



DESIGN AUTOMATION CONFERENCE

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**13th Annual Workshop for Women in Design Automation to Focus on
“Networking, Negotiation and Nonsense: Achieving Career Balance in an
Unbalanced World”**

Magma Design Automation Vice President Dr. Mar Hershenson to Keynote

BOULDER, Colo. — April 7, 2008 — The 45th Design Automation Conference (DAC) today announced the program for the 13th annual Workshop for Women in Design Automation (WWINDA). This year, the valuable half-day session, “Networking, Negotiation and Nonsense: Achieving Career Balance in an Unbalanced World”, will provide attendees with information and insights on how to successfully and happily navigate their careers. The keynote speaker will be Dr. Mar Hershenson, vice president of product development, Custom Design Business Unit, Magma Design Automation. The workshop will take place Monday, June 9, 2008 during DAC. The 45th DAC will take place June 8 – 13, 2008 at the Anaheim Convention Center in Anaheim, Calif.

“The workshop is one of many special DAC events that attendees look forward to each year, and this year’s program continues in that tradition,” said Peggy Aycinena, 2008 chair, WWINDA. “We are very pleased to have Dr. Hershenson, an accomplished technologist and business leader, as our keynote speaker. In addition, the panelists set to speak at the workshop will bring a wealth of diverse experience to our discussion. We know attendees will walk away from this year’s workshop with new ideas, inspiration, and connections that will enhance both their personal and career growth going forward.”

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press release

Hershenson's keynote will be followed by a panel discussion that will address the business skills related to networking and negotiation, which are necessary to achieve personal satisfaction and professional visibility. In addition, attendees will hear various perspectives on the importance of nonsense and how to consciously incorporate humor and joy into their work lives. The workshop begins with a continental breakfast and ends with a luncheon to allow workshop attendees the opportunity to network with other design automation industry professionals. The half-day session will also include presentation of the 2008 Marie R. Pistilli Women in EDA Achievement Award, given each year to recognize outstanding contributions toward the advancement of women in electronic design automation.

Keynote Speaker

Dr. Mar Hershenson joined Magma through the acquisition of Sabio Labs, where she was the CEO and a co-founder. Sabio Labs offered an equation-based design environment for mixed-signal ICs. Prior to Sabio Labs, she was CTO and co-founder of Barcelona Design, where she commercialized her graduate research in the application of convex optimization to analog circuit design. She also worked at leading Silicon Valley companies such as Linear Technology Corporation and Apple Computer. Hershenson has been awarded eight patents and has several other patents pending. She is also a Consulting Professor at Stanford University, teaching analog circuit design courses. In 2002, she received the prestigious award TR100 Young Investigator from MIT. She served on the executive committee at ICAAD in 2007 and 2008. Hershenson graduated with honors with a B.S. in electrical engineering from the Universidad Pontificia de Comillas in Madrid, and received her M.S. and Ph.D. degrees in electrical engineering from Stanford University.

2008 WWINDA Panelists

The WWINDA panel will be moderated by Karla Reynolds, 2008 vice chair, WWINDA. The panelists include:

- Ann Rincon -- ON Semiconductor, Engineering Fellow
- Gila Kamhi -- Intel Corp., Principal Engineer
- Sabina Burns -- Virage Logic, Vice President Corporate Marketing

- Elizabeth Abraham - Carbon Design Systems, Vice President Consulting Services & Marketing

2008 WWINDA Agenda

Monday, June 9, 2008

9:00 - 10:00 a.m.	Continental Breakfast and Registration
10:00 a.m. - 12:15 p.m.	Keynote by Dr. Mar Hershenson and Panel Discussion
12:15 - 12:45 p.m.	Marie R. Pistilli Women in EDA Achievement Award
12:45 - 1:45 p.m.	Lunch Reception

WWINDA Registration

The Workshop for Women in Design Automation (WWINDA) is an annual professional development program open to men and women at any stage in their careers. Registration for the workshop is \$50.00 for ACM/IEEE members and \$75.00 for non-members. To register, please visit <http://www.dac.com/45th/onlinereg.html>. For questions, please contact Nannette Jordan (nannette@mpassociates.com) or Susie Horn (susie@mpassociates.com) at (303) 530-4333.

About DAC

The Design Automation Conference (DAC) is recognized as the premier event for the design of electronic circuits and systems, and for Electronic Design Automation (EDA) and silicon solutions. A diverse worldwide community representing more than 1,500 organizations attends each year, from system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers and executives to researchers and academicians from leading universities. Close to 60 technical sessions selected by a committee of electronic design experts offer information on recent developments and trends, management practices and new products, methodologies and technologies. A highlight is its Exhibition and Suite area with approximately 250 of the leading and emerging EDA, silicon and IP providers. The conference is sponsored by the Association for Computing Machinery's Special Interest Group on Design Automation (ACM/SIGDA), the Circuits and Systems Society and Council on Electronic Design Automation of the Institute of Electrical and Electronics Engineers (IEEE/CASS/CEDA) and the Electronic Design Automation Consortium (EDA Consortium). More details are available at www.dac.com.

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