



Region 3



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Message to Region 3 ...

Director's Message



*William Ratcliff
Region 3 Director
2008-2009*

Before launching into the rest of this article, I want to thank George McClure Region 3 Director 2006-2007 for his leadership these past 4 years, his assistance and wise council for the next 2 years, and his friendship for life. I also want to welcome Lee Stogner to the position of Region 3 Director-Elect 2008-2009.

A new year has begun and with it "change" marches on (even at a faster rate than ever before). I don't believe that change should be considered an enemy but rather a constant companion on the journey. After all, it is the direction we head and the people on the journey with us that should be of concern.

So lets talk a bit about change ...

How do you approach changes in your life? Do you run from it in an attempt to avoid the change? Do you meet it alone? Do you embrace change and incorporate it into your life? Do you collaborate with others in an attempt to understand the change, make effective choices to optimize the impact of the change and help others accommodate the change?

We all meet change in various ways and choose from alternatives using various methodologies. The point is that one approach does not fit all.

Does change impact each of us the same way? Or do we have different challenges in our lives depending on whether we are still in school, on our first job, raising a family, putting children through college, or facing retirement? The point is that we have different needs at different stages of our "life cycle."

So in all of this is anything consistent? Does a common thread run throughout? The answer can be yes.

The first common thread is the "human element (HU to borrow the term from the Dow Chemical advertising campaign)." Throughout all of the scenarios involving change humanity is at the root.

The second common thread is the diversity of the approach and methodologies used in addressing, reacting and coping with change.

For IEEE, a possible third common thread is the involvement of technology that can enable change and at the same time increase the rate of change. This can provide mechanisms for assimilating change in our lives.

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Message to the Region ... (continued)

Boiled down and distilled through several cycles these 3 common threads of change are the roots of the direction of IEEE Region 3. A focus on ...

The Human element Hu the members of IEEE in the Region 3 – the Southeastern part of the US and Jamaica

The stages of the life cycle and the uniqueness of each individual technical professional

The technology that helps shape our lives and determines our future for the common good

The Focus is on YOU

That means whether you are active in a section or a society or neither the focus is on your growth and development as a technical professional, as a member of IEEE, a part of the HU, and the shaper of the technology. You are engaged to some extent because you have chosen to be a member of IEEE and “you have chosen wisely.” The next stages of engagement will come at your pace and the encouragement will come from many sources including the HU Networks that involve you now and in the future.

Much more about engagement, life cycles, collaboration, HU Networking will occur in the months and years ahead.

The choices are up to You and the members of IEEE can help.

Remember we are on this journey together and I look forward to what we will discover in the next 2 years.

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William B. Ratcliff
Region 3 Director 2008-2009
e-mail w.ratcliff@ieee.org

Message from the Director Elect

Region 3,

I have been a Member and a Volunteer for the IEEE for over 33 years. Over those years, my career has grown and changed and changed again. Through all of this change, the IEEE Network of professional associates and life-long friends have been an ongoing source of support. This support has enabled me to learn about new technology, gain experience with soft skills and has provided employment assistant contacts. My ongoing investment in dues and volunteer time has been paid back many, many times over.

I would like to ask for your help in building a better IEEE in Region 3. This would be an IEEE in which the Members are truly united in a Network of people, skills and shared communications. This Network of IEEE professionals would start during the early years of technical training and extend into retirement. There are other professional institutions that have already built strong Networks for their Members. Those Members benefit every day from the strength of their Network. If we can work together, our organization could be just as strong as any medical or legal group. I'm sure you've seen the local and

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Editor – William LaBelle
6224 Glenrose Drive, Suffolk, VA 23435
Voice: (757) 619-9050
E-MAIL: w.labelle@ieee.org
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Message from the Director Elect (continued)

national benefits their Members enjoy just because they are able to work together as a group.

We have all of the tools and technology required to build a Network that will extend down to every single Region 3 Member. In fact, we Electrical Engineers invented the technology that other organizations use to protect their members and project their influence throughout society. It's time that we do it for ourselves. If we don't build a bigger, stronger IEEE Network, then others will continue to think of us as variable resources and not fully vested members of their organization.

You can build the better IEEE Network by participating in local and national activities. Go to Section / Chapter meetings and learn ideas that you can use the next day at work. Meet fellow Engineers at those meetings that can help you find your next job. You can also build the influence of the IEEE by volunteering to help in the name of the IEEE. Finally you can help by letting your local Congressional Representative know what they do impacts Engineering and Science. Just think of what we could do if one morning, Congress received letters, phone calls and visits from the more than 235,000 IEEE Members in the United States. Why, we might be able to make a difference in the world.

None of this requires a big budget increase. All we have to do is participate in our organization and work together towards a better IEEE.

Lee Stogner
Region 3 Director Elect 2008 - 2009

Feed Me

By Terry Kurtz
East Tennessee Section

Today's engineers have so much information available but yet are overwhelmed with printed material, Internet websites, and email. Just keeping up with email alone is time consuming. How does one go about keeping current? One paradigm gaining in popularity is RSS, which is short for Really Simple Syndication. It alleviates the need for you to peruse your email inbox or browse websites looking for what's new. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.

RSS content can be read using software called an "RSS reader," a "feed reader," or an "aggregator." The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process. The automated reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds. The concept is based on notification when content is added to a website, blog, or podcast. When you subscribe to an RSS feed, you get a popup or highlighted list of only those sites that have new information.

Many website offer RSS feeds. You will find variations of the orange RSS icon somewhere on pages that offer feeds. Below are some of their appearances. When you click on the icon you will be taken to a page where you can subscribe to the feed. Microsoft Internet Explorer 7.0, Firefox 2.0, and Safari 3.0 all support RSS feeds. Each works differently. Consult Help in each browser to learn how. There are also RSS Readers that can be downloaded and installed. See www.rssreader.com.



So how does this help you keep informed as an IEEE member? An ever-growing number of IEEE websites are offering RSS feeds. IEEE Region 3 and several Sections offer blogs with RSS feeds. They are used to post information of interest to their members such as upcoming local and regional meeting announcements. This offers another way to learn about news from IEEE, which is especially important for the many members who have not provided IEEE with their email address. Here are some examples of IEEE websites that offer RSS feeds today.

IEEE Spectrum Online <http://www.spectrum.ieee.org/>

(Continued on the next page)

IEEE.tv <http://www.ieee.org/web/membership/IEEEtv/about.html>
IEEE Xplore http://ieeexplore.ieee.org/guide/g_tools_rss.jsp
IEEE Computer Society <http://www.computer.org/portal/site/computer/>
IEEE Region 3 Blog <http://ieeer3.blogspot.com/>
Hampton Roads Section Blog <http://ieeehamptonroads.blogspot.com/>
Richmond Section Blog <http://ieeerichmond.blogspot.com/>
East Tennessee Section Blog <http://ieeet.blogspot.com/>

IEEE continues to offer new benefits and keeping informed helps you get the most from being a member. You will see more new features from IEEE in the future that will take advantage of RSS.

Email Is For Old People?

Technology pundits report the death of email, noting that our teenagers have moved on to instant messaging and mobile text messages. For many of us that are no longer teenagers, email is the center of both our personal and professional communications network. This will not change any time in the near future. Some of us remember when the post office was the only way to reach across the miles. Before the days of word processors there were IBM Selectrics and Underwood typewriters. The point is, we have a broad range of experiences and preferences in how we communicate.

Given this broad range, how should the IEEE communicate with its members and potential members? Region 3 strives to serve by providing tailored information about benefits and opportunities both directly to members and by arming our local volunteers with the latest changes. Our public information officer reaches beyond our membership to engage the public through the local media. Our membership committee provides tools to get the word out to the profession. Each audience has a different demographic and as a result different techniques are cost effective in reaching them. Each communications technique has its strengths and weaknesses.

Consider the printed newsletter. This is our annual hard copy issue that is mailed to each Region member. We pay about 40 cents for printing and mailing each copy. While this is pretty cost effective, it represents about 20% of your Region 3 dues assessment. Electronic distribution supplemented with hardcopy for those without email would substantially reduce these costs. But would they be effective? Some of us feel that the hardcopy is read by every member; others shred their hardcopy without reading it. Who is more right? Please join in the discussion and help us figure that out.

What about email? We all use it, but how effective is it for reaching our members? Some members have opted out, requesting no IEEE email. What about those who have trained their spam filters to eat IEEE missives? Even if the spam filter does not catch us, will the average member actually read the message? How do we overcome apathy and information overload? Should we be moving to other tools and techniques? What do you think?

Blogs and social networking sites are an integral part of some members lives. For others, they are as foreign as Hollerith cards to our student members. Several of our sections and the region use the blog technology to advertise their activities and programs. We have members on Facebook and LinkedIn. We also have our own On-Line Communities devoted to interests ranging from technical topics to Region 3 activities. Some of you might be using Flickr or YouTube to reach out to the public. So what are the best new technologies? What are the roles of dedicated IEEE assets paid for with your dues versus public services that depend on advertising for their continued availability?

Have I piqued your interest? Do you have some answers? Well, we want to hear from you. How do you catch our attention? Talk to your local volunteers at the section or chapter level. Contact us directly. Participate with the Region 3 Communications Committee. You are cordially invited to our online committee meetings. We use a mixture of IRC and Skype to collaborate on the challenges. Don't know what that means? Don't worry, we will explain. Just drop me a line or give me a call.

Bill Clayton
Region 3 Communications Chair
w.clayton@ieee.org
Day: (757) 383-4707
Evening: (757) 432-9000

Introducing IEEE Melbourne Section GOLD Affinity Group

**By Xanthe Johnson
(Region 3 Melbourne Section GOLD Chair)**

The Melbourne section Graduates Of the Last Decade Affinity Group had its inaugural year in 2006. A special thank you to IEEE for providing the funding to help get us started. The year was filled with educational, informational, and networking meetings for the benefit of our recent graduates, local students, and new residents in our section.

We kicked off the year with a dinner to celebrate the addition of our new GOLD Affinity Group to our IEEE Melbourne Section.

Another meeting was held in search of other officers and volunteers for our newly formed group so that we could better aid young engineers in their transition from academia to their professional career and provide a networking environment for local and relocated engineers. Other enthusiastic IEEE GOLD members started to emerge and were eager to help, including Michael McCormack (Vice Chair), Amanda Muller (Event Coordinator), and Stephanie McLeod (Secretary).

We tried to think how we could best help our GOLD members succeed in our area. We were able to determine several topics which we thought would be the most beneficial for a young engineers' overall success. Education, financial success, social networking, and career networking were the topics we chose to focus on for our meetings and events.

Happy with our intended direction, we started with an educational meeting, hoping we could help engineers who were interested in continuing their engineering education by conducting an information session and providing resources and applications for the graduate program at Florida Institute of Technology. A Florida Tech administrator gave a presentation of the programs, curriculum and professors associated with the Electrical and Computer Engineering Masters Degrees.

We also organized a Financial Management meeting, and invited Dennis Broderick, a Senior Vice President from Primerica Financial Services, to provide guidance about debt management and to educate our GOLD members with suggestions on how to obtain financial independence.

With the help and dedication of our volunteers, our Melbourne GOLD Affinity Group had a great first year.

This year we are enjoying another successful GOLD year. We are continuing our previous efforts, and also trying to provide a little more fun and rewarding environment for our GOLD members. While we maintained almost all of our wonderful volunteers, we wished Mike McCormack well when he transferred to New York, and we welcomed Shane Layton in his place.



We included some exciting, and sophisticated events this year, hoping to attract even more interest to our events. One of our first events this year was a joint effort with our local student chapter from Florida Institute of Technology. We invited IEEE members and non-members to an indoor paintball event in April. We had a good turn out at the Combat Zone in Merritt Island, Florida. We played lots of different games and were very successful in painting each other with multiple colors. Everyone had a great time, and expressed interest in a future paintball event.

We put a sophisticated flair on our social networking event by hosting a wine tasting event at Wine-Oh! in Cocoa Beach, Florida. Participants enjoyed sampling five different wines from around the world, each paired with a delicious appetizer prepared by Wine-Oh! owner Mary McNeal. A "Networking Bingo" game was distributed, in which everyone attempted to fill a 16-square bingo card by obtaining signatures from other attendees who fit various personal and professional descriptions. GOLD gave away a bottle of wine to the winner of the bingo game and also as a door prize. Everyone had a fantastic time thanks to our volunteers!



We have already been discussing ideas for next year's meetings and events, and are excited to continue the growth and success of our IEEE GOLD Affinity Group for years to come. The Melbourne Section GOLD Affinity Group would like to express appreciation and gratitude to all of our volunteers that help make our continued success possible.

Pictures provided by Combat Zone and Flickr user: smcgee

*IEEE-USA Annual Meeting
31 August – 3 September 2007
Scottsdale, Arizona*

The IEEE-USA Annual Meeting assembles the Professional Activities Committee for Engineers, PACE, representatives from Sections in Regions 1-6, together with the other PACE and IEEE-USA leaders for a weekend of formal and informal meetings.

Each Region holds two meetings for its representatives, one at the beginning of the meeting and one at the end. The first meeting generates ideas of what PACE leaders should be focusing on in order to help Section leaders be more effective in their PACE activities. Each group prepares a list of recommendations that are reviewed and refined at the second meeting. The recommendations may be general, such as investigating ways for students to experience engineering activities, or specific, such as generating publicity for an existing project.

The 2007 meeting provided two full days of lectures and workshops allocated to four tracks: "Rising above the Gathering Storm", "Employment and Career Services", "Professional Awareness Program", and "Skills Development". "Rising above the Gathering Storm" is the title of a National Academy of Sciences report that looks at the state of science and technological education and its impact on technological employment and the ability of the US to maintain its high standard of living. Howard Lieberman, of the Silicon Valley Innovation Institute, was the keynote speaker. He was optimistic, noting that the US has always fostered innovation and that this tradition will continue. We need to find ways to manage, lead, and encourage innovators and to communicate innovation successes.

In the "Rising above the Gathering Storm" track, Russ Harrison, also of the IEEE-USA Washington Office, spoke about communicating with legislators. An individual writing or talking to his or her legislator is the most effective way to influence that legislator. Engineers have not been very active in this type of communication, and yet when they get involved they can be very effective. Mr. Harrison gave specific examples of engineers individually or as a group communicating successfully with their legislators and achieving their goals. He also gave practical advice on how to structure a letter to a legislator and how to prepare for a face-to-face meeting. "Rising above the Gathering Storm" has sparked several legislative initiatives and acts including the America Competes Act. This act provides funds to recruit more math and science teachers and improve the skills of current teachers, to increase basic research at NSF and NIST, and for many other aspects of support for science and technology. Engineers should work to ensure that these funds are spent wisely.

In the "Employment and Career Services" track, Vin O'Neill, of the IEEE-USA office, provided a survey of immigration statistics. In year 2004, the US authorized almost 1 million permanent immigration admissions and 30 million temporary admissions. In addition, there were 0.5-1.0 million undocumented immigrants. Of the temporary admissions, 386,000 were on H-1B visas, 314,000 were on L-1 (intra-company transfer) visas, and 66,000 were under NAFTA regulations. Student visas accounted for 565,000 of the temporary visas. These numbers seem small compared with the total number of temporary visas, but they can still have an impact on engineering employment. Over 50% of the H-1B visas issued were for entry-level positions.

The "Skills Development" track offered presentations on practical skills for use in the workplace, such as "Effective Communication" – skills to communicate with the diverse groups found in the workplace; "Leadership" – skills to empower technical leaders; "Becoming a Professional" – establishing oneself as a professional in the workplace; "Transition to Management," and "Podcasting Fundamentals."

The "Professional Awareness Program" track allowed PACE representatives to become familiar with some of the possible activities they might support in their sections. These may include Student Professional Awareness Conferences and Professional Development Seminars for students and member, respectively, building relationships between students and working professionals, communicating with the public, and involvement with the "Design Squad."

The meal and break times were always lively, as attendees discussed the presentations, what is happening in their sections, renewed friendships, and made new ones. We had opportunities to hear and meet the IEEE President-Elect candidates and many others seeking leadership positions.

I attended on behalf of the Hampton Roads Section as I was invited to give a presentation at the meeting and our PACE representative was unable to attend. The meeting is a time for considering what might be a good program for one's Section and a way to make contact with potential speakers. I know that I left the meeting with some ideas for PACE activities for my Section, which I hope we can implement over the course of the year.

Janet Rochester
Hampton Roads Section

Region 3 Newsletter January 2008

Awards Programs Available to Everyone

By Mary Ellen Randall
Region 3 Awards & Recognition Chair
merandall@ieee.org

Utilizing the IEEE Awards program is a great way to honor your co-workers, neighbors and friends. Any IEEE member can nominate someone for most awards. All it takes is your willingness to prepare some paperwork. You may ask the nominee to help you with this. Many people are honored to be nominated.

Awards are given for many things. There are awards for great career accomplishments, such as IEEE Medals, Outstanding Engineer and Outstanding Engineering Educator. There are awards for innovation. There are awards for outstanding service, at many levels. There are also awards for "professional" activities.

Professional activities include many things. Some examples of these activities are:

- volunteering to bring technology projects to schools at all levels
- developing hands-on demonstration kits for scouting
- mentoring college students
- working with teachers to enrich educational offerings
- assisting in the generation or support for key legislation
- reporting on engineering related projects

These are just a few examples of ways our members contribute to society and to advancement of the IEEE areas of interest.

According to the IEEE web site, the designated fields are, in broad terms:

- Engineering,
- Computer Science and Information Technology,
- Physical Sciences,
- Biological and Medical Sciences,
- Mathematics,
- Technical Communications,
- Education,
- Management,
- Law, and
- Policy.

There are many, many awards programs within IEEE, such as local, regional (Southeastern US & Jamaica), IEEE-USA, worldwide medals, technical society awards, Educational Activities Board (EAB) and Member and Geographic Activities Board-MGA (formerly known as RAB-Regional Activities Board).

Awards deadlines change from year to year, but the list below will give you a rough guideline on many of the awards programs available. For complete awards information, visit <http://www.ieee.org/portal/pages/about/awards/index.html>.

January	31	Technical Field Awards
March	1	Hoover Medal (External) James Watt International Medal (External)
May	1	Alfred Noble Prize (External)
	15	RAB Section Recognition Awards
	31	Standards Association Corporate Award Standards Association International Award
July	1	IEEE Medals IEEE Corporate Recognition IEEE Service Awards IEEE Prize Paper Awards Distinguished Ethical Practices
August	31	IEEE USA Awards
September	1	Sperry Award (External)
	15	Standards Association Distinguished Service Award
October	1	Joan Hodges Queneau Award (External) Kevin Gold Medal (Award)

		Nels Bohr International Gold Medal (External)
	15	Institute Level Scholarship & Fellowship RAB
December	1	Region 3 Awards
	31	Fritz Medal (External) AAES (External)

- TAB Awards not listed here
- Friend of IEEE Regional Activities Board – year round

Please consider someone you admire, pick an award and nominate them THIS year.



Membership and Leadership Development in Region 3

Charles J. Lord, PE

Region 3 Leadership and Regional Support Chair

Region 3 Membership Development Chair

2008 looks to be an exciting year for the IEEE, as the newly-restructured Member and Geographic Activities Board takes form. Designed to better identify and serve the needs of you, the member, the MGA Board will emphasize the needs of and service to the member. So how does that affect this thing we call Membership Development?

Membership Development, or MD for short, is a nebulous term. MD has taken many forms over the years since my first IEEE volunteer position, MD Chair of my local section (Eastern NC) some 20 or so years ago (time sure does fly when you are having Fun!). Part marketing, part true 'development' of our members, the role is once again concentrating on the development of each of you as an active partner in the this thing called the IEEE. So what does it mean to be a member? Sure, there is the Spectrum, The Institute, your society publications, and this newsletter; there are conferences and publications; there are local meetings; there are educational courses and workshops - but what brought you to join the IEEE and how have you benefited from membership? And, how can you benefit even more from your membership in the future? In my vision for MD for Region 3 in 2008 and beyond, the partnership I mentioned will become more and more important.

To better understand the partnership of the member and the IEEE, we only need to look back to the traditional model of what an ideal employer of an EE looked like some 20-30 years ago. On employment, you found yourself with a mentor (or more than one), either in a formal or ad-hoc basis. "Networking" came naturally within the company and at technical meetings (such as IEEE meetings). There is a good chance that a boss or co-worker was the party responsible for getting you to start attending these meetings. Training was a part of the status quo, as most companies were more likely to send you to conferences, trade shows, and continuing education classes. Your career was managed more actively by your employer, as the model then was for you to progress through the same company, growing to the level of your ability and the company's need to grow.

Inherent with this environment were such things as benefits, retirement plans, etc and "portability" was much less of an issue. But of course this environment to most of us is just a pleasant memory or for some a fantasy - today, you are to a large part on your own for your career development, including mentoring, education, networking, etc. That is where the partnership of the member and the IEEE come in. For those who have made the most of their IEEE membership, all of the above has always existed. **Networking, mentoring, and educational activities abound when we take an active role in our membership and get involved.** Many of you have found what I did when looking for change in our careers: every position that I have ever had in my career has come not from a want-ad or from mailing out resumes or even a job board. Every job I have ever held came from knowing someone - in most cases from someone I knew through the IEEE. Even in my current (and final) choice of career as an independent consultant, many of my best clients have come through IEEE-related networking.

By now some of you are thinking "this is well and good for you, but **how does this help ME?**" Enter Membership Development! Working with the other services and entities within the IEEE volunteer and staff, MD can help you excel in all of these areas, truly developing you the member as an active, successful, and satisfied member as well as successful and satisfied in your career and other aspects of your life. But this is not a passive activity. The IEEE can provide so much for you only because of the efforts and activities of thousands of volunteers and actively engaged members worldwide. **The first step is for you to get involved.**

Make the most of your IEEE membership! Find out what is going on in your local section and chapters and get involved. Need a class or workshop? Offer to help out! Need others to share their experiences? Share yours! Need help getting started? Contact me! I am here to serve you and point you to the people that will help.

Together we can all succeed beyond your wildest imaginations!

David Green Re-Elected As Treasurer for IEEE

Our own Region 3 Secretary, David Green, has again been elected to the position of IEEE Treasurer for a second year. In this position David will be a member of the IEEE Board of Directors, as well as being responsible for leading the Financial Committee for the IEEE. In this position, Dave and his committee will be responsible for overseeing the \$270M a year operation of the Institute.

Dave's considerable financial experience has included Region 3 Treasurer, IEEE-USA Treasurer, IEEE Regional Activities Board Treasurer, and Alabama Section Treasurer. He has been a member of the IEEE Financial Committee (FinCom) for over four years.

David became a student member of IEEE in 1974, a Member in 1976, and a Senior Member in 1992.



David Green – IEEE
Treasurer

Jim Howard Re-Elected as Secretary/Treasurer of IEEE-USA



Jim Howard – IEEE-USA
Secretary/Treasurer

Another one of our very dedicated volunteers for Region 3, Past Director Jim Howard, has been elected for a second term as Secretary/Treasurer of the IEEE-USA. In this position he will serve on both the IEEE-USA Board, and the IEEE Financial Committee (FinCom).

IEEE SECTION PUBLICITY

"Thinking Out of The Box"

by David Bower

Region 3 Public Information Officer

Be creative when thinking about publicity for your section. Several ideas quickly come to mind such as using local media to promote meetings and other section activities. And there are many more. "Public Relations," often referred to as simply "PR," is something every member can get involved with. While efforts designed to focus on a large group at one time, such as use of local print and broadcast media are important, the basic one-on-one approach can be very effective. The focus for a "one-on-one" approach can have many targets. The existing membership, potential new members, students and the general public are some examples. When meeting these various individuals, the proper use of the IEEE logo and name is paramount in establishing a lasting impression. In the advertising field it's sometimes called branding. And "branding" has been used successfully by various entities to plant the seed of recognition. In this article, suggestions are offered for use by sections.

PR at Section Meetings

Section meetings are an excellent opportunity to get the message out about IEEE to our membership and visitors. And the "PR" and professionalism starts here by having a good venue for the meeting. A designated greeter can

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be beneficial in helping both members and guests feel welcome. A central area for signing the attendance sheet and picking up promotional information about IEEE is important. The attendance sheet should be printed (perhaps with the section name, including the IEEE logo). A yellow legal pad or a hand-scribbled piece of paper creates a poor image. Printed section newsletters are another good thing to have available. Sticky name tags are beneficial for getting to know each other better. Other items for display include membership applications and, perhaps, promotional handouts from IEEE (all these items are easily obtained from Headquarters just for the asking). Finally, someone should follow up after the meeting to contact visitors and invite them back. When recruiting potential members, it's important not to pressure them too much during an initial contact.

Branding the IEEE Image (one-on-one)

IEEE is the largest professional organization of its type in the world. When using the IEEE Logo in our own section activities, subtle reminders such as an IEEE lapel pin or other available promotional IEEE items can help keep the "branding" alive to the membership and others. In such a setting, as an example, a small IEEE lapel pin is probably best (see the picture of the Past Section Chair pin). When speaking to school groups and the general public, a larger lapel pin (such as the one pictured) may be more suitable to establish recognition. Section officers, and volunteers, will find that IEEE business cards are great for PR purposes. The IEEE membership development card pictured with this article is a nice resource for recruiting new members. An impression that will last, after contact, can also be cemented by giving an individual a IEEE promotional item (i.e. IEEE ballpoint pen or coffee mug are two examples). Please note that various promotional items available from IEEE vary and may not always be stocked. Those who have attended various regional activities (i.e. SoutheastCon) and the IEEE USA Leadership Workshop are aware of promotional items that are sometimes available. While the quantities are generally limited, a few items could possibly be passed along at section meetings to recruit new members. And, finally, let me give you an example of how the IEEE baggage tag can work. On a recent trip, when changing planes in Cincinnati, a young graduate engineer noticed my IEEE baggage tag and asked about the organization. So you never know when the opportunity will arise to promote IEEE.

These are currently some available promotional items for purchase:

1. IEEE banners to display at your meeting or other activity. Two types are available: one can be customized with the IEEE logo and the name of your section; the other only has the logo.
2. IEEE plaques with the IEEE logo and other details already engraved. A blank area is provided for the section to have "a local awards company" complete engraving for specific information and other details. Plaques are great for special awards and other recognition.
3. IEEE customized certificates. These are nice for recognizing a speaker at your meeting or other special award. As a suggestion, select a suitable frame for the certificate at a local store.
4. Lapel pins. Several types are available for past and present officers. In addition, a "general" lapel pin with the IEEE logo can be ordered.
5. IEEE business cards. IEEE Section-Chapter Support can also offer assistance about sources regarding IEEE business cards for your officers and other volunteers.

You can get more information regarding available IEEE promotional materials from IEEE Section-Chapter support by calling (732)-562-5501 or by e-mail at <sec-chap-support@ieee.org>. Or, if you'd like, drop me an e-mail at <d.bower@ieee.org>. And, in closing, the use of an IEEE e-mail alias is another way to "spread the word."

(Continued on the next page)

Other PR Suggestions

1. A news release to print and broadcast media can also be great for publicizing your meeting or other activity. A notice about your meeting or activity can also be posted on company or school bulletin boards (always get permission in advance).
2. Keep your section's web page current and post your meeting notice electronically.
3. Send a thank you letter or card to your speaker. As a nice touch, enclose a picture made of the speaker at the meeting.
4. A display, with photos, is an opportunity to publicize your section activities at meetings and other activities.
5. A section web page is still another place to promote your activities along with pictures. Be sure to include contact information on the web page for those wanting more information. And keep the web page up to date.
6. While many sections use electronic news letters and notices to contact their members, a once-a-year paper mailing is good for contacting those who don't use e-mail (or have recently changed their e-mail address). And be sure to include the URL for your section's web page in the notification.
7. Handout brochures are good "PR" for your section. A simple trifold will usually suffice. And be sure to include your section's URL, as well as the general IEEE URL (www.ieee.org).
8. IEEE "section customized" stationary and envelopes help generate a professional image.
9. Promotional items available from IEEE vary over time, so please check with Headquarters for what is currently available. While some sections may desire to order and acquire their own specialized promotional items, it is suggested they coordinate with IEEE Section-Chapter Support regarding use of the IEEE name and logo.
10. Printed membership development cards (mentioned in the article) can ordered from <http://ewh.ieee.org/forms/md/supplies.php>.
11. Finally, download a copy of the IEEE Publicity Guide available at www.ieee.org/publicityguide. The guide is an excellent resource.



Example of promotional items used at R3 activities (IEEE Lion, top center; IEEE coffee mug, left; IEEE sun glasses, right; various IEEE ballpoint pens, center; two examples of IEEE lapel pins, bottom center).

Discover the benefits of IEEE membership.

Join IEEE today at:

www.ieee.org/join



Membership promotion business card (front side).

I was encouraged to join by:

Name: _____

IEEE Member # _____

Please include the name and member number of the IEEE Member who referred you in the appropriate fields in your membership application.

Membership promotion business card (back side).



Example of IEEE lapel pins (large IEEE lapel pin for general activities with general public, left; smaller lapel pin for section meetings).



UAH  **IEEE** **IEEE SoutheastCon 08**
Huntsville, Alabama April 3-6 

IEEE SOUTHEAST CONFERENCE 2008

Return to the Moon

Join us in Rocket City, Huntsville, Alabama for IEEE SoutheastCon 2008

SoutheastCon is the annual IEEE Region 3 Technical, Professional, and Student Conference. It brings together electrical, computer and other engineering and science professionals, faculty and students to share the latest information through technical sessions, tutorials, and exhibits. IEEE SoutheastCon 2008 will feature the presentation of technical papers (full length reviewed papers and extended abstracts of non-reviewed papers), as well as posters, tutorial sessions, and workshops, for which topics of both theory and applications are encouraged.

Student Competitions:
IEEE SoutheastCon will feature the following student competitions:

- *Student Hardware Competition
- *Student Design Presentation Competition
- *Student Technical Paper
- *Student Software Competition
- *Student Branch Web Site Competition
- *Student T-Shirt Competition
- *Student Ethics Competition

For latest updates and deadline please visit the conferences web site at www.southeastcon.org/2008.

www.southeastcon.org/2008
Sponsored by the IEEE Huntsville Section and IEEE Region 3

Photo "Old Friends," by Michael Proffitt published 2 October 1999. Used with the courtesy of The Huntsville Times. All rights reserved. Reprinted with permission.

SoutheastCon 2008 will be held April 3-6, 2007. See page 13 for conference registration form. Visit the conference website, <http://www.southeastcon.org/2008>, for hotel links.

2008 IEEE SOUTHEASTCON
3 -6 April 2008 Von Braun Center Huntsville Alabama
REGISTRATION FORM

Registrant(s) Information (Please print clearly) *ARE REQUIRED FIELDS & MUST BE COMPLETED

<i>*Family Name</i>		<i>*Personal Name</i>	
<i>*Company, University or Other Affiliation</i>			
<i>*Mailing Address</i>		<i>*P.O. Box / Mail Stop</i>	
<i>*City</i>	<i>*State/Province</i>	<i>*Zip/Postal Code</i>	<i>*Country</i>
<i>*Phone Number</i>		<i>*Fax Number</i>	
<i>*Email Address</i>		<i>*IEEE #</i>	

Registration Categories

Registration Categories	On/Before 10 March	After 10 March/ On-Site	\$
IEEE Member/Author	\$475	\$550	\$ _____
IEEE Non-Member/Author	\$575	\$650	\$ _____
Region 3 Committee	\$185	\$210	\$ _____
Life Member	\$75	\$85	\$ _____
Student Member	\$75	\$85	\$ _____
Spouse/Guest	\$35	\$45	\$ _____

Accepted author paper reference number(s): _____

Conference Registration for IEEE Members, Region 3 Committee and Non-Members Includes: Friday Social, Saturday Lunch, Saturday Banquet and Proceedings on CD-ROM

Life Member Registration Include: Saturday Banquet and Proceedings on CD-ROM.

Student Registration Includes: Saturday Banquet

Spouse/Guest registration is for meals ONLY

Registration Subtotal \$ _____

Additional Options	On/Before 10 March
Friday Social	# _____ @\$ 35 = \$ _____
Saturday Lunch	# _____ @\$ 35 = \$ _____
Saturday Banquet	# _____ @\$ 35 = \$ _____

After 10 March/Onsite	On/Before 10 March
Friday Social	# _____ @\$ 35 = \$ _____
Saturday Lunch	# _____ @\$ 35 = \$ _____
Saturday Banquet	# _____ @\$ 45 = \$ _____

***TUTORIAL COSTS ARE PER SESSION**

TUTORIALS:	On/Before 10 March	On-Site	\$
Full Day Member	\$250	\$275	\$ _____
Full Day Non-Member	\$300	\$325	\$ _____
Half Day Member	\$150	\$175	\$ _____
Half Day Non-Member	\$200	\$225	\$ _____

Tutorial Subtotal \$ _____
Additional Options Subtotal \$ _____
Total Remittance (Must be in US Dollars) \$ _____

Banquet Meal Choice:	Saturday Lunch Choice:
# _____ Vegetarian	# _____ Vegetarian
# _____ Beef	# _____ Beef
# _____ Chicken	# _____ Chicken

THERE WILL BE NO REFUNDS OR CANCELLATIONS

Method of Payment:

CHECK (Payable to 2008 IEEE SOUTHEASTCON)

American Express

Discover

MasterCard

Visa

Card Number: _____ Exp Date: _____

Name on Card (please print): _____

Authorized Signature _____

Mail Completed Registration Form & Fees To:

**2008 IEEE SOUTHEASTCON Registrar, C/o IEEE Conference Management Services,
 445 Hoes Lane, Piscataway, New Jersey 08855, USA
 Tel: +1 732 981 3415 Fax: +1 732 465 6447 Email: SEC08reg@ieee.org**

Sections Congress 2008 – Plan Now for Your Section to be Represented

By Jim Howard, Region 3 Sections Congress Coordinator (j.howard@ieee.org)

IEEE Sections Congress is a triennial gathering of Section leadership sponsored by the Regional Activities Board. An event which includes four days of working sessions and networking, Sections Congress involves hundreds of delegates from all ten Regions. At Congress they learn how to utilize the resources of the IEEE to maximize their effectiveness as IEEE volunteer leaders. Workshop, panel and tutorial sessions are held on topics of interest to the Sections.

The Theme for Sections Congress 2008 (SC08) will be:

Celebrating Volunteer Achievements Worldwide

And will be held in

Quebec City, Canada

on 19 - 22 September.

Make Sure YOUR Section is Planning Now to Attend!

The goal is to have 100% Section participation – Worldwide

For more information, check the web page listed below:

<http://www.ieee.org/web/volunteers/sections-congress/2008/index.html>

Every Student Branch Should Be Planning Now to Host a Student Professional Awareness Seminar (S-PAC) in 2008

By Jim Howard, Region 3 S-PACs Coordinator (j.howard@ieee.org)

So What is a Student Professional Awareness Conference?

Engineers must be proficient, professionally astute, and clearly aware of their responsibility to society. Student Professional Awareness Conferences (S-PACs, pronounced "ess-paks") explore the subjects that affect engineers' careers, regardless of how well engineers prepare themselves technically.

First introduced in 1979, S-PACs are an effective vehicle to transmit the professional awareness that enhances the technical education they receive in engineering school. S-PACs permit students to learn from the varied experience of successful engineers.

The conferences have potential to increase student membership and to encourage ongoing participation in [IEEE](#). S-PACs are becoming a strong force for improving the electrical engineering profession over the coming years.

S-PACs are structured events where students listen to experienced engineers from diverse backgrounds discuss topics from the [six critical categories](#) (listed below). Students have a chance to interact with the speakers, usually through a roundtable discussion. Typically, S-PACs are half a day, and involve two or three [speakers](#).

Six Critical Categories for S-PAC include:

- ***Career Growth***
- ***Working***
- ***Professional Ethics and Social Responsibility***
- ***Self-Management***
- ***Engineers and Public Policy***
- ***The Importance of a Professional Society to You***

Region 3, in combination with IEEE-USA has funds available and will supply speakers for your S-PAC. Just contact the Region 3 S-PAC Coordinator, Jim Howard, and start planning for your S-PAC now.

For more information, check the web page listed below:

http://www.ieeeusa.org/volunteers/committees/spac/general_info.html

or contact Jim Howard, j.howard@ieee.org.

Region 3 Newsletter January 2008

IEEE Region 3 Executive Committee – 2008

Director * <i>William (Bill) Ratcliff</i>	Director Elect * <i>Lee Stogner</i>	Secretary * <i>David G. Green</i>
Treasurer * <i>Charles E. Hickman, Ph.D., P.E.</i>	Past Director * <i>George McClure</i>	
Area 1 Virginia Council * <i>William Clayton</i>	Area 2 North Carolina Council * <i>James Conrad</i>	Area 3 Georgia * <i>Curtis Lee</i>
Area 4 Florida Council * <i>Joey Duvall</i>	Area 5 Tennessee Council * <i>Tim Bigelow</i>	Area 6 Alabama/Mississippi * <i>Keith Jadus</i>
Area 7 South Carolina Council * <i>Brent Baker</i>	Area 8 Kentucky & Indiana * <i>John Parr</i>	Area 9 Jamaica * <i>Devon Gayle</i>

Standing Committees

Awards & Recognition * <i>Mary Ellen Randall</i>	Audit * <i>Dale Caston</i>	Communications * <i>Bill Clayton</i>
Conference * <i>Donald W. Hill</i>	Educational Activities * <i>J. Patrick Donohoe, Ph.D., P.E.</i>	Finance Committee * <i>Charles E. Hickman, Ph.D., P.E.</i>
Leadership Development and Regional Support * <i>Charles J. Lord, P.E.</i>	Membership Development * <i>Charles J. Lord, P.E.</i>	Nominations & Appointments * <i>George McClure</i>
Professional Activities * <i>Adeeb Hamzey</i>	Strategic Planning * <i>Richard (Dick) Riddle</i>	Student Activities * <i>Eric Ackerman, Ph. D.</i>

Communications Subcommittees

Electronic Comm. Systems Coordinator <i>David G. Green</i>	Newsletter Editor <i>William LaBelle</i>	Public Information <i>David L. Bower</i>
Webmaster <i>Eric S. Ackerman, Ph.D.</i>		

Conferences

Southcon Representative (senior) <i>James H. Beal</i>	Southcon Representative (junior) <i>James M. Howard</i>	SoutheastCon2006 <i>Alan Long</i>
SoutheastCon2007 <i>Adeeb Hamzey, Sean Haynes</i>	SoutheastCon2008 <i>Eric Gregorian, Keith Jadus</i>	SoutheastCon2009 <i>Amy Wilson, Bill Marshall</i>
Sections Congress <i>Jim Howard, Sean Haynes</i>		

Leadership Development and Regional Support

Archive Management <i>Charles Lord</i>	Help Desk	Section/ Rejuvenation <i>William (Bill) Ratcliff</i>
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IEEE Region 3 Executive Committee – 2008 (continued)

Membership Development

Life Members Regional
Coordinator
David McLaren

GOLD Representative
Joey A. Duvall

Industry Relations
Alan Thomas

Women in Engineering
Mary Ellen Randall

Professional Activities Subcommittees

SPAC Chair
James M. Howard

IEEE USA Career &
Employment Assistance
Charles Hussey

IEEE USA Government
Activities
Lee Stogner, George McClure

Strategic Planning

History
Vernon Powers

Special Projects
TBD

Special Review
Roy Harris

Student Activities

Student Representative *
Matt Erickson

To contact any of the above members, please go to this website
<http://www.ewh.ieee.org/reg/3/comp.html>

* Denotes voting member of Region 3 Executive Committee

Upcoming Region 3 meetings and conferences

The below list of for Region 3 meetings are fast approaching. Mark your calendars!!

Region 3 Meeting at SoutheastCon 2008

<http://ewh.ieee.org/reg/3/excom/meetings/2008-04/>

3-6 April 2008, Huntsville, AL

David G. Green [d.green@ieee.org]

Future SEC will be held in:

SEC09 – Atlanta;

SEC10 – NC (tentative);

SEC11: open

SEC12: open

Sections considering holding a SEC: Orlando, Birmingham, Jacksonville

You are invited to submit a bid for a future SEC. For more information contact Don Hill (d.w.hill@ieee.org).

Sections Congress 2008

19-22 September 2008 Quebec City, Canada