



The George W. Woodruff School of Mechanical Engineering

Annual Distinguished Lecture

INVITATION

 **Diversity - Who Needs It?**

To view the video, you need 



Additional Requirements:

- 120MHz Intel Pentium processor
- 16MB of RAM
- 28.8Kbps or faster
- 16-bit sound card and speakers
- 65,000-color video display card
- Windows 95, Windows 98, or Windows NT 4.0 with Service Pack 3
- Internet connection and web browser

Euan Baird
Chairman, President, and CEO
Schlumberger

Tuesday, April 10, 2001
3:30 p.m.
Auditorium in the Van Leer
(Electrical Engineering) Building

BIOGRAPHY



Euan Baird is Chairman of the Board, President, and Chief Executive Officer of Schlumberger. He joined the company in 1960 as a field engineer, and from that time until 1974 he held various field assignments in Europe, Asia, the Middle East, and Africa. From 1974 to 1979 he was the Personnel Manager and Vice President of Operations for Schlumberger Technical Services in Paris. In 1979 he became the Executive Vice President in charge of worldwide wireline operations for Schlumberger Limited. He held this position in New York until October 1986, when he was elected to the positions he currently holds as Chairman of the Board, President, and Chief Executive Officer.

Euan Baird has been a Trustee of the Haven Management Trust since 1994, a Trustee of the Carnegie Institution of Washington since 1998, a member of the Prime Minister's *Comité National de la Science* in France since 1998, a Member of the Prime Minister's Council of Science and Technology in the United Kingdom since 2000, and a Member of the Board of ScottishPower since December 2000.

Mr. Baird attended Aberdeen University and Trinity College in Cambridge. He received an M.A. degree in Geophysics from Cambridge University in 1960. In 1995 and then in 1998, he received the LL.D. from Aberdeen University and Dundee University, respectively. In 1999 he received a D.Sc. from Heriot-Watt University in the UK.

Mr. Baird was born in Aberdeen, Scotland in 1937. He is married to Angelica Baird; they have two

daughters.

SYNOPSIS

Diversity is a frequently used word in the modern lexicon of business. However, diversity is typically not the first word to come to mind when one thinks of the characteristics that make a company truly successful.

Schlumberger Ltd. has long credited much of its success to a multicultural workforce that is the cornerstone of its creativity and a wellspring of technological innovation. In fact, for more than forty years diversity has been a vital component of its business strategy, allowing Schlumberger to create a broader understanding of the varied customer and cultural demands of the global market while providing the company with a more balanced view of the world and its challenges.

Schlumberger believes that its diverse workforce creates a competitive advantage by bringing together talented people with different perspectives who constantly challenge each other's thinking, as well as the status quo. By sharing ideas with no cross-cultural boundaries, Schlumberger ultimately creates a positive environment that fosters both individual and organizational growth.

This long experience with a diverse workforce has proven to Schlumberger that no individual, no culture, no country has a monopoly on creativity and innovation. Furthermore, when all of these diverse elements are brought together the synergy is remarkable. In today's rapidly changing business world, diversity is no longer just a moral imperative; it's a key to survival.

THE WOODRUFF SCHOOL

The George W. Woodruff School of Mechanical Engineering Annual Distinguished Lecture was established in 1990 to honor an engineer who has made a significant contribution to society and to provide a forum for that person to interact with the Georgia Tech community.

Support for the lecture is made possible by the generosity of the late George W. Woodruff, an alumnus and influential Atlanta businessman, civic leader, and philanthropist. In September 1985, at the age of 90, Mr. Woodruff attended the ceremonies to rename the School of Mechanical Engineering in his honor. Today, the Woodruff benevolence continues to benefit Georgia Tech through the support of two major scholarship funds and a significant, unrestricted endowment. The Woodruff bequest to the School of Mechanical Engineering underwrites a faculty chair - the George W. Woodruff Chair in Mechanical Systems - and activities such as the Woodruff Faculty Fellows Program, the Woodruff Graduate Fellowship Program, the Woodruff Teaching Intern Program, and research and teaching assistantships for graduate students.

The Woodruff School of Mechanical Engineering is the oldest and second largest of nine divisions in the College of Engineering at Georgia Tech. The School offers academic and research programs in mechanical engineering, nuclear and radiological engineering, and health physics. The enrollment includes more than 1300 undergraduates (excluding co-ops at work) and 540 graduate students. Studies are directed by a full-time faculty of 68 professors, 16 research faculty, and three academic professionals, who are supported by 50 staff members. The George W. Woodruff School of Mechanical Engineering is the first educational institution to be designated an ASME Historic Mechanical Engineering Heritage Site.

For additional information, contact Dr. Ward O. Winer, Eugene C. Gwaltney, Jr. Chair in Manufacturing and Chair of the Woodruff School at:

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Distinguished Lecturers

- 1990** Donald E. Petersen, Chairman and CEO, Ford Motor Company
- 1991** Samuel C. Florman, Author and Professional Engineer
- 1992** Chang-Lin Tien, Chancellor and A. Martin Berlin Professor of Mechanical Engineering, University of California, Berkeley
- 1993** Sheila E. Widnall, Associate Provost and Abby Rockefeller Mauze Professor of Aeronautics and Astronautics, Massachusetts Institute of Technology
- 1994** Roberto C. Goizueta, Chairman of the Board and CEO, The Coca-Cola Company
- 1995** James J. Duderstadt, President, The University of Michigan
- 1996** Norman R. Augustine, Chairman and CEO, Lockheed Martin Corporation
- 1997** Charles M. Vest, President and Professor of Mechanical Engineering, Massachusetts Institute of Technology
- 1998** Robert A. Lutz, Vice Chairman, Chrysler Corporation
- 1999** George H. Heilmeier, Chairman Emeritus, Bellcore
- 2000** William A. Wulf, President, National Academy of Engineering
- 2001** Euan Baird, Chairman, President, and CEO, Schlumberger

Lecture

Tuesday, April 10, 2001, 3:30 p.m.
in the Auditorium of the Van Leer
(Electrical Engineering) Building,
Georgia Institute of Technology

Reception

After the lecture, guests are invited
to a reception (under the yellow
tents) in the courtyard of the
Joseph M. Pettit Microelectronics
Research Center (MiRC).

Parking

Parking will be available in the Visitor
Parking Lot (see the map for location).
To arrange for parking, please call
(404) 894-3200 by April 5th.

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