

FOR IMMEDIATE RELEASE

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Media Contact:

Lisa Doerner
(585) 330-9797

Digital Rochester Announces the 2012 Technology Woman of the Year

Digital Rochester announced the winner for Technology Woman of the Year at a breakfast at Locust Hill Country Club earlier this morning. The winner was selected from 11 nominees.

The award winner is: Jennifer Kruschwitz, Principal Engineer, JK Consulting

Encouraging women to enter the physical sciences has been a passion for Jennifer Kruschwitz for over 20 years. Jennifer has her B.S. and M.S. degrees in Optics from the University of Rochester and is currently studying for her PhD in Color Science at RIT. She has worked in Rochester since 1992 starting at the Laboratory for Laser Energetics and then Bausch and Lomb.

After her first child was born she became an independent consultant in optical interference coatings and is the only woman in the US who consults in this field.

Jennifer is a Senior Member of the Optical Society of America (OSA) and a member of the International Society of Optical Engineers. Jennifer has published more than fifteen journal articles, seven magazine articles, holds two patents and two patents pending in the areas of laser cinema display and color. She is currently an adjunct assistant professor to the University of Rochester and the University of Arizona. She has been on the International OSA Board of Directors as well as President of the Rochester local chapter. She was Chair of the Women of the OSA where she profiled several "up-and-coming" female graduate students for the WOSA newsletter. She works with MCC (where she sits on the Optical Technology Advisory Board) and East High School in organizing the "Summer Sizzler" to introduce optics to teens in their senior year. Since its inception, the Sizzler has doubled in size where many of the participants are young women.

Jennifer serves on the Board of The New Agenda, a national 501(c)(4) organization dedicated to improving the lives of women and girls by bringing about systemic change in the media, at the workplace, at school and at home. Jennifer is a certified 3rd degree black belt in Taekwondo and is

married with two children.

Technology Woman of the Year is designed to recognize, celebrate, and make visible the achievements of women in high technology fields. Through this award, women who work in these professions are encouraged to stay in the Greater Rochester area, mentor young women, and contribute to the economic growth of the region. Technology Woman of the Year is awarded based on three evaluation criteria: sustained contributions to the technology profession, contributions advancing the status and opportunities for women in technology and contributions to the community.

Attached Photo: Jennifer Kruschwitz, 2012 Technology Woman of the Year

Photo Credit: Creativeimages Photography

Additional photos available on the Digital Rochester [Facebook album](#).

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About Digital Rochester:

Digital Rochester was founded in 2000 and is made up of professionals and companies working together to strengthen the Greater Rochester Area's technology business community. DR events and community services include a wide array of educational and networking activities designed to support the growth and success of the Rochester business community.

In 2010, the organization grew with the inclusion of the Association for Women in Computing (AWC) and eBusiness Association (eBA). In 2012, DR entered into a strategic alliance with Greater Rochester Enterprise (GRE). This alliance will enhance DR's ability to support the Greater Rochester Region's business community.

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