



Minutes

Attendance: **40** (see the last page of these minutes)

- Meeting was opened by the Chair, Kim Parnell, at 6:05 PM
- Acceptance of the Minutes from 2 March 2011 by Ed Aoki
With no corrections or modifications, the minutes, distributed by ListServ, were accepted
- Acceptance of Agenda for April 6, 2011 meeting
The agenda (R2) distributed by ListServ was accepted with modifications (as R3) with added items under New Business: Maker Faire, UC-SC Senior Design Projects (SDP) presentation
- **Opening Remarks**
 - Target ExCom Meeting Completion **by 8:15PM** (*Note Target times in Agenda.*)
 - Discuss 2011 IEEE SCV Section Initiatives and Champion during New Business Opened discussion last month on potential ideas such as:
 - Sustainable Jobs
 - Energy Efficiency
 - Global Awareness
- **Update on Region 6/Central Area meeting**, April 23, 2011, Saturday - Ram Sivaraman
Some Micromouse issues were discussed. UN-Reno will be supplying measurement equipment. Ram was informed by UN-Reno that they have all the Micromouse equipment, including Maze/Walls. Oscar Mahinfallah of CPMT-SCV Chapter will be judging. Region 6 Chair is Ed Perkins.
- **Region 6 report, Phoenix,AZ, March 18-19, 2011** – Tom Coughlin
Tom wore 3 hats for reporting purposes at Phoenix, AZ, acting as: Sections Congress 2011 Chair, Region 6/Central Area representative (for Ram), and SCV Section representative.
There is a Region 6 Award Coordinator (Roger Hoyt) who reviewed, with his committee, and voted on the award submissions.
The next Region 6 meeting will be held in San Francisco preceding the SC2011.
- **Chapter Reports** (Maximum 6 minutes each)
Chapter Website URLs: <http://ewh.ieee.org/r6/scv/chapters.html>
 - 1) SJ State University CPMT Student Branch Chapter CPMT-SJSU-SBC (Charles Le) Not present
 - 2) Consumer Electronics Society (CES) by Michael Wang
Michael noted his EXCOM, noted his chapter's website, reviewed his 2010 bank balance, analyzed his chapter's member demographics (noted the decline in member numbers), described 11 CES Technical Meetings in 2010. CE is a confluence of technologies (storage, communications such as wireless etc). In 2011, another 11 TM are anticipated.
 - 3) University of California at Santa Cruz Student Branch (UCSC-STB) by Diego Aulet-Leon
Diego introduced several of his EXCOM who were in attendance and pointed to his website URL; he described several of his STB's meetings; he covered the financials including bank and cash box balances; he analyzed the demographics; he described the current/anticipated operating expenses of \$425 including a dunk tank rental. A request for \$425 was postponed until May meeting.

Funding Requests [Total of 4 minutes time targeted; originally intended for New Business]
UCSC-STB SDP [Senior Design Projects]: Glove Mouse, Hive Mind, and Synchrophasors were presented with materials lists, budgets and requests for funding. Funding requests of \$1130, \$2152 and \$630 were postponed until the next meeting; funds are necessary in June when the school year ends. A contact name/information for each project was requested for answering questions. UCSC-STB was requested to determine what might be done if less than full funding was given. Karl noted that UCSC received \$160 in November 2010 and \$310 in February 2011. Ram suggested that UCSC might enter the SDP projects for Central Area Awards in Reno, April 23, 2011. Ram would provide a website URL for distribution to the Student Branches (done)



Confirmed advance presentations as backups

- 4) Education (ES) by David Craven
David described the ES EXCOM, noting that both Secretary and Treasurer have resigned and the positions are open; David covered the Financials and described the ES strategy for 2011 meetings; the titles and content of the 2 TM's in 2010 were given; a photo of the March 2011 ES meeting was shown; the topics/criteria for 2011 meetings were given; the membership demographics were analyzed; ES members come from both industry and academia. Subsequently, we discussed the possibility of helping academics to improve their teaching skills.
- 5) Electromagnetic Compatibility (EMC) by Robert Pham
Robert covered his EXCOM and website URL; the EMC financials showed a healthy balance; the membership demographics were shown; the EMC symposium netted > \$10K in 2010; Sponsors and vendor table-tops made a great financial contribution; 11 EMC TM were described by title and presenter; Robert quickly covered the TMs planned for 2011; EMC meets at Applied Materials. EMC no longer needs a bridge-loan for setting up the Mini-Symposium. Kim noted that EMC is a model chapter.
- 6) Electron Devices (EDS) by Reza Arghavani
Reza covered his EXCOM and website URL; EDS normally holds its TMs at the National Semiconductor E-1 Auditorium with attendance ranging from 50 – 150; Reza described the TM scheduled for 2011 by title and presenter; Financials are healthy for 2010-2011- AMAT is a key sponsor that contributes a healthy sum in support of EDS; 18 TM were given in 2010; EDS has funded 2 scholarships based in part on their analysis of 2 articles published by Andy Grove and Bill Gates; both winners have very impressive credentials.
- 7) Santa Clara University Student Branch (SCU-STB) by Orianna Hilliard and Kirsten Petersen.
Gopal Singh (Vice-Chair) introduced the two SCU presenters and the SCU-STB EXCOM and website URL; the Financial balance is \$2500; the member demographics may be improved by SCU participation in MicroMouse. Orianna covered the planned 2011 activities. Kirsten covered 2011 fund-raising activities; anticipated MicroMouse competition; participation in the IEEE website competition and IEEEExtreme Training.
- 8) Neha Choksi – STEM - "Learning Through Passion: Fashion Project" – Region 6 Education (originally in New Business – as a funding request)
Neha was introduced by Nick Massetti of NanoTechnology Council-SFBAC.
A project with \$25K initial funding from the IEEE Foundation/Life Member Fund to engage girls in middle school by appealing to their interest in the Science, Technology, Engineering and Math parts of the fashion industry such as color-fast dyes and fabric science, CAD tools and machines used in fashion, manufacturing methods and textile engineering, pattern size scale and calculating materials costs.
Neha requested a \$5K grant from SCV Section to help meet an anticipated budget of \$37.5K in 2011 for curriculum development.
Kim suggested Tom Coughlin as a resource for fund raising expertise.
Dick Ahrons suggested Bette Moore (wife of Gordon Moore, co-founder of Intel), Mills College a women's college in Orinda, CA, and Donna Dubinsky, co-founder of Palm as possible sponsors.

Jeffrey Pawlan moved that we support this \$5K grant request. Tom Coughlin seconded the motion. David Craven moved that we table this motion until the budget is determined; Anshul Bansal seconded the motion to table. The motion to table was passed with 3 opposed.

- **Chapter Rebates** (Kim Parnell)

Kim reminded the Chapters of the requirements to qualify for rebates (full chapter report, timely

financial report, minimum meeting activity reported. Also, the rebate checks are given out at these EXCOM meetings in the September-October timeframe.

- **Chair Report** – Kim Parnell (6 Minutes)
 - Kim made some preliminary comments on the IEEE-SCV Section 2011-2012 Budget. We are operating on the 2010-2011 budget approved last year.
 - We are putting together guidelines for all Section funding requests – particularly for Chapters & Universities
 - Kim made a short reference to the ongoing formation process for the new SCV Photovoltaics Chapter (PV JT Chapter) - to be discussed further under New Business by Kris Verma)
 - Roger Hoyt, Tom Coughlin, Allen Earman - Update regarding Sections Congress 2011 (SC2011) in San Francisco (Aug.19-22, 2011) www.ieee.org/sc2011 . Tom noted that we have \$5 K funding for 2 volunteers to attend SC2011 from the money provided by sponsors; targeting for 20-30 student volunteers to help; Allen Earman is working on Society display tables with literature and representatives at the CHM evening event on August 21; endorsement and supportive letters are expected by SC2011 from the office of the Governor of California and Mayor of SF. There is a pre-CHM event for SFBAC Volunteers – to be held at Michaels at Shoreline –noon to 2 PM - with no named point person as yet with 250 attendees and a budget of \$8K.
- **Vice Chair Report** – Brian Berg (2 Minutes)
 - Brian introduced Alex Goldhammer - SF Section's GOLD Chapter, working in SCV at Xilinx. With the rejuvenation of the SF GOLD chapter, Alex offers to volunteer in SCV IEEE activities as well.
 - SCV-ExCom2011 – List Netiquette & Protocol; a reminder that the messages to the 200 subscribers of this list should be composed to convey the focus of the message, with clarity and brevity in the subject line and clarity in the body of the message.
- **Secretary Report** – Ed Aoki (3 Minutes)
 - E-Mail List Server status - SCV-ExCom2011@ieee.org - 2011 ExCom DList has been set up and used for distributing the minutes for the March meeting and the agenda for this April meeting.
 - SAMIEEE access has been assured for Chairs. For newly elected Chairs, Ed has been running (or requesting) SAMIEEE reports for demographic reporting. vTools access has been assured for all 4 elected officers; Affinity Groups can report (and get credit for) Technical, Admin and non-Technical meetings.
- **Treasurer Report** – Karl Mathia (6 Minutes) Financials Update and Budget Status
 - CBRS checking balance March beginning and ending was \$166,716 and \$161,023.50; CBRS investment balance was not accessible but the current unrealized gain is approximately \$ 5K.
 - The biggest expected expense this year is the rebate to the chapters, followed by the SC2011 and student support (\$ 25K, \$15K and \$6K, respectively).
 - Income is expected to be approximately \$ 75,000 without any fund-raising efforts; this figure includes a planned realization of the gain in the investment. The rebate from IEEE is a simple guess-timate.
 - Any surplus from SC2011 would stay in the IEEE Foundation Accounts and will not be returned to the donors (Of the \$15K from SCV, \$10K is earmarked for the CHM event and \$5K is earmarked for SC2011 through IEEE transfers). SCV Section Treasurer needs to set up the transfers.
 - Distribution of SFBAC Grid revenue is distributed according to membership numbers.
- **PACE Chair Report** – Kiran Gunnam (3 Minutes)
Primary problem for PACE meetings is the identification of a suitable venue. Planning on 3-4

events. First event is planned for May on "Small Business Issues" with Ross Harrison, IEEE-USA's Senior Legislative Representative for Grassroots Activities; IEEE-HQ will cover expenses. The next event will feature Michael Andrews on "The Balanced Engineer"; Michael is from Phoenix, AZ, and IEEE will take care of expenses. The last event with a speaker identified will be on "Intellectual Property: Traps and Opportunities for Employed Future Entrepreneurs" by Orin Laney, from the Bay Area, incurring no travel expenses. Ram Sivaraman and Kim Parnell have offered suggestions for venue: Kim is working on a venue at Santa Clara University; SCU may have parking problems for a large crowd; Ram is working on KeyPoint Credit Union.

Kiran attended a 4-day IEEE-USA 2011 conference from March 3rd-March 6th in Austin, TX as SCV section representative/PACE chair. The Conference offered a useful view of the overall activities of IEEE, IEEE-USA and PACE and cost ~ \$1500 of which \$500 was covered by Region 6 and the balance by this section. It was helpful to meet several old timers of IEEE there. Recommend a representative of SCV section or PACE attending this conference every 3-4 years; most of the presentation materials are posted on-line after the conference.

Kiran expects that a budget of \$1000 will cover food and snacks for the anticipated 3-4 PACE meetings.

- **Committee Reports:** (limit 2-4 Minutes each)
 - **Educational Activities** Chair – Ken Doniger [Not present]
 - **GRID** Editor – Paul Wesling [Not present]
Dick Ahrons noted that projected GRID income appears to be equal to or better than last year.
 - **GOLD** – Sachin Desai (Chair)
Sachin reported on the very successful "Cloud Event" at Santa Clara University, sponsored by RiverBed (\$3K for food and drink) with 4 panelists, 120 attendees, and netting \$1300. n]
 - **IEEE/Computer History Museum (CHM) and IEEE Engineering Milestone** Coordinator – Dick Ahrons

SC2011 event at CHM with Catering by Ed Aoki, Publicity by John Swan, Transportation by Dick. Suggested combining catering by Michaels for both the volunteer lunch event and the CHM reception. Contract to the Museum has not yet been released.

At a meeting with John Hollar on March 10, brokered by Steve Diamond, (chair of the IEEE Strategy Committee) the IEEE sponsorship of the CHM Revolution exhibit is being discussed, with an emphasis on a high level relationship between IEEE and CHM.

IEEE Spectrum magazine plans a live webinar at CHM in the Fall; Roxsana is the SCV Section point on that event.

IEEE Annals of Computer History – Dick is contributing a history of IC's at RCA in the 1950-1960 period.

Dick called for new candidates for IEEE Milestones.

- **K-12** –Lee Colby
Lee is waiting for an inventory report from RAFT (Resource Area for Teachers) before he submits a request for funds.
- **Membership** Chair – Brian Berg
Brian showed Membership Development data on overall IEEE membership trends from 1963 - 2010 (increasing steadily over the past few years); student membership is increasing rapidly; Brian noted the effect of the "Terminator Program" which removes those

members in arrears from the “active” list in late February; SCV Section membership is steadily decreasing (by 200-400 per year) when viewed over the past 10 years.

- **Sections Congress 2011 Recommendations and Poster** – Kim Parnell
IEEE-SCV submitted recommendations for key items to discuss at Sections Congress 2011 (SC2011):
Volume purchase access for members to IEEE Xplore Digital Library.
(Similar to a pre-paid card with proposed \$250 giving you up to 250 articles – as low as \$1/article rather than \$25/article - with details still to be worked out). The rationale for this recommendation: Improved access will greatly enhance the value of an IEEE Membership for activities such as technology development and patent research.
2 candidates for IEEE national positions supported a lowered cost pilot program.
Multi-disciplinary collaboration between different Societies, including non-IEEE, such as ASME and SAE.
Streamlining the L-50 process, especially for large sections (SCV is the largest IEEE section in the world).

Jeff Safire and Kim Parnell submitted a Poster for SC2011 about the IEEE-CNSV Consulting Practices Program (CPP).
- **Nominations and Awards Chair** – Jeffrey Pawlan
Paul Wesling and Kris Verma are working with Jeffrey on the N/A Committee.
Jeffrey has only a few candidates so far and we need more. April 15 is the submission deadline. Jeffrey will not be at the May EXCOM meeting – he'll be at a meeting in SF.
- **Student Activities Coordinator (SAC) Chair & University Student Groups** – David Craven
discussed the joint student organization event planned for the CHM.
David noted that the student organizations needs include more than money; he is identifying lecturers and internships for the summer. David is currently a committee of 1.
- **Senior Member Advancement Chair** – Jack Berg [Not present]
Ed Aoki noted that Denise Maestri sent the Section a list of 8 SM applicants whose applications have not progressed. We received the emails of those applicants so that Jack and Ed can contact them to encourage them to push on additional references. There is no currently planned SM elevation event; Mid-June would be an appropriate time.
- **Webmaster** –Status Support of SCV Section and Chapter web sites and help to chapter distribution lists - Min Hua - [Not present]
The SCV-EXCOM2011 subscribers received Min Hua's resignation message effective today.
Jared Petrie, Secretary to SCV-GOLD, agreed to help as interim SCV Webmaster.

- **Old Business**

(limit 2 Minutes each)

- **SF Bay Area Maker Faire** –Tom Coughlin
May 21-22, 2011 – San Mateo. Plans, Organization, Volunteer Staffing, Request to IEEE Membership Development. Friday, May 20, is setup day.
We need to organize a list of booth duty volunteers and to determine whether a discounted admission fee is available to volunteers.
Lee Colby, Sachin Desai, Jared Petrie volunteered.
Give-away IEEE items ordered from IEEE Membership Development by Ed were handed over to SCV-GOLD who noted that T-Shirts cost a minimum of \$ 5 - 7 for printing.
Any requirement for electrical power needs to be stated ahead of time.

- **New Business** (limit 2-4 Minutes each)
 - **PwrSOC 2012** – Power Supply on Chip Workshop sponsored by Power Electronics Society (PELS) – Matt Senesky
2-1/2 day workshop, Cork, Ireland, with 100-150 attendees. Companies in this area of work include National Semiconductor, Texas Instruments, Linear Technology, Analog Devices, Maxim, Fairchild, Volterra, and Intel.
 - **STEM - “Leveraging Girls Passion: Fashion Project”** – Region 6 Education – Neha Choksi – Presentation and discussion moved up to “Chapter Reports” as item 8).
 - **SCV Photovoltaics Chapter** (PV JT Chapter) formation & officers – Kris Verma
The new officers are:
Chair: Jurgen Daniel <daniel@parc.com>, Vice-Chair: Ali Iranmanesh <alii@isqed.org>, Secretary: Kris Verma <krisverma@sbcglobal.net>, Treasurer: Bob Herrick <bob_herrick@sbcglobal.net>, Program Chair: Eric Wesoff <wesoff@mindspring.com>
The petition to form this JT Chapter is being circulated by Paul Wesling.
 - **IEEE-SCV Life Member (LM) Affinity Group (new group)** - Les Besser – Chair
Approval of this new Affinity Group was received last week.
Les introduced the positions and names of the new LM EXCOM.
Chair: Les Besser <Lesbesser@aol.com>, Vice-Chair: Lowell Klaisner <lowell@klaisner.com>, Treasurer: George Bechtel <gbechtel@pacbell.net>, Secretary: Lee Colby <lee.colby@ieee.org>
LM's held its first EXCOM meeting April 4, 2011.
1056 IEEE SCV members are eligible; 10% of the OEB (Oakland East Bay) members attend (interested in energy topics).
Would like to see IEEE reach out to the working engineer.
Dick Ahrons suggested Michael Deering (IEEE Major Gifts Officer) as a resource.
supportieee@ieee.org +1 732-562-3915
Focus areas for meetings and activities: Education such as helping K-8 teachers.
Intend to have 3 meetings a year and 1 combined meeting with OEB.
Looking for suggestions for a meeting venue. Need start-up funding from \$500- \$1000.
Ed Aoki suggested the local program, Discover-E, as way to helping teachers.
LM eligibility: age >65, sum of age + years of IEEE membership =, > 100.
Nvidea, AMAT, HP were suggestions for venues.

Tom Coughlin moved and Ed Aoki seconded the motion to provide the \$500 seed funding to LMAG. The motion was approved unanimously.

UCSC-SDP – (Senior Design Projects) – Presentation and discussion moved up to “Chapter Reports” under item 3).

- The meeting was closed by the Chair at 10:00 PM
- These minutes respectfully submitted by Ed Aoki, SCV Section Secretary
- **Next Meeting: 4 May 2011, Cogswell College Board Room, 5:30 PM**



		Attendance, 2011-04-06			Total Attendees = 40
First	Last	Chapter/Office	SM	F	Email
Brian	Berg	SCV Vice Chair, and Membership Chair	x		brianberg@gmail.com
Clay	Maynard	VTs-Chair			clay@maynard.com
David	Craven	SCV-Student Activities Coordinator			david.craven@lamrc.com
Dick	Ahrons	SCV-IEEE Engr Milestone Coordinator	x		ahrons@alum.mit.edu
Diego	Aulet-Leon	UCSC-STB-Chair			daulet@soe.ucsc.edu
Ed	Aoki	SCV Secretary	x		e.aoki@ieee.org
Fred	Jones	SFBAC Representative	x		f.jones@ieee.org
Jeffrey	Pawlan	SCV Nominations & Awards	x		jpawlan@pawlan.com
Karl	Mathia	CSS-Chair & SCV Treasurer	x		karl.mathia@ieee.org
Kim	Parnell	SCV Chair	x		kim.parnell@stanfordalumni.org
Kiran	Gunnam	SCV-PACE Chair	x		kgunnam@ieee.org
Lee	Colby	SCV Chair Emeritus, K-12	x		lee.colby@ieee.org
Les	Besser	LM Chair		x	LesBesser@AOL.com
Matthew	Senesky	PEL-Chair			senesky@gmail.com
Michael	Wang	CES-Chair			michaelawang@macronix.com
Ram	Sivaraman	SCV-past Senior Past Chair	x		ramsivaraman@ieee.org
Reza	Arghavani	EDS-Chair	x		RezaArghavani@ieee.org
Richard	Stallkamp	TMC-Chair			rstallkamp@yahoo.com
Robert	Pham	EMC-Chair			PhamRobert@Yahoo.com
Roger	Hoyt	SC2011 Local Chair		x	r.hoyt@ieee.org
Sachin	Desai	GOLD-Chair			sachin.desai@ieee.org
Tom	Coughlin	SC2011 Chair	x		tom@tomcoughlin.com
Kris	Verma	NTC	x		krisverma@sbcglobal.net
Jared	Petrie	GOLD-Sec			j.petrie@ieee.org
Alex	Goldhammer	GOLD-SF			ahammer@ieee.org
Michael	Patten	CNSV-Treasurer			michaelpatten@ieee.org
Anshul	Bansal	GOLD-Treasurer			bansalanshul@yahoo.com
Gopal	Singh	SCU-STB-VC			gsingh@scu.edu
Orianna	Hilliard	SCU-STB			brianna.hilliard@gmail.com
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Patrick	Shyvers	UCSC-STB			pshyvers@ucsc.edu
Nick	Massetti	SFBAC-NTC	x		nickmassetti@ieee.org
Joseph	Wei	CES-Vice-Chair			joe.wei@gmail.com