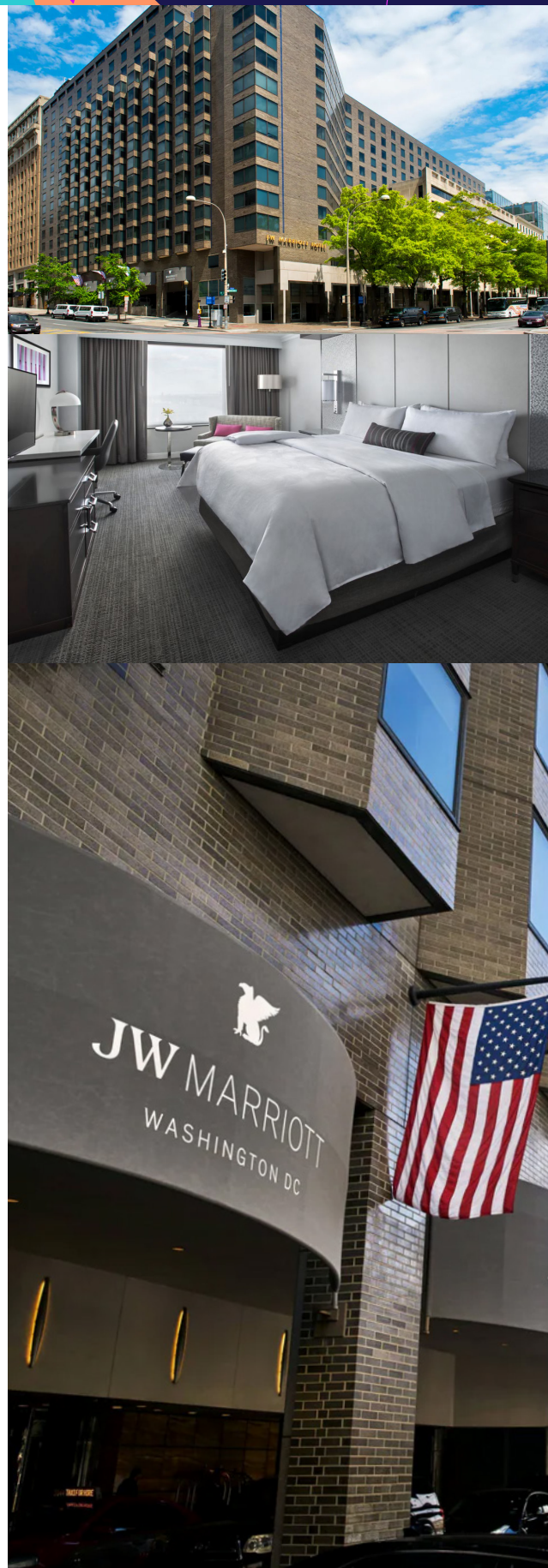
Reservations can be canceled up to 24 hours prior to arrival without penalty. However, if you cancel within 24 hours of your scheduled arrival, a cancellation fee equal to one night's room revenue will be charged.

Check-in Time: 4:00 p.m.

Check-out Time: 12:00 p.m.

CONTACT INFORMATION

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



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GALA TICKET INFORMATION

The Women MAKE Awards Gala Reception and Dinner on April 24 is a ticketed event. As a 2025 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 and 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 and 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 if you are unsure whom from your team to contact.

For more information on sponsorship opportunities, please contact MI AVP and Head of Partnerships and Philanthropy Rachael Scheffler at rscheffler@nam.org. For general ticketing information, please email MI National Director of Women MAKE America Lexi Champion at lchampion@nam.org.

ATTIRE

April 23, 2025

Day Session and Reception: Business Casual

April 24, 2025

Day Session: Business Casual

Gala Awards Dinner and After-Party:

Business/Semiformal

April 25, 2025

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 2025 WOMEN MAKE AWARDS?

All nominators and nominees are notified of their selection in early January 2025. An official public announcement of the selected 2025 Honorees and Emerging Leaders will be made on March 6, 2025 ahead of 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 pre-assessment, 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 2025 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 the Women MAKE America team at 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 (49%). 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 awardees 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 or MI National Director of Women MAKE America Lexi Champion at (202) 637-3134.

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PRESS

On **March 6, 2025**, the MI will publish press releases about significant, initiative-wide developments, building momentum to the Women MAKE Awards on April 24, 2025. 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 and Emerging Leader profiles will be added to the MI's website by March 6, 2025.





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.



LEXI CHAMPION
NATIONAL DIRECTOR, WOMEN MAKE AMERICA

Lexi Champion is the national director of Women MAKE America at the MI. In her role, Ms. Champion develops and executes all strategic operations for the MI's largest initiative, Women MAKE America, as well as leads the MI's mentorship programs.



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.



KATHERINE HARKER
OPERATIONS TEAM LEAD

Katherine Harker is the senior manager and operations team lead 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, including the Women MAKE Awards Gala and Leadership Conference.



BRIKITI YOHANNES
ASSOCIATE, OPERATIONS SUPPORT

Brikiti Yohannes is the associate supporting operations at the MI. In her role, Ms. Yohannes provides operational support across the MI and supports program teams to execute external-facing events.



> themanufacturinginstitute.org



CONNECT WITH US



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