

OFFICE OF THE GOVERNOR  
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**DEVAL L. PATRICK**  
GOVERNOR

**TIMOTHY P. MURRAY**  
LIEUTENANT GOVERNOR

May 9, 2011

Mr. Bill James  
Senior Advisor for Baseball Operations  
The Boston Red Sox Executive Offices  
4 Yawkey Way  
Boston, MA 02215

Dear Mr. James,

On behalf of the Governor Deval Patrick's STEM (Science, Technology, Engineering & Mathematics) Advisory Council, I have the great pleasure of inviting you to become part of our Commonwealth's educational, workforce development, and economic development initiatives.

You have been selected by the STEM Advisory Council as one of 14 inaugural honorees to be highlighted as representatives of an exciting range of STEM careers. If you are willing to participate, you will be part of our newly launched "WOW Campaign" which has as its goal to inspire the next generation of scientists and engineers.

As you may be aware, our Commonwealth is a national STEM leader. However, as our economy and future success is so heavily dependent on STEM fields, we must do all we can to ensure that we have a healthy, sustainable pipeline of students to enter and lead these critical fields in the future. To this end, the Governor formed the first Massachusetts Governor's STEM Advisory Council in October of 2009, and asked me to chair the Council. The purpose of our Council is to implement the statewide plan released in 2010 to increase both student proficiency in STEM related subjects as well as student interest in STEM fields.

The WOW campaign, announced in September of 2010, is the culmination of many months of planning work by representatives from the business, non-profit, government and academic communities to engage and excite Massachusetts students about the potential opportunities for a career in science, engineering, applied mathematics or related fields. The primary target audience for our campaign are students in Grades 5-8. We also hope to reach parents, teachers and the public at large as their engagement is critical to our student's success.

We are asking you, as one of our inaugural honorees, or "WOWsters", to help us spread a hopeful message to impressionable young people, that they too can someday be a part of the

amazing scientific discovery and incredible technological innovation that takes place here in Massachusetts. In our WOW campaign terminology, we see that as asking students to *Do the WOW, Create the WOW, and Live the WOW*.

As a WOWster, you will be asked to work closely with members of the Governor's STEM Advisory Council Public Awareness Subcommittee and will be featured in posters and videos. You may also be asked to accept occasional speaking opportunities throughout the state. We understand that you have a job and other demands on your schedule and assure you that the commitment will not take up significant amounts of your time.

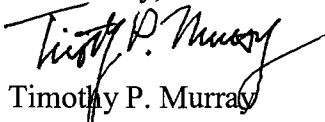
Within the next week, a member of the STEM Council Public Awareness Subcommittee will be contacting you to answer any questions you may have about this important initiative.

If you are interested in being a part of this statewide effort to increase student interest in STEM careers, we request that you provide us with the following items by the end of May by email (contact information below):

- A Written acceptance of your nomination,
- A Comprehensive biography
- Several high quality photographs that we intend to use for a widely distributed poster (if you are unable to provide this, we may be able to provide a photographer for you),
- Permission to use your name, likeness and organization affiliation for promotional purposes

Your name was chosen from a very large pool of incredibly talented and diverse people, over the course of many months of deliberation, based on a variety of criteria which we feel will lend credibility to our message and energize our target audience. As Chair of the Governor's STEM Council, I thank you for all you have done to help generate public awareness in your field, and I truly hope that you will accept this honor to help us generate greater statewide public awareness of STEM through our new and exciting WOW campaign.

Yours truly,



Timothy P. Murray  
Lieutenant Governor  
Chairman, Governor's STEM Advisory Council

CC: Governor's STEM Advisory Council Public Awareness Subcommittee Co-Chairs:

Barnas Monteith, Chair Massachusetts State Science & Engineering Fair; Cofounder, Advanced Diamond Solutions, Inc. (bmonteith@advanceddiamond.com)

Joyce Plotkin, Chair, The DIGITS Project; President Emerita, Mass Technology Leadership Council (joyce@digits.us.com)