Awards are important markers of success in any career, and in academia they play a central role in hiring, promotion and tenure decisions. Unfortunately, striking gender disparities in scholarly recognition have hindered the advancement of women and limited their numbers as leaders in science, technology, engineering and mathematics (STEM). The 2005 CBMS survey reported that women were 9% of all full-time tenured faculty in doctoral-level math departments; yet women received only 4.8% of AMS scholarly awards during the last decade. Similar discrepancies exist for scholarly achievement awards from MAA, SIAM and ASA. Since the low numbers of women in prestigious math departments is apparently not the limiting factor, the cause of this under-recognition for scholarly contributions must be sought elsewhere. Decades of research in the social sciences points to implicit associations, or subconscious social stereotypes, as the mechanism by which both men and women de-value women’s intellectual accomplishments. The Association for Women in Science (AWIS) is working with seven disciplinary societies (including AMS, MAA and SIAM) to identify patterns of behavior that perpetuate unconscious bias in the awards selection process and pinpoint ways to mitigate its deleterious effects. (Received September 19, 2011)