

Press Room



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Street Smarts Announces Marsha Anderson Bomar as Inaugural Speaker for University of Florida Distinguished Lecture Series by Professionals



DULUTH, GEORGIA – March 23, 2010 - Street Smarts announces the speaking engagement of Marsha Anderson Bomar at the University of Florida in Gainesville, Florida on April 1, 2010. She is the inaugural speaker in the newly added Distinguished Professional Lecture Series. The presentation will be on the University of Florida campus, in the Computer Science and Engineering (CSE) building on April 1 from 10:30 – 12:00. All are welcome to attend.

Ms. Anderson Bomar will present A Professional Life in Balance... A Life of Work, Family and Service. Speaking on the seasons in our lives and careers, she will address decisions about how to act and be successful from starting your first job, to being an experienced professional, to choosing the last major role of your career. Through a series of life and work vignettes, Ms. Anderson Bomar will share her thoughts in the hope that participants will be inspired to be their personal best at all times.

As Founder and President of Street Smarts, a planning, design and engineering consulting firm celebrating its 20th anniversary, Marsha Anderson Bomar has received numerous awards. She has the honor of being the first woman to serve as International President of the Institute of Transportation Engineers (ITE) and was the first woman to ever receive the ITE Burton Marsh Distinguished Service Award. In 2005, Ms. Anderson Bomar received the Society of Women Engineers Entrepreneur of the Year Award and in 2008, she was named as one of the Top 25 Women Executives in Atlanta and received the National Association of Women Business Owners (NAWBO) Entrepreneur of the Year award.

Currently, she is the President of American Society of Civil Engineers' (ASCE) Transportation and Development Institute, chairs a Transportation Research Board (TRB) committee and is serving her second term on the Duluth City Council. She recently celebrated the one-year anniversary of the bistro she founded, Chocolate Perks, in Historic Downtown Duluth.

Street Smarts (www.streetsmarts.us) is a privately held planning, design and engineering consulting firm. For 20 years, the company has provided a wide variety of services to both public and private sector clients.