



NATIONAL ACADEMY OF ENGINEERING

OF THE NATIONAL ACADEMIES

C. D. Mote, Jr.
President

May 9, 2014

Dear Member:

This year marks the semi-centennial anniversary of the National Academy of Engineering. Celebration of this anniversary provides us the opportunity to highlight how the quality of life for all citizens and the needs of our society are inextricably tied to engineering. Communicating this message to the public, to enhance public understanding of engineering and inform students about the opportunities for and personal satisfaction of an engineering education, has been a central mission of the NAE for many years. Your support is necessary for the NAE to continue these efforts and maintain its leadership in promoting engineering. If you believe in this mission, please make a gift today.

In celebration of the NAE's semi-centennial, we've commissioned a series of essays highlighting the nexus of engineering, people, and society and are running a national video competition to engage contestants in various categories to explore the value proposition for engineering.

Written for a general audience, the four essays will focus on the engineering developments around 1964, 1989, 2014, and those projected for the future, 2039 and beyond, to illustrate how engineering contributes to advancements of humanity and society. The first three essays will use the historical record to show the evolving connection among engineering, humanity, and society, while the forward-looking essay will use the Grand Challenges to help imagine future engineering creations and their contributions to society. The essays will be distributed at the anniversary celebration during the 2014 Annual Meeting this fall.

The E4U national video competition asked contestants to highlight the connection between engineering and the welfare of people and the needs of society in one-to-two minute videos. Geared towards engaging kids from middle school to young adults in graduate school, to young professionals, NAE members, and the general public, the videos could highlight any period from 1964 to 2064. Over 600 video entries were received by the March 31 deadline and are presently being evaluated. The best videos from each contestant category will be awarded a \$5,000 prize and will be candidates for the \$25,000 grand prize. A Peoples' Choice award will also be made based on public feedback on YouTube. The winning videos from each category will be shown at the Annual Meeting.

We are also working with members and volunteers to reach several ambitious fundraising goals in celebration of the 50th Anniversary milestone, including a 50% giving participation rate among members within each section, and 50 new estate or planned gifts by the end of 2014. One section has already reached the 50% participation goal, and all are within reach of this milestone. To learn more about our goals for the 50th anniversary campaign, please visit www.nae.edu/50thgiving.

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Over the last 50 years, the NAE has led the way on initiatives to improve the number, quality, and diversity of the engineering workforce; to advance engineering education, technological literacy, and engineering ethics; as well as public understanding of engineering. However, we have a lot more work to do.

This semi-centennial year provides an opportunity to highlight how the future quality of life of all people and the needs of our society depend on engineering solutions. I invite you to make a gift this year in honor of our 50th Anniversary and to support our continuing work.

Thank you for your involvement and dedication to our work together.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Dan Mote". The signature is fluid and cursive, with a large initial "D" and "M".

C. D. Mote, Jr.

P.S. Join us at the Annual Meeting on September 28-29, 2014 for the NAE's celebration. Please save the date!