



**International Technology and Engineering
Educators Association**

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NEWS RELEASE

For Immediate Release

Giddens Selected as ITEEA Long Beach General Session Speaker on “Changing the Conversation”

Reston, Virginia, August 30, 2011. How can we continue to lead the world in innovation with the current directions being taken in engineering and technological literacy? The answer may hinge in part on how well the public understands engineering, a key component of what defines an “innovation technologist and engineer.” A related concern is how to encourage young people—particularly girls and underrepresented minorities—to consider technology and engineering career options.

The International Technology and Engineering Educators Association (ITEEA) is pleased to announce National Academy of Engineering member Dr. Don P. Giddens as the First General Session Speaker at its Annual International Conference to be held in Long Beach, California. Dr. Giddens, who chaired the NAE Committee on Public Understanding of Engineering Messages, will address the findings of The Academies as they recommended how to “Change the Conversation” when it comes to technological occupations.

Dr. Giddens is the Dean of the College of Engineering, Lawrence L. Gellerstedt, Jr. Chair in Bioengineering, and Georgia Research Alliance Eminent Scholar at Georgia Tech. Giddens has received numerous awards from the engineering community and has served in a variety of professional activities involving engineering education and biomedical research. He is the President of the American Society of Engineering Education (ASEE), has been a chair of the ASEE Engineering Deans Council, and served on the Board of Directors of the Georgia Tech Research Corporation.

ITEEA’s 74th Annual Conference, to be held in Long Beach, California, will take place March 15-17, 2012. For more information, go to www.iteea.org .

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