

February 18 – 24, 2024

The EWD Steering Committee is formed by the following SW MI Engineering Societies:

American Institute of Aeronautics and Astronautics

American Institute of Chemical Engineers

American Society of Civil Engineers

American Society of Heating, Refrigeration and Air-conditioning Engineers

American Society of Mechanical Engineers

American Society of Plumbing Engineers

ASM International - The Materials Information Society

Association for Facilities Engineering

Institute of Electrical and Electronic Engineers

Institute of Industrial Engineers

Michigan Society of Professional Engineers

Society of Automotive Engineers

Society of Manufacturing Engineers

Society of Plastics Engineers

Society of Women Engineers

## The 45th Annual Engineers Week Dinner

# "Do Fast Women Really Need Engineers?"

by Louise A. Noeth  
LandSpeed Productions

Tuesday, February 20<sup>th</sup>, 2024 at WMU's Fetzer Center



**Louise A. Noeth**, aka "Landspeed Louise," founded LandSpeed Productions in California in 1984, offering creative writing, photography, design and public relations. She authored the leading historical reference book, *Bonneville Salt Flats*, in print for 11 years through seven printings and consults for the film and television industries on extreme speed.

Amateur motorsports enthusiasts have used Utah's Bonneville Salt Flats as a speed laboratory for more than a century. With their handcrafted cars, trucks and motorcycles, thousands of men *and* women have hosted pageants of power each summer since 1949. Every single one came looking for the answer to the same question: "How fast will it go?"

The decades of effort have made them the fastest people on earth reaching speeds of more than 500 mph. People who race on the salt flats become a family bound together by speed – a powerful force that erases ethnic, economic, political, and religious barriers: They are land speed racers.

The evening presentation dumps the dudes to shine a spectacular spotlight on how some 350 women

(ages 16 to 80) designed, built and/or set more than 1,000 land speed records. Please be advised that these speed records were enhanced by lipstick and nail polish.

**Schedule:** Tuesday February 20, 2024: Social hour with cash bar at 5:30 pm, Dinner at 6:30 pm, Program at 7:30 pm. **Location:** Fetzer Center on the campus of Western Michigan University. Parking is available at no charge in front of Fetzer Center. See [www.wmich.edu/engineer/eweek/](http://www.wmich.edu/engineer/eweek/) for directions and a map.

**Reservations:** Up to two people can be registered on this form. Clearly print name(s) as they are to appear on the name tag. Regular dinner will include salad, chicken dish, beverage, and dessert; please indicate if a vegetarian dish (pasta) is required. Only those with reservations paid in advance will be served. **Reservations and payment must be received by noon on Wednesday, February 14, 2024.**

Online reservations available with credit card at our website: [www.wmich.edu/engineer/eweek/](http://www.wmich.edu/engineer/eweek/)

**Questions?** Contact Jorge Rodriguez at (269) 276-3374, or via e-mail at [jorge.rodriguez@wmich.edu](mailto:jorge.rodriguez@wmich.edu)

Name _____	Company _____
Phone (w) _____	Address _____
E-mail _____	_____
<input type="checkbox"/> Professional/Guest <input type="checkbox"/> Student <input type="checkbox"/> Veg. Meal	
Name _____	Company _____
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Professional or Guest \_\_\_\_\_ @ \$35 \_\_\_\_\_  
Student \_\_\_\_\_ @ \$17 \_\_\_\_\_  
Total Enclosed \$ \_\_\_\_\_

**Return this form with check payable to:**  
Engineers Week Dinner  
College of Engineering & Applied Sciences  
Western Michigan University  
Kalamazoo, MI 49008-5314