



WOMEN'S TRANSPORTATION SEMINAR

WASHINGTON, DC CHAPTER

**ANNUAL REPORT**  
**1998**

MAR 09 1999

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1998**

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**WOMEN'S TRANSPORTATION SEMINAR**

**WASHINGTON D.C. CHAPTER**

## PRESIDENT'S MESSAGE

Dear Members:

The annual report is a requirement of the bylaws of the Washington, DC Chapter, but it is also a tool, a gauge, to determine the effectiveness of meeting the goals set out in those bylaws. I hope that as you view the enclosed information, you approve of the products and services offered by the Chapter over the last year.

While the National Board pursues a review of the mission and strategic objectives of the organization as a whole, let's look at what WTS is to do and how we – the Washington, DC Chapter – do it. The mission statement reads: "WTS is an organization devoted to helping women in transportation succeed." How do we accomplish that?



**Communication** – Our monthly newsletter has provided members with a forum to present interesting topics, and has also peered into the transportation past to see how women have succeeded despite societal obstacles.

**Professional Development** – Our series of programs this year focused on skills development in the important areas of public speaking and nonverbal presentation, and advice from successful women entrepreneurs.

**Technical Programs** – We sought out high level speakers with insights in Congress and the Administration to provide us with policy analysis.

**Scholarship** – Through the Chapter's efforts and generous contributions, we award scholarships to the next generation of transportation professionals to pursue academic careers in select fields.

**Networking** – At every event we provide members with the opportunity to share knowledge and information about jobs, issues, and other activities.

We have an impressive membership, with modal administrators mixing with staff assistants on an equal footing. The success of the Chapter is due to the commitment of members like you who attend events and interact with speakers and colleagues. It is also due to those committed volunteers – committee chairs and committee members – who seek to develop and implement activities of interest and assistance to the membership at large.

I believe that the successes of the last year provide a stable foundation for expanding into new and important areas. I want to thank all of you for allowing me to participate at this level, and I especially want to thank my committee chairs for their support and advocacy of my personal goals for the chapter. I'll expect to see you at the next WTS-sponsored event

*Jan Balkin*

## 1998 OFFICERS & COMMITTEE CHAIRS

### EXECUTIVE BOARD

**Jan Balkin**  
*President*

**Martha Lawrence**  
*Vice President*

**Beverly Cennane**  
*Secretary*

**Angie Belfield**  
*Treasurer*

**Laurie Radow**  
*Past President & Historian*

### COMMITTEE CHAIRS

**Cynthia Simpson**  
*Corporate Relations*

**Ralph Craft**  
*Cultural Diversity*

**Ann Weiss**  
*Job Bank*

**Elaine Dezenski**  
*Legislative*

**Kristine Heine**  
*Media Relations*

**Leigh Smythe**  
*Membership*

**Kathy Rokos**  
*Newsletter*

**Felicia Young**  
*Professional Development*

**Anne Hazell**  
*Programs*

**Emily White**  
*Recognitions*



**1998 CORPORATE MEMBERS**

AMERICAN PUBLIC TRANSIT ASSOCIATION

AMERICAN TRUCKING ASSOCIATIONS

BECHTEL

THE FERGUSON GROUP

ITS AMERICA

PARSONS BRINKERHOFF QUADE & DOUGLAS, INC

SIEMENS TRANSPORTATION SYSTEMS

SVERDRUP CIVIL, INC

TRANSMANAGEMENT, INC

UNITED PARCEL SERVICE, INC

WOMAN OF THE YEAR

**Linda Morgan**, chairman of the Surface Transportation Board, was designated Chairman of the Surface Transportation Board on January 2, 1996. She was nominated to the Interstate Commerce Commission (the ICC, which was the predecessor agency to the Board) by President Clinton on February 2, 1994, and took the oath of office as the ICC's 102<sup>nd</sup> member on April 28, 1994, for a 5-year term expiring December 31, 1998. On March 23, 1995, President Clinton designated her as the ICC's Chairman. It is due to her straightforward, professional, no-nonsense leadership style that the STB has overcome a difficult transition period while meeting, without exception, a multitude of statutory deadlines.



Linda Morgan began her long history of success in the transportation field in 1978 at the Senate Committee on Commerce, Science, and Transportation, where she ascended through levels of ever-increasing responsibility to the position of General Counsel in 1987. During her career at the Committee, she directed and performed most of the Congressional staff work that led to the historic motor carrier, rail, and bus deregulation legislation, as well as for other legislation affecting all sectors of the transportation industry.

Linda Morgan has contributed to the advancement of women and minorities through providing employment opportunities in the transportation field. Her tenure on the Senate Committee included hiring decisions that promoted and hired exemplary individuals for committee staff positions. Her influential nominations of women employees as "Outstanding Women at DOT" led to Ellen Hanson – an early WTS president – receiving the award. Even with the severe constraints imposed by Congress in STB hiring, Linda has promoted women to top-level positions. Of the STB's 19 highest positions, eight are held by women.

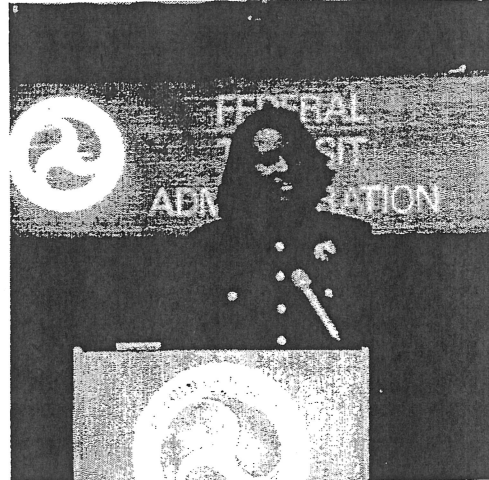
A native of the Washington, DC area, Chairman Morgan graduated cum laude from the Sidwell Friends School in 1969, and from Vassar College in 1973 with an AB in Hispanic Studies. She received her law degree from the Georgetown University Law Center in 1976, and upon graduation, was presented the 1976 Law Center Award for the Most Outstanding Student Contribution. In 1991, she completed the Program for Senior Managers in Government at Harvard University's John F. Kennedy School of Government. In January 1998, she was named by the Washington Post as one of five "people to watch" for the year.

## 1998 MEMBER OF THE YEAR

### MEMBER OF THE YEAR

**Nuria Fernandez** is very well known to WTS, as the former Vice President and Diversity Chair for the Washington, DC Chapter. Nuria is currently Deputy Administrator of the Federal Transit Administration; she joined FTA in July 1997.

Second in command of the federal transit funding and advocacy agency, Nuria Fernandez focuses on the role of public transportation in making America's communities more livable for America's citizens. With her experience in transportation financing, program development, and facility construction, she brings a commitment of stewardship to FTA programs, ensuring that transit is people moving people into America's future.



For nearly a decade Nuria has made transit work. As Assistant General Manager for Design and Construction for WMATA, she played a significant role in the improvement and expansion of the area's Metro system. Her tenure there was preceded by a stint as Special Assistant to the Assistant Secretary for Budget and Programs at the USDOT, where she helped formulate an annual \$40 billion transportation budget.

But her roots are in Illinois. She served as Senior Vice President for Development and Construction at the Chicago Transit Authority, where she developed and executed a five-year, \$1 billion capital improvement plan that modernized and improved facilities and equipment. Her Bachelor of Science degree in Civil Engineering is from Bradley University in Peoria; she received her Master of Business Administration degree from Roosevelt University in Chicago.

Along the way, she has given to WTS, first in Chicago, and most recently in Washington. For WTS National, she spurred efforts to develop recommendations of top-flight women nominees to the Clinton transition teams. She served as a Director-at-Large for a short period that was only interrupted because of her nomination to her current FTA post. But she devotes countless hours to increasing the influence of WTS throughout the country with networking, visiting local chapter members when she's in a WTS community, and building successes in our newer sister chapters where a visit from a prominent transit leader can increase membership and renew local enthusiasm.

## 1998 EMPLOYER OF THE YEAR

### EMPLOYER OF THE YEAR

The **Washington Metropolitan Area Transit Authority** plays a key role in the daily lives of all Washington-area commuters. WMATA employs over 8000 persons in the DC metro area, and has a ridership of over 500,000 by rail and 360,000 by bus each day. In many ways, we should consider WMATA as "America's Subway." For it is not only serves local commuters, but it carries tourists from around the world, and has become a focal point of communities world-wide seeking to replicate the system's successes.



WMATA has demonstrated that transit can foster enhanced mobility and economic development. The Urban Land Institute estimates that, after the rail system's completion, Metro will have created \$25 billion in economic growth. A recent study calculated Virginia's return on its state funds investment alone at \$1.2 billion.

Metro is committed to providing equal employment opportunity to all of its employees. The commitment is reinforced by WMATA's obligation under FTA guidelines, but also by virtue of its yearly Affirmative Action Plan that makes supervisors and managers accountable for compliance within the performance evaluation process. Metro also promotes professional development for its employees through tuition reimbursements, in-house staff training, and professional development programs attended by some 300-600 employees each year.

WMATA took on a new voice in 1996—that of Richard White, General Manager. Since joining WMATA, Mr. White has implemented significant customer service improvements, keeping ridership levels at record highs. In addition, he has successfully accomplished several entrepreneurial activities to improve WMATA's business operations, such as stabilization of regional bus services, and achievement of an interjurisdictional agreement for a funding plan which will cover the \$100 million annual funding needed for a major rehabilitation and replacement program. For those who have suffered as commuters between jurisdictions, under Mr. White's leadership, WMATA instituted suburb-to-suburb transit operations.

WMATA has many WTS members in its midst, highlighted by a former chapter President, a former winner of the Member of the Year award, and the current chapter Secretary. The support that WMATA provides these employees to devote time and effort to the goals of WTS is greatly appreciated.

## 1998 COMMITTEE ACTIVITIES

**CORPORATE RELATIONS.** The Washington, DC chapter promotes a level of membership created especially for corporate and agency friends. Corporate member benefits include:

- A feature article in the chapter newsletter,
- Feature listing in each issue of the chapter newsletter as a corporate member,
- High profile at events such as monthly meetings, legislative forums, professional development seminars, and many networking and social events at member rates,
- Access to the Chapter job bank,
- Annual chapter (monthly issue) newsletter subscription,
- A chapter membership directory,
- A special feature listing the chapter annual report, and
- Invitation to all VIP events and programs.

Corporate membership has allowed us to achieve a diverse representation of the entire industry within our membership. We appreciate and thank those companies who continue to support WTS-Washington, DC and look forward to building on this base in the coming year. (Cynthia Simpson, Chair)

**JOB BANK.** Throughout 1998, the Washington, DC Chapter Job Bank directly received information about more than 50 local positions and indirectly received information on several hundred positions nationwide. Both member and nonmember individuals and organizations (federal, state and local government, corporate and nonprofit organizations) provided referrals. When appropriate, a brief description of duties and contact for local positions were incorporated into the chapter's monthly newsletter. The Job Bank Chair provided informal counseling and referrals, directing inquirers both to appropriate members as well as to pertinent transportation related employment sites on the worldwide web. Although at present the Washington DC chapter does not maintain its own Home Page, the National Chapter of WTS maintains a Job Bank on its website. It is accessible from [www.wtsnational.org](http://www.wtsnational.org). (Ann Weiss, Chair)

**LEGISLATIVE.** The primary goal of the legislative committee is to provide timely, non-partisan information and events on legislative issues affecting all modes of transportation. In 1998, the legislative committee supplied speakers for a Legislative Panel Luncheon and provided legislative news updates for the WTS DC Chapter newsletter.

The reauthorization of the Intermodal Surface Transportation Efficiency Act continued to dominate the transportation legislative agenda in 1998. The Annual Legislative Panel Luncheon, held in March, attracted a large number of members as well as non-members. The informative discussion included participants from staff of the House and Senate as well as the Administration. WTS member Susan Lent, (former) staff of Rep. Bud Schuster, provided the majority's perspective while WTS member Nadine Hamilton, Acting Director, Office of Congressional Affairs, US DOT, and Patricia Doersch, US DOT Office of General Counsel, represented the Administration's goals and objectives. The event attracted a broad range of participants representing both the public and private sectors.

The legislative committee meets on a periodic basis to discuss key legislative issues of interest to the WTS membership, develop and staff legislative programs and contribute articles on legislative topics to the chapter newsletter. For more information on joining this committee contact the 1999 Committee Chair, Susan Lent. (Elaine Dezenski, Chair)

## 1998 COMMITTEE ACTIVITIES

**MEDIA RELATIONS.** Throughout 1998, the Media Relations Committee sought opportunities to publicize WTS events that would be of most interest to the transportation and general Washington media. A media list of 39 journalists was maintain, to whom information was distributed on a selective basis. The media list included wire services, The Hill, Roll Call, BNA, C-SPAN, News Channel 8, Congressional Quarterly, transportation trade publications, and transportation writers/business editors for the Washington Post and Washington Times. Announcements of honorees were also provided to the people/appointments section of the Washington Post, Washington Times, Washington Business Journal, National Journal, BNA, University of Maryland paper (for scholars), Montgomery County papers (for Member/Woman of the Year), New York Times, Wall Street Journal, Journal of Commerce.

As a result of these efforts, the Daybooks and BNA carried information on WTS events. Trade publications ran items about WTS throughout the year, and reports on local public radio announced our award winners. (Kristine Heine, Chair)

**MEMBERSHIP.** The Membership Committee undertook several important projects to replenish the WTS chapter membership and provide better services to members. First, the WTS Washington membership database was overhauled, updated and converted into a database program to improve data flexibility and accessibility. Next, a membership survey was conducted to gain information about the ongoing needs and expectations of the members. This survey provided guidance for shaping programs and services offered to the chapter. Mailing lists of prospective members were tapped and information on WTS was sent to several groups. This yielded new aviation sector members. The Membership Committee also participated in a USDOT courtyard "picnic" day, handing out WTS brochures and explaining WTS to potential new members. Updated membership directories were provided periodically throughout the year. At the end of 1998, WTS Washington membership stood at 288. Given the dues increase in 1998, this compares favorable to the 1997 end-of year count of 293 members. (Leigh Smythe, Chair)

**NEWSLETTER.** Eleven issues of the Washington, DC, Chapter's "WTS Newsletter" were published and distributed to the membership in 1998. Issues highlighted the past with excerpts from "Women in Transportation History," the present with articles on current Chapter events and topics, and the future with analysis of issues such as transportation planning to help solve "Welfare to Work" problems. (Kathy Rokos, Editor)

**PAST PRESIDENT & HISTORIAN.** The immediate Past President serves as chair of the Past Presidents committee. This committee nominated a slate of officers for the Chapter. In 1998, the committee also reviewed the Washington chapter's 20 year history to provide strategic direction for the future.

The historian summarized the chapter's records and highlighted key events for the Washington Chapter's 20<sup>th</sup> Anniversary celebration in December 1997. The chapter is considering having its voluminous paper records scanned, to reduce its size and to preserve aging paper and photographic records. The cost of this form of preservation has been prohibitive so far. A corporate sponsor is being sought. (Laurie Radow, Immediate Past President & Historian)

## 1998 COMMITTEE ACTIVITIES

**PROFESSIONAL DEVELOPMENT.** The goal of the Professional Development Committee is to provide educational and networking opportunities to enhance the professional development of WTS members. 1998 was an exciting year for the Professional Development Committee. We sponsored four Professional Development workshops that were all well attended. These workshops provided valuable insights on some diverse aspects of professional growth and development.

- In February, Dr. Janet S. Sanders, Vice-President for Business Planning and Marketing for Sverdrup Civil, Inc. presented a workshop entitled "The Non-Verbal Professional," which was attended by approximately 50 people. Dr. Sanders discussed the key aspects of professionalism—competence, confidence and dynamism—and nonverbal techniques for expressing professionalism. Dr. Sanders gave vivid examples of nonverbal communication "do's" and "don'ts," and videotaped three presentations to illustrate them. She stressed that the nonverbal message is often the first sent. Therefore, the successful professional must learn to master both the verbal and the non-verbal communication skills to maximize effectiveness of oral presentations in the workplace.
- On April 16, 1998, the Professional Development Committee sponsored a luncheon workshop on Women Entrepreneurs Challenges and Rewards. Sarah Campbell, Partner, TransManagement, Inc.; Angelia Summons, President, Multi-Consultants, Inc.; and Claire Barrett, President Claire Barrett & Associates shared their experiences as entrepreneurs. Edith McCloud, Director of the Howard University Small Business Development Center, moderated the panel. Approximately 33 persons attended this workshop. The panelist provided very candid advice for future entrepreneurs: 1) develop a strong support system and network; 2) find a good accountant, lawyer and banker; 3) invest in good technology (i.e., fax, telephone, a computer, etc.); 4) save as much money as possible to support yourself through dry spells; 5) manage time wisely; 6) market and promote yourself by seeking opportunities to shine, to publish, and to speak; 7) learn to balance marketing needs while meeting existing project deadlines; 8) keep your spirits up. The sky's the limit!
- Tom Bulger, President of Government Relations, Inc., provided a very candid workshop on techniques for successful networking. Approximately 22 persons attended this workshop. Tom shared several of his successful networking experiences. He indicated the need for developing mutually rewarding networking partnerships. Tom stressed the need for planning, preparation and diligence in order to network successfully.
- Jo Condrill, a professional speaker, coach and author presented a workshop on public speaking, which was attended by approximately 35 persons. Ms. Condrill's lively presentation focused on the key strategies of successful public speaking. Everyone was given an opportunity to practice his/her public speaking skills with a partner. Several persons volunteered to make impromptu presentations and received valuable feedback on their delivery style. (Felicia Young, Chair)



## 1998 COMMITTEE ACTIVITIES

**PROGRAMS.** The Program Committee developed a diverse range of programs that crossed modal boundaries to examine current issues in transportation, provide historical context and look to the future for WTS.

- The January brown bag lunch and business meeting gave member the chance to meet Lucy Garliauskas, President of WTS National, and discuss the future direction of WTS.
- In March, staff members from the House and Senate Transportation Committees provided a timely discussion of the status of ISTEA legislation, surface transportation priorities and funding issues.
- March also brought a chance to gain historical perspective on women in transportation. Jennifer Balis and Elaine Murakami presented a slide show on the acclaimed and not-so-acclaimed women who contributed to transportation as inventors, manufacturers and adventurers.
- In May, Ron Kirby of the Metropolitan Washington Council of Government discussed transportation issues of the Washington D.C. metropolitan area.
- For June, WTS joined with The Road Gang to host Norman Mineta, Sr. Vice President for Business Development, Lockheed Martin IMS. Mr. Mineta discussed technology and ITS activities relative to TEA-21.
- Getting into the summer spirit, in July, WTS gathered for a Down-Home Barbecue and Meet-the-Member evening, hosted at WMATA. David Turch was one of the members who discussed how he formed his own government relations firm and why he joined WTS.
- In August, Carol Zimmerman of Battelle hosted the tour of the SmarTraveler® Control Center, a state-of-the-art traveler information system for the Washington metro area operated in a cooperative fashion by three dozen public and private entities.
- In September, Washington metropolitan area transportation issues were revisited through the eyes of Alice Reid, transportation reporter for the Washington Post.
- John Horsley, Associate Deputy Secretary of Transportation and Director of the Office of Intermodalism, joined WTS in October for a discussion of the Transportation Equity Act for the 21<sup>st</sup> Century.
- Welfare-to-Work was the topic of the November brown bag luncheon. Charlie Goodman of FTA and Carolyn Jeskey of Community Transportation Association of America lead a lively discussion of this timely issue.

**RECOGNITIONS.** In March 1998, the Chapter Board selected the recipients for our chapter's Graduate and Undergraduate Scholarships. Each scholarship recipient received \$1000 to further her study in the transportation field.

**Prachee Vivek Date** was the recipient of our Undergraduate Scholarship. Ms. Date was enrolled at the University of Maryland, College Park, where she maintained a 3.4 grade point average. She graduated in June 1998 with a BS degree with a major in Transportation & Logistics, and was scheduled to receive a second BS degree in December 1998 with a major in International Business and a minor in French. She has also studied at St. Xavier's College in Bombay, India.

At the University of Maryland, Ms. Date was an active member of the Logistics and Transportation Society. She was selected to represent the University in the Logistics College Bowl, where her team placed second in the intercollegiate quiz competition held at Pittsburgh, PA. Ms. Date was also a member of the Phi Chi Theta Business Fraternity, served as Secretary of the French Club, and participated in an international exchange program in France that was sponsored by the Lions Club of France.



## 1998 COMMITTEE ACTIVITIES

Ms. Date's work experience in Bombay has included development of a marketing campaign for Cathay Pacific Airlines. In the Washington, DC area, Ms. Date has database and program coordination experience, and has served as a legislative intern for the Senate Republican Conference and Senator Paul Coverdell (R-GA). Upon completion of her programs, Ms. Date plans to work in the logistics field for several years, then pursue an MBA degree with emphasis in information systems as a complement to her undergraduate degrees. Her long-term career goals include working in the international logistics area. She is currently working in California.

**Ann Brennan** was the recipient of our Graduate Scholarship. Ms. Brennan is enrolled at the University of Maryland, College Park, where she is pursuing an MBA degree with a concentration in transportation and logistics. She earned a 3.4 grade point average for her first semester of course work.

Ms. Brennan received a BA degree in May 1991 from Miami University, Oxford, Ohio, where she majored in Diplomacy/Foreign Affairs and Political Science. She was a member of the varsity swim team and also studied in Luxembourg her junior year. Upon graduation from college, Ms. Brennan lived in Madrid for two years, serving as a private English instructor. She moved to the Washington, DC area in 1994, and has worked in project management for two associations. Through her work experience, she became aware of the graduate program in Transportation and Logistics at the University of Maryland. She decided that this field was a perfect fit for her skills in planning, organizing, communications and budgeting, and began graduate studies in the fall of 1997. In the fall of 1998, Ms. Brennan pursued an internship in London.

## 21<sup>ST</sup> ANNUAL AWARDS CEREMONY & DINNER



WTS Washington rounded out the year's activities with a gala awards ceremony and dinner, held at the Woman's National Democratic Club on December 10, 1998.

### SPONSORS

AMERICAN PUBLIC TRANSIT ASSOCIATION

AMERICAN TRUCKING ASSOCIATIONS

ASSOCIATION OF AMERICAN RAILROADS

BECHTEL

BOMBARDIER TRANSIT COMPANY

CROWELL & MORING

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ITS AMERICA

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LOCKHEED MARTIN IMS

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RAYTHEON COMPANY

SIEMENS TRANSPORTATION SYSTEMS

SVERDRUP CIVIL, INC

TRANSMANAGEMENT, INC

TRUCKLOAD CARRIERS ASSOCIATION

UNITED PARCEL SERVICE, INC

<b>TREASURER'S REPORT</b>
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### 1998 Income Statement

	Actual 1998	Budgeted 1998	Difference
<b>Revenue</b>			
Membership dues	\$8,030.00	\$9,650.00	(\$1,620.00)
Programs	4,749.00	10,500.00	(5,751.00)
Holiday party	4,926.00	5,000.00	(74.00)
Corporate fundraising	8,400.00	5,000.00	3,400.00
Scholarship	0.00	0.00	0.00
Professional development	1,600.00	250.00	1,350.00
<b>Total Revenue</b>	27,705.00	30,400.00	(2,695.00)
<b>Expense</b>			
Membership expenses	1,773.23	2,550.00	(776.77)
Programs	5,598.60	10,300.00	(4,701.40)
Holiday party	17,183.68	9,950.00	7,233.68
Service charge	118.36	0.00	118.36
Corporate fundraising	0.00	0.00	0.00
Professional development	716.53	1,500.00	(783.47)
Newsletter	3,570.21	5,150.00	(1,579.79)
Administrative	226.28	100.00	126.28
Transfer to reserve fund	1,000.00	0.00	1,000.00
<b>Total Expenses</b>	30,186.89	29,550.00	636.89
<b>Net Income(Loss)</b>	(\$2,481.89)	\$850.00	(\$3,331.89)

<b>TREASURER'S REPORT</b>
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**1998 Balance Sheet**

	As of 12/31/98	As of 1/1/98	Change
<b>Assets</b>			
Cash	(\$1,927.87)	\$718.75	(\$2,646.62)
Investments			0.00
Reserve market value	11,791.76	9,998.25	1,793.51
Accounts receivables	3,958.50	0.00	3,958.50
<b>Total Assets</b>	13,822.39	10,717.00	3,105.39
<b>Liabilities</b>			
Accounts payables	(6,437.28)	0.00	(6,437.28)
<b>Total Liabilities</b>	(6,437.28)	0.00	(6,437.28)
<b>Fund Balance</b>	\$7,385.11	\$10,717.00	(\$3,331.89)