



Issue 2/2004 (September)

ELECTIONS FOR WIN EXECUTIVE BOARD

Following the recent elections, the current WIN Global Executive Board comprises:

PRESIDENT (JAPAN)	Ms Junko Ogawa Executive Communicator, Public Relations Department The Japan Atomic Power Company
BRAZIL	Ms Patricia Wieland Division of Nuclear Installations Brazilian Nuclear Energy Commission
FINLAND	Ms Anneli Nikula Vice President Teollisuuden Voima Oy
FRANCE	Ms Caroline Chevasson Director for European Affairs, Int'l Relations Division CEA
JAPAN	Ms Junko Nishimura Manager, Public Relations for Nuclear Energy/ Manager, Human Resources Development Section Mitsubishi Electric Corporation
KOREA	Dr Se-Moon Park Senior Researcher, Radwaste Disposal Research Group NETEC, Korea Hydro & Nuclear Power Co Ltd
SPAIN	Dr Maria Luisa Perez-Griffo Asco/Vandellos System Engineer Westinghouse Technology Services S A
SWITZERLAND	Dr Ingeborg Hagenlocher Project Manager, NAGRA
TAIWAN	Ms Evelyn Yi-Ju Chen Chief of Planning Section, Department of Nuclear Engineering Taiwan Power Company
USA	Ms Patricia Bryant Director Industry Communications Nuclear Energy Institute

WIN Canada

Relaying the Message of Nuclear and Its Safe Applications

Since the inaugural meeting of WIN Canada in February 2004, the enthusiasm and idea generation of the newly formed membership continues to gain momentum.

Over 70 nuclear professionals and political officials met in Toronto in June to share ideas on addressing the general public's concern about nuclear energy and the application of radiation and nuclear technology.

To reach the intended audience requires innovation; too many members of the public rely on mainstream media or rumour for the nuclear story. The nuclear message must be factual, interesting and simply put for today's multi-tasking society.

At the last WIN Canada meeting in June, Sandra Pupatello, Ontario's Minister of Community and Social Services and the Minister responsible for Women's Issues along with Janet Ecker, former Ontario Cabinet Minister provided tips on communication. They described the important role women have in the nuclear profession and in keeping the public and government informed on its safe applications.



Brainstorming Session, June 2004



Sandra Pupatello

Sparked by the Ministers' address and their own enthusiastic networking, the WIN Canada participants discussed scores of methods to inform the public and opinion leaders ranging from relationship building with schools, to magazine articles to open houses and movies.

Susan Brissette is impressed by the energy and range of ideas. “These women are from all walks of life, cultural backgrounds and ages,” said Bruce Power’s vice president of Corporate Communications. “But the one thing they all show is a collective belief that nuclear energy is safe and is part of the solution to our energy needs.”

Natural Resources Canada, Ontario Power Generation and Allegro are some examples of organizations interested in hosting a WIN Canada event. The next meeting will take place in early Autumn with new members welcome. WIN Canada looks forward to planning the 2006 WIN Global conference.

With the basis for action plans now set, the work begins. And who better to tell the nuclear story than a diverse group of women, each with a different set of skills and all willing to learn from their colleagues. Most importantly, they are passionate about relaying the nuclear story—the story that has not been well-told...until now.

WIN US

Fifth Annual Conference Chicago, 1-3 August 2004

The nuclear industry offers tremendous opportunities for those who have “hard-edged technical skills” and are willing to take career risks, moving beyond their comfort zone – and sometimes beyond their current time zone as well.

That was the message from senior executives in the nuclear industry, who addressed the fifth annual conference of US Women in Nuclear. The event drew 200 participants from virtually every technical discipline in the industry.

Although nominally a conference aimed at professional women – a small but growing contingent in the nuclear industry – 2004 WIN participants included several men.

Exelon President & CEO, John Rowe - whose company includes several of the industry’s most senior women executives – discussed Exelon’s approach to diversifying its work place: “I think we have worked harder than any utility in the US to make opportunities for women and minorities”.

He cited several reasons for the company’s recruiting and development of women and minorities: “When you need the best talent, you have to reach in all directions of gender and colour”.

“Women with technical skills can be particularly effective spokespersons on nuclear issues, especially in an area where the industry traditionally has had limited support: female members of the public”.

Dr Ruth Shaw, President of Duke Power agreed. "I believe that women are the most effective spokespeople in our industry", combining hard technical skills with the ability to communicate".



Exelon President & CEO
John Rowe



Duke Power President Ruth Shaw,
Wolf Creek VP & Plant Manager
Donna Jacobs



ICRP Member John Boice

The programme included break-out sessions with in-depth briefings on radiation epidemiologic studies of women and the draft recommendations of the International Commission on Radiological Protection (ICRP), as well as tips on career management.

FULL REPORT IS AVAILABLE ON www.winus.org

Dates for your Diary

WIN Board & Executive

13-16 February 2005, Paris, France

during PIME, website: [http:// www.euronuclear.org](http://www.euronuclear.org)

WIN Global 2005

4-8 April, Cesky Krumlov, Czech Republic