



Minutes – Minneapolis, MN, June 25, 2006

Participants: Dan Arnold, Jim Bacher, Henry Benitez, Jack Burns, Daniece Carpenter, Irv Engelson, Ted Freeman, Richard Georgerian, Elya Joffe, Murlin Marks, Mark Montrose, Mike Sherman, and Ken Thomas.

Call to Order and Overview

- Henry opened the meeting, and went over the agenda.

Officer Reports

Secretary's Report (Murlin Marks)

- The question was raised as to whether BoD meeting minutes could be shared with PSES chapters. The BoD discussed sharing of minutes, and agreed that minutes could be shared with chapters.
- The minutes from the February Phoenix meeting, the March 7, April 4, May 2, and June 5 teleconferences were unanimously approved.

Treasurer's Report (Dan Arnold)

- As of April the FY2006 forecast is \$75.3K net surplus, including a \$50K TAB grant. With help from the finance committee, PSES resubmitted our 1st-pass FY2007 budget to TAB finance that includes a proposed \$60K TAB grant. TAB approved the grant on June 24. The FY2007 budget has \$10.2K net surplus. The balance sheet, i.e. net worth, was \$29K deficit at the close of 2005. With the 2006 forecast and 2007 budget, net worth is projected to be \$46K and \$56K at the end of 2006 and 2007, respectively. TAB requires societies to maintain reserves, i.e. net worth, of one-half of budgeted expenses. For 2007, one-half of budgeted expenses is \$97K. At the end of 2007, PSES will miss the required reserves by at least \$41K, but at least there will be positive reserves. Between now and the October BoD meeting the finance committee, and others as appropriate, will develop a five-year financial plan to be presented to TAB Fincom in November.
- The BoD discussed approaches to building an adequate surplus of fifty percent of the operating budget. Irv said that he is past president of the Engineering Management Society, whose membership has dropped from 9,000 to 5,000. They have a large surplus, but are currently running a deficit. At this rate, they will be "dead" by 2009. The PSES also needs to develop a realistic strategy to be a viable society.
- Henry said that overall IEEE is doing okay. Dan reiterated that by October we need a plan to achieve a significant revenue source – we need \$50-75K.
- Elya said that per capita income wouldn't solve the problem. Revenue must come from fixed sources such as conferences and mini-conferences. Getting sponsors of such conferences is the way to get major funding.
- Jack suggested that we need a sub-committee to address this. Elya pointed out that we need to speak to a wider safety-related group. There was discussion as to whether this should mean going to safety areas beyond product safety (e.g. systems safety), or drilling into product safety areas, such as design engineers. Also, should we focus primarily on the vast number of engineers who are IEEE members, but do not belong to PSES, or do we focus on engineers who haven't joined IEEE? The cost of entry would be less for the former.

President's Report

- Jack, Mark, Ted, Jim, and Henry attended the TAB meeting the previous day (June 24.) Jack said that the TAB was pretty friendly and supportive. Our \$60K grant was approved with only one opposed and two abstentions. Ted said that there are eight or nine societies that are "on watch" (including the PSES) or "being monitored." To be less vulnerable, we must have adequate reserves.
- Mark and Henry attended the FinCom meeting. Our marketing and membership development plan presentation went fairly smoothly. We do need to get a large income flow in the next year or so. Our next report will be at their February, 2007 meeting.

- We also had a meeting with smaller Division 6 societies. There will be a workshop in September to look into improving the operation of the smaller societies.
- The BoD discussed awards options. This was added to the agenda.

Mary Ward-Callan Presentation

- Irv went over Mary Ward-Callan's presentation, and said that it would be best if we took up any questions or comments directly with her.
- The BoD discussed different options to publishing papers, articles, etc. There are different approaches to using original material verses reprints. Different opportunities should be looked into and evaluated. We need good, original articles to build the Newsletter.

Irv's Remarks

- Irv reminded that a mentor can only really help if he is "brutal" at times. Next year, Irv will be president of Division 6, and as such will be an ex-officio member of our board.
- Irv read prepared remarks that criticized BoD leadership. Various board members indicated their respect for Irv's comments and efforts on our behalf.
- Irv presented his analysis of BoD members' one-line PSES mission statements.
- One issue is whether PSES would be better served as a profession by having an IEEE council rather than a society. The main difference is that a council serves IEEE societies rather than individual members, and gets its financial support from the societies that are served. However, adequate support from societies is not a given.
- The BoD had a lengthy discussion of the various options open to the PSES. Irv re-iterated that point that we need to keep all options open.

PSES Vision/Mission

- There was considerable discussion about how the PSES should serve its members and the framework for our vision and mission. One issue is whether to set the vision/mission first and then to develop goals and objectives or to do the latter first. Henry will distribute some background guidance.

VP Communications Report (Jim Bacher)

- Jim discussed Journal/Magazine/Newsletter options.
- Jim will use IEEE Media Services to sell ads for the Newsletter. They take a significant commission, but the BoD agreed that this was a worthwhile way to build ads.
- The BoD discussed sending a letter and/or email welcoming new members, and to put member information into the Newsletter. Also, we need to contact the 78 people who did not renew with the PSES.

Action Item: Elya will send a sample survey letter to Jim.

- Jim recommended we develop items of value for members. We need to advertise and market ourselves.

VP Membership Services (Daniece Carpenter)

- We need to establish a succession subcommittee.
- The BoD discussed ways to start new chapters.
- Regarding Distinguished Lecturers (or other programs/activities with significant costs), Dan said we shouldn't be afraid to try out new initiatives, and to find the needed startup funds. Daniece said we need to start thinking of the reasons we can do things rather than why we can't. We must have confidence that members will come when the benefits come.

VP Conferences (Richard Georgerian)

- 2006 Conference: Richard reported that all in all we are doing okay. Since we have fifteen exhibitors already, we have move the exhibits into the hall area with more room and better access to attendees.
- UL is a Platinum Sponsor, and is doing much to provide conference support.
- 2007 Conference: A 2007 committee is being developed.
- Presently the plan is: 2007, Denver; 2008, Boston; 2009, Austin; 2010, Schaumburg.
- The BoD discussed a 2007 Colloquium. Daniece is moving with her contacts in Taiwan for a Taipei conference. We have a chapter in Taiwan that has access to local companies and hotels.

We can help with a template for the conference. Elya will be in Taiwan at the end of July, and volunteered to help set something up.

VP Technical Activities (Rich Pescatore)

- No report.

Nominations

- The BoD discussed the need for directors from other regions. We need to encourage people the areas where we have significant membership to run for the board.
- Ken will lead a committee to look into succession. The purpose of this committee is to get a list of nominees for excom.
- The Nominating Committee, headed by our past president, Mark, will develop a list of nominees. Eligibility requirements are in the call for nominations.

Old Business: – None

New Business: – None

Next meeting: Our next face-to-face meeting will be in Irvine (California) on Sunday, October 22. Henry or Murlin will send out an email with the date of our next teleconference.

Adjournment: 5:00 pm CDT.

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
- (2/16/2006) Ken will contact UL Research about getting Newsletter material – open
- (2/16/2006) Rich Pescatore will set up an email blast asking about member technical areas of interest (e.g. fuel cells, batteries, etc.) – open
- (6/25/2006) Elya will send a sample survey letter to Jim.