

# SALLY RIDE SCIENCE:

## CREATIVITY, COLLABORATION AND FUN

**Founded in 2001 by Dr. Sally Ride, America's first woman in space, Sally Ride Science offers programs and professional development for upper elementary and middle school students on science and technology topics.** The goal is to provide tools for college and career readiness that can build students' passion for STEM fields and careers. Former astronaut Wendy Lawrence will deliver a keynote address during the Smartforce Student Summit at IMTS 2014. The presentation will take place Wednesday September 10<sup>th</sup> in Chicago.

The Smartforce Student Summit is held in conjunction with IMTS and gives students a first-hand, interactive view of manufacturing technology, in addition to promoting careers in the industry. During IMTS 2012—less than two months after Ride's losing battle to pancreatic cancer—more than 9,300 students and educators from 17 states attended the Smartforce Student Summit before touring the trade show.

“One of the primary issues facing U.S. manufacturing is a lack of workers who have the required advanced and high-technology skills necessary in industry today. The Smartforce Student Summit is a great way to educate students, teachers and parents about the career opportunities in manufacturing,” said Greg Jones, vice president - Smartforce Development, AMT. “Additionally, it's imperative to generate interest among girls and young women for careers in STEM fields, including manufacturing. Dr. Flammer is a natural fit for bringing this message to the attendees at the Smartforce Student Summit.”

Sally Ride Science incorporates career-focused instruction through teacher training programs, books and eBooks (e.g., the Cool Careers and Key Concepts in Science series), and various events and services. The company shows students that science is creative, collaborative, fascinating and fun. “I am very much looking forward to speaking at the Smartforce Student Summit, and—on behalf of the entire team at Sally Ride Science—I thank AMT for the invitation,” said Lawrence. “Like Sally Ride Science—a company I have worked with closely over many years—I am very passionate about building student interest in STEM. I can't emphasize enough how important it is for employers and industry groups like AMT to share that mission as well.”



“A focus of my keynote will be on the lasting impact teachers—and anyone, really, such as the STEM professionals at the Summit—can have on students when they expand STEM topics ‘beyond the classroom’ and connect them to careers. Once students can envision themselves as a marine biologist, engineer, astronaut, or other STEM professional, there is really no stopping them. Introducing students to the wide array of women and men working in STEM—whether through in-person contacts or through Sally Ride Science books, products and programs—is the best way to build student interest in STEM fields.”

Long an advocate for improved science education, Ride co-wrote seven science books for children, and also initiated and directed NASA-funded education projects designed to fuel middle school students' fascination with science, including Sally Ride EarthKAM and GRAIL MoonKAM. Sally Ride Science works with numerous public and private partners, including ExxonMobil, NASA, the Office of Naval Research, Northrop Grumman, Deloitte and others. Since 2005, Sally Ride Science has trained over 10,000 teachers who have reached almost 1.5 million students with instruction that emphasizes career connections to STEM. For more information visit [www.sallyridescience.com](http://www.sallyridescience.com) and [www.amtonline.org](http://www.amtonline.org). 

