



Minutes – Irvine, CA – October 22, 2006

Participants: Dan Arnold, Jim Bacher, Henry Benitez, Jack Burns, Daniece Carpenter, Ted Freeman, Richard Georgerian, Murlin Marks, Mark Montrose, Bansil Patel, Richard Pescatore, and Ken Thomas.

1. Call to Order and Overview

- (8:37am) Henry opened the meeting, and went over the agenda.

2. Conference Briefing – Bansil/Richard G.: Bansil reported that we have 180 attendees, about fifteen exhibitors and 35 papers. Richard G. said that we are about ten percent above last year for both income and expenses.

Dan Arnold pointed out that it's imperative that we watch hotel and other charges closely. We must be in the black! We are disappointed that we have only fifteen exhibitors. The BoD discussed approaches to getting more exhibitors. We must plan and meet twenty percent growth.

3. President's Report – Henry reported that the Vulnerable Societies' (VS) meeting was held last Monday in New Jersey. Only four societies were in attendance.

- The IAB discussed the Engineering Management Society's move to a council.
- The other two societies are the Society of Social Implication of Technology, and the Professional Communication Society.
- The goal of the meeting was to address the vulnerability issues. We need to meet fiduciary responsibilities. This base upon this year's algorithm, which negatively and drastically impacted Division 6 societies.
- The BoD agreed that we do not feel the PSES should solve all of IEEE's financial issues. The proposed algorithm will not give us any room to maneuver before being overcome financially.
- The BoD discussed concepts from our 10/3 teleconference:
 1. need to change the algorithm
 2. need to promote small societies
 3. need to vote for candidate favorable to small societies
 4. consider sharing society conferences, especially if there is cross fertilization
 5. provide more conferences
 6. expand breath of conferences
 7. pursue intra-society publications
 8. develop product sales, e.g. "safety monkey"
 9. move more into compliance arena
 10. utilize marketing professional
 11. seriously look at organizations outside IEEE
- Bottom line: 1) reduce fixed infrastructure charge for small societies, 2) support small societies, and 3) avoid major jumps in expenditures.
- Mary Ward Calland helped put this into perspective.

3a. Society Alliances – Mark said that we are looking for "win-win" alliances. Coordination is tricky.

3b. Society vs. Council – The BoD took a straw man vote on whether to support PSES without any further consideration of becoming a council. There was universal agreement that we must focus on efforts to build a functional IEEE society.

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The BoD agreed that we should thank the group that sponsored our refreshments.

Officer Reports

4. Secretary's Report (Murlin Marks)

- The minutes from the June Minneapolis meeting, the September 5, and October 3 teleconferences were unanimously approved.
- The BoD reviewed the action items.

5. Treasurer's Report (Dan Arnold) [Submitted by DA after the meeting.]

- 2006 Forecast - In September a full-year 2006 financial forecast was completed with TAB Finance, with only minor changes from the June forecast. We project income of \$144.1K, expense of \$75.7K for a net surplus of \$68.4K. This is \$0.1K below budget (slightly better than I reported in the meeting), and does include the \$50K unrestricted TAB grant. It also assumes a net surplus from PSES 2006 of about \$23K, which appears to be unrealistic. However, the society will achieve good net surplus for 2006 in any scenario.
- 2007 Budget - PSES treasurer input to the 2007 budget is complete; with the only possible changes coming from TAB Finance as they play with the infrastructure and ASPP algorithms. The budget is unique in that it is "programmed" to be break even, i.e. net surplus of zero. This results from the approved TAB grant of not to exceed \$60K, but only to the actual amount needed for PSES to break even. Currently, TAB support is budgeted for \$48.2K of indirect infrastructure expense offset, for \$143.5K each of total expense and total income, resulting in break even. In 2007 PSES can probably incur an additional \$11.8K of unbudgeted expense which will be covered by the \$60K.
- **In summary, PSES finances are healthy in 2006 and stable in 2007, but only because of TAB grants. These grants are not expected to continue, and therefore our financial viability past 2007 is highly questionable unless (a) we develop a large income source independent of TAB, and/or (b) the indirect infrastructure algorithm is lowered.**

6. VP Communications Report (Jim Bacher)

- Jim went over the Symposium materials.
- The latest Newsletter was sent out Friday (October 20.)
- The BoD discussed the pros & cons of publicizing Ted's letter to the editor with IEEE elections recommendations. It was decided to generally refer to the guidance in the Newsletter, and to represent the recommendations as those of one individual, rather than the BoD or the PSES. These recommendations need to be presented in a positive sense, and in the interest of improving dialog within IEEE. Most IEEE voters do not know the candidates, and which ones might better serve their interests.
- One peer-reviewed article per Newsletter is about all that Mike Sherman can support. We need more active volunteers and assistance. We are spread too thin.
- Daniece suggested that at our next symposium we have a workshop on writing technical papers.
- Jack suggested that we have one of the trade magazines sponsor a "Best of Show" paper award.

Action Item: Set up "Best of Show" award with trade magazine – (Jack Burns)

- Dan Roman is doing a great job with the website. We can do just about anything with our website that other societies can do. We can now run new ads.
- The BoD discussed the question of "Why are so few safety engineers joining PSES?" Why so few agency engineers?

Action Item: Write a summary of "Why join the PSES?" – Ted

- Rich Pescatore has met with a marketing professional who is willing to help. We need to identify the benefits from the PSES. What do engineers need?
- In the latest Newsletter, we started putting in the names of new members.

7. VP Membership Services (Daniece Carpenter)

- Daniece reported that ballots will be mailed Monday (Oct 23.) We are following the IEEE schedule.
- Daniece discussed the IEEE Membership Development package of materials.
- Daniece went on to lead a discussion of approaches to developing chapters.
 1. up and running chapter to adapt a chapter or be a chapter "angel"
 2. better utilize the IEEE data base to id potential local members
 3. hook up an active teleconference link using Microsoft Live Meeting
 4. develop speaker's ability to handle video taping
 5. bring PSES leadership closer to chapters with articles on BoD in Newsletter
- We have quotes for PSES lapel pins and keychains.
- Ken brought up the issue of how leftover chapter funds might assist the PSES. The BoD discussed approaches to using such funds to gain chapter and PSES membership.
- Jack discussed our college outreach program. He will re-write the letter to cover the current Journal status. Perhaps we can use the letter as a model for members to contact their alma mater. Besides the product design aspect of product safety engineering, there are ethical implications that are complex and have legal/moral backgrounds that are variable and of interest to most university engineering programs.

- The BoD discussed approaches to developing a relationship with the NFPA. There are a number of other safety-related organizations as well.

Action Item: Form a subcommittee to contact other organizations – Ken, Ted, and Jack

8. VP Conferences (Richard Georgerian)

- Richard and Bansi presented information to use for future conferences. The approach is to use 2006 as a base for 2008 and beyond.
- The BoD discussed hotel room usage, registration patterns, and where attendees come from.

9. PSES Officer Elections: Per PSES bylaws, the BoD held elections for officers. For the President-Elect and the VP positions, a list of nominees was developed. The candidates made a brief presentation followed by board discussion and election. If there was only one nominee, the BoD voted approval by acclamation. The Secretary and Treasurer positions were appointed by the president and approved by the board. Except as noted, all positions start January 1, 2007, and run for three years.

- President-Elect (serve one year as P-E, then two as PSES President.) Nominees: 1) Ted, 2) Dan Arnold (declined), and 3) Jim. Jim will be the next President-Elect.
- VP-Membership. Nominees: 1) Ken, and 2) Ted. Ken will be the next VP-Membership.
- VP-Communication: Dan Roman was approved as VP-Communication.
- VP-Conferences: Richard Georgerian was approved as VP-Conferences.
- VP-Technical Activities: 1) Jack Burns, and 2) Rich Pescatore (declined.) Jack was approved as VP-TA.
- Treasurer: Henry appointed and the BoD approved Murlin Marks as Treasurer.
- Secretary: Henry appointed and the BoD approved Daniece Carpenter as Secretary.

VP Technical Activities (Rich Pescatore)

- Rich reported that we have a TAC meeting on Tuesday at 4pm.
- Henry pointed out that its imperative that we get technical activities moving in as many areas as possible. We should try to have as many members participate as possible.
- The various technical committees should also support chapters by building a presenter network. They should encourage dialog about related topics at local meetings. Whenever possible, business trip to different areas can be combined with presentations or simply attending local meetings.
- The technical committees should actively seek out relationships and opportunities with organizations related to their respective interest.

Old Business: – None

New Business:

- Governance – Mark reported that we must comply with governance requirements. He will modify our bylaws for BoD review. This will be over the next year or so. The BoD discussed expanding/limiting the scope of the PSES, e.g. to include product compliance.
- Society Growth/Influence – Ted said we need to do more to build inter-society relationships. We might develop product safety TCs within other societies. The other societies might provide financial support for our involvement. Perhaps we could get development funds for this concept.

Next meeting: Our next face-to-face meeting will be in Universal City (California) on Sunday, February 18, 2007. Our next teleconference is set for November 7 (Election Day!) Henry or Murlin will send out an email confirming this or what other time it will occur.

Adjournment: 5:40 pm PDT.

Murlin Marks
Secretary

Action Items

- (6/11/2005) Mark to come up with policies for trade groups/standards organizations/not-for-profit organizations conference participation – open
- (09/05/2006) Henry to determine whether the Boston area is viable for a future conference – open
- (10/03/2006) Ted to get affiliations with other Society TCs – open
- (10/03/2006) Dan Arnold exploring a model “Safety Monkey” – open
- (10/22/2006) John Freudenberg to contact NFPA about developing relationship
- (10/22/2006) Jack to set up with a trade journal to support a “best of show” award
- (10/22/2006) Ted to write a summary of “Why join the PSES?”
- (10/22/2006) Ken, Ted, and Jack to form a subcommittee to contact other organizations
- (10/22/2006) Jack to re-write letter to send to members to send to educational institutions
- (10/22/2006) Dan Arnold to develop Product Safety Engineering curriculum in 2007