



# IEEE Product Safety Engineering Society Board of Directors Meeting



## Meeting Report

**Date: October 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: Jim Bacher

### Participants:

Elya Joffe, Murlin Marks, Doug Nix, Ivan VanDeWege, Thomas Ha, Daniece Carpenter, Silvia Diaz Monnier, Richard Nute, Kevin Ravo, Tom Shefchick, Mike Nicholls, Steli Loznen, Bill Bisenius, Grant Schmidbauer

Guests: Jim Bacher

---

**Next Meeting:** *(Please refer to the Meeting Schedules page for a full list of scheduled meetings)*

Teleconference: November 5, 2013 2 PM Central US

Face to Face: February 8-9, 2014; Chicago

Meeting called to order at 8:32 AM CDST

Adjourned at 3:15 PM CDST

## Action items from this meeting

### 10-01-2013

10.10.2013.01 - Elya to check on letters to unsuccessful candidates

10.10.2013.02 - Elya to send template for a job description to all VPs  
– item completed and closed

10.10.2013.03 - Mike to build a generic business plan for new chapters by Nov 1

10.10.2013.04 - Elya to secure a list of iNARTE product safety certified engineer sand send to Ivan

10.10.2013.05 - Elya to send Mike the contacts for the EMC Society Chapter Coordinator  
– Item completed and closed

10.10.2013.06 - Elya to send information on Vehicle Electrification Committee to Mike

10.10.2013.07 - Doug Nix and Tom Ha to draft a letter to each speaker from the symposium  
and to each non-member from the symposium

10.10.2013.08 - All Board – anyone who has not responded to Elya's Top 5, please send your responses

10.10.2013.09 - Mike – to work on a Senior Member program through the Chapters

10.10.2013.10 - Tom – to make sure that the new Senior Member program is published throughout the society

10.10.2013.11 - Dan – republish the Senior Member article

10.10.2013.12 - Tom – bring a proposal for a reduced member fee for E-members

10.10.2013.13 - Elya – check on details of VCEP

10.10.2013.14 - Doug – will check on details of Second Life

10.10.2013.15 - Doug / Dan - Mentoring program proposal - IEEE is revamped their program and have a new online experience; expecting marketing materials from IEEE; article for newsletter will be republished

## **10-09-2013 – ExCom Meeting**

10.09.2013.01 - Elya – Research cost of VCEP platform

## **10-01-2013**

10.01.2013.01 - All Board members - Board members to send ideas to increase revenue, interest, and members to Murlin by October meeting; copy Elya as the next FinCom chair

## **06-23-2013**

06-23.2013.02 - Doug – to coordinate call for papers, flyer, posters, as a package to continue for future activities – 10/10 -ongoing

06-23.2013.03 - Bill to work with Doug N. on the rationale and consistent naming of the symposium, conferences, workshops, etc., and promoting a brand - 10/10 ongoing

06-23.2013.04 - Tom will work on promotion through LinkedIn – 10/10 ongoing

06-23.2013.05 - Dan and Bill to develop a roadmap for utilizing videos and teasers on various social media to generate members and revenue – 10/10 ongoing – Elya to check on EMC promotional video; Silvia to check on WIE

06-23.2013.07 - Ivan – to move forward with the reorganization approved in this meeting; report on development by August telecom; full report by Feb. meeting in 2014; detailed structure and names by May, 2014 – 10/10 discussions ongoing

## **06-04-2013**

06.2013.01 - Thomas Ha – develop plan to market and encourage elevation to Senior Member through chapters – item closed; reassigned to Mike

## **05-07-2013**

05.2013.01 - Thomas Ha – Form a committee to handle member recognition including pin and certificate distribution – 10/10 ongoing

05.2013.04 - Ivan – develop ideas to help Dan with reports from each TC for the newsletter – 10/10 ongoing

## **04-12-2013**

04.2013.01 - Ivan – based on description from Murlin, consider creating a TC on the future of consumer electronics committee – 10/10 ongoing

04.2013.02 - Tom Ha – identify a person to take the role of the Awards Chair  
– item completed and closed

04.2013.03 - Murlin to talk to Kevin regarding the history of UL for an article for the newsletter  
8/27 - Kevin to resend history article

10/10 – Murlin to write an article for newsletter to submit material on history of product safety engineering

04.2013.04 - Silvia to form contacts in WIE and prepare reports for the F2F meetings – Item completed and closed

## **03-12-2013**

03.2013.03 - Elya will check with IEEE for multimedia training courses (IEEE e-learning or similar; SCV PSES archives) — follow up with Steve Welch by the May meeting; 10/10 ongoing

03.2013.04 – Bill to work with marketing chair to work on marketing brochure – Bill has taken ownership of brochure ; 10/10 ongoing

03.2013.06 – Bill – develop membership satisfaction survey; draft by September telecom 10/10 draft has been completed; new draft to be circulated by Nov 2013 telecon

### **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); 10/10 need to submit a formal proposal

– item completed and closed

12.2012.03 - all Bod members – thoughts on how to approach companies for an award endowment by October meeting

– item completed and 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 telecom; 10/10 need to revisit

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 – (3/12) IEEE is revamping their program, and will not have anything until later this year – (4/2) expecting marketing materials from IEEE; 10/10 have revamped online experience; will write article – Item closed

### **9/04/2012**

09.2012.01 - Tom Ha/ Doug Kealey - Follow up on Atlanta Chapter status with Atlanta leaders. Need report by March telecom; 10/10 ongoing, Doug Kealey replaced by Mike

09.2012.03 - Rich Nute / Elya - Follow up with U.S. Nuclear Regulatory Agency contact. Need report by March telecom; 10/10 reassigned to Rich only

### **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 discussed

### **6/23/2012**

06.2012.04 – Thomas Ha – investigate IEEE fee reduction for large group sign-up for membership fees – 10/10 ongoing

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

– Item completed and closed

06.2012.13 – Thomas Ha to identify potential GOLD board members. Remove current GOLD member for non-attendance. – report needed by March telecom; 10/10 member removed; contact identified; Tom will follow up with contact

### **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 – 10/10 ongoing

ideas to present on writer's workshop by training additional presenters

develop database of identified persons and topics

Tom to visit the EMC Society Respected Speaker's Bureau for ideas

01.12.b – Doug Nix – make a template for announcements for Chapter sponsored workshops - Due by June, 2013 – 10/10 Doug will resend

# Meeting report

## Call to Order, Introductions/Opening

- Welcome to all
- Report from ExCom
  - Discussed report
- Leadership and Succession Plans
  - All VPs need to work on networking to secure candidates for the next term
- BoD member engagement in committees
  - Need all commitments to be completed
- All VP's to report on their budget spending in face to face meeting
  - Please work with Jan to schedule and budget
- Opportunity with University of BC
  - Program was submitted and accepted
  - Slides were due on September 15, but not delivered on time
  - Stelli and Kevin talked to the professor; will accept the slides at a later time; will need someone to present
  - Rich Nute will take over the project

## Consent Agenda Motions

- Approval of Agenda - Motion made to accept, no comments or objections ; motion passed
- Secretary's Report – minutes of August and October, 2013 meetings; no comments or objections

## Past President's Summary

- Nominations and Appointments Activities
- Election for Directors – term 2014 - 2016
  - Jack Burns
  - Mark Maynard
  - Stefan Mozar
  - Silvia Diaz Monnier
  - Discussions to recruit unsuccessful candidates for other committee work
- IEEE prefers at least 20% participation; we should set a goal of 30%
  - 2 prong approach – through e-blast to all members, LinkedIn; through chapters
- Awards process – Next steps
  - Would like to use the awards ceremony template used at this event in future events
  - Discussion of establishing a closing ceremony, with appropriate marketing to encourage attendance at the closing;
    - Also may include the awards ceremony at the end
  - Propose a committee to discuss a symposium template to include awards activities to be accommodated
    - Minimum members - Doug; Daniece; Tom; Steli; Kevin; Murlin
    - First draft by January telecom
  - Need candidates for awards:
    - Chapter of the Year
    - Achievement awards
    - Recognition awards
    - Send call for nominations in newsletter; chapter and section newsletters; e-blast

## President- Elect Report

- Will begin to use the new Dashboard

## Global Outreach Activities

- Report from Past Symposia Outreach Activities
  - None
- Plans for Future Global Outreach efforts

- TBD
- Plans for Future Chapter Outreach
- Argentina - conference
  - First day is product safety, second day is EMC; after several short courses
  - One gold sponsor; contributions from WIE, EMC Society, Consumer Elec. Society; 2 institutions
  - Have papers and presentations; invited speakers
  - Registrations are open
- Motion for any conference or workshop to offer the attending IEEE members a free first year membership
  - Financial impact for 20 persons estimated at \$500
  - Also need action plan from event on forming a chapter
  - Motion passed
- Israel PSES Workshop
  - In conjunction with SSS, supported by the academic institution
  - Will contribute an article for newsletter
- Nov 15-17, Paul Wang will represent the PSES at the CES program in Shenzhen
  - If anyone is traveling in the area, let Paul know
- Nov 23 – Steli will be presenting in Romania
  - Bill to review presentation for a marketing view
- South Africa – have some members, but not enough for a chapter
  - Encourage articles for newsletters
- Argencon – 2014
  - Scheduled for June 2014
  - Will begin working on arrangements after October workshop

## Treasurer's Report

- Treasurer's Report



Meeting Update-  
BOD meeting.pptx

- Review and report and comments to Jan

## FinCom Report

- No Fincom Report

# VP Reports

## VP Member Services

- Membership Development (Recruitment, Retention, Recovery) strategies
- Intend to incorporate marketing piece into the member services strategy plan
  - Awareness of PSES is key
  - Recruitment follows
  - Retention – engaged members
  - Retention – need to have a plan to contact before renewal
    - New PSES members – sent automatically by IEEE
    - Expired members – auto email
    - Dropped
  - Recovery – IEEE sends out contact if not renews
    - Expired members – auto email
    - Dropped members are contacted
  - 5 areas
    - Awareness
    - Recruitment
    - Engagement
    - Retention
    - Recovery
- Marketing slide deck



PSES Marketing  
Brainstorming.pptx

- Set goals for new Senior Members
  - Benefits for senior members



IEEE Senior  
Membership Benefits

- 
- Awards Chair
  - Murlin to continue as Awards Chair
- E-Membership
  - Valid for some countries with low income prevalence
  - Does PSES want to offer reduced fee?

## VP Technical Services

- Technical activities development strategies



Presentation 3.pdf

- Discussion of plan and implementation
- iNARTE/RABQSA support & certification of PSE engineers
  - issue with coordinator follow through; iNARTE is waiting on inputs from PSES
  - need recommendations
  - will check with current coordinator for availability or appoint a new coordinator
- Activities of Technical Committees with emphasis of role or engagement, succession in TC, 3 or 5 year plan for TAC and tCs

## VP Communication Services

- Communications Report



Communications  
2013-10.docx

- 
- Marketing & Publicity strategies
  - Video recording of symposium and presentations have found to be too expensive at this time
  - Will review new technologies
- Members Survey Plans and Incentives

## VP Conferences

- 2013/14 Symposium Status
- 2013 Symposium
  - Surpassed the 20% surplus goal
- Future Symposium venues
  - 2014 Santa Clara
  - 2015 Chicago
  - 2016 Vancouver
  - 2017 Boston
- Future symposia planning
- Future Symposium venues
  - 2014 Santa Clara
  - 2015 Chicago
  - 2016 Vancouver
  - 2017 Boston
- Potential venues
  - Atlanta
  - San Diego
  - North Carolina
  - Montreal or Halifax
- Virtual Conferences and Conference Presentations
  - IEEE Second Life
  - WebEx
  - IEEE VCEP (Virtual Conference Exhibit Platform)
- Live streaming recording conference presentations
  - Cost is still exorbitant
- Funding policy for speakers who have important work to discuss, but do not have means to attend our conference
  - Need criteria for determining basis for supporting expenses for an invited speaker
  - Doug is in the data gathering stage
- CEUs & PDUs
  - IEEE has revised their process
  - It is online, gathering information on requirements
    - Must have course syllabus
    - Must have CVs from each instructor
- MOU status
  - PHM – have not received any papers on safety engineering
  - Have an MOU with GlobeSpace
  - Will work on MOU with ArgenCon



## **Strategic Planning Update**

- 5 year Strategic Plan update
  - No update – to be continued next year

## **Old/Unfinished Business**

- Consumer Reports Appliance Fire article – Ad-Hoc Committee update
  - Rich will do presentation on recommendations for actions

## **New Business**

- Open floor for comments
  - Had a request of Toronto Chapter Executive to host a workshop

## **Summary of Financial Impact of Approved Motions**

- Motion to provide first year society membership at sponsored workshop or events estimated at \$500 – 600 per year

## **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 Elya and/or Daniece with your updates

## **Closing Remarks**

- Thank you to everyone for your participation through the symposium and through the meeting
- Discussion of next Face to Face (F2F) meetings

## **2014 (Proposed)**

- 8-9 Feb - Chicago (Venue for 2015 Symposium)
  - John Allen is chair for Chicago Symposium
  - Suggest holding the meeting at the hotel at airport
  - Comment that the Chicago Marriot O'Hare hosted the Ethics conference
- 3-4 May - With 2014 ISPCE - San Jose
- 25-26 Oct - Long Island

- Next teleconference will be November 5, 2013

## **➤ Adjournment**

- Meeting was adjourned at 3:15 PM CDST.

## Meeting Schedules

- Strategic Planning Committee
  - All VP's are included
  - Strategic planning meetings will be held the Monday after the February BoD meeting.
  
- **2013 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 – **Rescheduled to Oct. 9 -10**
    - Oct 5 – ExCom meeting– **Rescheduled to Oct. 9**
    - Oct 6 – Board meeting– **Rescheduled to Oct. 10**
  
- **2014 Face to Face meetings**
  - 8-9 Feb, 2014 – Chicago ( Venue for 2015 Symposium)
    - Feb 8 – ExCom meeting
    - Feb 9 – Board meeting
  - 3-4 May – Symposium – San Jose
    - May 3 – ExCom meeting
    - May 4 – Board meeting
  - 25-26 Oct. – Long Island
    - Oct 25 – ExCom meeting
    - Oct 26 – 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 - **Rescheduled to July 9, 2013**
      - August 6 - **Rescheduled to August 27, 2013**
      - September 3 - **Rescheduled to September 10, 2013**
      - 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 ET - 2 PM CT - 1 PM MT - 12 PM (noon) PT -*

*Tel Aviv, Israel - 10 PM - Buenos Aires – 5 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.

Daylight Savings Time

Daylight Savings Time ends in the US on November 3, 2013.

**2014 Schedule**

Begins – March 9, 2014

Ends – November 2, 2014

Time for the conference call is based on **US Central time zone. (Austin, Texas)**

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