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**UC San Diego** (<https://sallyridescience.ucsd.edu/>)  
**SALLY RIDE SCIENCE**

# Sally Ride Science to Deliver Keynote Address at Smartforce Student Summit at IMTS 2014

February 27, 2014 (<https://sallyridescience.ucsd.edu/sally-ride-science-to-deliver-keynote-address-at-smartforce-student-summit-at-imts-2014/>) by SR Science (<https://sallyridescience.ucsd.edu/author/hmiranda/>) · Posted in "In the Media (<https://sallyridescience.ucsd.edu/category/in-the-media/>)" ·

McLean, Va. ... AMT – The Association For Manufacturing Technology is proud to announce that Dr. Karen Flammer, Co-Founder and Senior Science Advisor, Sally Ride Science®, will deliver a keynote address on Wednesday, September 10, during the Smartforce Student Summit at the IMTS – The International Manufacturing Technology Show 2014. Sally Ride Science® provides tools for college and career readiness that can build students' passion for STEM fields and careers.

IMTS is the largest industrial trade show in the Americas, drawing more than 100,000 visitors and featuring 1,900 exhibitors. 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.

“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.”

Founded in 2001 by Dr. Sally Ride, America’s first woman in space, Sally Ride Science brings science to life for upper-elementary and middle school students, and offers professional development via the Sally Ride Online Academy, helping educators incorporate engaging career-focused approaches into their existing 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 inviting us,” said Dr. Flammer. “Since our founding, our mission has been to build 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. Through our experience in STEM education, we have found that introducing students to the wide array of women and men working in STEM—whether through in-person contacts or through our books, products and programs—is the best way to build student interest in STEM fields. Because once students can envision themselves as a marine biologist, engineer, astronaut, or other STEM professional, there is really no stopping them.”

The Smartforce Student Summit at IMTS will be held from 9 a.m. – 6 p.m., September 8-13, 2014 at Chicago’s McCormick Place. More information is available at [www.IMTS.com/student](http://www.IMTS.com/student) (<http://www.imts.com/student>), including program details, a calendar save-the-date, and registration for additional notifications about the event.

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#### AMT – The Association For Manufacturing Technology

Founded in 1902 as the National Machine Tool Builders’ Association, AMT supports and promotes the U.S. manufacturing technology industry. The association provides U.S. builders of manufacturing systems with the latest information on technical developments, trade and marketing opportunities, and economic issues. It also gathers and disseminates information about world markets, promotes its members’ products in those markets, and acts as a representative on manufacturing technology matters to governments and trade organizations throughout the world.

## IMTS – International Manufacturing Technology Show

The largest and longest running manufacturing technology trade show in the United States is held every other year at McCormick Place in Chicago, Ill. IMTS 2014 will run September 8-13. IMTS is ranked among the largest trade shows in the world. Recognized as one of the world's preeminent stages for introducing and selling manufacturing equipment and technology, IMTS attracts more than 100,000 visitors from every level of industry and more than 112 countries. IMTS is owned and managed by AMT – The Association For Manufacturing Technology. [www.IMTS.com](http://www.imts.com/) (<http://www.imts.com/>)

## About Sally Ride Science

Sally Ride Science, founded by Dr. Sally Ride, America's first woman in space, provides college and career readiness training and tools to build students' passion for STEM fields and help teachers incorporate engaging career-focused approaches into their existing instruction. Sally Ride Science created the *Sally Ride Science Academy Brought to You by ExxonMobil*, a professional development program for educators in Grades 4-8, the Sally Ride Online Academy, an online professional development program open to all educators, STEM Central, a searchable web database of online resources for STEM topics and careers, and Sally Ride EarthKAM, a unique NASA-backed educational outreach program enabling students, teachers, and the public to learn about Earth from the unique perspective of space. Visit [sallyridescience.com](http://sallyridescience.com) for more information.

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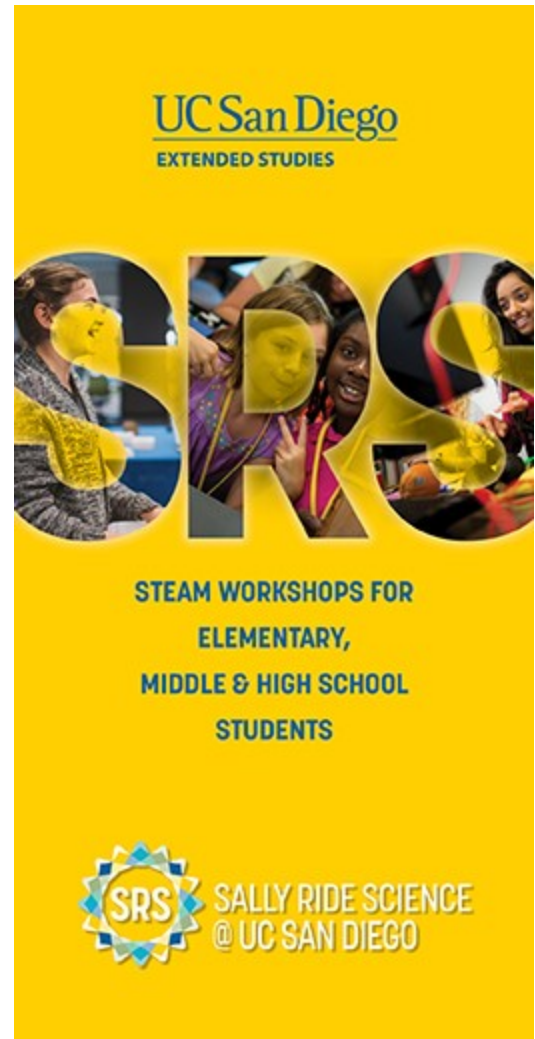
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