

Region 3



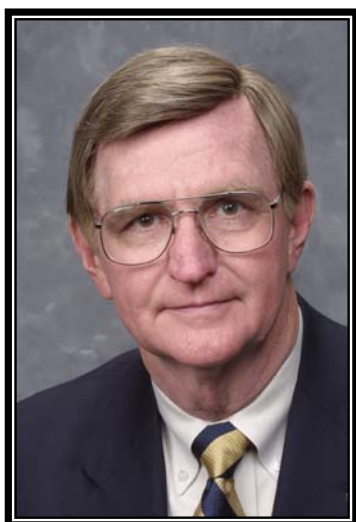
<http://ewh.ieee.org/reg/3/>

Volume 19 - No. 3

March 2004

Message from the Region 3 Director....

Welcome to Region 3!



Bill Harrison
Region 3 Director
2004-2005

Spring is here! Enjoy the buds, blossoms and greenery, as we do throughout the year in the Southeastern U.S.A. Region.

Many cities and resorts throughout Region 3 are prime locations for IEEE activities.

This special edition of the Region 3 newsletter is oriented toward attendees at IEEE meetings held in our region along with valuable information I hope you will take you back to your local Section.

- Region 3 hosted the first IEEE Board of Directors Meeting of 2004 in Savannah, GA in February.
- IEEE-USA Leadership Workshop at the Sheraton in downtown Atlanta, GA 19 – 21 March 2004
- Region 3's SoutheastCon 2004 at the Downtown Marriott Hotel in Greensboro, North Carolina on 26 – 28 March 2004
- Numerous other IEEE meetings and conferences are coming to our region this year.

Region 3 is pleased to provide the IEEE with excellent convention and meeting venues. Come back to see us often. Again, we would like to welcome you to Region 3. Let us know if we can assist in making your visit a pleasurable and rewarding experience.

[Inside this issue of Region 3 Newsletter](#)

- Page 2 – Plans for the Future by Bill Harrison*
- Page 3 – Region 3 e-Conferencing – A work in Progress by William Ratcliff*
- Page 3 – Promoting Public Information in Region 3 by David Bower*
- Page 4 – Using the Media to Promote Local Meetings by David Bower*
- Page 5 – Electro-Technology Industry Database Update by David Green*
- Page 5 – Region 3 Outstanding Awards by John Twitchell*
- Page 6 – Region 3 Employment Assistance Project by Lee Stogner*
- Page 6 – Candidates for 2005 President-Elect*
- Page 7 – Brain Teaser Challenge by Butch Shadwell*
- Page 8 – 2004 Region 3 Executive Committee*
- Page 9 – 2003 IEEE-USA Awards Recipients*

Plans for the Future

By Bill Harrison

Region 3 Director 2004-2005

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We have lots of continuity on the 2004 Region 3 2004 Executive Committee, some new members, a few switches in jobs. We have worked hard to build a solid Region 3 team. We have lots of past successes to build upon.

Leadership Development

One of the foremost areas of concern for the future of the IEEE and our local activities -- is **VOLUNTEERISM**. It is a large challenge to work at the local level with the needs of regions, areas, sections and chapters, and to understand and support our members. We must listen, on one hand; but we need to stimulate and help the members & local units understand, on the other hand, what the IEEE's international, national, and regional structure and programs are all about -- and how local units fit in and support the "big picture" objectives.

Region 3 is well positioned to provide education and leadership services to our local units. Charles Lord has developed a tremendous base of education and training resources for the Region. Much of what Charles has produced is recognized and is being used on IEEE websites. It is not just for R3 consumption, but worldwide access and use. The Region 3 Leadership Development brochure is located at <http://ewh.ieee.org/r3/leadership/R3LDFlier.pdf>.

2004 – 2005 Initiatives, Projects & Plans

As incoming Director for the Region, I presented my recommended Initiatives, Projects and Plans to the joint 2003 and 2004 ExCom/Region Meeting held in Atlanta in November 2003.

In addition to our regular Regional committee work, the initiatives and ongoing projects presented at the Region meeting included:

- Leadership by Developing Others (LDO)
- Membership Development Challenges, including coordinated efforts in:
 - Industry Relations
 - Public Relations
 - Employment Assistance
- SoutheastCon/Conference Registration System
- Remote Meetings Project(s)
- Newsletter/Communications with Members
- SSVR (Section Support Via Regions) funds are available for Section-initiated projects – contact me for funding guidelines for your proposal.

The summary version of our strategic plan is in the form of a tri-fold brochure. It is located at <http://www.ewh.ieee.org/reg/3/excom/meetings/2003-11/sp2004-sf5.pdf>. Consider printing and using it as a handout at your local section and chapter meetings, and in visits to local employers or other contacts.

In addition to the SPC's color brochure, the details of the current R3 Bylaws, IEEE Policy and Procedures Manual, and other administrative information are available at <http://www.ewh.ieee.org/reg/3/admin.html>. A detailed version of the Region 3 Strategic Plan can be found at <http://www.ewh.ieee.org/reg/3/spc/index.html>. The R3 IEEE Region 3 Operations Manual is located at <http://www.ewh.ieee.org/reg/3/excom/opman.html>.

The Strategic Planning Committee has primary responsibility for our overall direction in this area. Contact Bob Duggan, SPC Chair, r.duggan@ieee.org, or Bill Harrison, w.harrison@ieee.org, if you have questions about the SPC plan.

Region 3 e-Conferencing -- A Work in Progress

William Ratcliff

Region 3 Communications Committee

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The cost of conducting face to face meetings and conferences is proving to be a limiting factor in many projects within IEEE, universities and some industries. In Region 3 we have proven that electronic conferencing can fill the gap. The e-Conferencing Project has achieved its' objectives and the capability is now integral to Region 3 operations. Although the e-Conferencing Project is closed...The journey of enhancing the tools and methodology in support of collaborative work continues.

From the e-Conferencing concepts derived in 1999 to the latest Region 3 ExCom meeting on 12 January 2004 the e-conferencing methodology continues to allow the Region 3 volunteers to work between face to face meetings. Over 400 meetings, involving groups such as the Region 3 ExCom, Councils, Sections, Committees (MDC, Conferences, Leadership Training, SPC, ...) have effectively utilized the methodology. The Region 3 ExCom has held at least six meetings that include voting and executive sessions.

The Guidelines are posted to the e-Conferencing web site (<http://www.ewh.ieee.org/reg/3/e-conf/guidelines/>)and are available for use. Meetings can be held at no incremental cost since clients are available as either open source or freeware and the IEEE server is available to all IEEE units.

The set of tools continues to be expanded in Region 3 and the Institute but the real benefit goes beyond the tools ... it is the total methodology involved in supporting a collaborative working environment. The benefits of the current capability or a forecast of future enhancements could be enumerated but until you actually experience these techniques in action no amount of words will be convincing. Join us anytime and we'll be glad to involve you in one of our e-conferences. The Region 3 Communications Committee among others meets on a regular basis. (the schedule is posted on <http://www.ewh.ieee.org/reg/3/e-conf/> along with the links to the agenda).

Let us know how we can help you get started.

Promoting Public Information in Region 3

David Bower

Region 3 PIO

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The article appearing below describes the effort I'm working on to encourage sections to utilize News Releases at the local level. This material is based on my report at the Region 3 meeting in Atlanta. It is my opinion that public information (PI) at the section level is vital as we build on PI initiatives for our membership and the general public. Much like a pyramid, our strength starts at the base of our organization--the sections. IEEE Headquarters, in my opinion, has done an outstanding job by producing the Publicity Guide for our membership. In addition, as I've worked on this project, I've received excellent support from Chris McManes, Tracy Hawkins, Marsha Longshore and others at Headquarters. It is my feeling that we, in Region 3, can further capitalize on these assets at Headquarters as we work with sections to encourage them to publicize their meetings using local Media resources.

The article below "reflects" a first step, starting at the section level, toward building a viable public relations initiative in Region 3. I would anticipate using such an article in the Region 3 Newsletter, and would encourage sections to use this information in their local newsletters. I'd appreciate, very much, your input and recommendations concerning this "first step." Thank you.

Using the Media to Promote Local Meetings

David Bower

Region 3 Public Information Officer

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Use of the local Media to announce meetings can help increase attendance and, in addition, promote the visibility of the electrical engineering profession to the general public. It is a good way to get meeting announcements distributed to a broader audience than can be accomplished with newsletters and other means. Further, it helps attract new IEEE member prospects and is a great method for attracting students and others with an interest in engineering. Best of all, the time required to accomplish this effort will be minimal with virtually no associated cost.

PROCESS

Local print (i.e. Newspapers) and TV/Radio stations offer free promotional space for various community and professional organizations to announce their regular meetings and other activities. Many Media sources are very willing to work with organizational representatives, and the process is relatively simple. The basic steps are:

1. Identify which Media resources are suitable.
2. Call these resources by telephone and ask "who" is the appropriate person to talk with. Identify your organization and ask if the Media offers space for announcing your meetings, etc. As an example, some newspapers have sections for community and hobby clubs and another for professional organizations such as IEEE. TV/Radio media offer community bulletin boards. Inquire "to whom" it should be sent, how far in advance they want it, and the method for submittal (typically either FAX or electronic). And be sure to get the FAX number or e-mail address to use. Keep this initial contact short, friendly and to the point. And be sure to be cordial and thank the person for their time.
3. The News Release should be simple, well focused and to the point. Keeping it short is very important. Use short paragraphs. Keep the language and terminology basic. Don't use complicated information, and abbreviations (spell it out). As an example, don't use IEEE--spell it out. Always be sure to give the meeting date (and day), time and location. The program title and speaker should be the focal point for the News Release. Use "hooks" to get the reader' attention and interest. It's a good idea to open the meeting to family, friends, students and associates if possible. It helps increase attendance, and maybe get some new members. Indicate if there is a charge to attend (some sections have buffet meals just before the meeting, and charge for these). Indicate if parking is free and if handicap access is available. Be sure to ALWAYS include a name and BOTH the daytime and evening telephone numbers for more information. This will appear in the meeting notice so interested people can contact the IEEE person for more information and directions regarding the meeting location. The telephone numbers also permit the Media to get hold of the IEEE person for more information. Use of an answering machine is encouraged, so the IEEE person can get back with those who call. AND THE BIG POINT. Keep the News Release short, focused and well organized. The last item to include on the News Release is three (3) centered # signs indicating the end of the News Release. FAX transmittals should include a FAX cover sheet. Be aware that some media resources DO NOT open attachments. As a last step, call the media person you talked with previously to verify they received the News Release "OK." And always be polite and thank the person.

I plan to have a regular newsletter column concerning Public Relation initiatives and would encourage local sections, etc. to designate a volunteer to issue news releases when appropriate. For those wanting additional information, the URL for the IEEE Publicity Guide is: <http://www.ieee.org/publicityguide>



Mark Your Calendars!
Sections Congress 2005
is coming to Tampa, Florida
October 14-17, 2005

Electro-Technology Industry Database Update

By David G. Green
Region 3 Secretary
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The Electro-Technology Industry Database (ETI-DB) was designed to allow worldwide IEEE members access to information concerning employers. Just by being an IEEE member you have the ability to search for possible employment opportunities which are located throughout the lower 48 states in America. The purpose of this system is allow members to find the existence and some contact information about electro-technology employers in particular location and/or technical are including the small businesses. A listing in the database does NOT imply the existence of any job openings. We hope that this tool is a useful part of a member's toolkit in seeking employment.

The ETI-DB was developed at The University of Alabama at Birmingham (UAB), by the IEEE Student Branch and coordinated by its IEEE Student Branch Counselor. It is housed and maintained at UAB by IEEE Student Branch on IEEE Region 3 purchased equipment. The system has had three major releases thus far.

The Region 3 Professional Activities Operation acknowledges contribution of Corporate Technology Information Services, Inc. (CorpTech). Data from this database forms the core database for the Region 3 ETI system.

Region 3 Outstanding Awards

By John Twitchell
Region 3 Awards
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Region 3 congratulates the Region 3 members selected to receive the major 2003 "Outstanding" awards, and thanks them for their accomplishments and efforts on behalf of Region 3 and our electro-technology profession. The awards will be presented at the SoutheastCon conference in Greensboro, North Carolina on the weekend of March 27, 2004. For 2003:

Outstanding Engineer

Stanley Owen Starr of the Canaveral Section - "For engineering and managerial contributions to the Space Shuttle Program of the United States, particularly in the research, development, and implementation of lightning detection and protection schemes prior to launch and other improvements."

Outstanding Service

Richard L. Riddle, past Region 3 Director - "For his outstanding and dedicated service to the members of IEEE in Region 3."

Joseph M. Biedenbach Outstanding Engineering Educator

Juin J. Liou of the University of Central Florida - "For his exemplary teaching skills, his research, and his international collaborations."

Employer Professional Development Award

Memphis Light, Gas and Water Division - "For outstanding and sustained contributions to the continuing education and professional development of engineers."

I would also like to thank Pat Donohoe, Education Activities Chair, for guiding the process for selection of the recipient of the Employer Professional Award.



R3 Employment Assistance Project

By Lee Stogner

Region 3 Membership Development

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The Region 3 Employment Assistance Project was begun in 2003 as a means of improving member career services. It was recognized that many engineers need help in finding employment guidance and opportunities that exist in their area or elsewhere. The goal of the project was to create the kind of employment assistance site that brought into one place the best that was already existing on the web as well as the specialized services that IEEE has been developing. Design goals for the site include emphasis on career planning, employment news, job openings and company information that can be used for interview preparation.

The Career Planning portion of the site brings together IEEE, IEEE-USA and a number of third party sources that together help the engineer make crucial near and long term decisions.

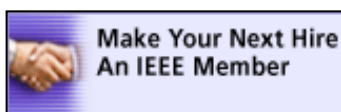
The Employment News portion includes real time information that details what is happening in the job market. Ongoing review of this news can reveal opportunities that members can pursue.

Job Openings emphasize the IEEE Job Site but also make the member aware that other major sites can provide information about potential openings.

A key part of the web site is guidance on how to find company information that will provide employment opportunities. The web site has access to the Harris Selectory Online database and major financial/news services that provides a complete package of information about a company. The member that uses the research process described on the web site will be prepared for making company contact and making a good impression during the interview.

The Region 3 Employment Assistance Project recognizes several things. Members need help in finding job openings, companies and preparing for interviews. Members also need personal one on one help. Another component of the project is that it compliments efforts by the Professional Activities organization in providing employment assistance help at the Section and Member level.

The Region 3 Employment Assistance Project can be accessed at, <http://ewh.ieee.org/reg/3/ea/index.html>. Please make use of the site and give us your feedback.



Candidates for 2005 President-Elect

The Institute

Three candidates will be on the 2004 election ballot to succeed W. Cleon Anderson as President in 2006



MICHAEL LIGHTNER, Fellow Lightner is a professor of electrical and computer engineering and computer science at the University of Colorado, Boulder, USA.

He is the IEEE Vice President of Publication Services & Products and serves on the IEEE Board of Directors. He became an IEEE Fellow for contributions to the computer-aided design of integrated circuits.



LEVENT ONURAL, Senior Member Onural is a professor in the electrical and electronics engineering department at Bilkent University, Ankara, Turkey, where he is involved in all

aspects of the department, including curriculum development, student affairs, and rules and regulations. He is associate editor of *IEEE Transactions on Circuits and Systems for Video Technology*. He also has held several positions with the IEEE, including Region 8 Director and member of the IEEE Assembly.



JAMES M. TIEN, Fellow Tien is Vice President of Educational Activities at the IEEE and a member of the IEEE Board of Directors. He is professor and chairman of the department of decision

sciences and engineering systems at Rensselaer Polytechnic Institute, Troy, N.Y., USA. Tien is a member of the U.S. National Academy of Engineering and was made an IEEE Fellow for contributions to systems engineering as applied to public systems.

Brain Teaser Challenge Solution - February 2004

Butch Shadwell

At the time I am writing this I have received seven correct answers for this BTC. Last month I was describing a very vivid dream in which "...I thought I would make a fire start magically. ... (using) a 9 volt alkaline battery, ... (with) an output impedance of about 18 ohms. ... my medieval self thought about taking the battery and attaching a length of wire to make a heating element with which to light a fire. Unfortunately, ...I couldn't remember what resistance the wire should be to get the most power out of this battery to generate heat in my little wire fire starter. ... What is the optimal resistance of me olde heating coil?"

There are a number of mathematical proofs for the answer to this problem, but I am a little pressed today so I am not going to offer any of them. Basically, if you understand that you get maximum power transfer when the source impedance matches the load impedance, then it is obvious that the coil must be 18 ohms too. Based on all of the good answers I got I think most of you already knew that.

Brain Teaser Challenge - March 2004

Butch Shadwell

There is an old Trinidadian saying, "You can't polish your shoes, without breaking a few eggs." I never did figure this one out, but maybe that's why a lot of folks don't pay much attention to old Trinidadians. Yet here you are, reading this column. Go figure.

In the islands, food grows all over the place. Most folks have at least one mango tree nearby. With the aid of a long bamboo pole (used to knock the mangoes from the higher branches) one can harvest some wonderful fruit. As it turns out, the Engineering Department of the University of the West Indies is in Trinidad. I haven't been invited to speak there yet but I have met a few of their students cruising the malls in south Florida.

Fortunately, I did have a chance to talk to some great West Indian students about robotic design while in Jamaica last year. It turns out, Nigel built a little machine that was driven by two large wheels on either side, and a third idler wheel in the back that kept it stable. Each wheel could be advanced one thousandth of a turn for each pulse it was fed, and the drive wheels were 5 inches in diameter and mounted 10 inches apart. After a long series of complicated maneuvers, the count totalizer for each wheel showed the right wheel had been fed 1,000,000 counts and the left wheel had been fed 638,000 counts, all in the forward direction. If the robot was facing north (0 degrees on the compass) when it started these maneuvers, what direction was it facing when they ended? Assume there was no slippage of the drive wheels and that they had very small contact surfaces with the ground.

Reply to Butch Shadwell by March 1 at b.shadwell@ieee.org (email), 904-223-4510 (fax), 904-223-4465 (v), 3308 Queen Palm Dr., Jacksonville, FL 32250-2328. (<http://www.shadtechserv.com>) The names of correct respondents may be mentioned in a future solution column. The solution will be available after March 15 on the web at <http://ewh.ieee.org/reg/3/enewsletter/>.

IEEE Financial Advantage Program Mission

The IEEE is strongly committed to serving the complex professional and personal needs of IEEE members. That's why we constantly develop new ways to serve our member that go beyond the traditional services provided by most professional associations today.



The IEEE Financial Advantage Program is just one more example of how we are living up to our commitment. This exclusive program, which is designed to help you and your family take control of your financial future, make available a number of quality products with special cost-savings and other value-added benefits that non-IEEE members simply cannot get.

IEEE Region 3 Executive Committee – 2004

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Director Elect *
George F. McClure

Past Director *
James M. Howard

Treasurer *
Charles E. Hickman, Ph.D., P.E.

Secretary *
David G. Green

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David Geer

Area 2 North Carolina Council *
Carlisle 'Chip' Dawson

Area 3 Georgia *
Chris Hardy

Area 4 Florida Council *
G. Thomas Bellarmine

Area 5 Tennessee Council *
Philip Lim

Area 6 Alabama/Mississippi *
R. Brian Skelton

Area 7 South Carolina Council *
Stephen G. Carroll

Area 8 Kentucky & Indiana *
John Parr

Area 9 Jamaica *
Halden A Morris

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John R. Twitchell, P.E.

Conference *
Donald W. Hill

Communications *
William (Bill) Ratcliff

Educational Activities *
J. Patrick Donohoe, Ph.D., P.E.

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Charles E. Hickman, Ph.D., P.E.

Membership Development *
Lee Stogner

Nominations & Appointments
James M. Howard

Professional Activities *
George F. McClure

Strategic Planning *
Robert S. Duggan, Jr., P.E.

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Bruce Walcott

Student Representative *
Patricia Davis

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Vernon Powers / Charles J. Lord, P.E.

Electronic Comm. Coordinator
David G. Green

E-Conferencing
William (Bill) Ratcliff

Newsletter Editor
Quang Tang

Public Information
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IEEE USA Career & Employment Assistance Committee Chair
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History
Vernon Powers

Industry Relations
Bill Sims

Leadership Development
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Leadership by Developing Others
Richard L. (Dick) Riddle

Regional Life Member Coordinator
David McLaren

Section/Chapter Coordination
George McClure

Sections Congress Coordinators
Butch Shadwell, Jr. / Sean A. Haynes

Special Projects
Vernon Powers

Special Review
Roy H. Harris

Southcon Representative (senior)
James H. Beall

Southcon Representative (junior)
James M. Howard

Southeastcon Chairs

Southeastcon 2004 Chair
Bill Hennen, Chip Dawson

Southeastcon 2005 Chair
Eric Ackerman

Southeastcon 2006 Chair
Alan Long

* Denotes voting member of Region 3 Executive Committee

2003 IEEE-USA Awards Recipients

By Chris McManes c.mcmanes@ieee.org & Sandra Kim sandra.kim@ieee.org, IEEE-USA

WASHINGTON (05 March 2004) — IEEE-USA has unveiled its 2003 award winners in recognition of professional, technical and literary contributions to public awareness and understanding of the engineering profession in the United States. These distinguished awards are administered under the IEEE-USA Awards and Recognition Committee and approved by the IEEE-USA Board of Directors.

Professional Awards

ROBERT S. WALLEIGH DISTINGUISHED CONTRIBUTIONS TO ENGINEERING PROFESSIONALISM AWARD

John R. Reinert

“For leadership as the first president of IEEE-USA, establishing the roles and responsibilities of the IEEE-USA President, and leading the organization through a critical period.”

DISTINGUISHED PUBLIC SERVICE

“For achievements as science and technology adviser to the Secretary of State, and efforts resulting in the establishment of IEEE-USA’s Engineering & Diplomacy Fellowship Program.”

PRECOLLEGE EDUCATION COMMITTEE TEACHER-ENGINEER PARTNERSHIP

Alan D. Mays and William Conrad

“For establishing and implementing an outstanding precollege program to introduce students to engineering.”

CITATION OF HONOR

Andrew C. Greenberg

“For contributions to intellectual property activities, including preparation of amicus curiae briefs for the U.S. Supreme Court”

Ronil Hira

“For outstanding contributions in testifying on behalf of IEEE-USA at congressional hearings, and appearing in the national media as an expert on workforce issues.”

Joseph V. Lillie

“For guiding the PACE program for several years, in numerous capacities. His energy, programs and training have enabled other volunteers to become much more effective.”

Charles J. Lord

“For leadership training at various IEEE-USA forums, mentoring several young leaders and engineers and sharing his experience by starting a Professional Development Institute.”

Clarence Lee Stogner

“For many years of leadership in the IEEE, IEEE-USA and PACE activities, and in the South Carolina Council of Engineering Societies, including serving as its president in 1997.”

DIVISIONAL PROFESSIONAL LEADERSHIP AWARD

Edwin L. Averill

“For promoting professional activities enabling engineering outreach to K-12 students and establishing an annual engineering-design fair for middle and high school students.”

Zafar Taqvi

“For presentations to several South American Sections and Chapters about IEEE-USA products and how they could be utilized by members outside of the United States.”

REGIONAL PROFESSIONAL LEADERSHIP AWARD

Charles D. Beaman

“For providing the inspiration and guidance to high school students and industry management to establish an electronics teaching lab.”

Continue on next page

Peter Bergsneider

“For long, effective leadership in PACE activities at the Section, State, Region 6 and national levels”

Maura Schreier-Fleming

“For contributions supporting the Dallas Section and Region 5, including providing quality programs for the membership, working as a PACE volunteer, and as a speaker.”

Technical Awards

HARRY DIAMOND MEMORIAL AWARD

Gregory H. Ames

“For his significant technical contributions to the field of fiber optic acoustic sensors.”

Literary Awards

DISTINGUISHED LITERARY CONTRIBUTIONS FURTHERING PUBLIC UNDERSTANDING OF THE PROFESSION

William S. Hammack

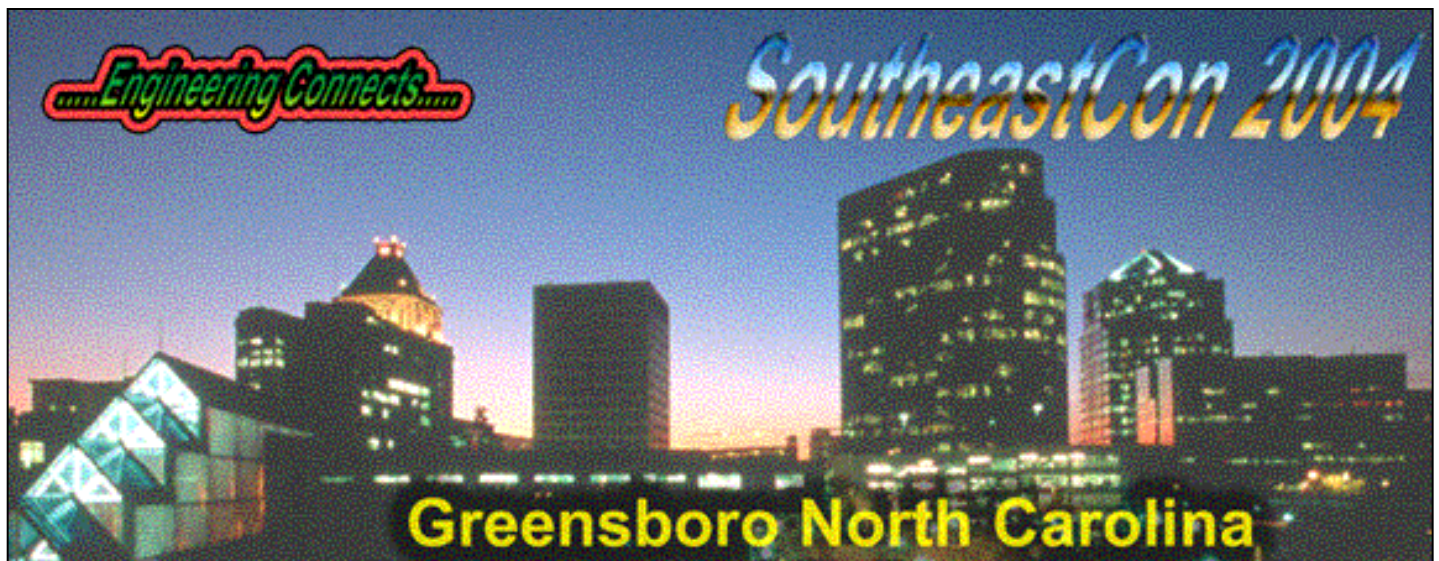
“For creating public understanding of engineering, science and technology through his weekly public radio series, *Engineering and Life*.”

Ben Shneiderman

“For his book, *Leonardo’s Laptop: Human Needs and the New Computing Technologies*.”

For more information, visit the IEEE-USA Awards and Recognition Web page at www.ieeeusa.org/AWARDS/index.html, or contact Sandra Kim at sandra.kim@ieee.org. Nominations are being accepted for the 2004 awards. The deadline is **31 July 2004**.

IEEE-USA is an organizational unit of The Institute of Electrical and Electronics Engineers, Inc., created in 1973 to advance the public good, while promoting the careers and public-policy interests of the more than 225,000 electrical, electronics, computer and software engineers who are U.S. members of the IEEE. The IEEE is the world’s largest technical professional society. For more information, go to www.ieeeusa.org.



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