



## Minutes – Phoenix, AZ – February 15-16, 2006

Participants: Dan Arnold, Jim Bacher, Henry Benitez, Daniece Carpenter, Richard Georgerian, Murlin Marks, Mark Montrose, Bansil Patel (2/15 only), and Ken Thomas.

### Call to Order and Overview

- Henry opened the meeting, and went over the agenda. Henry welcomed Ken Thomas to the BoD. Unless indicated otherwise, the meeting will be held in workshop format.

### President's Report

- The PSES is functioning as a "provisional" IEEE society. We have a three-year unconditional period to meet the full specifications of an IEEE society, including at least 1,000 members, regular conferences, and a technical Journal either of our own, or in conjunction with another IEEE society.
- On February 14 (previous day) the TAB had a workshop to look at strategies for operating more effectively. One possibility would be to set up a bicameral (two-house) structure to simplify operation by having more manageable boards with fewer people. Given the difficulty of maintaining "fair" representation, such a major change may never happen. The BoD discussed how the IEEE structure functions.

### VP Conferences (Richard Georgerian)

- 2005 Conference:** Richard referred to his written report in four files. File #1, With revenue of \$57,450 and expenses of \$50,749, the conference had a net income of \$7,100 or about 12%. The BoD agreed that this was pretty good for our second year of operation. Dan Arnold put all of our feet back on the ground by pointing out that we really should be making as close to our targeted 20% as possible. Dan went on to say that IEEE was very pleased with our improved performance from 2004 to 2005. Dan said that conference success criteria isn't clear. Richard said that our budget performance followed pretty closely our pro-rated number of attendees versus actual. Richard pointed out that although the guidelines indicate that five percent of the operating surplus go to the local chapter, this hadn't been done. Richard recommended that we go ahead and do this. Henry deferred discussion of this until later in the meeting, under New Agenda Items.
- Richard is using a similar model for 2006.
- Dan pointed out that we need to start out the 2007 budget.
- File #3, guest room usage. Richard discussed room dynamics.
- File #4, registered participants, exhibitors. We sent hand-written thank you letters to all of the exhibitors.
- The BoD discussed the itemized food expenses and strategies.
- We are working with IEEE services to process finances. We have found this to be convenient and reliable.
- We want to develop a "core memory" to use from one year to the next.
- 2006 Conference:** Richard said his draft budget showed 8.6% revenue over expenses, and was conservative, not figuring any exhibitor revenue. The BoD discussed the need to have a basic budget indicating a twenty percent operating surplus. We need to use tactics to make this objective. The purpose of this budget is to meet goals, not to be conservative. The BoD discussed various ways to boost revenues, especially in regard to working with exhibitors.
- 2007 Conference and Beyond:** Further discussion deferred to a New Agenda Item. However, it was agreed that we need to get moving on 2007, and probably 2008 and 2009 as well so that we can get into a more routine milestone scenario of building the conference committee and fully publicizing the event, as well as building a solid technical paper flow and exhibitor/sponsor support. Richard will contact key people in the Boston area to determine their interest in supporting a PSES symposium.

- **Brainstorm PSES Conferences:** Under Henry's lead, the BoD held a brainstorming session to consider the various aspects of conducting "successful" conferences. The purpose of holding conferences is to promote membership, to exchange information and to generate a surplus to fund PSES/IEEE activities.

#### **VP Membership Services** (Daniece Carpenter)

- Daniece gave her power point presentation on membership. As of January 31, we have 566 members (see [www.ieee.org/rab/md/](http://www.ieee.org/rab/md/)) Daniece said that an IEEE survey of departing members indicates that people are leaving IEEE because membership is too expensive. "Younger" [no definition of what this means] members say IEEE is too expensive; "older" say not enough value.
- Western Canada and Ottawa chapters are being developed.
- Daniece is running for BoD at the end of the year, so she can't be on the Nominating Committee. We need someone to pick up this important duty. Dan suggested that BoD members nominate qualified members.
- We need to get more support from our IEEE mentor. We need to set up a list of mentorship needs.
- Under Henry's lead, the BoD held a Membership Development brainstorm. The BoD discussed the relative importance and relationship of different elements of the outline. A schematic of the relationship was included with the input comments.

#### **VP Communications Report** (Jim Bacher)

- In regards to Journal development, the BoD discussed an email that Henry had just received regarding a potential TAB grant. Henry, Dan and Mark met with the TAB finance committee (FC). The FC has doubts about the viability of the Journal, which leads to their doubts about the viability of the PSES. Dan said that it had become apparent to him an IEEE society needs financial reserves. Thus, we need a major surplus to dig out of the hole we are currently in, and to grow where we need to be. Mark explained the Journal rules, and the concerns raised in the FC discussions. Mark is concerned about sustaining a paper flow of at least 128 pages a year. We don't have a backlog. After extensive discussion and consideration, we have been offered a grant from the TAB Management Committee (MC). The BoD discussed the implications of the grant proposal.  
The BoD discussed a draft letter in response to the MC grant offer. This proposal should not be put before the full TAB board until the proposal has been more fleshed out.
- Jim reported that the Newsletter is almost ready to go. We need to work out the process for ads. Jim would like to develop a way to have non-PSES members get the Newsletter some period of time after the original release. The BoD discussed strategies for selling Newsletter ads.

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[Over lunch] The BoD discussed how to develop leadership and participation within the PSES membership. We need to develop a strategy and approaches to getting new people involved.

Daniece said that we also need to develop approaches to enhance value in other [geographic] regions. Henry said that in 2007, he would like to have a BoD meeting overseas. Taiwan might be a likely candidate. Our expenses will be an issue; perhaps our meeting could be in conjunction with a workshop, a portion of the proceeds going for a portion of the T&L. There are precedents for doing this kind of thing. Henry set up a sub-committee. ( Daniece, Richard, ) Daniece will follow through with her contacts. We will need a preliminary report at our March teleconference.

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[back to Jim's report]

- Dan Roman continues to handle our web site. Dave Heald monitors the EMC-PSES internet forum.
- We need a marketing sub-committee.

**Action Item:** Ken will contact UL Research about getting Newsletter material.

- Under Henry's lead, the BoD held a Communications brainstorm.

#### **VP Technical Activities** (Rich Pescatore)

- Under Henry's lead, the BoD held a Technical Activities brainstorm.

**Action Item:** Murlin will forward TAC member list.

**Action Item:** Murlin will contact Rich Pescatore about the NFPA representative.

**Action Item:** Rich Pescatore will set up an email blast asking about member technical areas of interest (e.g. fuel cells, batteries, etc.)

**Officer Reports**

**Secretary's Report** (Murlin Marks)

- The 2 October 2005 minutes of the board meeting held at Schaumburg, IL, and the notes from the 6 December, 2005 were approved without change.

**Treasurer's Report** (Dan Arnold) See Dan's report. No further discussed beyond the above.

**New Agenda Item:** Richard moved that there be 5% (\$350) compensation for 2006 conference committee local chapter. Ken said that the chapter would like to purchase a video projector for their meetings. Dan Arnold suggested that 10% (\$700) be given to the Chicago chapter in appreciation for their efforts, and to encourage their success in the future. The motion was modified to 10%, seconded by Murlin, and passed unanimously.

**New Agenda Item:** Future Symposia

- Should the 2007 Conference be in Boston? Richard G. will ask John Freudenberg if he wants us to have the 2007 conference in Boston. Denver and Austin are possible backups, as well as candidates for 2008 or 2009.
- Daniece suggested we add a future conference package to the conference tote bag.

**Action Item:** Henry will call John Freudenberg to explain BoD meeting absence policies.

**Old Business:** – None

**New Business:** – None

**Next meeting:** After considerable discussion, it was decided that our next meeting will be on June 25 in Minneapolis, Minnesota.

Our next teleconference will be on March 7, at 4pm CST.

Adjournment: 5:07pm MST.

Murlin Marks  
Secretary

**ACTION ITEMS**

- (8/15/2004) Jack to coordinate contacting universities and trade schools – open
- (6/11/2005) Mark & Elya to come up with policies for trade groups/standards organizations/not-for-profit organizations conference participation – open
- (6/11/2005) John Freudenberg to contact trade groups/standards organizations/not-for-profit organizations about conference participation – open
- (6/11/2005) Daniece and Dan Roman to set up email reflector for chapter chairs – open
- (6/11/2005) Daniece to set up an ad hoc Awards committee to make recommendations; define awards to be given and solicit candidates for the 2006 conference – open
- (2/16/2006) Ken will contact UL Research about getting Newsletter material.
- (2/16/2006) Murlin will forward TAC member list.
- (2/16/2006) Murlin will contact Rich Pescatore about the NFPA representative.
- (2/16/2006) Rich Pescatore will set up an email blast asking about member technical areas of interest (e.g. fuel cells, batteries, etc.)