

Ratcliff's Ramblings (Final installment as Director Region 3 but not the last)

Most, if not all, of the Ratcliff's Ramblings over the last 5-10 years were driven by the following values and mutations thereof:

- Focus on the member as a person (not just a revenue stream)
- Think Strategically - Act Operationally
- Look for the "root cause" in developing solutions
- Use Engineering Principles to solve problems and guide action
- Promote a collaborative work environment

During our journey over the last 2 years, these principles guided the transformation to Member and Geographic Activities (MGA) and the changes in Region 3. The volunteers of the Region 3 Committees and some of the sections are working toward the new focus of engagement. So, you are probably asking yourself what does all of this have to do with me?

If you are interested in optimizing your membership in IEEE then the work that has been accomplished within Region 3, Member and Geographic Activities and the Board of Directors will help you:

- identify those areas of the profession that are of most interest to your career
- in your growth and development technically and professionally
- to engage other technical professionals in developing working relationships
- find your "professional home" in IEEE.

IEEE as you well know is a big place with many spaces that store useful information, advance technology and help solve many of the problems that mankind faces today. Your contribution will help form the many faces of IEEE because it will contain your face.

It is not easy to get your arms or imagination around the entire Institute. I have been involved in IEEE for 35 years at various places, positions and most recently as a member of the IEEE Board of Directors and still do not have a complete understanding of all aspects of IEEE. IEEE is a journey not a destination.

It is a journey of learning, experiencing, experimenting and growing. It is a journey made with other people with similar fields of interest, goals, drives and yes diverse backgrounds, experiences and perspectives.

It is a journey in an organization that is dynamic and changing to meet the demands of the world in which we live.

It is a journey to advance technology for the benefit of mankind.

It is a journey that requires effort, active participation. It is not a spectator sport.

If I can help you optimize your journey in IEEE just holler!

William B Ratcliff
Director Region 3 2008-2009