



Region 3



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

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Message to Region 3 ...

The Journey Continues



*William Ratcliff
Region 3 Director
2008-2009*

The journey of transformation started well before January 2008 but during the last 2 years, together we have shared the vision with others and helped them walk the talk. This brief article is not simply a “walk down memory lane” but rather a reminder of the chosen path and the admonition to follow it.

The recognition of the IEEE member as an individual and a person is the marker of the path. We are traveling this journey together and we need:

- Collaboration and cooperation
- Sharing of Skills and knowledge
- Mentors and friends

These are more than slogans or tag lines; they are real requirements if IEEE is to apply technology for the good of humanity. We value each other’s active participation and commitment in the work of the Institute

We have discussed and designed many of the functions and processes that constitute the architecture of this new focus on the member and it relies on the principles of

- Engagement
- Uniqueness of each individual and the characteristics of the events throughout their lifecycle
- The purposes of the Organization Structure that help us perform the work of IEEE.

This is an on going effort and requires your continued attention.

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The Journey Continues (cont.)

We have made a good start in exposing the leadership in the Sections of the imperative to focus on the member as an individual and the mindset of engaging people in our activities starting with the communications.

In developing communications e-mail, newsletters, meeting announcements, call for papers, etc and yes even web sites, the need to engage the receiver or the person on the other side of the screen is as real as if we were talking face to face. This is a challenge that all of us must work together to address. Although the solution is not to be found in a "cook book" of communicating for fun and profit, it begins with the fundamental desire to engage the other person. Have you experienced reading a book, which made you feel as if you were a part of the story itself? The opportunity of engaging each other in the IEEE story belongs to each one of us.

In all of our effort toward fundamental change have we reached a critical mass in which the change is self-sustaining? Only you can provide an answer.

It has been a privilege to be Region 3 Director during this transformation and I will continue to work in other capacities to help see it through to "critical mass".



Director Region 3 2008-2009
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Director-Elect's Message

Lee Stogner

Region 3 Director, 2010-2011

[\[l.stogner@ieee.org\]](mailto:l.stogner@ieee.org)

Dear Region 3,

I have been a Member and a Volunteer for the IEEE for over 35 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 will 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 national benefits their Members enjoy just

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This Region 3 Newsletter is sent to the volunteers of Region 3. The information herein may be used in section and chapter newsletters. The opinions expressed, as well as the technical accuracy of authors, advertisers, or speakers published in this newsletter are those of the individual authors, advertisers, and speakers. Therefore, no endorsement by the IEEE, its officers, or its members is made or implied.

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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 or employee. 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 how 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.

I need your help to make this difference in Region 3. It won't require a big budget increase. All we have to do is participate in our organization and work together towards a better IEEE.

Thank you for your support,

Lee Stogner
Director, Region 3
l.stogner@ieee.org

Replace the 125th Anniversary Mark Reminder

Francine Tardo
External Communications Manager
IEEE Corporate Strategy and Communications
[\[f.tardo@ieee.org\]](mailto:f.tardo@ieee.org)

Thanks to the many IEEE volunteers who planned celebration events and adopted use of the IEEE anniversary mark in 2009, [IEEE's 125th anniversary](#) has been a resounding success. It helped to increase public visibility of IEEE and the profession around the world, and created pride among the IEEE entire community.

Now is the time to plan to replace the anniversary mark with the IEEE Master Brand on all Web sites, print materials, PowerPoint templates, email signatures, etc. for January 2010. Electronic files of the Master Brand and standards for use can be found in the online IEEE Brand Identity toolkit (<http://www.ieee.org/go/brand>) under the "master brand and logos" section.



Celebrating 125 Years
of Engineering the Future

January 2010



Region 3 Prepares for the Future

Bill Clayton [w.clayton@ieee.org]

Region 3 Communications Chair

The Nimitz super carrier is a symbol of world class greatness. It brings American power to bear pretty much anywhere in the world. It does not turn on a dime.

IEEE shares some of these attributes. We are the world's largest technical professional society. Few places in the world are outside our sphere of influence. Changing our course makes a super carrier look nimble.

Adapting to a changing world, IEEE transformed to better serve you. Some of the changes are comparatively easy. We have come to expect reorganizations and rebranding on a periodic basis from every institution we encounter. Changing the relationship with our 375,000 members is not as easy as changing course of a 100,000 ton ship steaming at 35 knots. We have no wheel house, no public address system, no single structure to the cradle members and bring them about. Recognizing this, Region 3 recently conducted training sessions for key volunteers to explain the changes and ultimately reach all members.

Falling membership corresponding to reduced revenue from dues limited our budget for these sessions. We looked at a number of funding options and in the end decided on two virtual sessions combined with local gatherings for training: one in August and one in September. We are currently assessing their strengths and weaknesses and will continue the effort both in the cyber-world and at meetings such as SoutheastCon this spring. The training consisted of three sessions presented by our Region leadership.

Director Bill Ratcliff provided a brief overview of the path. He outlined the transformation to Member and Geographic Activities (MGA) and how this change aligns with IEEE goals to better serve the member. The IEEE is on a path that treasures member engagement. The creation of MGA is one of the ways

the Institute hopes to enable this goal.

Leadership and Training Chair, Charles Lord, followed with a primer on the nuts and bolts of running a local organizational unit. He included the old favorites along with the newest changes. Hopefully you have already seen the results of some of Charles's efforts. Unit officers have been sent links to quick start training modules for the newly elected volunteers. Charles provided a comprehensive catalog of resources to help in our stewardship of this great institute.

Incoming Director 2010-2011, Lee Stogner, completed the presentation trinity with a synoptic of IEEE career services. Answering the question "what is in it for me" he cataloged the full spectrum of services to include employment assistance, career development, and running your own business. His presentation included key web sites and other services that leaders not only should take advantage for their personal gain but be ready to guide members to as they proceed along the path.

All this material is available to Region 3 volunteers on our forum in the IEEE Online Communities at <https://www.ieeeonline.com>. If you are not already a member of the Region 3 forum, contact your section, area, or region leadership for an invite. If you are a member, look in "Leadership Development" under "Files" and open the "Fall 2009 Leadership Training" folder. As a member, you can invite your new volunteers using the "Invite" menu item.



Please distribute to the student sections in your area.



Host: Russel Saliendra

Type: [Meetings](#) - [Convention](#)

Network: Global

Date: Friday, February 12, 2010

Time: 4:30pm - 9:30pm

Location: Memphis Botanic Gardens

This event is planned to start at 4:30 pm on Feb 12, 2010 at Memphis Botanic Gardens

The Institute of Electrical and Electronic Engineers (IEEE) established the S-PAC as a career growth and professional awareness conference that focuses on bringing both the students and professional worlds together for a networking event and seminar on engineering related topics. This year The Memphis Section of IEEE has organized a variety of engineering societies from Arkansas State University, Christian Brothers University, The University of Memphis, The University of Tennessee at Martin, The University of Mississippi, and Union University to participate in the S-PAC.

Approximately 100 electrical, computer, mechanical, chemical, biomedical, and civil engineering students from these six universities will participate in the conference. The IEEE will provide two nationally distinguished speakers who will give presentations on Career Growth and Self-Management. Students who participate in the conference will provide resumes, which will be bound and given to all Gold and Diamond event sponsors.

Why Participate?

Students: This is your opportunity to learn, network, and develop as young engineers. Learn about Career Growth and Self-Management to help you make the right choices about your next

move in life. Network with professionals and peers. Your future boss could be one of our sponsors or one of your peers from another school! When you register you can upload your résumé to the S-PAC website, which will be given to all Gold and Diamond sponsors! Most importantly, this is an opportunity for you to develop as an individual and expand your knowledge of the engineering community and profession as a whole.

Professionals: As a college student did you think about: graduate school or the corporate world? Did you think, "Where should I apply for a job? Will I be happy doing this ten years down the road? What kind of salary should I expect?" WELL, students are still asking the same questions. This is an opportunity for you as a professional engineer to give back to the engineers of tomorrow by attending this conference and sharing your knowledge and expertise.

Sponsors: 100 students! 6 universities! All in one place! Instead of driving all over the region looking for engineers to hire, simply spend one evening enjoying a delectable dinner and mingle with students in a casual environment. Moreover, if you are a Gold or Diamond sponsor we will give you all of their resumes to take back with you!

- Cost for attendance: Students \$10, Professionals \$30
- Sponsorship levels: Diamond \$500, Gold \$250, Silver \$100
- Tax deductible donations of any size accepted!

For more information, visit the S-PAC 2010 website at <http://spac.ieeememphis.org> or the IEEE Student Branch at CBU website at ieeecbu.org.

Past Director's Report

George McClure

[\[g.mcclure@ieee.org\]](mailto:g.mcclure@ieee.org)

For the past two years my principal goal has been to encourage volunteerism in Region 3. I thank those who have responded to my calls for volunteers for various offices and positions.

At the same time, I have served as chair for the MGA Awards and Recognition Committee, assisted by Mary Ellen Randall as the Region 3 liaison.

Volunteers deserve recognition for their achievements on behalf of the region and the Institute and, again, other volunteers are necessary to nominate and write the forms to help deserving members get recognition. Mary Ellen has been invaluable as a catalyst for the awards process, both in Region 3 and in MGA ARC. Thank you, Mary Ellen!

For the future, I stand ready to assist Region 3 in any way I can. One goal for next year, when I will chair the Life Members Committee, will be to encourage the formation and activities of Life Member Affinity Groups in the region. Region 3 has over 3500 life members - the fourth largest number in the ten regions - many of whom are willing to volunteer further, giving back to IEEE for the experiences the Institute helped them gain during their active careers. This constitutes a largely untapped pool of very experienced members to fill positions on section Excoms and conference committees.

The Life Members Committee is sponsoring a series of technical tours, visiting engineering milestones in cooperation with the IEEE History Center. The first such tour will be a visit to the Panama Canal, 3-10 March 2010. http://www.ieee.org/web/volunteers/mga/home/life_members_committee/panama_canal_tech_tour.html

Other tours are in the planning stage for

England, Scotland, and Ireland.

It has been my pleasure to meet and work with so many members of the Region over my years of service, and I thank you for that opportunity.

IEEE emeritbadges.org Launches Updated Web Site

Ralph W. Russell, II

Chair, IEEE Scouting Program

[\[emeritbadges@ieee.org\]](mailto:emeritbadges@ieee.org)

The IEEE emeritbadges.org project has updated its web site, <http://www.emeritbadges.org>, featuring hands-on, pre-college technology educational materials for boys and girls. The updated site will feature information on the program's sponsorship of the Electricity and Electronics Merit Badge booths at the 2010 National Scout Jamboree, to be held from 26 July to 4 August, 2010, at Fort A.P. Hill, in Caroline County, Virginia.

Would you please include a link to <http://www.emeritbadges.org> on your groups website? This will help to globalize our project.

Be a Volunteer

David Bower

Region 3 Public Information Officer

[\[d.bower@ieee.org\]](mailto:d.bower@ieee.org)

Volunteers are the backbone for IEEE and its continuing development. They are paramount for promoting and sustaining activities within the organization. The beauty of it is that each member can be a volunteer in their own way. Some decide to do it at the section level. Others prefer to participate and support Council or Area activities. While some steer toward Region 3 involvement, and beyond. And some branch out to include all of these as a volunteer. In any case, volunteering is a contribution we can all provide within the region. Certainly, we all have obligations to our job, family and other facets of our life. Given time constraints, some may only be able to partici-

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pate on a limited basis. Others have more time. Each member, no matter how limited their available time, can play an important role as a volunteer. But the total collective effort of many members working together as volunteers can be substantial. Let's look at a few ways an individual can serve IEEE. Some may do so as an officer or member of a committee while others may volunteer by judging at a science fair, speaking to a youth group at a school, promoting IEEE through print and broadcast media, presenting a program at a section or society meeting, encouraging other engineers within our profession to join IEEE, writing articles for newsletters or other IEEE publications, and the list goes on. Please give it some serious thought--and pick an area that you'd like to participate in. If something does not immediately come to mind, feel free to ask others within our organization for ideas. Your service as a volunteer is vital and the satisfaction you'll receive as an individual will be rewarding. In so doing, you will be supporting the largest professional engineering-technical organization in the world. Maybe some of the pictures with this article will give you some ideas; perhaps discussion with others will get you interested in volunteering in some component of IEEE. If you are already a volunteer, you're aware of the importance of your service to IEEE. And please encourage others within our organization to become volunteers. Thank you.



Present a program at a section or society meeting.



Nominate a section member for a Region 3 award.

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Serve as a volunteer judge at a science fair.



Volunteer to help a youngster build an electronic project.



Plan a dinner prior to a section or society meeting, and be sure to include student members.



Participate in Council or Area meetings.

Discover the benefits of IEEE membership.
Join IEEE today at:
www.ieee.org/join



Promote others to join IEEE by handing out business cards.



Serve as a volunteer at events such as SoutheastCon.

IEEE Region 3 Executive Committee – 2009

Director
William (Bill) Ratcliff

Director Elect
Lee Stogner

Secretary
David G. Green
Gregg L. Vaughn, Ph.D., P.E.
(Assistant Secretary)

Treasurer
Charles E. Hickman, Ph.D., P.E.
Donald W. Hill
(Assistant Treasurer)

Past Director
George McClure

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William Clayton

Area 2 North Carolina Council
James Corr

Area 3 Georgia
Curtis Lee

Area 4 Florida Council
Quang Tang

Area 5 Tennessee Council
Tim Bigelow

Area 6 Alabama/Mississippi
Keith Jadus

Area 7 South Carolina Council
John Montague

Area 8 Kentucky & Indiana
Jerry W. Goertz

Area 9 Jamaica
Wilfred A. (Robbie) Roberts

Standing Committees

Awards & Recognition
Mary Ellen Randall

Audit
Dale Caston

Communications
Bill Clayton

Conference
Sean Haynes
Donald W. Hill

Educational Activities
Bruce Walcott

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

Leadership Development and
Regional Support
Charles J. Lord, P.E.

Membership Development and
Life Cycle Management
Charles J. Lord, P.E.

Nominations & Appointments
George McClure

Professional Activities
Adeeb Hamzey
Susan Ronning

Strategic Planning
Richard (Dick) Riddle

Student Activities
Eric Ackerman, Ph. D.
Pat Donohoe, Ph.D., P.E.

Communications Subcommittees

Electronic Comm. Systems
Coordinator
David G. Green

Newsletter Editor
William LaBelle

Public Information
David L. Bower

Webmaster
Eric S. Ackerman, Ph.D.

Conferences

Southcon Representative (senior)
James H. Beall

Southcon Representative (junior)
James M. Howard

SoutheastCon2008
Eric Gregorian, Keith Jadus

SoutheastCon2009
Amy Wilson, Bill Marshall

SoutheastCon2010
James Conrad

Sections Congress
Jim Howard, Sean Haynes

Leadership Development and Regional Support

Archive Management
Charles Lord

Help Desk

Section/ Rejuvenation
William (Bill) Ratcliff

IEEE Region 3 Executive Committee – 2009 (continued)

Professional Activities Subcommittees

SPAC Chair <i>James M. Howard</i>	IEEE USA Career & Employment Assistance <i>Carl Hussey</i>	IEEE USA Government Activity <i>Lee Stogner</i> <i>George McClure</i>
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Membership Development

Life Members Regional Coordinator <i>David McLaren</i>	GOLD Representative <i>Wah Wah Myint Garris</i>	Industry Relations <i>Alan Thomas</i>
Women in Engineering <i>Parveen Wahid</i>	Member Recruiting and Retention <i>Lee Stogner</i>	Employment and Career Assistance <i>Carl Hussey</i>

Strategic Planning

History <i>Vernon Powers</i>	Special Projects <i>TBD</i>	Special Review <i>Roy Harris</i>
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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>