



IEEE

Region 3 Newsletter

Mark your calendar!

Sections Congress 2005

Hosted by Region 3
October 14-17, 2005

Tampa, Florida

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Message from the Region Director

Charting the IEEE's Future

The third weekend in October will be both a major end and a major beginning in the life of IEEE Region 3. Sections Congress 2005, the triennial meeting of representatives of all IEEE Sections, will be the culmination of not just three years of event planning, but also over a year of planning, discussions, brainstorming, collaboration, research, and retreats – all to identify the strategic direction of IEEE Region 3 and how we can foster change and improvements within the IEEE to help steer us in that strategic direction. The project, called “SP05/SC05” for Strategic Plan 2005 / Sections Congress 2005, has been involving IEEE leaders and volunteers at all levels within our region to reflect upon our current direction, where our long-term strategy should lead us, and what we need to do to get there. And, more importantly, all of this effort forms a new beginning, as the project will take the needs that are identified and help chart the changes needed (again, at all levels) to help maintain our strategic direction to best serve our members, the profession, and the industry in our geographic region.

Beginning with our Fall 2004 meetings in Atlanta, we began to ask the all-important questions of “why are we here”, “who do we serve” and “how best can we serve” - the answers centered around the three areas that we identified as served by the IEEE: our members, the

profession (where our members work), and the industry (who hires our members). Given that audience, we began to identify how best we could serve each of these segments, including a gap analysis of what we are now doing, what we could do better, and what we need to begin doing. One aspect of these discussions, our volunteers (a subset of the membership), is discussed in depth in George McClure's column. The pages of information that George recaps for you should give you a sense of the depth of the ongoing discussions that our hard-working volunteers are holding. And the discussion continues: we are holding on-line discussions on our Region 3 Virtual Community (see the link on page 3); you are all welcome to join this community and add your ideas and discussion to these important issues. These discussions will culminate with the Region 3 meeting to be held October 14 in Tampa, the day before the beginning of Sections Congress 2005. At that time, we will gather all of the discussion and determine what issues that we need to carry forward to all of the IEEE for action at Sections Congress. Those issues that can be best addressed by our own volunteers within Region 3 will be carried forth for implementation within our own region's goals and objectives over the next year.

Please read through this newsletter for all of the other exciting things that are going on



Bill Harrison,
Region 3 Director 2004-2005

within our region. Notably, see the article by Doug Gorham on the Teacher In Service Program (TISP), which has its roots in our own Florida West Coast Section (FWCS) and was written up in the March 2005 issue of The Institute. Once again, Region 3 leads the way in service and innovation. Other articles of note feature our ongoing Leadership by Developing Others project that has the rest of the IEEE taking note, and innovations in publicity and membership development.

Another feather in our region's cap, along with being the host of Sections Congress 2005, is the large number of our volunteer leadership that have been invited to speak at this great event. The world will certainly hear once again of all of the great things that all of you are doing, have been doing, and continue to do for the benefit of our membership, the profession, and our industry - **keep up the great work!**



George F. McClure
Region 3
Director-Elect 2004-5
(g.mcclure@ieee.org)

***“volunteers ...
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How the Region Helps Its Sections

George McClure, Region 3 Director-Elect

One of my duties as region director-elect is to monitor section/chapter activity and to assist entities that may be in difficulty. Some sections/chapters seem to feel that their only contact with the region is in the context of querying them when they fall behind in reporting. This perception fails to take into account the tools and tips the region offers them, including leadership development, strategic planning, a return of mentoring in developing others, and employment assistance.

The Region 3 Web site, covering all aspects of Region operations, is found at <http://www.ewh.ieee.org/reg/3/>. Some of the specific points touched on at the Region 3 April meeting in Fort Lauderdale are mentioned below.

Officer reporting - Sections who fail to report new officers may find themselves cut off from email contact, because all communications continue to be directed to the old officers, some of whom may have moved away. It is vital to report all officer changes, when occurring, to georoster@ieee.org so that the Geographic Roster posted at the IEEE Web site has current information. In some cases, even though officers serve two-year terms and may not have changed, it is necessary to advise Headquarters (georoster) of that fact to get the listing updated to 2005.

Checking Roster Listing - Every volunteer listed in the Geographic Roster has access to its Web listing. A Web account is needed for access. Members can establish a Web account and can access the IEEE Geographic Roster at the links to the right

Qualifying for Rebate - The deadline for submitting the L-50 financial form for the previous year, in order to qualify for the financial rebate, is June 30. One section failed to submit a financial report for 2003, and thus failed to get its rebate. We don't want a section to miss out on the 2004 rebate. Councils must submit financial reports, but are not required to report meetings. For details on financial reporting, see the link to the right

Using an IEEE email alias - An advantage of the IEEE alias is the “one-stop shopping” when changing ISP. With an alias, it is only necessary to change the association with an ISP to redirect all your email. Without an alias, it is necessary to notify all email correspondents of any change. Since much IEEE business is conducted through email, an inoperative email address can keep an officer from receiving vital information. Aliases are easy to remember, usually being formed from your name, regardless of the actual address used by the ISP. See the link below for information on setting up an alias. Virus checking is another benefit of using an alias.

Joining the Region 3 Forum - All Region 3 volunteers are encouraged to join the IEEE Region 3 Forum, a Virtual Community, which requires a web account. The Forum is the place for discussing issues affecting operation of Region 3 sections and chapters, and for information about the Region 3 Web site. To access the Region 3 Forum go to <https://www.ieeecommunities.org/region3>. Currently there are only 28 members signed up.

Aids for Section Operations - Section Best Practices are compiled from the activities that have proved successful for one or more sections in serving their membership. A call has been issued for new practices, based on Region 3 section/chapter innovations, that could be added to the list at the link to the right. Please send your additions to g.mcclure@ieee.org.

Volunteerism - Volunteers should be encouraged to come forward to aid in section/chapter operations. A breakout session at the Southeastcon 2005 meeting included a poll of the active volunteers there who, almost uniformly, got involved because they were asked to take on a task at the local level. There is a brochure that can be printed out and used at section/chapter meetings to encourage volunteerism. See the Volunteer Tool Kit at the link to the right. You should invite your life members to work with your section committee – they have the time and experience to contribute significantly. Sections with six or more life members can for a Life Member Chapter, a RAB affinity group where their meetings will qualify for rebate

How the Region Helps Its Sections (cont)

credit.

Membership brochure - A brochure for membership development, that can be used by sections and chapters for recruitment at their meetings and job fairs, forms a leave-behind for contacts with member employers, and can be distributed at expos and public libraries, customized for the local group, is in process. A draft copy was distributed at SoutheastCon. Contact me for further information.

Membership Directory - The IEEE Membership Directory was discontinued as a paper 2-volume publication several years ago. The Region 3 recommendation to reestablish the directory in some form, for the convenience of volunteers, has been referred to the Regional Activities Membership Development Committee. A new feature in the RAB/TAB Web rosters allows a search by name. If that name is included, details associated with it will appear. You will see this feature at the Geographic Roster, noted above.

Leadership Development - Seminars are offered by Region 3, customized to match the available time, to its sections, areas, and councils. Often conducted in connection with Region meetings, these seminars are also available locally. See the link below for further information. To take advantage of these seminars or to schedule one, contact c.j.lord@ieee.org

See you at the Region 3 meeting just before Sections Congress 2005! The date is Friday morning, October 14, 2005. For information on Sections Congress, see the link below

MORE IDEAS

Some more ideas came from a meeting earlier this year, where your fellow members brainstormed things that sections could do

(continued on page 6)

The Links in a Nutshell:

Region 3 Web site

<http://www.ewh.ieee.org/reg/3/>

Establish / Maintain a Web account

<http://www.ieee.org/web/accounts/>

IEEE Geographic Roster

<http://www.ieee.org/organizations/vols/rosters/>

Financial reporting

<http://www.ieee.org/organizations/rab/scs/pubs/Handbook/principles.htm>

IEEE email alias

<http://eleccomm.ieee.org/>

The Region 3 Forum

<https://www.ieeecommunities.org/region3>

Section Best Practices

<http://www.ieee.org/organizations/rab/md/bestpractices.html>

Volunteer Tool Kit

<http://www.ieee.org/organizations/rab/scs/volunteer/>

Leadership Development

<http://ewh.ieee.org/r3/leadership>

Sections Congress 2005

<http://www.ieee.org/organizations/rab/sc/2005/>

Leadership By Developing Others (LDO) – A Strategic Initiative

William Ratcliff and the LDO Team

This is the first in a series of articles to keep you informed as the Leadership by Developing Others continues to grow within Region 3 and beyond.

Is IEEE concerned with technology...yes.

Is IEEE concerned with development and support of technology...yes.

Is IEEE concerned about the effective use of technology... yes.

Is technology all that IEEE is concerned about... No.

The IEEE is about you the member because you are The IEEE: The IEEE is a member owned and operated organization.

Are you a silent member? Are you getting the most out of your membership?

Do you want to get more out of your membership? Leadership By Developing Others is expanding to include your Section.

Leadership By Developing Others (LDO) was initiated in 2003 by Region 3 and has successfully undergone pilot testing. It is time to involve you and your section. It is not another program to increase membership although it will have that effect. LDO is designed to help each other in our careers by direct contact of members helping members.

Some have heard the term "**networking**"... LDO involves these capabilities.

Some have heard the term "**mentoring**" ... LDO involves these capabilities.

Some have heard the term "**collaboration**" ... LDO involves these capabilities.

In short LDO utilizes tried and true techniques to help you grow in your career and utilize your membership in IEEE to the fullest.

The ranks of mentors, in Industry and elsewhere, have diminished over the years. LDO fills this void while synergistically accomplishing the goals of IEEE.

It is through the integration and strategic focus of proven methods that LDO will have maximum impact to members of IEEE, our profession including employers and the common good of society.

How do we optimize our careers ?... by involving others.. Here are a few of the points of contact that can help:

Dick Riddle r.riddle@ieee.org

Charles Lord c.j.lord@ieee.org

Dave Green d.green@ieee.org

And me -

Bill Ratcliff w.ratcliff@ieee.org

The basic element in Leadership by Developing Others is YOU.

Stay Connected

Spend less time worrying and more time communicating with an IEEE Email Alias.

An @ieee.org email address shows you're

a part of a community of innovators. the IEEE Email Alias gives you an @ieee.org address while forwarding mail to your real account - and scanning for viruses at the same time. Over 380,000 virus blocked last year alone! It's free with your IEEE membership. Sign up today at www.ieee.org/alias



SIMPLE DISPLAYS FOR PROMOTING IEEE AND SECTION ACTIVITIES

David Bower, Region 3 PIO
d.bower@ieee.org

Simple displays to promote IEEE and section activities are easy to develop and use. It's a great way to get the message out and attract new members. Small 8x10 inch folding cardboard stands are available at office and art supply stores, and are great for supporting display posters. The stand has a fold-out support in the back that can be collapsed for transport. There are two types of stands I've encountered that work well. With the first type, the poster is attached to the cardboard backing using a glue stick. The second version uses a slide-over plastic cover to contain the poster. The later version is nice because the poster can easily be changed for different promotional initiatives.

The display can be further enhanced using photographs made at past section meetings, along with IEEE materials from Headquarters. I'd suggest an assortment of photographs focusing on various activities. The IEEE materials can include publications (such as Spectrum), various brochures and membership applications.

At the recent 2005 IEEE-USA Leadership Workshop in Tucson, I arranged a simple display using two standup posters, along with some photographs and IEEE materials. One of the posters focused on promoting IEEE membership; the other detailed the steps for using local media to publicize section meetings. The pictures were a collection from previous IEEE-USA conferences. The materials were part of a package I'd acquired from Headquarters. The display filled up a 8 foot by 30 inch table. Such a display can easily be transported in a 10x13 inch envelope, small bag or attache case.

I'd encourage sections to use simple displays for publicity activities. It's an easy and low cost method for promoting IEEE and your section.

PROMOTE IEEE MEMBERSHIP WITH A SIMPLE DISPLAY

Use the IEEE poster shown with this article, and other materials, to promote membership at section meetings. It's simple to do:

1. Contact me (David Bower) at <d.bower@ieee.org> and I'll either send you the color graphic by e-mail, or mail one if desired. Purchase a low-cost 8x10 inch folding cardboard display at an office supply or art store. Attach the poster to the stand.

2. Contact Dyana Barnosky at IEEE by telephone, 800-678-4333 (IEEE), extension 5539, or use the URL <http://www.ieee.org/organizations/rab/md/mdsupplyform.html> to select and order IEEE materials on the web. IEEE membership forms and a few basic IEEE items are all that's needed.

Sections Congress Update

John R. Twitchell, P. E.
Butch Shadwell

Sections Congress 2005 is coming. For those that may be unfamiliar, it is a meeting of delegates from every section in the world done once every three years. Sections Congress is October 14-17, 2005, in Tampa, Florida at the Tampa Marriott Waterside. The host section is the Florida West Coast Section. Having this meeting in region 3 is not only a great honor, but a great opportunity for our sections to participate at a level that is not usually possible. Here is a link to the Sections congress website. It has lots of relevant information:

<http://www.ieee.org/sc2005>

R3 section chairs have been reminded to save money in the budget to send a delegate(s) to this conference in 2005. Typically, the section ends up covering about 1/3 of the conference costs. Sections should plan to send at least the primary delegate, and preferably an incoming officer, or future leader. Depending on where you are located, this may be as little as \$100 or as much as \$700. For those sections that can afford it, it is good to send more section members to the conference. RAB waives the registration fee for the primary delegate. The estimated cost of a delegate's attendance is \$1200, including the \$350 registration fee (airfare additional). The registration fee for guests in 2005 is \$190/adult, and \$95/child ages 12 & under. There will still only be one primary delegate.

The Tampa Section has a huge project to put on the world congress of the IEEE. Region 3 asks that all sections help defray the organizational costs by making a contribution to the support fund. We are suggesting that each section contribute \$2 per member grade or higher as of January 1st. If your section finds this figure difficult to do, we will gratefully accept whatever you can do to help. Contributions of any amount to the IEEE Sections Congress 2005 Funds are appreciated. We are working toward matching the Region 2, Sections Congress 2002 contributions - which were 100% of the Sections in the Region making contributions. The levels shown below are used for all contributions to Sections Congress 2005, but any amount is acceptable.

\$ 500 - 999 Bronze Level
\$1000 - 4999 Silver Level
\$5000 - 9999 Gold Level
\$10,000 or more Diamond Level

A total of \$37522 from 26 sections and councils has been contributed so far. If your section has not helped yet, now's the time to get your contribution in.

Make contributions to:
Charles Hickman
Attn: Section Congress 2005 Support
3244 Burning Tree Drive
Birmingham, AL 35226

Butch Shadwell (b.shadwell@ieee.org) is the coordinator for all sections in Alabama, Florida, Georgia, Jamaica, and Mississippi, and Sean Haynes (s.a.haynes@ieee.org) is covering Virginia, Kentucky/Indiana, Tennessee, North and South Carolina. We will be regularly directing updates and reminders to the section chairs until we get the names of the primary delegate to Sections Congress. So if section chairs want to get less email, let us know the delegates name soon. So far I have no delegates names.

Sections Congress 2005 is a highly visible function. Obtaining support from industry will be critical to the success of the Congress. We need your assistance in identifying businesses in your section's area that we could contact to solicit support. Perhaps your section can provide the names of companies in your area that are associated with our electro-technology industries, and a contact inside that company. We will follow-up with your contact, hopefully with the participation of your Section. Personal contact is the best way to garner support. Even though Sections Congress is going to be held in Region 3 (Tampa), it is an international event. If you have contacts with industries outside of your Section's area, that information would be helpful as well. Send contact information to John Twitchell. Every contact is important.

John R. Twitchell, P. E. - Sections Congress 2005 Committee
john.twitchell@nerc.net
609-452-8060

Butch Shadwell
Tel. 904-223-4465 (USA)
www.shadtechserv.com

Director-Elect's Column (continued from Page 3)

The following was recorded at a breakout session, 16 October 2004, by William LaBelle (Hampton Roads section newsletter editor) and edited slightly by me for clarity:

Breakout Report

Purpose: Identify ways HQ can support sections. HQ (Regional Activities) also would like to know how they could support the sections more effectively.

Below are some of the ideas that emerged.

Consider having lunchtime meetings rather than evening meetings, particularly where the members' homes are spread out and most work in the central city. This can increase meeting attendance to the 30-50 range. The Winston-Salem section holds the attendance record for section meetings. Sometimes they attract 50 attendees. They switched to lunchtime meetings, and send an 'eAlert' at the beginning of each month, announcing the Web newsletter. In VA, there is a mix of lunch, evening meetings, with some joint venture meetings with other organizations. Plant tours are popular, and well-attended. The Mississippi section schedules a plant tour for most meetings. In the typical sce-

nario they meet at a restaurant at about 6 pm, then venture to a nearby plant for technical session and tour. A recent tour was of the new Nissan automobile assembly plant. Some members choose to attend only the technical and tour sessions primarily due to the distance many must travel. The Florida West Coast Industry Applications chapter scheduled a tour of the Publix bakery in Lakeland. It was well received. Distinguished Lecturers are an often-overlooked resource. Distinguished lecturers are available at little or no cost to the section, sponsored by societies. If your section has a society chapter, check that society's Web site for possible speakers that can be scheduled, with travel costs borne by the society. Sometimes, chapters in adjacent sections can collaborate on scheduling meetings on successive days/evenings, so that the Society gets the biggest bang for its DL buck. Publicly funded speakers (such as NASA) are often available through the public relations office. Publicizing section events on the Internet. > A recent innovation is the eNotice – handled differently from the list server. The eNotice is tailored to the characteristics of a specific group – picked up directly from SAMIEEE database. Bounces are reported back, addresses are blanked. This forces members to maintain and update their records, if they are to receive news of all their member benefits. Thus, it gives more power to receivers of information. There is an Opt-Out feature but those who opt out from eNotices opt-out from all section information. The optimum frequency of distribution for eNotices is being analyzed. Bill Ratcliff, of Region 3's Communications Committee is monitoring section observations on effectiveness. There are various methods and forms of dissemination of eNotices. The requestee receives notices about Opt-Outs and bounces with the group he selected to send the eNotice to.

eNotice application: Look in <http://www.ieee.org/organizations/vols/e-notice/index.html>

Attachments are an option with eNotices, but should be used sparingly. Some members will not open an attachment from someone they do not know.

The subject line is critical, in this age of spam. Put IEEE in the subject line and make it descriptive. Keep the email brief (one page with links); some companies restrict size of received emails. Government offices reject PDFs and some zip files.

Provide feedback on experiences with eNotes to Bill Ratcliff, Reg. 3 Communications Committee, at w.ratcliff@ieee.org.

Noting that some section representatives were looking for a way to send a formatted notice that could not be modified, a suggestion was made regarding Adobe writer: Could HQ buy/provide PDF conversion facilities or software to sections? Some other software packages include the PDF conversion feature at much lower cost than Adobe asks for the full package; these include Broderbund's Print Shop ProPub-

lisher. See also WinPDF, below. PDFs as a transfer medium have the advantage that they are platform independent.

Mailed paper section newsletters are required by the RAB Operations Manual at least once per year. Some sections mail monthly, and accept advertising from local businesses or members (for business card listings) to help offset the cost. If your "cyber section" wants to do the minimum with paper, include the section URL in the annual mailed notice (which may announce the annual awards dinner, or installation of officers' meeting). Provide a checkoff for members who don't want to access the section information on the Internet, and provide mailed notices for these members. The USPS offers a service where it creates and mails postcards with your text to your mailing list for prices ranging downward from 83 cents, depending on quantity. This meets the RAB requirement for mailing. See http://www.moverspostcards.com/mp_necessaryitems.php?grid=3f0772e10c15af3d

Teleconference meetings - Excom can hold meetings of officers between the scheduled monthly physical meetings, e.g., where decisions are needed or votes must be taken, by signing up with an Internet teleconference service. The cost is less than ten cents per link per minute.

Exploit continuing education opportunities: style='font-size:11.0pt'> Sections can run short courses, seminars, or tutorials, with admission charge of \$50-\$75, including credit for Professional Development Hours (PDHs). PE licenses often require 15 hours per year (30 hours over 2 years) to keep the registration in effect. Both MS and SC sections reported holding such courses (Ethics, in MS). A new student competition on ethics is being introduced. This will make an advance student branch meeting topic on ethics popular. Survey your section.

Region 3 projects:

- a. EXCOM conducts business on e-conferencing server. Text based - serves multiple platforms.
- b. IEEE HQ supports Internet conferencing, a program called Place Ware allows for PowerPoint, live software, application sharing, polling, etc. There is a fee structure involved. \$50-70 fee for setup, 25 people. Information is available on web.
- c. Region 3 Communication Committee has tested NetMeeting: 2-way, audio, video, high-bandwidth required.
- d. Microsoft Office Live Meeting: needs Internet and telephone. Internet can be dialup if no graphics transferred. Audio is across phone. <http://main.placeware.com/>
- e. FreeConference.com - with Outlook
- f. VoIP being investigate by some sections.
- g. WinPDF converts Word to PDF, \$30-\$60. See also #4, above.
- h. Adobe will do the PDF conversion by subscription on their web site, ~\$10 a month.

Meeting coordination- Meetings that include food or plant tours with a capacity limit may require RSVP's from those planning to

attend. Some sections have this requirement
Awards - recognition: Those members who volunteer their efforts assisting the section should be recognized. Providing plaques to outgoing officers and committee chairs is a good way to recognize their efforts. A press release sent to the local media provides icing on the cake. To download the 33-page IEEE Publicity Guide, see http://www.ieee.org/portal/cms_docs/newsinfo/publicityguide02.pdf If the volunteers want to have it, a letter to their employer extolling the value of their contribution to the section is also good.

Finding new leaders for Section offices: Repeat attendees to section EXCOM are often recruited to perform a service.

By their attendance, they have demonstrated their interest. Finding new members for the PACE Committee: Past section chairs make good choices; they know the organization and often are looking for a way to stay active.

Eastern NC section: past section chairs recruited members from industry to join the EXCOM.

Many of the current section EXCOM members were asked to participate. Don't just wait for them to volunteer - make them aware of the need they can fill. Many members want to be useful, but are not "pushy" about it. Ask them.

Employer awareness - There is concern that employers of section members may not be aware of what IEEE is and what it does for them. One way to offset this is to add the local engineering managers and human resource types to the section newsletter mailing list.

Methods of section outreach: distribute newsletters to company executives added to your mailing list, encourage student branch involvement. Send local newspapers advance notices of each meeting or other event that may be of interest to the public. Most will publicize only events for non-profit organizations, and only events for which there is no admission charge. This is true even for IEEE dinner meetings where the meal has a charge; make it clear that non-dinner attendees can come in later for the talk.

If you can get a standing listing in the weekly business section of the newspaper for your section URL, so much the better.

Electronic meetings are possible for sections that are spread out geographically. A separate telephone line is required for the audio feedback. See the link to Internet conferencing, at www.ieee.org The MS section is doing trials with Net

(continued on page 10)



Watch your mailbox - the IEEE election ballots are on their way!
The future of the IEEE is in YOUR hands!

Region 3 Professional Activities

Adeeb Hamzey
Region 3 PACE Coordinator.

Region 3 Section Professional Activities representatives were hard at work under the Tucson, Arizona sun, as they participated in the annual IEEE-USA Leadership Workshop. They were fully engaged in various workshop sessions ranging from a keynote address by Erna Grasz, Vice President of Research & Development, Nelcor Products/Tyco Healthcare. She spoke about leadership happening at all levels, to recommending issues on which IEEE-USA should focus during the 2005 and 2006. Dr. Grasz is a national S-PAC speaker too. Other sessions included U.S. Competitiveness, Offshoring & Technology Policy (Ron Hira VP Career Activities & Russ Lefevre, VP Technology Policy). This session concentrated on the status and nature of offshoring and working with government to influence technology policy. A second track, headed by Jean Eason, Chair, Employment & Career Services Committee, addressed IEEE-USA Programs on Jobs and Careers. One new product, JobNavigator, will be launched in May 2005, in a partnership with Spherion. It is a career transition service for IEEE members. The third track, titled, IEEE-USA Communications & Successful Local Media Coverage, was chaired by Chris McManes, IEEE-USA staff, Senior Marketing Communications & PR Coordinator and Maura Schrier-Fleming, Chair, Professional Activities, Dallas Section. Besides the basics of Communications 101, Ms. Fleming described a successful section program whereby she arranged for the local public TV station to air interviews with engineers from the section. The interviews showcase what engineers do in their daily lives on the job, the issues they encounter, and the technical solutions they provide. The beauty of this program is communicating to the public what engineers do, and what contributions they make to society. Your Section PACE chair will have all the details on this any all the other programs.

In addition to the three main tracks, Leadership Workshop organizers planned four workshops that expanded on the topics of the main tracks. These workshops were conducted by expert consultants. Peggy Hutcheson, CEO The Odessey, and a member of the IEEE-USA Employment & Career Services Committee, spoke on finding success and fulfillment: Career Development Challenges in the 21st Century. Steve Watkins, IEEE-USA Congressional Fellow and Erica Wissolik, IEEE-USA Staff, talked about working with senators and members of Congress. Then Gary Blank, Chair, AICN Coordinating Committee and Bruce Johnson, IEEE-USA, Vice Chair, AICN Coordinating Committee, talked about the nuts and bolts of starting your own consultants network. Don Herres, Tarek Lahdhiri, and Vishnu Pandey talked the value of S-PACs and M-PAC to IEEE-USA members. Nigel Brisow, CEO, Targeted Learning and IEEE-USA Employment & Career Services member, had a session on "Beyond Job Satisfaction." Russ Harrison, IEEE-USA Staff, talked about "Getting to Know Your Congressman." Larry Nelson, Region 1 representative, Precollege Education Committee, talked about "Low Cost/No Cost Engineering In The Classroom: An Outreach." And, our Own Lee Stogner, Chair, IEEE-USA Government Activities Committee, talked about project management for the local section. John Steadman, Past President, IEEE-USA talked about engineering licensure and registration.

At the Saturday night banquet, four of our Region 3 volunteers: George McClure, Lee Stogner, Don Hill, and Bill Marshall, were recognized with various awards. Their pictures and types of awards are listed elsewhere in this issue. Congratulations to all for dedicated service to our IEEE-USA members in Region 3 and beyond. We are very proud of their accomplishment and service.

Finally, Region 3 delegates submitted two recommendations to IEEE-USA for consideration, highlighting the issues we see IEEE-USA should focus on:

1. Recommend that IEEE-USA promotes aggressive negotiation to offer more cost effective health insurance plans for IEEE members.
2. Promote communication that will enable information to and from IEEE members.

The Leadership Workshop was a great avenue for our PACE coordinators to get necessary resources.

IEEE Region 3 Leads the Way to Expand Teacher In-Service Program Participation

Doug Gorham
Director of Educational Outreach
IEEE Educational Activities

Launched in 2001 by IEEE Educational Activities (EA), the Teacher In-Service Program (TISP) features IEEE volunteers developing and presenting technologically oriented subject matter to educators in a professional development or "in-service" setting. In the last four years, IEEE volunteers have made 29 presentations to 568 pre-college teachers within 4 Regions in the United States and South Africa.



Teachers from Hillsborough County schools near Tampa, Fla., assemble a spectroscopy kit.

IEEE Educational Activities and Region 3 are working together to increase Section participation in the Teacher In-Service program. Expansion of TISP will play an important role in The Center for Pre-College Engineering Education. Recently launched by IEEE EA, The Center for Pre-College Engineering Education is an umbrella organization of engineering professional associations and educational professional associations, dedicated to increasing the propensity of young people worldwide to choose engineering as a career path.

A training session for Section volunteers who are willing to champion the program was held on 23 July 2005 at the Hilton Airport Hotel in Atlanta, Georgia. The training session covered how to organize volun-

teers for TISP, and how to work with local school districts regarding the program. Funding was provided to cover the cost of travel to the training session and for supplies and materials needed for presentations to educators.

The goal of IEEE EA is to assemble at least 20 Region 3 Sections to expand the Teacher In-Service Program. Currently 24 Sections in Region 3 have expressed a commitment to participate in the region-wide training session.

During a Teacher In-service presentation, IEEE volunteers provide teachers with activity materials and then help the teachers as they work their way through the activity. IEEE Member Ralph Painter has been involved in the program since its inception. "By walking them through a project, we get the teachers to the point where they feel comfortable enough to present it on their own," Painter explains. The idea is for the teachers to return to their schools and lead the same activity in their classrooms.

Participation in the Teacher In-Service Program is not only an excellent opportunity for volunteerism, but also an optimal way to enhance a local community's knowledge of engineering concepts and the benefit of engineers. TISP benefits teachers by providing hands-on experience and knowledge of a technical subject, materials to use in class with their students, and a greater understanding of engineers and the engineering profession. Teachers that participate in TISP can enhance the quality of their technical teaching skills and increase the probability of introducing their students to the engineering profession.

For more information on upcoming TISP training sessions or TISP participation, please contact: Doug Gorham, Director of Educational Outreach, +1 732 562 5483, d.g.gorham@ieee.org, or Allison Ickowicz, Associate Project Coordinator, +1 732 562 5496, a.m.ickowicz@ieee.org.

Membership Update

Lee Stogner

Region 3 Membership Development Chair

l.stogner@ieee.org

SENIOR MEMBER UPGRADE PROGRAM

Becoming an IEEE Senior Member is one of the most important things that you can do as a Electrical or Computer Engineer. Senior Member status is a recognition by your peers of career achievement and contribution to the profession.

The IEEE has a special program each year to promote Senior Member upgrades. This program makes it easy to process a Senior Member application and it gives a financial incentive of a \$10 rebate to the Section for every new Senior Member that is approved. Information on this program can be found at, <http://www.ieee.org/organizations/rab/md/smpprogram.html> & <http://www.ieee.org/organizations/rab/md/sminitiative.html>

To further provide incentives for Region 3 Senior Member growth, I would like to announce a Section Senior Member Contest. The Section that gets the most new Senior Members approved this year will win \$100. Also the Section that gets the most new Senior Members approved (as a percentage of their Section Member count not including Students) will win \$100. Hopefully these additional incentives will increase the challenge and the fun of this important IEEE activity.

IEEE has given Region 3 a goal of 206 new Senior Members for 2005. As of August, 139 new Senior Members have been approved. That's only 67.5% of the goal.

November 5 is the absolute deadline for the submission of our nominations. Please don't wait until the last minute since there are only three more Admission & Advancement Committee meetings left this year (August 13, September 24, and November 12).

Senior Member status is the way to get your Members and your Section recognized. It's also a good way to generate funds for your Section.

Let us know how we can help and I hope your Section wins.

MEMBER-GET-A-MEMBER PROGRAM

The IEEE is a dynamic organization that provides a number of benefits for its Members. To continue this successful effort, the IEEE needs to grow. Do you know of a EE at work that is not a Member? Region 3 would like to encourage you to ask that EE to join the IEEE. Just think, if each of us asked one other engineer to join our organization, the ranks of the IEEE in Region 3 could grow by thousands. That many new Members in Region 3 would greatly strengthen the IEEE Network with a positive impact on all of us. I would like to ask each of you to find that other EE that is not a Member. To support us in this Membership drive, the IEEE has developed the Member-Get-A-Member Pro-

gram. This program provides incentives and a easy process to sign up a new Member.

To learn more about the program, go to, <http://www.ieee.org/organizations/rab/md/mgm.html>

For Membership issues in general go to the new IEEE Membership Portal at, <http://www.ieee.org/myieee>

INDUSTRIAL RELATIONS PROGRAM

The IEEE and Region 3 are trying to strengthen their relations with companies. This relationship could foster support for students with an interest in becoming engineers, standards, publications, employment assistance and the Public Policy issues that the IEEE-USA promotes in Washington. Please let me know if your company has a interest in working with the IEEE on issues that benefit electrical technology and the engineers that are a part of it.

Director-Elect's Column (continued from Page 7)

Meeting, using high bandwidth 2-way video and audio (only two sites at once). Some firewalls won't permit this; could use dialup lines, with lower performance. Reliability is sometimes a problem.

Business cards - Sections need business cards with their URL and contact information for the Membership Development Committee for distribution at public libraries, Job Fairs, and other events attended by the public.

Note: The use of separate facilitators and recorders is recommended for your Excom meetings, and was used for this Breakout session. Called the new interaction method, this means of making meetings work has been documented in a book, also recommended for e-conferences: How to Make Meetings Work, by Michael Doyle and David Straus; Jove Books, 1982 paperback, Berkeley Publishing Group of Penguin Putnam Inc.

Region 3 Executive Committee 2005

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Secretary - David Green (d.green@ieee.org)
Treasurer - Charles Hickman (c.hickman@ieee.org)
Past Director - James M. Howard (j.howard@ieee.org)
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Area 3 Georgia - Chris Hardy (c.hardy@ieee.org)
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Student Activities - Bruce Walcott (walcott@engr.uky.edu)
Student Representative - Patricia (Trish) Davis (padavis0@engr.sc.edu)

Region 3 Awards

John R. Twitchell, P. E.

Three Region 3 members were recognized with "Outstanding" awards at a ceremony at this year's SoutheastCon, held in Ft. Lauderdale, Florida on April 9, 2005.

Outstanding Engineer - Dr. Robert Moog

"for innovative electronic designs and development of the Moog Synthesizer, and his enormous impact on the music industry"

Outstanding Service - David G. Green

"for outstanding commitment and dedicated service to the volunteers and members of Region 3 and the Institute"

Outstanding Engineering Educator - Dr. Mo-Yuen Chow

"for outstanding contributions to education in the field of Neural Network Applications for Diagnosis and Control"

(Dr. Moog was unable to attend, and his award will be presented to him at a later date.)

We also honored the Memphis Section for their 75th Year Anniversary. The Memphis Section was organized on May 22, 1930.

Our thanks to the SoutheastCon 2005 committee for organizing a very professional, and very fitting, awards ceremony and banquet. A video of the entire ceremony is available on the SoutheastCon 2005 website at <http://sec05.nova.edu/>.

A number of Region 3 members were recognized with awards at the IEEE USA leadership conference in Tucson in March 2005. The presentations were made by Gerry Alphonse, IEEE USA President, Ray Wyndrum, IEEE USA President Elect, and John Steadman, Past IEEE USA President. More information may be found at the 2005 leadership conference website at

<http://www.ieeeusa.org/communications/releases/2005/020905pr.asp>.

Professional Achievement Award

George F. McClure

Lee Stogner

Regional Professional Leadership

Bill Marshall

Citation of Honor

Don Hill

Distinguished Literary Contributions

(Non-Members) Title "Stolen Jobs" :Steven Cooper, Scott Schroeder, Terri Spitz (Orlando TV station reporters)

Region 3 members should be aware that the Regional Activities Board of the IEEE has a number of excellent opportunities to recognize members and sections for their achievements. The information on RAB awards is at <http://www.ieee.org/organizations/rab/rab/Awards/RABAWARDS.html>, and the due dates for RAB awards vary from mid-May to October 2005. IEEE USA awards information may be found at <http://www.ieeeusa.org/volunteers/awards/index.html> and the due date for nominations for these awards is July 31, 2005.

A change in employment is taking me away from Region 3, so this will likely be my last newsletter report. I have enjoyed my relationship with many of the fine IEEE members in the Region, on the Executive Committee, the Florida Council and the Florida West Coast Section. Over the years I have had the opportunity to read the nomination forms for many excellent candidates for awards, and I continue to be astonished by the number of talented individuals residing in our Region. Thank you for allowing me to serve you as the ARC Chair for the last several years.

John R. Twitchell, P. E.

Region 3 IEEE ARC Chair

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Brain Teaser Challenge - August 2005

Butch Shadwell

Have you ever wondered about lint? Of course lint is the accumulation of loose fibers from clothing and other woven materials. These fibers may accumulate anywhere. I've often wondered where does all this lint go to? It couldn't simply vanish into nothing. Then I thought, these fibers should not go to waste. Certainly there is value in seeing them reused. There would be savings in energy and sheep feed in collect all of this stray lint and turning into new clothing. I can imagine the marketing and special labels identifying the clothing as being made from recycled lint. No doubt, Hollywood personalities would make it a cause celeb.

So then the problem was how to collect this valuable lint. How does one recover a substance that may be sloughed off at anytime and anywhere. And then it struck me ... we could treat all clothing fibers with a ferro-magnetic compound so that as it is released, the wearer might have a powerful magnet hanging around the neck that could collect the lint before it could hit the ground. Brilliant!

In initial experiments we measured the field strength from the end of the dangling bar magnet, down 1 foot to be 1000 gauss. If there are no other ferrous influences on the field, what field strength would you expect at 2 feet?

Reply to Butch Shadwell at b.shadwell@ieee.org (email), 904-223-4510 (fax), 904-223-4465 (v), 3308 Queen Palm Dr., Jacksonville, FL 32250-2328. (<http://www.shadtechserv.com>) The names of correct respondents may be mentioned in the solution column

Brain Teaser Challenge Solution - January 2005

Butch Shadwell

From the far off planet Zedonia our hero, Brodlik needed "... an opto-isolator that coupled a signal that varied between 12 and 240 volts to a logic input. There is a current limiting resistor on the input side of 240 Kohms and the LED has a 1 volt V_f . In order for the output of the isolator to deliver the correct logic state, the open collector NPN transistor must saturate at at least 50 μ A collector current. What is the minimum current transfer ratio (CTR) for the opto-isolator that Brodlik needs to repair this system?"

I have received a number of correct answers to this BTC already. Basically, the current transfer ratio of an opto-isolator is the output current divided by the input current times 100, because this spec is usually in percent of input current. A few of the answerers forgot to multiply by 100. So the lowest amount of input current will be at 12 volts. Subtracting the V_f of the LED, we get $11\text{v} / 240\text{ KOHms} = \text{min input current}$. This gives us an input current of 45.8 μ A. $(50/45.8)*100 = 109.1\%$ for the desired CTR. But I bet you already knew that.

Mark Your Calendars!

Fall Region 3 Meeting in Tampa, 14 October 2005

Sections Congress, 14-17 October 2005, Tampa, FL

Southcon 2006: March 7-9, Orlando, FL. <http://www.southcon.org>

SoutheastCon 2006, March 30-April 2, Memphis, TN
<http://www.southeastcon.com>



IEEE Region 3 Newsletter
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