

- Discuss what people can do early in their careers to position themselves for higher management (e.g., education, on-the-job experiences, coaching, etc.)
- Feature insights from an executive recruiter, who will talk about what companies look for in their search for top executives

Target Audience:

- Individuals early in their careers who are looking to learn what it takes to move up the company ladder
- Women in mid career who are considering career alternatives and are interested in seeing what different leaders have done to continue to grow and learn

Sample Discussion Points and Questions for Panel

- Briefly describe your current role and the path you took to get to your current position (e.g., type of positions, type of career shifts).
- What are the skills that you believe are needed by executives that were not obvious to you when you were starting out in your career?
- What did you learn in school that really helped you throughout your career?
- Discuss a role, a training opportunity, or an assignment that helped you prepare for executive leadership.
- Are you a born leader or did you learn how to lead? Do you have to have charisma to lead?
- Did you have a mentor, co-worker, or boss who helped prepare you and give you guidance? What kind of support did you have?
- Along the way, did you ever feel you were stuck in a rut and had to evaluate what to do next? What did you do?
- Was there a role that you took that really put you out of your comfort zone? What did you learn from that experience?
- Did you have a major screw-up somewhere that made you think you'd never get to where you are today? How did you overcome that?
- Personal and professional balance is always a question discussed with executives. How did you balance personal and professional needs as you ascended to your current position? What trade-offs did you make?
- For executive recruiter: What skills do companies look for in senior executives? How would you recommend that mid-career professionals prepare for upper level roles? Is it bad to be at a company too long?

Shop and Talk: Supporting Women's Nurturing and Providing Roles through Mobile Technology

Presenters: Karen E Fisher (The Information School, University of Washington), Tammara Combs Turner (The Information School, University of Washington)

Dr. Karen E. Fisher is an Associate Professor in the Information School of the University of Washington. She studies information behavior in everyday life, i.e., understanding the affective,

social, cognitive and physical factors of how people need, seek, manage, give, and use information in non-work contexts. Her interest in using technology to support “women’s work” stems from many years of studying the subtle and not so subtle aspects of how information impacts daily life through a social lens, and how information systems can play both facilitating and hindering roles. She is co-editor of the 2005 monograph “Theories of Information Behavior,” and was a Visiting Researcher at Microsoft Research (2006-07).

Tammara Combs Turner is a PhD candidate in the Information School of the University of Washington, and a Program Manager at Microsoft Corp where she is also Vice-President of Professional Development of the Blacks at Microsoft (BAM). Ms. Turner holds a BS in Computer Science from Xavier University of Louisiana, and MS in Computer Science from the University of Maryland. Her dissertation employs Chatman’s theory of normative behavior and mixed methods to study how information behavior is manifested through social types in online technical newsgroups. She received the 2006 Emerald Honors President’s Award from Science Spectrum magazine.

Abstract: Women do 80% of household shopping, spending \$4-7 trillion annually. Findings from interviews and observation of 14 women show that shopping is pervasively about social interaction, which changes with life stage. We share recommendations (information, communication, physical) for a mobile device for facilitating women’s role as family shopper for non-grocery items. Aimed at assisting cognitive, social, and affective needs, the device can support the integration of myriad daily roles while promoting women in technology design and use.

Session Summary: Everyday women play numerable—albeit often invisible—family roles, including teacher, nurse, housekeeper, cook, entertainer, and chauffeur. In their role as shopper, women in the United States spend 4-7 trillion dollars annually, making 80% of household consumer decisions. However, few integrated tools exist to help women in these roles, especially in ways that support their affective, informational and social needs. We share findings from a qualitative study of how ubiquitous computing can support women in their role as family shopper for non-grocery items (e.g., clothing, accessories, shoes, hair and skin products, fragrance, gifts, etc). Our bi-fold aim was thus: (1) to explore why and how women shop for non-grocery items as well as their “magic wand” desires for a prospective mobile system, and (2) to distill these responses as recommendations for services and devices using three broad categories: information, communication, and physical.

The study was guided by the question: “How can technology support women’s role as shopper for non-grocery items?” Emanating questions included: “How do women learn to shop?” “Why do women shop?” “How do women shop?” And, “How would they like to be able to shop?” Participants were recruited using purposive sampling by word-of-mouth. At a shopping mall in a large, urban area, in-depth, 2-hour interviews were conducted with 14 women ages 18 through 70, followed by one hour of participant observation as they conducted holiday shopping. Two theoretical lenses guided data collection and analysis. Fisher’s information grounds theory from information science was used to understand (a) how retail settings may function as informal venues for the creation and sharing of information about shopping and everyday topics (e.g., healthcare, events, travel, hobbies) among women, as well as (b) which non-retail settings

women use to share information about shopping. General social network theory helped to understand on whose behalfs the women shopped, the nature of those relationships, and how they complement other relationships in the women's lives.

In brief, findings showed that shopping was pervasively about social interaction and building/maintaining social relationships—behaviors passed from one generation to the next. This proclivity appeared during their pre-shop, shopping, and post-shopping behavior, which entailed talking (by phone, in-person, IM) about personal and trivial matters with strong ties, weak ties, and total strangers. In documenting the types of shopping in which women engage, four categories emerged that were laden with social themes, especially nurturing and maintaining wide-ranging relationships. Moreover, some women derived strong personal joy and satisfaction from shopping, but their shopping needs/demands peaked at the very time life appeared most hectic and time-challenged, while the retirement years brought less “shoppportunities” (to borrow Kate Newlin's term). Drawing specifically on the women's magic wand responses, we will share three types of recommendations: information-, communication-, and physical-related for a mobile device and portal system that targets women's role as family shopper for non-grocery items. Through its varied features, the device could assist women and thus offer benefit in the following ways: (1) reduce cognitive load, (2) aid decision making, (3) support records management, (4) save money, (5) promote positive affect while decreasing negative, (6) foster social interaction, (7) strengthen family ties, (8) increase personal safety, and (9) engage women with technology.

An Introduction to Intrusion Detection

Presenters: Carol Taylor (University of Idaho), Carrie Gates (Computer Associates)

Dr. Carol Taylor received her PhD in Computer Science from the University of Idaho. She is currently a Post Doctoral researcher at the University of Idaho but will be starting as an associate professor at Eastern Washington University in the fall of 2007. Her research interests include network security, development of high assurance systems and secure software engineering among other areas. She has conducted a great deal of research in the area of intrusion detection and anomalous network traffic. She has published papers in the area of statistical techniques for anomaly detection which were both part of her Masters and PhD work.

Dr. Carrie Gates is a Research Staff Member with CA Labs, where she is responsible for identifying opportunities within the business units at CA that can be transformed into research relationships performed in collaboration with university faculty and students. Her primary focus within CA is on enterprise-level security, however she also pursues research in human-computer interaction, privacy, visualization and testing methodologies for security algorithms. Carrie was previously an analyst with CERT, Carnegie Mellon University, where she performed research in network security and large scale traffic analysis, focusing on the use of statistical techniques as applied to flow-level data.

Introduction

As security continues to be a concern under a continuing onslaught of security breaches, IDS tools are becoming increasingly necessary. They typically work in conjunction with other information security tools, such as firewalls,