ABOUT THE MANUFACTURING INSTITUTE

As the affiliate of the National Association of Manufacturers, The Manufacturing Institute is the authority on world-class manufacturing talent. The Institute works to close the manufacturing skills gap through shifting the perception of manufacturing careers, improving manufacturing education partnerships, and attracting key members of the workforce.

In partnership with some of the leading consulting firms in the country, the Institute studies the critical issues facing manufacturing and then applies that research to develop and identify solutions that are implemented by companies, schools, governments, and organizations across the country.

ABOUT THE NATIONAL ASSOCIATION OF MANUFACTURERS

The National Association of Manufacturers (NAM) is the largest manufacturing association in the United States, representing small and large manufacturers in every industrial sector and in all 50 states. Manufacturing employs more than 12 million men and women, contributes $2.09 trillion to the U.S. economy annually, has the largest economic impact of any major sector and accounts for more than three-quarters of all private-sector research and development in the nation. The NAM is the powerful voice of the manufacturing community and the leading advocate for a policy agenda that helps manufacturers compete in the global economy and create jobs across the United States.

ABOUT STEP AHEAD

The Manufacturing Institute launched the STEP (Science, Technology, Engineering and Production) Ahead initiative in 2012 to celebrate women in the manufacturing industry that are making a difference through advocacy, mentorship, engagement, promotion, and leadership.

STEP Ahead is a growing grassroots movement of manufacturers dedicated to overcoming the shared challenges facing the industry, closing the skills gap and advancing quality talent. This initiative celebrates and recognizes the accomplishments of current leadership in manufacturing, inspires the next generation of women leaders through mentorship programs, and documents best practices in attracting and retaining female talent.

The STEP Ahead Award is a national recognition and distinction, celebrating chosen Honorees and Emerging Leaders, building their leadership skills, and strengthening their networks.
The 2018 STEP Ahead Awards will take place on April 10, 2018 at the National Building Museum in Washington, D.C.

The sixth annual STEP (Science, Technology, Engineering and Production) Ahead Awards will recognize manufacturing women who exemplify leadership within their companies. This national honor identifies the best of the best women in the manufacturing industry, and further encourages women to mentor and support the next generation of female talent to pursue manufacturing careers.

The STEP Ahead Awards gives women all across the country a platform to showcase the incredible opportunities the industry has to offer, whether they are running the company, designing the next big product, or testing innovations on the shop floor.

On April 10, the Institute will honor 100 women and 30 Emerging Leaders, a category to honor women under the age of 30 who have achieved unique accomplishments at the start of their careers. Surrounding the Awards Dinner Gala are leadership development sessions from April 9 through April 11.

**HOW TO GET STARTED**

To accept your award as an Honoree or Emerging Leader, please find your personalized link in your congratulatory email.

You will need to upload a photo and complete a short questionnaire to enhance your individual profile, which will be featured online and in print. Photos and questionnaires are due by January 12, 2018. If you have any questions, please contact STEPahead@nam.org.
Next, please confirm your information is displayed correctly on the next page and review your Honoree Profile by clicking “View Uploaded File.” Your Honoree Profile will be displayed at the 2018 STEP Ahead Gala. If you have edits to your Profile, please click “Choose File” to upload your revised Profile version.

Once you have completed the requested information, please add your electronic signature to complete your acceptance. If you have any questions, please contact STEPahead@nam.org.

**SELECTING A PROFILE PICTURE**

A high resolution photo is required - a minimum resolution of 300 dpi (dots per inch) or ppi (pixels per inch). To check the resolution of your photo, please:

**PC:**
Open up your photo in Paint > Click File > Click Properties.

**Mac:**
Open your photo in Preview. Click tools > Adjust size.
2018 STEP AHEAD AWARDS

FINAL AGENDA — 2018 STEP AHEAD AWARD PROGRAM
APRIL 9 – APRIL 11, 2018

APRIL 9, 2018 — STEP AHEAD HONOREE WELCOME RECEPTION
LOCATION: MAYFLOWER HOTEL

5:00 p.m. Welcome Reception Chinese Ballroom
6:00 p.m. Conclusion of Reception
7:00 p.m. Moonlight Bus Tour (Optional)

APRIL 10, 2018 — STEP AHEAD HONOREE LEADERSHIP PROGRAM
LOCATION: MAYFLOWER HOTEL

7:30 a.m. Family Breakfast State Room
8:00 a.m. Opening Session: Welcome to STEP Ahead 2018 State Room
8:30 a.m. Reciprocity Ring State Room
10:00 a.m. Break
10:15 a.m. Breakouts

StrengthsFinder East Room
All people have a unique combination of talents, knowledge, and skills (their strengths) - which they use in their daily lives to do their work, achieve their goals, and interact with others. Gallup has found that when people understand and apply their strengths, the effect on their lives and work is transformational.

Negotiation Palm Court Room
Discover keys to negotiating success for women, utilizing analytics and data-driven research.

Branding Yourself Chinese Ballroom
Learn how to define your brand and brand attributes, develop your elevator speech, position your brand in a different way than your competitors and how to manage all aspects of your personal brand.

Financial Planning Palm Court Room
In this session, we will discuss smart planning opportunities that you should consider, specifically geared towards women, and take a closer look at a variety of planning tools, all with the goal to get you where you want to go.

Managing Conflict Chinese Ballroom
Discover how to anticipate, deal with, and overcome daily obstacles women so often encounter in the workplace, including “feminine” styles of conflict, emotional stereotypes and competition.

12:00 p.m. Networking Luncheon State Room
1:00 p.m. Executive Panel State Room
1:45 p.m. Break
2:00 p.m. Getting to the C-Suite State Room
3:00 p.m. Program Conclusion
5:00 p.m. Photo for Honorees/Emerging Leaders Building Museum
STEP AHEAD AWARDS

STEP AHEAD AWARDS RECEPTION AND DINNER
LOCATION: NATIONAL BUILDING MUSEUM

6:00 p.m.  Reception
7:30 p.m.  STEP Ahead Award Dinner Program
9:30 p.m.  Program Conclusion
9:30 p.m.  STEP Ahead Awards After-Party
            Location: Mayflower Hotel

APRIL 11, 2018
LOCATION: MAYFLOWER HOTEL

8:00 a.m.  Networking Breakfast (Members of Congress Invited)  State Room
9:00 a.m.  Engaging Youth Panel Discussion  State Room
9:50 a.m.  My Personal STEP Commitment  State Room
10:00 a.m. Program Conclusion
HOTEL INFORMATION

The 2018 STEP Ahead Awards’ Honorees, Emerging Leaders, and guests are welcome to stay at the Mayflower Hotel. We are pleased to share that hotel rooms for the special event are available at a discounted rate.

The discounted rooms rates are as follows:

**Monday, April 9, 2018**  
Room rate $329 + tax

**Tuesday, April 10, 2018**  
Room rate $329 + tax

Click [here](https://aws.passkey.com/event/49464851/owner/1261/home) to make reservations online or call The Mayflower Hotel for reservations at (877)-212-5752 and ask for the MI 2018 STEP Ahead rate. The cut-off date for reservations is March 23rd, 2018, however once the room block is filled (which may be before cut-off) you may not be able to get the group rate.

Reservation link: [https://aws.passkey.com/event/49464851/owner/1261/home](https://aws.passkey.com/event/49464851/owner/1261/home)

How to get from the Mayflower to the National Building Museum:

The Manufacturing Institute will provide shuttle transportation to and from the hotel and Building Museum.

DINNER TICKET INFORMATION

The STEP Ahead Awards Gala is a ticketed event. The Manufacturing Institute is taking care of the cost for dinner of all Honorees and Emerging Leaders. We are also happy to offer a discounted rate for **up to 3 family members**. To purchase family guest tickets, please use our online ticket purchasing system to receive your discounted rate: [Purchase STEP Ahead Reception and Gala Tickets](https://aws.passkey.com/event/49464851/owner/1261/home). Ticket requests must be placed by March 5, 2018. If you are purchasing guest tickets, we also ask that you register yourself under “Honoree/Emerging Leader” so that we can be sure to link you to your guests for seating arrangements. Please note, that guest tickets are separate from company sponsored tables, and we will be working directly with your company on those requests. If you have any questions about this process, please call (202) 637-3166.

ATTIRE

**April 9, 2018**  
Reception and Moonlight Tour: Business Casual

**April 10, 2018**  
Day session: Business Casual  
Gala Awards Dinner: Semi-formal

**April 11, 2018**  
Day Session: Business Casual

**What is business casual?**
Pants, slacks, and skirts, short-sleeved and long-sleeved shirts, a dress, but excludes tennis shoes, T-shirts, and sweatshirts/athletic attire.

**What is semi-formal?**
Examples include: Business suit, cocktail dress, dressy skirt and top, or slacks with a dressy blouse.
BREAKOUT SESSION AND MOONLIGHT TOUR REGISTRATION

Your registration includes all meeting sessions, however the breakout development sessions are tailored according to your needs. You may select up to (2) of (5) breakout sessions as listed in the agenda.

You will need to register for the breakout session(s) you wish to attend, by clicking here. Select “Register” on the top right of the page, and at the drop down menu, please click “2018 Honoree/Emerging Leader.”

You will also have the option of purchasing guest tickets for the Moonlight Tour.

On Monday, April 9, we invite you to take an evening tour around Washington, DC following the Honoree and Emerging Leader welcome reception. As a reminder, The Manufacturing Institute will cover the cost of all Honorees and Emerging Leaders, but you must purchase tickets for your guest(s) if you would like them to join you. Tickets are $50 and can be purchased by adding a guest to your registration. We do have limited seating, so please RSVP by Monday, March 5, 2018.

OTHER QUESTIONS

1. What should I bring?
Business cards, pen/pencil, and your thinking caps!

2. 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 to see some great lists of tourist attractions for your family while you are away.

http://washington.org/100-free-and-almost-free-things-to-do-dc

PRESS

The Manufacturing Institute will publish press releases about significant, initiative-wide developments, building momentum to the STEP Ahead Awards on April 10, 2018. All STEP Ahead press releases will be posted on The Manufacturing Institute’s website on the press page as they are released.

Highlights to date include:

3/1/18 – Honorees and companies are announced
3/19/18 – Program details announced
4/10/18 – 6th STEP Ahead Awards

The Manufacturing Institute will also be working with companies to release op-eds regarding women in manufacturing beginning in March 2018, including in Industry Week, U.S. News and World Report, IdeasLab, ThomasNet, as well as various other national and regional media outlets.
SOCIAL MEDIA
Manufacturing Institute handle: @TheMfgInstitute
STEP Ahead Twitter Hashtag: #MFGWomen

The National Association of Manufacturers (NAM) will be tweeting (@ShopFloorNAM) and posting news items on their Facebook page. Connect with their Facebook page and repost content.

As part of the event’s promotion, we’d like the public to get to know you! Please submit a video to stepahead@nam.org answering the below questions that we can share on digital platforms ahead of the April 10th events. If you do not want to be on video, please fill out the below questionnaire and include a picture of you in your workspace.

Questions to be answered:

1. Please state your name, title and company you work for
2. What inspired you to enter the manufacturing workforce?
3. What is the best part of your job?
4. Finish the sentence: Manufacturing is....

Video Parameters:

- Videos can be filmed on phones or a professional camera.
- If possible, please film in your workspace or with something you have helped create.
- Videos can be 30 sec – 2 min.

WEBSITE
All of the Honorees’ profiles will be added to The Manufacturing Institute’s website on March 1, 2018.

The Manufacturing Institute will publish news items and press releases, building momentum to the STEP Ahead Awards on April 10, 2018.