

ULTRASONICS, FERROELECTRICS, & FREQUENCY  
CONTROL SOCIETY  
AdCom Meeting Minutes: 17 April 2004

initial proposal was 2.5 times as high as Munich, and has been revised down to 2 times as high. Herman thinks the most effective way to deal with the situation is to introduce competition.

### **2008 Symposium**

The Ultrasonics Committee decided we should take the '08 symposium to Beijing, China. This would be shortly after the summer Olympics. Jian-Yu Lu agreed at the Ultrasonics Committee meeting to be the General Chair. Jian-yu made a presentation on Beijing, highlighting all of the improvements that will be made due to the Olympics (highways, transportation, hotels, etc), and stressing the cultural aspects available inside or near Beijing. There are some strong ultrasonics groups – in Nanjing and in Beijing. The costs of the conference should be very reasonable, as hotel and food costs are quite low compared to other venues. Five star hotels cost about \$100-140/night, and four star hotels about \$90-95/night. Less expensive accommodations are available for students, etc. nearby. A discussion ensued regarding the difficulty in getting visas, but it was considered a reasonable situation that could be dealt with.

Clemens Ruppel made a motion (from committee) that passed (20 in favor, 0 opposed, 1 abstaining) that: **AdCom approve Jian-Yu Lu as the General Chair for the 2008 International Ultrasonics Symposium, and approve Beijing as the conference location.**

### **Future Symposia**

There was a discussion that in 2009 we want to go to Europe, with several locations being suggested (including Montreaux Switzerland, Florence, and others). Clemens asked all interested parties to send him a short e-mail with suggestions, and we will discuss it further in Montreal. At the second Chiba conference in Japan in March of this year, Professor Yamagouchi asked if we could bring Ultrasonics back to Japan again in 2010 (probably Kyoto). We will discuss this further in the Ultrasonics Committee meeting before bringing it back to this committee.

Gerry Blessing thanked Marj Yuhas for making arrangements for this meeting.

### Awards

Reinhard Lerch provided a written report, which was summarized by Gerry Blessing. The selection process for the Outstanding Paper Award for 2003 is still underway, and the award will be given at the Montreal conference. Additionally, several candidates have been nominated for the Distinguished Service and Achievement Awards for 2004.

### Membership Services

Chair Rajesh Panda gave an oral and written report, and in summary we have 1979 members as of April, 2004, down slightly from the April 2003 level (2042). It seems that the level has stabilized somewhat and we are no longer seeing the rapid declines we saw last fall. IEEE overall membership went down significantly last year. One reason given was that many people in the past had multiple society memberships and they are now dropping multiple society memberships for financial reasons. Now we can get info for the UFFC society, and it turns out that 40% of our members are unique to UFFC only, so about 850 people only hold UFFC membership (no other societies). Over half of the people who leave IEEE say it is because of cost, but that they are likely to return within 1-3 years as their personal financial situations improve. Following a meeting in Atlanta, Rajesh has the results of some comprehensive research done to find out why there was such a loss of members. About 13,500 people responded to the survey. Results indicate that people join the society because they are looking for technical info (IEEE publications), and to stay current in their field, and to get a discount at conferences. But in the UFFC Society, society members do not get any preference over IEEE members for conference rates – perhaps we should reduce conference fees for society members? Members of smaller societies are looking more for networking, etc. We are doing some things right, like the fact that the fee we charge for society membership is not too large, and that people like the web access. Another survey is being developed that should go out in May. Typical questions include: Are the fees at conferences too high? Is the MDL (Member Digital Library) having an impact by meeting needs so you see no reason to stay in a society anymore? Are fees for transactions, etc. too high?