



# IEEE *IEEE*Edmont Potential

A publication of the IEEE Piedmont Section - October 2006

Section Web page: <http://ewh.ieee.org/r3/piedmont/>

Council Web page: [http://www.ieee.org/sc\\_council](http://www.ieee.org/sc_council)

Today's Engineer: <http://www.todaysengineer.org>

## A MESSAGE FROM THE CHAIRMAN

Rob Scruggs

The IEEE Piedmont Section exists for the benefit of our members and their communities, but we cannot achieve this mission without your help. We are currently experiencing a critical lack of volunteerism and a great deal of disinterest in our section. We need help from the membership to change this situation.

The 2007 Officer Elections will be held at the November meeting, which will be held on the Clemson University campus. If you are interested in serving as an officer, if you have any ideas of how to improve our section, or you would like to take a step toward enhancing your career and resume, please come to the meeting and make your voice heard. If you have any questions about being a volunteer officer or would like express your desire to seek an office, please contact me at [r.scruggs@ieee.org](mailto:r.scruggs@ieee.org).

## Next Meeting

### Earthquake Engineering - Parallels to Electrical Engineering

Rob Scruggs

Thursday, October 19, 2006

Philip Caldwell, of Schneider Electric, will present of overview

of the similarities behind state of the art earthquake engineering and electrical engineering fundamentals. This unusual perspective will demonstrate how "engineering first principals" can be used to better understand engineering challenges in widely different fields of practice.

Once the domain of "five men in a telephone booth" the science of earthquake engineering has evolved rapidly over the past few decades with much more to be learned. Parallel advances in electronic instrumentation and automated data acquisition has played significant role in these advances. Cheap desktop raw mips has brought the power of simulation to a global body of earthquake researchers that will continue to fuel rapid advances in this field.

Also covered will be an overview of how these advances are and will continue to advance state of the art in seismic mitigation in building codes around the world.

The speaker is Schneider Electric's North American representative to numerous groups and standards organizations in Canada, Mexico and the U.S. that influence the seismic provisions of building codes and utility standards.

#### Meeting Details:

6:30pm Dinner/Social 1/2 Hour

7:00pm Meeting begins

Dinner will be served from Fatz Cafe. Dinner cost is \$10 for members and guests, \$5 for unemployed members, and free for students (no charge to attend). The meeting location is ECPI College of Technology, 1001 Keys Drive #100, Greenville, SC 29615. Please email Jerry Clark ([jclark89@hotmail.com](mailto:jclark89@hotmail.com)) if you plan to attend and especially if you plan to eat.

### IEEE.tv:

#### New Broadcaster Hits

#### Town

The Institute

After more than 100 years as a magazine publisher, the IEEE might be regarded as an unlikely candidate to become a broadcaster. But in August, the IEEE released *IEEE.tv*, its Internet broadcasting network, which features coverage of IEEE conferences, interviews with IEEE book authors, primers on technology-related careers, and overviews of IEEE products and services. Learn more at <http://bmsmail3.ieee.org:80/u/3937/00945600>.

#### Marketplace of Ideas:

#### Questioning the Retirement Age

The Institute

Helmut Panke, former chief executive at BMW, turned 60 in August and was forced to retire soon after, in accordance with BMW's retirement-age rule. Some analysts say that for BMW

to anticipate tomorrow's technology trends, key executives must be younger than 60. Do you think that executives

over 60 are out of the technology loop, or should BMW and other companies with similar rules raise the mandatory age of

retirement? Weigh in at: [institute@ieee.org](mailto:institute@ieee.org)



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Currently looking for electrical engineers with background in instrumentation, refrigeration and construction

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