



Minutes – Northbrook, Illinois – November 13, 2004
Hosted by: Underwriters Laboratories

Participants: Dan Arnold, Jim Bacher, Henry Benitez, Jack Burns, Daniece Carpenter, Theodore (Ted) Freeman, Richard Georgerian, Elya Joffe, Murlin Marks, Mark Montrose, Rich Pescatore, and Dan Roman. BOD Nominees: Scott Griggs, and Bansil Patel. Guests: Kimball Williams (President, EMC Society BOD), Ken Thomas (11:45-1pm CST).

Item Description

Call to Order and Overview – Mark called the meeting to order at 8:55am CST. There were introductions around the table. Ted Freeman has been appointed to our board representing the Reliability Society. Mark gave a special thanks to Kimball Williams, President of the EMC Society for attending our meeting.

Mark discussed the upcoming TAB meeting that he and Kimball will attend. Governance is a big issue. Is a bigger or smaller society better?

TAB is also considering going to 100% electronic without paper for all publishing. All symposia papers must be in a specific format.

Mark explained that, once again, this meeting will function on an ad-hoc basis unless a proposal is made or a member requests we use the formal Robert’s Rules procedures.

As of November 12, we have 409 members. Mark said that we are on the “hot seat” because we haven’t met our membership goals.

1. **Officer Reports**

- **Secretary’s Report** (Murlin Marks) – The October 5, 2004 minutes were approved unanimously.

- **Treasurer’s Report** (Dan Arnold) – Dan presented the financial report.

	Actual	Budgeted
Total revenue	\$11.4K	\$82.3K
Total expense	(\$19.3K)	(\$39.8K)
Net surplus (deficit)	(\$ 7.9K)	\$42.5K

Calculated without the corporate recovery charge, we are running a very frugal operation. Refiguring our performance based on 400 members, we would be in the black.

Dan’s observations are similar to his last report. The TAB will not modify their budget. The symposium and membership won’t cover the shortfall. We need one or more grants to cover the 2004 shortfall. TUV-America is a grant possibility. Hopefully, this will be the same magnitude as the UL grant: \$25K. We need \$10-15K to push us into the black. Dan would like to accomplish this. **Action Item:** Mark to follow up with TUV-America.

The BOD discussed strategies for improving revenue.

Ted explained how the Reliability Society handles membership/literature. Unbundling has not been popular (since then the literature cost isn’t covered by their companies – an unintended result of the reduced membership fee without literature included), and the RS has been losing members.

Mark explained how the IEEE electronic literature database works.

Dan pointed out that 2005 membership revenue received in November and December will be allocated in 2005, not as received, thus resulting in a de facto 14-month financial year.

We have to continue our “lean & mean” operation until we have a more substantial financial base.

2. **VP Membership Services** (Daniece Carpenter)

- **Membership development programs:** Daniece reported that we need to evaluate member interest.

- **Charter member recognition:** We will use the 12/31/2004 membership list for Charter Member certificates. The wording to be finalized by 1/05/2005, and certificates issued by 1/31. The BOD discussed benefits and strategies for generating certificates. Elya presented a number of ideas to generate membership. Daniece will proceed to develop the certificate wording. Ted volunteered to print out the certificates. Rich Pescatore offered to mail them. Mark will prepare a cover letter.

- **PSES Chapters:** We now have chapters in Central Texas, Santa Clara, Rochester (NY), and Chicago. Denver, Israel, Portland, San Diego/Orange Counties, and Taiwan are in the process of forming

chapters. It was noted that 23 percent of our membership is international. **Action Item:** Elya to follow through with a contact for a Russian chapter.

- **New Officer Election:** The election results will be announced December 6. There appears to be a discrepancy about who received a ballot that may be due to differing data bases within IEEE; some brand new members may not have been updated onto the election database.

Ted pointed out that we should archive annual databases to use in future research on why people drop membership. IEEE doesn't keep old databases.

- **Marketing literature & promotion:** We need to get the word out! People need to know about us, and to have an incentive to join. We need to encourage test agency participation. How do we get X number of UL members? We need to overcome issues to joining IEEE as well as PSES.
- **Identifying other interested organizations:** We need to put together a list of organizations for us to do outreach to.

Scott Griggs pointed out that it might be much more difficult for engineers in other countries to pay the fees. It was pointed out that there are scaled IEEE fees for low-salaried engineers in other countries.

Daniece led a discussion of various ideas. She asked for BOD members to give her their ideas. **Action Item:** Daniece will put together a focus group to identify target organizations and strategies. Jim Bacher, Scott Griggs, and Jack Burns offered to participate.

- **Other topics:** The BOD discussed approaches to use NARTE certification with our member services.

3. **VP Conferences** (Elya Joffe)

- **2004 conference final report:** Elya discussed his comprehensive November 11 draft report, and asked that all BOD members study it carefully and provide comment soon. He would like to wrap up the guidelines by the end of the year. We need such a report from each symposium for the BOD to review. We need to finalize and put the 2005 committee together now.

[luncheon break]

- **2005 venue selection:** Ken Thomas presented info on Chicago hotels.

The Hyatt McCormick – Near downtown Chicago. Must follow union rules (e.g. a union projectionist at all times with each presentation); \$25/day parking. We would be a small part of a large convention area.

Hyatt Woodfield – 20 minutes from O'Hare. Free, plentiful parking, and a large mall nearby. Very eager, supportive staff; we would utilize pretty much the whole hotel.

Westin O'Hare – Five minutes from O'Hare. About \$20/day parking.

After a lengthy discussion of Austin, Boston, and Chicago, the BOD took a secret ballot vote on the preferred location. Eight of nine votes were the Hyatt Woodfield. (The other vote was for the Hyatt McCormick.) Richard Georgerian and Ken will research the best time to have the conference during October, 2005. The BOD decided that a two-day conference would be best.

Rich Pescatore moved that Richard Georgerian be the 2005 symposium chair. The BOD discussed the pros & cons of having a local chair for 2005. Daniece suggested that we consider a permanent committee to coordinate symposia (i.e. a standing steering committee.) Henry brought up the benefits of having a local committee run symposia. Rich P's proposal was seconded, and passed by voice vote with one negative voice. The BOD asked Richard G. to have his committee functional by our next meeting. The MOU between the VP Conferences and the symposium committee will be put together.

- **2006 venue selection:** Elya asked that by the next BOD meeting we decide on a 2006 venue. Kimball said that if we would like to couple with the EMC Society, he would encourage it.

4. **VP Communications Report** (Jim Bacher)

- **Promotion:** Jim reported that an email went out saying that all current members will be Charter Members, and get a certificate to this effect early next year.

We have a flyer that has been give to TUV-America and to CSA. The former may be sending it out to their customer base. Art Michaels will use our flyers at the Northeast PS Group next week. 2005 Symposium information will be added to the flyer.

- **Newsletter:** Gary Weidner, out of Iowa, has volunteered to head up our Newsletter. His background is primarily in the (large) appliance and motor areas, and he has had numerous editing and writing assignments, and has served on a number of ANSI, CSA, and UL committees. He has a BSEE from Milwaukee School of Engineering, and a MSEE from the University of Pennsylvania. The BOD agreed that his experience outside of the IT arena will help diversify the PSES. Rich Nute and Michael Morse have volunteer to be assistant editors.

Our goal is to have the first Newsletter issue out by the end of the first quarter, 2005. It will be a virtual newsletter. The BOD discussed advertising, and other infrastructure. The BOD indicated its support for appointing Gary Weidner to be the first PSES Newsletter editor. **Action Item:** Richard G. to talk to Jim about using Newsletter editors to review symposium papers.

- **Journal:** We will get more information about IEEE journals to Mike Sherman. We are setting up a technical journal (a.k.a. transactions.) Mark explained that a journal has a more applied sense rather than academic. The specifications for journals are extensive, and the path through IEEE to establish one is difficult.

5. **VP Technical Activities** (Rich Pescatore)

- Rich discussed his technical activities matrix. There is a question about the relationship between functional safety and EMC. The TACs (Technical Activity Committees) will review papers and provide outreach. Rich needs TAC and RAC (Representative [of related organizations] Advisory Committee) chairs.

The goal is to have the TACs functional by the 2005 symposium.

6. **Old Business** – The NARTE agreement is to be approved next week.

7. **New Business** – We will drop pursuit of the pses.org website. Even though it's not active, it doesn't look like the owner is interested in allowing us to use it.

Next meeting: Our next teleconference is set for January 4, 2005 at 4pm CST. Our next meeting will be **in RTP, North Carolina** [*not Tempe, Arizona as Mark indicated at the meeting*] on March 5, 2005. July 9 is tentatively set for a mid-year meeting, location TBD, and our final 2005 meeting will be in Chicago at the symposium.

At 5:34pm CST, the meeting was adjourned.

Murlin Marks, Secretary

ACTION ITEMS

3. (1/6/2004) Daniece to talk to IEEE membership re working together to gain IEEE/PSES members – done
4. (1/6/2004) Daniece – Chapter Guidebook – open
6. (1/6/2004) Jim to start up a newsletter – done! (good job!)
9. (3/6/2004)rev 11/13/2004 Jim to provide Mike Sherman info re IEEE Journal background, re: Journal editor – open
10. (3/6/2004) Henry to develop teleconferencing/electronic-voting procedure – open (proposal to be reviewed)
11. (3/6/2004) ADCOM to develop comprehensive calendar – open
12. (3/6/2004) Daniece to create a Chapter Development task force – done
13. (5/4/2004) Dan Roman to link IEEE benefits to our website – done
16. (8/15/2004) Jack to coordinate contacting universities & trade schools – open (follow through with Cal Poly contacts and develop with other institutions.)
18. (10/5/2004) Mark to work with Cal Poly San Luis Obispo contacts to see if educational liaison possible – done
19. (11/12/2004) Mark to follow up with TUV-America grant
20. (11/12/2004) Elya to follow through with a Russian contact
21. (11/12/2004) Daniece to use focus group to identify five organizations for membership development
22. (11/12/2004) Richard Georgerian to talk to Jim Bacher about newsletter editors assisting with symposium paper review
23. (11/12/2004) Richard Georgerian to identify 2006 Symposium venue candidates by March, 2005 BOD meeting