



Meeting Report

Date: February 10, 2013 - Board of Directors Meeting

Committee Members:

Elya Joffe, Murlin Marks, Dan Roman, Doug Nix, Ivan VanDeWege, Thomas Ha, Jan Swart, Daniece Carpenter, Silvia Diaz Monnier, Richard Nute, Kevin Ravo, Tom Shefchick, Paul Wang, Mike Nicholls, Steli Loznen, Juha K Junkkarinen, Stefan Mozar, Bill Bisenius, Grant Schmidbauer

Guests: Dan Arnold, Jim Bacher, Mark Montrose,

Participants:

Murlin Marks, Dan Roman, Ivan VanDeWege, Thomas Ha, Daniece Carpenter, Richard Nute, Kevin Ravo, Mike Nicholls, Juha K Junkkarinen, Stefan Mozar, Bill Bisenius, Grant Schmidbauer

Guests: Mark Montrose,

AGENDA

Meeting called to order

- Welcome
- Secretary's Report
 - Previous meeting minutes
 - Action items
- Past President Summary
- President's Statement
- Treasurer's Report

VP Reports

- Member Activities
- Conferences
- Technical Activities
- Communications
- Old Business
- New Business

Meeting called to order at 8:42 AM Pacific Time

Adjourned at 5:21 PM PT

Action items from this meeting

02-10-2013

02.2013.01 - Doug Nix to report on arrangements for workshop in Vancouver in June; need details by March teleconference

02.2013.02 - Kevin and Tom Ha review chapter meeting results after Monday chapter meeting

02.2013.03 - Mark Montrose will check with IEEE for multi media training courses (IEEE e-learning or similar; SCV PSES archives)

02.2013.04 - Bill Bisenius and Dan Roman to collaborate on a training video

02.2013.05 - Bil to develop elevator pitch for the members and for the corporate sponsors – draft by march telecon

02.2013.06 - Bill Bisenius will collect thoughts on how to market the Society and propose concepts for the March meeting. Daniece, Elya, Stefan, Kevin, Grant, Tom, Anna are bounces
Due by June face to face

01-08-2013

01.2013.01 - Daniece – email VP of conference and membership a request to prepare slides on considerations and questions of strategic plan for the February meeting – Item Closed
All board members to review strategic plan and be prepared to discuss at the Feb meeting
01.2013.02 - Dan Roman to check with chair of history committee if can fulfill commitment
01.2013.03 - Daniece send to Ivan – by Feb board meeting to report the structure to support iNARTE - Item closed
01.2013.04 - Elya to send to Bill and Juha information on what is needed and coordinate with Ivan; invite John Allen and include on invitation (education committee) – need report by March telecon
01.2013.05 - Murlin to explore the logistics of the certificates and pin distribution and report by March meeting
01.2013.06 - Kevin – how to coordinate call for papers for conference for 2014, and explore timing for various symposium/conference actions – item complete
01.2013.07 – Thomas – Establish a plan for the Chapter Leadership meeting for the Austin Symposium
01.2013.08 – Daniece to update roster for 2013

12-11-2012

12.2012.02 - All BoD members – comments on Named Awards proposals - (add to minutes Kevin to approach UL on Merrill award - comments received; proposal made to UL (Feb, 2013)
12.2012.03 - all Bod members – thoughts on how to approach companies for an award endowment

11/04/2012

11.2012.02 – Stelli – Write report on Israel workshop held in August -
11.2012.04 – Doug Nix – Symposium committee to write a report with each chair writing what went right/wrong; draft for January for next Symposium committee
11.2012.05 – Stelli – Work to set meeting with IMQ to explore joint activities to increase membership in Europe
11.2012.07 – All BoD – future proposals need to be made in the formal motion format; Elya will send the format with pros/cons/financial implications – Item closed
11.2012.8 – Tom Ha, Daniece to work on Chapter Leadership newsletter – newsletter due by March telecon
11.2012.10 – Tom Ha work with marketing chair to work on marketing brochure – Bill has taken ownership of brochure – item closed
11.2012.12 – Tom Ha - Under member services to have a survey coordinator to develop conference surveys, member activities survey – Bill has taken ownership of survey coordinator – item closed
11.2012.13 – Tom Ha – focal for seeking candidate for awards coordinator – Tom to contact Doug Kealey by March telecon
11.2012.14 – Elya & Jeff Voss – Develop an brief elevator pitch from the State of PSES information – Bill has taken ownership of elevator pitch – Item closed

10/02/2012

10.2012.01- Doug Nix - Event volunteer policy – propose to get sweat equity credit; need to consider – BoD members to email Doug Nix with your thoughts - need report by Doug Nix by March telecon

10.2012.02- Doug Nix - Mentoring program proposal – attendees of writing class wanted mentors to help them with their writing – led to see about IEEE mentor program which need so be revitalized; have proposal to review

9/04/2012

09.2012.01 - Tom Ha/ Doug Kealey - Follow up on Atlanta Chapter status with Atlanta leaders. Need report by march telecon

09.2012.03 - Rich Nute / Elya - Follow up with U.S. Nuclear Regulatory Agency contact Need report by march telecon

7/31/2012

07.2012.01 – Doug Nix - Form a subcommittee to set some criteria on poster sessions, PowerPoint; experiments, etc. during a conference or symposium - subcommittee is formed; details are being

07.2012.05 – Ivan – Begin preparations to form a representative advisory committee for all representatives to various contacts and organizations- Concept dropped – Item closed

6/23/2012

06.2012.04 – Thomas Ha – investigate IEEE fee reduction for large group sign-up for membership fees

06.2012.07 –Kevin Ravo – investigate various methods of recording and broadcasting presentations – item closed

06.2012.08 –Doug Nix - Conference – check with Anna – if we have A/V; what does it take to record some of the presentation? Transfer to next symposium in Austin, 2013

06.2012.13 – Thomas Ha to identify potential GOLD board members. Remove current GOLD member for non-attendance. – report by march telecon

5/29/2012

05(2).2012.02 – Thomas Ha, Doug Kealey, Dan Roman – Consider teleconferencing chapter meeting options – in progress; one meeting held – item closed

2/12/2012

02.12.07 – Thomas Ha – identify lead volunteer for social networks such as LinkedIn -

02.12.13 – Thomas, Doug, Dan, Daniece, Elya – develop membership satisfaction survey; draft by September telecom - Bill has taken ownership – item closed

01/2012

01.12.a – Thomas Ha - Distinguished Lecturer program – need to work on developing program – would like to have a preliminary plans by June, 2013

01.12.b – Doug Nix – make a template for announcements for Chapter sponsored workshops - Due by June, 2013

Meeting report

Call to Order, Introductions/Opening Remarks

- Welcome and thanks to UL for hosting our meetings
- Report from ExCom
- Accountability of BoD officers and Members
- Leadership and Succession Plans
- BoD member engagement in committees

Consent Agenda Motions

- Approval of Agenda - Motion made to accept, seconded, motion passed
- Approve Secretary's Report – November 2102 meeting minutes – was approved in January telecon
- Approve Secretary's Report – January 2013 Telecon minutes; Motion made to accept, seconded, motion passed

Global Outreach Activities

- General Outreach Activities
 - None to report
- Report from past Symposia outreach activities
 - ICCE/CES Show, January, 2012 report
- Plans for future global outreach efforts
 - Vancouver, BC, June 2013
 - Plans for meeting in Vancouver
 - 22-23 June, 2013 – Vancouver, BC Canada
 - June 22 – ExCom meeting – suggest to change to evening of June 21
 - June 23 – Board meeting – suggest to change to Saturday, June 22
 - June 21 (Friday) – workshop with CSA could be a possibility – in progress
 - Israel PSES Symposium
 - Tentatively scheduled for the end of May, 2013
 - Argentina / Brazil
 - No report
 - Plans for future chapter outreach
 - Expecting the workshop in Vancouver to provide start to chapter there
 - Outreach with Consumer Electronics Society
 - Murlin is now an ex-officio member of the CES Board
 - Wants to establish a link between PSES and CES for conference activities
 - Stefan generously offered to extend a free membership in the Consumer Electronics Society for any Board member who contacts him. He will also arrange free access to any of their conferences. PSES is offered a free booth at each of the conferences.

Past President's Summary

- Nominations and appointments activities
 - Has the nominations committee set and is on schedule to have election this year

President's Statement:

- Society review will be in February at the TAB Series in Austin, Texas

Treasurer's Report

- PSES financial status
 - Society is in the black, but finances are very tight.
 - Symposium has positive revenue, but workshops are not
 - Some revenue from IEEE Xplore from peer reviewed papers
- Discussion of revenue from publications and conference papers for the Consumer Electronics Society
- Business plan actions status



Meeting Update -
2013 1st face to face

VP Reports

VP Member Services

- Membership - recruitment, retention, recovery
 - Total membership of 2012 is 873 members; lost 21 members from 2011
 - 3 categories of membership; regular, student, and affiliate
 - 854 regular members – lost 11
 - 12 student members
 - Need emphasis on student memberships
- Chapter development strategies
 - Chapter formation steering committees
- Member's survey
- Awards recognition program and process
 - Chapter of the year award, Member Award, Non-member award have gone to TAB for approval
 - Chapter of the year award program to be discussed in the breakout
- Fellows Program
 - Fellowship committee to talk with Stefan and Consumer Electronics chair for ideas
- Distinguished lecturer program initiation
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- Near term strategies
 - Develop a membership steering committee to plan new strategies for membership
- Chapter Leadership newsletter
 - Objectives: not to replace the PSES newsletter,
 - Share news about our Society
 - Share news about each chapter
 - Training in leadership

VP Communication Services

- Presence in cyber space
 - 1 chapter meeting has been broadcasted, chapters are experimenting with WebEx and other meeting software
 - Idea – account with You Tube with video taped presentations
 - Can we sell webinars?
- Photographic directory online
 - Completed – if you do not like your picture, let Dan know
- Building the newsletter into an IEEE approved magazine
 - Discussed difficulties with building a newsletter; cost in producing the magazine through IEEE
 - Needs to be a long range goal; need to develop steps to attain
 - Consumer Electronics offers a section for PSES in their magazine
- Business plan action status
 - 1.2 – consider foreign language articles – have published one in Spanish; have possibility of one in Chinese
 - 1.3 – at least 3 advertisements – Symposium ads for last year
 - 1.4a – increase page count of at least 10% per year
 - 1.5 – identify associate editor – Lal listed as contributing editor; Daniece is editor of News & Notes in standards update; Stelli is medical editor; Doug Kealy is chapter editor
 - 1.5a – build associate editor ownership – open item

- 1.6 – reporting methodology – open item
- Website domain is due for renewing this year – in budget
- 697 subscribers on EMC listserve; IEEE deleted statistics on listserve
- 2196 members on LinkedIn
- History committee
 - Rich Pescatore and Mark Montrose have started gathering material
 - Location on PSES webpage
- 2012 statistics on the webpage
 - Newsletter, main page
 - Country visited by most – US is #1, India is #2



VP Communications
Services Report 2013

VP Conferences

- 2013 Symposium – Austin
 - Symposium committee is in operation, keynote speaker is booked, hotel is booked, dates are confirmed for Oct 6-8, call for papers is out, theme is Live Music – Live Standards
- 2014 Symposium – Santa Clara
 - Scheduled for first week of May, 2014; follow-on events and outside events; paper content needs to be considered because of the time change; need very strong marketing support; add track for Consumer Electronics
 - Will need a track coordinator
 - Venue is confirmed
- Dates and locations of future symposia
 - 2015 – Chicago – John Allen
 - 2016 – Vancouver, BC tentative
 - 2017 – Boston is interested, looking for a place
- Workshop / Joint conference proposals
 - Chapters are invited to make proposals
 - If you know of a conference that you are want to propose to support
 - For profit or not; do they have a history
 - How many members in that area
 - All proposals need to have enough information to properly discuss
- Ethics in Engineering, Science & Technology
 - Conference to be held in Chicago, May 22-24, 2014
 - Has a call for papers
 - Sponsored by Chicago Section, other IEEE entities
 - Do we want to be a technical co-sponsor?
 - Pros & Cons: Financial risk of losing attendees to 2014 symposium; good advertising for 2015 PSES Symposium; financial impact is at no cost to PSES
 - Motion to be a technical co-sponsor; seconded; motion passed
 - Must have MOU in place

VP Technical Services

- Technical activities development strategies
- Activities of Technical Committees with emphasis of role or engagement
 - Succession in TC
 - 3 or 5 year plan for TAC and TCs
 - TAC chart is attached
 - Medical Device TC is lacking leadership; issue is being worked
- Formation of RAC (Representative Advisory Committee)
 - Liaison with sister societies / committees (Sesha, SSS, etc.
- iNARTE
 - Jack Burns will be leading a committee to work with iNARTE to review questions, and provide technical assistance
 - Ivan will be working with iNARTE to find out what assistance that they need
 - Note that there were no questions submitted to PSES for review
- Experimenting with WebEx presentation with one technical committees as a project for virtual chapter meetings
- International Consumer Health organization held their conference at the same time in Portland,
 - Group has many retailers as a result of CPSC inquiries
- Business plan actions status



Technical Activities
Committee Report Fe



TC org.pdf

Breakout Sessions

- Identify specific SP goals for Breakout Teams
- Breakouts
 - Brainstorm – ideas / concepts
 - Identify short and long term objectives
 - Identify strategies / challenges / enablers
 - Identify milestones / metrics
- Chapters
 - Accomplished in the last year is the contact information on the current chapters
 - List needs to updated after elections
 - How do we get all of the chapters to operate in sync
 - What are the values that we bring to the chapters
 - What is the criteria to evaluate each chapter
 - What does the society owe to the chapters
 - Chapters may not know what the Society is doing
 - Use of the Chapter of the Year award as a positive reinforcement
 - 3 challenges
 - We have a Society Board and what they do
 - What do we expect from the chapters
 - Chapter leadership training
 - More involvement with chapters; move chapter leadership to Board leadership
 - Communication between chapters
 - What are the benefits to the chapters
 - Need to establish a mentor program to help our chapters and potential leaders
 - How do we execute

From the board

Chapters – What's in it for the member?

Locations

Officers (change from year to year >> or not)

Operate in sync

Society values for chapters

Chapter of the year

of members? Meetings? Attendance; conference attendance; member growth, relative/absolute

Need guidelines?

Relationship with IEE section

Established chapters <<>> new/non function chair

Pool chapter resources

Exposure to leadership

Opportunities

Mentoring

Planning for chapters – plan the meeting topics out for the next year

Angel program

Execution

- 1) society impact
- 2) expectations
- 3) training - transition; more involvement

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Membership

Want to increase members – believe that the critical mass is 1000 members

>2000 members of LinkedIn

Chapters are the low hanging fruit

Goal is to recruit – retain - recovery

Increase visibility of the Society

What are the intangible values to the members?

Conferences are valuable

Charge members less – differential is = to joining IEEE

Encourage chapters to have posted material for members only

How do we cooperate/coordinate with other societies

Proposal to have a joint conference with Consumer Electronics society

Proposal to have free memberships – define goals; do it judiciously

From the Board

Increase membership – 1000 threshold >>1200

2200 on LinkedIn – need champion??

Low hanging fruit

What is VALUE of membership?

Tangible and intangible

Rate options

Elevator Pitch – 4 bullets of value

Do more with other IEEE societies

Training – keeping current
New technology

Marketing

Propose to set up some action items, time frames – some concrete action plan

From the Board

Make it Sexy!!

Market “members only”

Roll back free content – have marketing plan to advise that this is going away

Elevator pitch – to individual - to corporate

Individual to go to corporations

Strategic planning review

- 3 year business plan
- Development of a 5 year Strategic Plan

Old/Unfinished Business

- Consumer Reports Appliance Fire article
 - Report that there was no new information.
- Report on iNARTE merger with RABQSA – Elya (see circulated report from Elya)
 - Possibilities in China for certifications and educational program
 - Forming the iNARTE Advisory Board – will have a RABQSA telecom in January
 - Looking into S. Korea
 - Have taken steps at PSES to form support group; no report on iNARTE activities
- Education committee report
 - Need initiation of group; report to made in March telecom by Elya

Strategic Plan

Strategic Goals

Reviewed individuals goals under all topics – changes were made to the document PSES Strategic Plan 2014-2018 Ver2a

New Business

- No new business

Summary of Financial Impact of Approved Motions

- Technical co-sponsor approved – no financial impact

Action Items (old and new) Review –

- Elya asked everyone to review the action items (see Page 1 & 2) to mark them off or address them before our next meeting.
- Provide Daniece with your updates

Closing Remarks

- Next Face to Face (F2F) meetings
 - Locations for 2013 BoD meetings:
 - 6/2013: Vancouver, BC, Canada (w/CSA)
 - 10/2013: Austin, Tx
 - Next teleconference will be March 5, 2013
- Adjournment
 - Meeting was adjourned at 5:21 PM Pacific Time.

Meeting Schedules

- Strategic Planning Committee
 - All VP's are included
 - Strategic planning meetings will be held the Monday after the February BoD meeting.

- Future **Face to Face** meetings
 - 9-11 Feb, 2013 – Santa Clara, CA
 - Feb 9 – ExCom meeting
 - Feb 10 – Board meeting
 - Feb 11 – Strategic Planning meeting
 - 22-23 June, 2013 – Vancouver, BC Canada
 - June 22 – ExCom meeting
 - June 23 – Board meeting
 - June 21 (Friday) – workshop with CSA could be a possibility
 - 5-6 October, 2013 – Symposium – Austin, TX
 - Sunday before the symposium
 - Oct 5 – ExCom meeting
 - Oct 6 – Board meeting

- **Monthly teleconference** schedule
 - Teleconference meetings sent as outlook meeting notice and e-mail
 - First Tuesday of the month (unless scheduled otherwise)
 - **2013**
 - January 8
 - February 5 – no teleconference to be held
 - March 5 - Postponed to March 12
 - April 2
 - May 7
 - June 4
 - July 2
 - August 6
 - September 3
 - October 1
 - November 5
 - December 3
 - If you cannot attend, please send a report of your activities and update to any action items

Time :

US Time: 3 PM EDST - 2 PM CDST - 1 PM MDST - 12 PM (noon) PDST -

Tel Aviv, Israel - 10 PM - Buenos Aires – 4 PM

Sydney, Australia - 7 AM (Wednesday) - Beijing, China – 4 AM Wednesday

Please note that the times **may vary** depending on the local adoption of Daylight Savings Time.

ALWAYS check your local time.

Time is based on **US Central time zone. (Austin, Texas)**

Convenient web based planner is at <http://www.timeanddate.com/worldclock/meeting.html>