



Region 3



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

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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 lifelong 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.



*Lee Stogner
Director, Region 3*

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 the 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 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

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Director Region 3 ...

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.

In 2010, we began a Region 3 Employment Assistance Project. This project will continue in 2011 and beyond. Many of our fellow engineers are still unemployed. The IEEE Network that we are building can directly help these engineers today and your career tomorrow. Please let me know if you want to become a part of the Region 3 Employment Assistance effort.

I need your help to make a 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 to build a better IEEE.

Thank you for your support,

Lee Stogner
Director, Region 3
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Ready, Set, Engage ...

David Green [d.green@ieee.org]

Happy New Year! We have made it to 2011. I would like to encourage you to engage with your IEEE to make both you and IEEE stronger.



When I work on something (almost anything these days), I often find that I can be most effective by using an Internet search engine like Google. Now search engines like Google are great in how they find things, but fundamentally they can only find content that is placed on the Internet by someone. Have you ever reflected on how many things you have extracted from the Internet versus how many things you have posted to Internet? Obviously, if we were all extractors (consumers) and not posters, the Internet and the use of Internet Search Engines would be less effective for all of us.

IEEE is similar. There are many things we can "get" from IEEE – technical information, career information, insurance, etc. We can keep our interface with IEEE as a consumer only. However, if all members were just consumers, then IEEE will not be as effective. There are many approaches to moving beyond the consumer relationship. One way is to be a volunteer leader (of some part) of IEEE but I want to discuss other approaches in this article.

There is an IEEE Section is your geographic "home". You are reminded of it each year in your membership information, and you can find out information on IEEE Sections in our area by going to <http://ewh.ieee.org/ecc/r3/>. These local units hold meetings and undertake local projects. The projects include support of K-12 science and technology, career activities, etc. The meetings are opportunities to hear

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This Region 3 Newsletter is sent to the members 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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Director-Elect

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about technical, professional and career information as well as to interact with your peers. You may find it very valuable to use these meetings as a way to stay technically current, keep aware of technical issues outside your specific specialization, and build a network of peers. Consider starting your non-consumer effort here. Attend the meetings and be a contact for others. Ask questions of the presenters to improve the value of the meeting for everyone. Offer to present at the meeting or arrange for a presenter. Help out on one of the section projects. Nominate one of your colleagues for an award. This short list is just the beginning of the opportunities to move out of the consumer side of the IEEE relationship. If none of these make sense for you – consult the local volunteers who lead the section.

All the best to you and yours (and IEEE – ours!) in 2011,

Dave Green, Region 3 Director-Elect

The IEEE Central Tennessee Section and Region 3 Recognize Tom Maddox for his Contributions to the IEEE

Mike Pucket [mike@puckettengineering.com]
Program Chair

At its November 2, 2010 meeting, the Central TN Section presented both section and Region awards to Tom Maddox, PE for his contributions to the IEEE. Tom is a retired engineer from TVA and Nashville Electric Service (NES). He spent most of his career at TVA and in the latter part of his career at TVA Tom became their first Power Quality Engineer. After retiring from TVA, Tom took a position with NES as their first Power Quality Customer Service Engineer.

Through Tom's insight and forethought, he spearheaded creating a local Power Quality Group in Nashville, TN in the early 90's. In October of '92, Tom put together a 3-hour seminar with a power quality expert as the speaker with the intent of seeing if there would be enough interest in the area to

warrant creating a power quality group. The meeting was hosted by TVA and therefore the meeting and lunch were free for all attendees. He invited everyone that might possibly be interested, including consulting engineers, utility engineers, plant/facility engineers, contractors, electrical equipment manufacturer representatives, end-users, etc. From that meeting 42 people indicated an interest in having a local power quality group.

From the 42 that indicated interest in a power quality group, Tom formed a steering committee that included himself and 11 other people from various parts of the industry to form the "Music City Power Quality Group" (MCPQG). The purpose of the group was to create a forum for sharing information on power quality problems and solutions. In other words, to work together to understand and avoid/correct power quality issues for the common good of all. As Tom mentioned in the initial press release, "It is important for electric utility customers to understand just how much their power company can and cannot do for them to provide "clean" power. The customer may be receiving good power at their electrical service but it deteriorates due to in-house load switching activity or poor grounding practices, resulting in erratic system performance. Providing knowledge on what to expect from the utility, as well as what the end-user can do on their own to avoid or correct these types of power problems is the intent of this group."

On April 18, 1993, the MCPQG had its first official meeting at TVA's offices in Nashville, TN. It included a 3-hour (half-day) meeting with a power quality expert as the speaker presenting an overview of power quality. The meeting was attended by 52 people. From there the MCPQG was launched and has been going strong ever since. In order to cover more depth, the MCPQG meetings have always been 3-hour (half-day) meetings. In the beginning, the meetings were held every other month but after the first year or so they were changed to 4 times each year. Every year or two, the MCPQG also organizes an all-day seminar conducted by a power quality expert. The speaker for most of the quarterly half-day meetings usually includes a power

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Central Tennessee

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quality expert from industry at no charge to the group. For the all-day seminars, the speaker is a paid speaker.

Beginning with the August 2002 meeting, the MCPQG began meeting at the Tennessee Engineering Center (TEC) where the IEEE Central TN Section is a founding society thanks to Bill Sims. Since the IEEE Section is a founding society of the TEC, the Section can use the meeting facilities at minimal cost. Therefore, these meetings are a joint meeting with the IEEE Section. This helps the section as well as gives the MCPQG a great place to meet. This has been a tremendous help for the IEEE Section since it provides at least 4 excellent meetings each year for the section. The meetings are well attended with between 40 to 100 or more people at each meeting. This also provides great exposure for IEEE.

Although Tom has been officially retired from his position at NES, he remains active in the MCPQG. Tom has been the secretary/treasurer for the group since its inception and is the

primary person that keeps the group going. He organizes an annual planning meeting with 5 other people where the programs for the next year are selected and assigned to someone in the group. Throughout the year Tom maintains contact with the meeting organizers to ensure everything keeps moving as planned. Also, in some cases Tom is assigned to organize the meeting.

The MCPQG has been and continues to be a huge success and because of their relationship with the IEEE Section has helped the section to be successful also. For Tom's contributions to the IEEE, Mike Puckett presented him with an award from the Section and Bill Sims presented him with an award from the Region.

IEEE-USA Government Fellowships: Linking Science, Technology & Engineering Professionals with Government

<http://ieeusa.org/policy/govfel/default.asp>

Each year, IEEE-USA sponsors three government fellowships for qualified IEEE

members. The fellows - chosen by the IEEE-USA Government Fellows Committee and confirmed by the Board - spend a year in Washington serving as advisers to the U.S. Congress and to key U.S. Department of State decision-makers. Known as either a Congressional Fellowship or an Engineering & Diplomacy Fellowship, this program links science, technology and engineering professionals with government, and provides a



Tom Maddox (center) receives Awards from Bill Sims (left) and Mike Puckett (right)

See **IEEE-USA**, next page

IEEE-USA

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mechanism for IEEE's U.S. members to learn firsthand about the public policy process while imparting their knowledge and experience to policymakers.

2012 Application materials are now available online. The deadline is March 18, 2011

Application Kit for 2012 Congressional Fellowship http://ieeeusa.org/policy/govfel/documents/cfappkit12_000.doc

Application Kit for 2012 Engineering & Diplomacy (State Department) Fellowship http://ieeeusa.org/policy/govfel/documents/Stateappkit12_000.doc

IEEE Introduces IEEE Technology News – Looking for Editors

IEEE Xplore currently includes nearly 3 million articles; and 200,000 articles are added annually. How can anyone know what is worth reading among those articles? Well, IEEE Technology News will help. It will bring to IEEE members and the global community the top 1000 of the most interesting, timely, and newsworthy articles.

A beta version of IEEE Technology News is available now. It is a web-based publication which is also viewable on mobile devices. It will provide its subscribers with condensed versions of about 20 newly-posted articles each week – with links to the full articles in IEEE Xplore. The condensed versions are in layman's language so that nonspecialists, students, news media reporters, etc. will be able to understand them.

IEEE Technology News is advertiser supported. It is free; anyone may subscribe – at www.ieeeTechNews.org. Please subscribe and provide feedback to the volunteers behind this new publication.

John Vig, 2009 IEEE President, conceived the idea and took the lead in developing it with the assistance of fellow volunteers Anil Roy (India) and Gus Gaynor (USA). They brought together IEEE Publications, Technical Activities, Spectrum, and other staff and volunteers to brainstorm, develop a proposal

and plan for the launch of IEEE Technology News. This effort included receipt of a \$25,000 Seed Grant from the IEEE New Initiatives Committee (NIC) in May 2010 followed by a Phase II NIC proposal for full-funding.

IEEE surveys show that “remaining technically current” is the number 1 reason for joining IEEE. In today's global economy IEEE Technology News offers a channel for not only keeping abreast of one's own discipline but also for gaining an understanding of other technologies.

Content is derived from IEEE's more than 500 conference proceedings and 800 journal issues published annually. To guarantee quality, the articles will go through a four-stage process: the appropriate papers will be selected by volunteer associate editors, the condensed versions will be written by professional technical writers, the condensed versions will be edited by a technical editor, and a final review will be performed by the IEEE Technology News Editor-in-Chief. An Editorial Board of nine people under the leadership of the Editor-in-Chief will be responsible for meeting the goals and guiding operations.

Associate editors are needed for selecting the articles to be condensed. If you are a technical expert, preferably an IEEE Fellow, who regularly reads IEEE publications, please apply to be an associate editor, include a brief statement of qualifications, and specify the publication(s) you are willing to cover. The job is easy; i.e., when you read a new article that is especially interesting, important or newsworthy, send a message to TechNews@ieee.org, identify the article, and include a short explanation as to why the article is worthy of inclusion in IEEE Technology News.

The Editorial Board looks forward to launching IEEE Technology News in 2011. Beta testing is projected to begin in early 2011. For a preview, please visit, and subscribe at www.ieeeTechNews.org on your computer or mobile device. Comments and applications for associate editor may be sent to TechNews@ieee.org.

IEEE Dayton Small Radio Telescope

Roger Grubic [roger_grubic@ieee.org]
Chairman, Daytona Section

Barott and Seth Mayo of MOAS were honored at a Dayton section dinner meeting held on December 7, 2010.

The Daytona Section was very active over the last few months completing the assembly, mounting, test and calibration of the Small Radio Telescope (SRT). The purchase of the SRT was funded by the Life Members Foundation to stimulate interest in science among the students in the local area (primary, secondary and college age) from a proposal authored by Dr. Jane Owen and Dr. Hugh Ward. The SRT is mounted on the roof at the Daytona Museum of Arts and Sciences (MOAS) in Daytona and is part of their astronomy presentation to the public prepared in conjunction with the section.



Small Radio Telescope prior to mounting during a presentation to the Life Members committee in 2009

Flood damage to the museum in 2009 necessitated the section to provide a network in the museum to access the SRT antenna controls installed in the planetarium remotely from the auditorium. These controls can also now be accessed remotely with completion of the section developed software, allowing students from the classroom to operate the SRT and gather data via the Internet.

The team composed of Charlie Husbands (Project leader), Dr. Hugh Ward, Al Jusko, Dr. Jianhua Liu, Dr. William Barott, Jeanette

The Daytona Section is pleased to report that Charles Husbands won the Florida Council Outstanding Service Award for his efforts as project leader for the Small Radio Telescope - a project for the local community, past Chair and Vice Chair of the Daytona Section and Region 3 Life Members co-ordinator.

Dr. Tianyu Yang won the Florida Council Outstanding Educator Award for his efforts at Embry Riddle Aeronautical University. Dr. Yang is a acknowledged contributor to IEEE technical journals and is a peer reviewer as well.



The picture to the left shows the Small Radio Telescope mounted on the roof of the Museum of Arts and Sciences in Daytona.

Region 3 Fall EXCOM 2010

October 2010
Atlanta, Georgia



Region and Section EXCOM listening intently to the presentations on IEEE Career & Employment Benefits



Director Lee Stogner opens the weekend of presentation with words of wisdom



Eric Ackerman and Susan Ronning (R3 Professional Activities)



Butch Shadwell providing insight into the world of consulting ...

... and Ed Kirchner, provides information on IEEE and Region 3 Employment & Career Assistance



The focus for the weekend EXCOM was on providing members throughout Region 3 with employment assistance.



Saturday dinner's guest lecturer, excuse me - entertainment, for the evening, Dan Miller



Lee Stogner, Dan Miller, Bill Harrison (Past-Director Region 3)

IEEE

SoutheastCon 2011

Building Global Engineers

Nashville Airport Marriott, Nashville, TN

March 17-20, 2011

IEEE SoutheastCon is an annual IEEE Region 3 Technical, Professional, and Student Conference. It is the premier conference for the IEEE Region that encompasses the IEEE Southeastern United States and Jamaica. IEEE SoutheastCon 2011 brings Electrical Engineering, Computer Engineering, and Computer Science professionals, faculty and students to share the latest information through technical sessions, tutorials, professional development sessions, and exhibits. It is the most influential conference in Region 3 for promoting awareness of the technical contributions made by our profession to the advancement of engineering science and to the community.

IEEE SoutheastCon will feature the following student competitions:

- Student Paper Competition
- Student Software Competition
- Student Hardware Robotics Competition
- Student Website Design Competition
- Student T-Shirt Design Competition

Be sure to check the website for more information. Space is limited for some events, so we strongly encourage you to take advantage of early registration to make sure you will be able to participate in your chosen events.

Attendance and technical program participation from areas outside IEEE Region 3 is welcomed and encouraged. You do not have to be a member of IEEE to participate or attend IEEE SoutheastCon 2011, although membership is required in order to participate in student competitions. However, we do encourage you to investigate the benefits of IEEE membership. One immediate benefit is the reduced registration fee to attend.

For more information, please see our website at

<http://www.southeastcon2011.org/>

IEEE SoutheastCon 2011: Building Global Engineers

March 17-20, 2011, Nashville Airport Marriott, Nashville, TN

ADVANCED REGISTRATION FORM

Each conference attendee must submit a separate registration form. A copy of this form may be used. To ensure advance registration, this form and payment must be received on or before **February 25, 2011**

Name: _____
Last First Guest's name (if attending)

Company/University: _____ Badge Name: _____

Street Address: _____

City, State, Zip Code: _____

Country: _____ Telephone: _____ Fax: _____

Email Address: _____

Check all appropriate boxes: IEEE Member Membership # _____
 Student Region 3 Committee Life Member

Note: Authors must register online per instructions included in the paper acceptance email.
Students are encouraged to follow student team registration procedures – see website for details

IEEE Member	Advanced	On-Site	Subtotal	Non-IEEE Member	Advanced	On-Site	Subtotal
Conference	<input type="checkbox"/> \$225	\$275	_____	Conference	<input type="checkbox"/> \$275	\$325	_____
Student/Life Member	<input type="checkbox"/> \$75	\$125	_____	Student	<input type="checkbox"/> \$125	\$175	_____
Tutorials (1/2 Day)	<input type="checkbox"/> \$150	\$150	_____	Tutorials (1/2 Day)	<input type="checkbox"/> \$150	\$200	_____
Region 3 Committee	<input type="checkbox"/> \$225	\$275	_____	Guest Fee	<input type="checkbox"/> \$75	\$100	_____

Guest Fee includes Friday reception and Saturday banquet

Total Amount..... \$_____

*No refunds available after February 25, 2011. There will be a \$25 fee for each returned/NSF check.
Please check the website for the latest information on the Tutorials.*

Make all checks payable to IEEE SoutheastCon 2011. All fees payable in \$US.

Credit Card (Please check one): American Express Master Card Visa

Credit Card # _____ Expiration Date: _____

Card Holder's Signature: _____ Date: _____

Send to: SoutheastCon 2011
c/o Charles Lord; 108 Huntington Circle; Cary, NC 27513
Email: c.j.lord@ieee.org Fax: (919) 319-1707

IEEE SoutheastCon 2011: Online Registration: <http://www.regonline.com/sec11>
Hotel: Nashville Airport Marriott, Nashville, TN
Reservations: <http://www.marriott.com/hotels/travel/bnatn-nashville-airport-marriott/?toDate=3/20/11&groupCode=ieeieea&fromDate=3/17/11&app=resvlink>

Career Survival in the New Millennium

by Edward Perkins

If you've had the misfortune of becoming unemployed since the start of the new millennium, you know that finding a job in the past several years has been difficult. You can be a *valuable contributor* working on a *crucial project* one day, and find yourself unemployed the next. People with current skills have found it very challenging to find another position, sometimes being out of work for a year or more. Those who were using proprietary tools or processes face an even harder task, since they don't have "market" skills that employers want.

To help its members, IEEE-USA has developed a workshop to answer the question: What are the requirements for success in today's job market? The workshop, called *Career Survival for Engineers in the New Millennium*, was produced by the IEEE-USA Career & Workforce Policy Committee (CWPC), in cooperation with the IEEE-USA Employment & Career Services Committee (ECSC). The goal of the workshop is to teach U.S. IEEE members how to help themselves manage/run their careers this era of globalization and selective hiring. The workshop addresses such issues as outsourcing, the changing job market and changes in what employers are looking for.

The workshop has been held several times around the country, most recently in Cocoa, Florida, on Oct. 23, in support of the [Region](#)

[3 Employment Assistance Project](#), with the assistance of the IEEE Canaveral, Melbourne and Orlando Sections. The day-long workshop was webcast and videotaped, and it is now available for all U.S. IEEE members to watch on the [CWPC website](#).

In the workshop, attendees learned how to:

- Deal with globalization and changes in the job market, and the resulting challenges
- Meet the requirements of today's job market and create a proper business model
- Approach the job market and adapt to a new workplace
- Create a personal career plan, values

statement and branding strategy

- Use new methods to search for a job, network and market themselves
- Develop a resume and present accomplishments
- Present themselves during the interview process
- Keep up with emerging technologies and trends
- Use IEEE resources to help themselves become motivated to try new job search approaches.

Workshop speakers in Cocoa included Ed Perkins (me); Henry Lindborg, a recognized expert in organizational program development and planning, management consultant and career coach; Tarek Lahdhiri, IEEE-USA CWPC outreach vice chair; and Charles Lord, IEEE Region 3 leadership and regional support chair.

Key messages of the workshop included:

- All engineers and technologists need to be independent learners.
- Careers follow an arc of challenge, response, adapt, overcome, succeed, repeat, and twilight. You need to focus on the things you can control and not those you cannot.
- A successful career must focus on what you do best and are interested in.
- Career planning is crucial – one, three, five and 10 years ahead. A career plan includes goals, external influences, personal talents, metrics, sources of information, and how to achieve your goals. What would you do if you were laid off tomorrow?
- Networking is a critical skill to master. Develop your "elevator" pitch so you can be effective. Do not depend on e-mailing your resume to human resources because people hire those they are familiar with. Attend your local IEEE meetings to network and make contacts.
- Jobs (and businesses) are all about value. Businesses add value to make profits; you must demonstrate how you add value to keep/get a job. You must have a value proposition (how

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Career Survival

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you will create desired results), and it must jump off the first page of your resume.

- A resume for job search is a marketing tool. You may need to recast your prior accomplishments, if you are interested in a job that is not a linear transition from your current/ past job(s). Keep a work history of your accomplishments, who/what/ when, and also training.

This workshop empowers engineers, technologists and scientists to work with management and human resources to innovate their own career and lifestyle in the 21st century with empowered vision, confidence and global leadership in technology and scientific frontiers.

The live workshop was recorded and is available for viewing on the [CWPC website](#).

Edward Perkins is past chair of the IEEE-USA Career and Workforce Policy Committee.

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Past Region 3 Director Jim Howard Elected as the 2011 IEEE-USA President Elect

Jim Howard [j.howard@ieee.org]

Jim Howard, the 2002-2003 Region 3 Director was recently elected as the 2011 IEEE-USA President Elect during the recent IEEE elections. Jim has served on the IEEE USA Board for seven years in various positions and was the Secretary-Treasurer for IEEE USA from 2008-2010. Currently Jim is on the R3 Strategic Planning Committee and is the R3 SPAC Chair.



IEEE-USA utilizes the "3P" system, as does the IEEE, which means Jim will serve on the IEEE-USA Board in the following capacities:

2011 - IEEE-USA President-Elect

2012 - IEEE-USA President

2013 - IEEE-USA Past-President

Jim also currently holds the position of Vice-President of Membership on the Aerospace and Electronics Systems Society (AESS) Board* and has been a member of the AESS Board of Governors for several years. His present term on the AESS Board is due to continue until 2012.

For more information about Jim's election, please visit the [IEEE-USA web site](#).

*Jim is the 6th IEEE-USA President Elect to come from the ranks of the AESS.

Congratulations to Jim!

L50 New ... Improved ...Shorter!

Don Hill [dhill@uky.edu]

Region 3 Treasurer, 2010

Larry Bolsch, IEEE HQ's new employee for 2010, has been a ball of fire. Larry and his team has revised, simplified, and placed the new improved L50 on the web.

Treasurers of record for 2010 have (or should have) received a pre-Christmas memo from Larry and his team about the new L50. The L50 now arrives 'populated' with the ending balances from your 2009 L50.

Signatures are easier. No copying, no faxing, no mailing to the past chair, new chair, past treasurer, and new treasurer. Each can electronically 'sign' on the web. How easy is that?

The new L50 can be completed over several weeks using the web and personal computer storage. When completed, the treasurer will 'submit' via the web. No mailing, no faxing, no emailing!

Most sections include their chapters in the section L50. Please continue to include them. A select few chapters file a separate L50 from their section. HQ would like to encourage a 'move' to include these few lonesome chapters into their respective sections over the next few years. Politically, this inclusion may be difficult, but we encourage you to try to merge their L50 reports.

Please do not hesitate to call or email Larry Bolsch if you have questions.

Remember to complete your L50 before the February 18, 2011 deadline to maximize your section rebate. Sections submitting L50 reports after March 31, 2011 will receive no rebate. Ouch!

Call or email me if you have questions beyond Larry and his team.

IEEE-USA Panel Reveals How to Succeed in Today's Digital Era

by Abigail Vogel Robinson

Possessing communication, business and collaboration skills should be top priorities for engineers who want to succeed in the era of digital, social and mobile media, according to a panel session on "Digital Media Skills" during Georgia Tech's FutureMedia Fest 2010 in Atlanta, Ga.

The panel — organized and cosponsored by IEEE-USA's [Innovation Institute](#) and [Employment and Career Services Committee](#) — was made up of educators, industry and technical leaders, and focused on how graduating engineers and mid-career professionals can tune (or retune) themselves in this new digital era. Peggy Hutcheson — co-chair of the IEEE-USA Innovation Institute, member of IEEE-USA's Employment and Career Services Committee, and founding partner of the Odyssey Group — served as moderator.

The panelists included:

- **Eric Burger**, adjunct professor of computer science at Georgetown University and chair of [IEEE-USA's Committee on Communications Policy](#)
- **Rebecca Burnett**, director of writing and communication at Georgia Tech
- **Chris Dodson**, game artist and game, content and narrative designer at Savannah College of Art and Design
- **Tino Mantella**, president of the Technology Association of Georgia
- **Clyde Smith**, senior vice president

of global broadcast technology and standards at Turner Broadcasting System During the hour-long panel discussion, four major pieces of advice for engineering students and mid-career professionals emerged: learn how to communicate, don't specialize, understand the business, and be collaborative. Below are details of what the speakers had to say about each of these four recommendations.

Learn How to Communicate

Without communications skills, engineering students are going to be joining the workforce as the world's highest paid technicians.

Just as important as *what is said* is who it's said to, why it's being said, how it's said, what evidence is used to say it, how it's argued and what particular media are going to be effective to say it.

Realize that meaning is not simply transmitted

from a speaker to a receiver, but there are factors of interpretation, culture and individual backgrounds that are going to affect how information is interpreted by the receiver.

Never say: "First I'll do the work and then I'll write it up." It suggests you think of communication as a separate activity from the work.

Don't Specialize

Don't become so specialized. We need people with cross-disciplinary skills. Engineers need to span multiple technologies, so that it's not difficult for them to embrace the rapidly changing world and new technologies, as they join the marketplace.

It's important for mid-career engineers

to understand that they should not emphasize being an expert in a particular technology, because it's the systems engineering, and what's going on around the technology, that's significant.

Employees who are better at multidisciplinary engineering, and who have multiple skill sets, will have a stronger future career.

Understand the Business

People need to learn about the context of the world they're working in, about the business of business, and need to be able to relate their work to the larger work of the industry and the world. It's not important *how* you get those skills, it's just important that you get them. Getting an MBA could help mid-career engineers.

As more businesses go global, what will differentiate you in an international market is your ability to communicate well. That includes an awareness and sensitivity to cultural differences, and learning what drives cultural difference. Students can learn these skills by participating in a study abroad program, learning another language, or joining Engineers without Borders.

Acquire some knowledge of finance through webinars, or other educational opportunities, to understand what makes a company viable. But most of all, understand where you are, why you are there, and what business values you are trying to deliver.

Be a Team Player

A few decades ago, engineering was treated as a separate discipline, in that engineers were individual performers and individual achievers. Students in engineering tended to be introverted, and never learned how to work with marketing and sales people. We need to reach out and help students understand all the other people involved, and how we work with them.

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Digital Era

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In general, engineers are not a very collaborative culture. Students are rarely explicitly taught collaborative skills and strategies. There are many skills and strategies that you can teach people to make them better team members and team leaders, to make them more comfortable in shifting back and forth between team roles and leadership roles, and knowing when to step up and when to step back. Find companies that are training employees and educating them about these collaborative strategies.

Digital media affects and enhances the ability for us to communicate as team members, especially as we're beginning to see communication and offices that are both virtual and in-person.

One final skill Burger suggested students and mid-career professionals possess to succeed in today's digital media marketplace is luck. "Build luck by building skills, making opportunities, networking, and getting out there," he said.

To watch the full panel discussion, visit the [FutureMedia Fest website](#). This panel discussion is the first in a series of collaborative activities between IEEE-USA's Innovation Institute and Georgia Tech.

Abby Vogel Robinson, Ph.D., serves as chair of the IEEE-USA Communications Committee and as an editor for *IEEE-USA in ACTION*.

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Plan Now for IEEE Sections Congress 2011

IEEE Sections Congress will be held 19 - 22 August 2011, in [San Francisco, California, USA](#). It will be held at the [San Francisco Marriott Marquis](#).

The theme of Sections Congress 2011 is

"Empowering Members to Create the Future."

About Sections Congress 2011 -

IEEE Sections Congress, held every three years since 1984, provides IEEE Section leadership with a priceless opportunity to impact the future of IEEE.

It is the ideal place to network and share knowledge; provides a means to increase

leadership skills and a working knowledge of IEEE; is a venue for expressing opinions and concerns through recommendations for action, which will be used by the IEEE Board of Directors to guide IEEE into the future.

The goals of SC2011 are three-fold

1. to provide an opportunity for delegates to gain information and training skills;
2. to network and build relationships with other volunteers within IEEE;
3. to serve as a forum for Section representatives and other local leaders, enabling them to voice – on behalf of the collective membership – the ideas, issues, and recommendations which will impact the development and growth of IEEE throughout the world, reinforcing its vitality and relevance to those it serves.

In addition to the individual growth and networking fostered by Sections Congress, there are more far-reaching results. The caucuses will generate specific, practical recommendations for action. During the Closing Ceremony, the delegates will have the opportunity to assign a priority level to each of the recommendations through the balloting process.

The results will be announced as part of the Ceremony and will be delivered to the IEEE Board of Directors for implementation in strategic planning for the future of IEEE.

What your Section should do to prepare for Section Congress 2011

1. Determine your Sections Primary Delegate
2. Make sure your Section has set aside funding for the Primary Delegates attendance to Sections Congress*
3. Watch for more information in upcoming R3 newsletter and from emails.

Region 3 Sections Congress Coordinators are:

Sean A. R. Haynes [s.a.haynes@ieee.org]
Jim Howard [j.howard@ieee.org]

*Funding for the Primary Delegate will come from several sources including your Section, Region 3, and the IEEE Member and Geographic Activates Board (via Region 3). Details of the funding are being worked out now and further details will be available as soon possible.

2011 Conferences in Region 3

Location Start Chair	Section End E-mail	Notes Society Phone
<i>IEEE International Multi-Disciplinary Conference on Cognitive Methods in Situation Awareness and Decision Support (CogSIMA 2011)</i>		
Miami Beach, FL 22-Feb-11 Adam Stotz	Miami 24-Feb-11 adstotz@buffalo.edu	http://cogsima2011.org/ Intro sent - 03 Oct 10 Communications Society +1 716 204 5123
<i>Joint IEEE International Conference on Industrial Technology & 43rd Southeastern Symposium on System Theory (ICIT-SSST 2011)</i>		
Auburn, AL 14-Mar-11 John Y. Hung	Alabama 17-Mar-11 j.y.hung@ieee.org	http://ssst2011.auburn.edu/ Intro sent - 03 Oct 10 Industrial Electronics Society +1 334 844 1813
<i>Clemson University Power Systems Conference 2011</i>		
Clemson, SC 15-Mar-11 Drenda Whittiker	 18-Mar-11 dwhttkr@clemson.edu	www.clemson.edu/ces/powsys/2011/ Advanced Metering, Protection, Control, Smart Grid +1 864 656 1053
<i>IEEE SoutheastCon 2011</i>		
Nashville, TN 17-Mar-11 Jeffrey Black	Nashville 20-Mar-11 jeffrey.d.black@vanderbilt.edu	http://www.southeastcon.org/ Intro sent - 03 Oct 10 Region 3 +1 615 322 3758
<i>IEEE Rural Electric Power Conference (REPC)</i>		
Chattanooga, TN 10-Apr-11 Rhonda Whitaker-Hamm	Chattanooga 13-Apr-11 rswhitaker@tva.gov	http://www.ieeerepc.org/ Industry Applications Society +1 901 604 6936
<i>Systems and Information Engineering Design Symposium (SIEDS)</i>		
Charlottesville, VA 29-Apr-11 Jayne Weber	Central Virginia jef2f@virginia.edu	http://www.sys.virginia.edu/sieds11/ Systems, Man, and Cybernetics Society +1 434 924 5393
<i>IEEE International Workshop Technical Committee on Communications Quality and Reliability (CQR 2011)</i>		
Naples, FL 12-May-11 Kevin Krantz	FWCS kkrantz@nortel.com	http://www.ieee-cqr.org/ Communications Society +1 972 684 5862
<i>IEEE 61st Electronic Components and Technology Conference (ECTC)</i>		
Lake Buena Vista, FL 31-May-11 David McCann	Orlando 3-Jun-11 dmcca@amkor.com	http://www.ectc.net/ Components, Packaging and Manufacturing Technology Society +1 480 821 5000
<i>Industry Applications Society Annual Meeting</i>		
Orlando, FL 9-Oct-11 Lynda Bernstein	Orlando 13-Oct-11 ias-administrator@ieee.org	http://ewh.ieee.org/soc/ias/2011/ Industry Applications Society +1 732 465 6627

IEEE Region 3 Executive Committee – 2011

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Area 6 Alabama/Mississippi
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Area 7 South Carolina Council
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Area 9 Jamaica
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Strategic Planning

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

Outstanding Performance Award

Bill Williams

Vice-Chair, Program Chair
Winston-Salem Section

The Wake Forest University EMBS student club was named the 2010 recipient of the Outstanding Performance Award for a Student Club or Chapter from the IEEE-EMB Society. Three student members of the club's executive board (Jennifer Jordan, Meghan Vidt and Melissa Daly) traveled to Buenos Aires, Argentina to receive their award at this year's EMB Conference. Criteria for award selection is competitive and based on the educational promotion, community outreach and other activities as demonstrated through the club's website. The Wake Forest EMBS club is honored to be chosen this year's winners and excited about the subsequent international recognition it brings to the Virginia Tech-Wake Forest University School of Biomedical Engineering and Sciences program and the community.



Jennifer Jordan, Meghan Vidt and Melissa Daly
Wake Forest University EMBS student club members

succeed 2011 IEEE President Moshe Kam, Department Head and Robert Quinn Professor of Electrical and Computer Engineering at Drexel University, Philadelphia, Pa. Day will serve on the Board of Directors as IEEE President-elect for 2011.

IEEE Members Elect Gordon W. Day as 2012 President



11 January 2011 – Gordon W. Day, of Boulder, Colorado, has been elected president of IEEE for 2012. IEEE, the world's largest technical professional association, supports the technical and professional interests of over 400,000 members in 160 countries. It publishes a third of the world's literature in the electrical engineering and

computer science fields, sponsors over 1100 conferences each year, and has an active portfolio of nearly 1,300 industry standards and projects under development.

Day, an electrical engineer with experience in research, management, and public policy, will become the 50th President of IEEE on January 1, 2012 and will also serve as CEO. He will

“Over the past century or so, most advances in quality-of-life have been achieved through technology. Our members were responsible for many of those gains,” Day commented upon assuming his new role. “Today, IEEE’s job is to help technologists continue that history of achievement, in a world where technology is advancing ever more rapidly and innovation is the key to prosperity around the globe.”

Day’s technical specialty is the combination of optics and electronics. He spent most of his career in research and management at the National Institute of Standards and Technology (NIST) in Boulder, where he founded and led the NIST Optoelectronics Division. His personal research ranged from fundamental optical measurements to the development of standards for optical communication and new concepts in optical and electronic instrumentation.

More recently, he has served as science advisor to U.S. Senator Jay Rockefeller and Director of Government Relations for the Optoelectronics Industry Development Association. He has

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Gordon W. Day

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been a professor adjoint at the University of Colorado and a visiting Fellow at the University of Southampton (UK), and has served on many industry, government, and academic advisory groups. He is a Fellow of the IEEE, the American Association for the Advancement of Science, the Optical Society of America, and the Institute of Physics, and holds a bachelor's, master's and doctorate degrees from the University of Illinois, Urbana-Champaign.

Day has served the IEEE previously in many leadership capacities, including president of the IEEE Photonics Society and of IEEE-USA, which supports the career and public policy interests of IEEE members in the U.S.

IEEE-USA Precollege Education Committee Education-Engineer Partnership Award

IEEE-USA recognizes the collaborative activities between K-12 educators and technical professionals who are IEEE members. The criteria for the award is extensive including demonstrated partnership between the educator and engineer (an active member of IEEE-USA); defined contribution and support from the educational institutions and the organization which the engineer represents; willingness to share programs with other educational institutions and professional societies.



*Percy "Butch" Shadwell
Engineer*



*Marion Zeiner
Teacher*

Mr. Percy "Butch" Shadwell, the engineer, and Mrs. Marion Zeiner, the educator were honored for their collaborative efforts in "Instilling enthusiasm in engineering and technology by mentoring students at Episcopal High School in Jacksonville, Florida." Mrs. Zeiner is the head of scientific research for Episcopal High School while Mr. Shadwell works as a consultant.

Research engineer Percy Shadwell and high school science teacher Marion Zeiner have developed a strong partnership since 2003 that gives students enrolled in the Research Seminar Course these kinds of experiences. Shadwell meets the class during the school day to share his enthusiasm for engineering, and then students individually contact him as they identify the focus of their individual investigations. Under the guidance of both Shadwell and Zeiner, students do literature searches, communicate with experts across the country and develop an engineering goal for one to four years. As the students design, redesign and test the product or process, they consult and meet with Shadwell frequently to solve problems and to evaluate data. Polymer photovoltaics, thermoacoustic engines, piezoelectric nanogenerators and artificial intelligence are examples of the project topics.

Students have excelled in high school science competitions, winning at every level of competition. Students have been semifinalists in the Siemens Science Competition and place award winners at the International Science and Engineering Fair, the Florida State Science Fair and the Regional Science Fair. Engineering projects have been named first place at Armed Forces Communications and Electronics Association High School Competition, ISWEEP and the Florida Junior Academy of Science Competition. Students who have completed engineering projects under the direction of Shadwell and Zeiner are now students at MIT and Georgia Tech. The key metric of the success of this on-going program is the impressive, and steadily increasing, number of high award winning science projects from Episcopal High School.