



National Engineers Week® 2003

FINAL REPORT

In a relative blink of the eye, engineers have turned ideas into reality. We celebrated their many contributions to our quality of life during National Engineers Week 2003. [Lockheed Martin](#) and the [American Society of Heating, Refrigerating and Air-Conditioning Engineers](#) led the 2003 campaign.



National Engineers Week is made possible by the generous support of our [sponsors](#). For sponsorship information, contact Leslie Collins, National Engineers Week Foundation Executive Director, at eweek@nspe.org.

New Faces of Engineering



In a new initiative - *New Faces of Engineering* - young professionals were profiled in a full-page ad in USA TODAY and now at www.eweek.org.

[Monique de Jesus](#)

By spotlighting these new faces, we celebrate the vitality and diversity of the profession and inspire engineering students and engineering students-to-be.

ZOOM Into Engineering

When it comes to future engineers, more than 45,000 engineer volunteers reached out in schools and through student clubs. Engineers “flinked” and puffed their ways to inspiring the youngest students! The popular [ZOOM Into Engineering](#) (ZIE) program, launched in 2002, continues. The

National Engineers Week ZIE kit is rich with hands-on activities - like making an

object that doesn't float or sink but “flinks” and a [puffmobile](#) that moves



by blowing on it - as well as a CD ROM tutorial, booklet and video. The Science Place in Dallas (TX) placed ZIE activity stations throughout their galleries. Girls Incorporated in Concord (NH) held a ZIE workshop at a local shopping mall.



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A University of Kentucky (Paducah) College of Engineering open house featured ZIE activities. ZIE appeals to kids because it's based on the popular

[PBS ZOOM television show](#). ZOOM Into Engineering Day at the National Building Museum in Washington, DC, drew 3,000 visitors to meet members of the ZOOM television cast and to try hands-on activities provided by US FIRST, FIRST Lego and other volunteer programs.

You can create ZOOMZones and events year-round! Consider working with children in summer science, invention and technology camps. WGBH has expanded their after-school ClubZOOM to include "Engineering," thanks in part to last year's collaboration. The comprehensive activity guide includes six projects, a video containing engineering segments from the TV show, and reproducible material. To order a kit, check out the [product catalog](#).

Glowing Ice

A team from Mission Middle School in Bellevue (NE) won the *National Engineers Week Future City Competition™* championship on February 19 in Washington, D.C. Their future urban center – Candeo Glacia or “glowing ice” – is located on the South Carolina coast.



PHOTO BY ZWEIG PHOTOGRAPHY

The name refers to the hydrogen fuel extracted from underwater methane deposits. The Mission team received a



PHOTO BY ZWEIG PHOTOGRAPHY

trip to U.S. Space Camp in Huntsville (AL), donated by National Finals Host [Bentley Systems, Inc.](#)

The second place team – St. Thomas More School of Baton Rouge, LA – won \$2,000 for the school's technology program from the Society of Manufacturing Engineers. Third place and a \$1,000 grant for the school's technology curriculum from the National Society of Professional Engineers went to Atascocita Middle School in Humble (TX). EWeek Chairs ASHRAE and Lockheed Martin also presented special awards. A [complete listing of awards](#) is available.



For the 2002-2003 Future City program, more than 30,000 students in some 1,000 middle schools participated. Regional programs in 29 sites included

7,500 volunteers who donated more than 225,000 hours. Check the list of [regional programs](#).

Introduce a Girl

Enthusiasm was still high for the third [Introduce a Girl to Engineering Day](#) (February 20) program. Special sponsors included [CH2M HILL](#), [Elizabeth and Stephen Bechtel Foundation](#) and [Agilent Technologies, Inc.](#) Volunteers incorporated *ZOOM Into Engineering* and other EWeek materials into projects. Programs were large and small, from 20 girls working with members of the National Society of Black Engineers' North Carolina State University Chapter to 3,000 girls reached by engineers with the New York Department of Transportation in Poughkeepsie. On

a national scale,
the President of the

[American Society of Mechanical Engineers](#)

rallied 100 women members around the U.S. to work with some 2,000

Girl Scouts.



Engineers in the Emergency Room

Southern Methodist University's School of Engineering and The Institute for Engineering Education there sponsored [Visioneering: Designing the Future](#). On February 8, SMU hosted 500 seventh- and eighth-grade students



from Dallas-area schools and youth organizations for demos and engineering activities based on technologies used in hospital emergency rooms. Students and practicing engineers teamed to create technologies for the ER of the future. The event was then telecast on February 21 via Channel One, available to 8 million students in 12,000 schools.

And the Winner is ...

On February 22, the [Chinese Institute of Engineers-USA](#) presented the Asian-American Engineer of the Year Awards for a national crowd of 600 in Dallas, TX. The only program of its kind, the award creates a meaningful platform to recognize outstanding Asian American professionals in academe, public service and corporations. More than 40 organizations sponsor the event, recognizing more than a dozen awards recipients. To see all winners, [click here](#).

The [National Academy of Engineering](#) presented the renowned Charles Stark Draper and Fritz J. and Dolores H. Russ Prizes on February 18 in Washington, D.C. The annual \$500,000 Draper Prize was shared by Ivan A. Getting and Bradford W. Parkinson for their individual efforts toward the development of the Global Positioning System. Willem J. Kolff received the \$500,000 Russ Prize in bioengineering for his pioneering work on artificial organs.

Professional Engineer [Bill Mittelstadt](#), principal engineer at the Department of Energy's Bonneville Power

Administration in Vancouver, Washington, was selected as the National Society of Professional Engineers' 2003 Federal Engineer of the Year from nominees in 31 Federal Agencies.

Media

It was another good media year for National Engineers Week. More than 23 million readers saw [EWeek newspaper stories](#). An additional 13 million read [Future City news](#). A National Public Radio audience of 6 million heard a *Future City* feature, and a four part *Future City* "series" was recently featured on the popular *ZOOM* PBS children's television show.



National Engineers Week Chairman [Don Colliver](#),

ASHRAE President, participated in a satellite radio tour.

He was interviewed on

the USA Network (audience: 4 million) and Good News Broadcast, an Internet site with 60,000 hits per day, in addition to a mix of local stations.

The National Engineers Week Internet presence continued to grow. EWeek programs were featured on a variety of sites for literally millions of visitors. Sites included *usatoday.com* and *usatodayeducation.com*, *msnbc.com*, *yahoo.com* and *washingtonpost.com*. The online sightseers guide – [www.engineeringsights.org](#) – handled its highest volume of traffic to date with 15,000 visitors in February.



PHOTO BY PG PHOTOGRAPHY

The [eweek.org](#) site saw a huge jump in activity. In February alone, users jumped from 38,000 in 2002 to 82,000 in 2003. Likewise, [discoverengineering.org](#) increased to 39,000 visitors in February from 17,000 the previous year. [Tokyo Electron](#) helped to sponsor the [discoverengineering.org](#) site.

Coming Attractions

[Fluor and IEEE-USA](#) will chair **National Engineers Week 2004, February 22-28**. Get started now! Because, in the blink of an eye, National Engineers Week 2004 will be here.



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[www.eweek.org](#)

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Established by the National Society of Professional Engineers