

# ELECTRICAL ENGINEERING®

"ENGINEERS, BY AND LARGE, are ill-equipped for their responsibilities in the decade ahead." Why President John Granger thinks so was laid on the line in his address at the March Convention banquet. Read Spectrum, May '70, pp. 22-23.

We start from where we are. Any re-equipping—any social redirection of electron flow in this generation—will have to come through bootstrap-lifting by IEEE's 165,000 members throughout education, industry, and government, led by the select readership of "Electrical Engineering" (E. E.)

DIALOGUES FORESEEN. At the preceding Executive Committee (ExecCom) meeting the President said that the most conspicuous weakness of all professional societies in the modern concept is their inadequate assessment of the relevance of technology to social needs. He advocated serious thought as to how IEEE can open dialogues, in a common language, with sociologists, economists, ecologists, and psychologists.

WHAT IS THE GOOD LIFE? The battleground of opinion, traditionally cluttered by philosophers and statesmen, seems, (omitting guitar players: Spectrum, Dec. '69, pp. 61-63), to have been preempted by those disciplines which, like technology and the four named by Granger, are more directly concerned with the nuts, bolts, and debris of industrialization and applied research. If civilization is living off its capital, these are the custodians of knowledge to sound the alarm.

IEEE, as a non-national, transnational society, is particularly well placed to

consider all the angles—with members living in places having widely different concentrations of wealth and industrial haze, holding every shade of opinion as to what the good life is, but sharing expertise beyond all others in what electricity can do.

## CHALLENGES AND OPPORTUNITIES

ONE-UPSMANSHIP. Applied in the month of June, one-upsmanship is the art of beating the exigencies of September-October reactivation after a lazy summer, by astute preparation right now—before the people needed to help have dispersed or become incommunicado. Likewise applied in June, one-upsmanship is also organizing for a smooth take-over, if one is due, by newly-elected officers in Sections, Subsections, Chapters, and Branches.

## TOP-SIDE DEVELOPMENTS

NOMINATIONS FOR ELECTION. IEEE Board of Directors (BofD) in March approved officer-nominees for places on the ballot in September: For President, 1971, James H. Mulligan, Jr.; for the Vice President elected by voting members, Robert H. Tanner.

To those candidates have, by now, been added the nominees for Regional Directors of even-numbered Regions 2 to 8; and for Technical Directors of Divisions 3 and 4 (Spectrum, Mar. '70, box, p. 121).

All names will be published in June '70 Spectrum, together with a required notice as to any nominations-by-petition due by

noon, Aug. 14 (Constitution, Art. XII, Sec. 4; Bylaw 311.5).

CONSTITUTIONAL AMENDMENTS PROPOSED. The IEEE Constitution must be changed in technical particulars to conform to a new New York State statute. BofD at the same time will submit to the membership desirable amendments not required by law.

The Constitutional amendment ballot with full particulars and reasons for proposed amendments will be mailed to all voting members prior to Sept. 1, '70, along with the election brochure and ballot.

BOFD MEETINGS SCHEDULE 1970 (Revised; cf. E. E. Feb., p. 1). BofD: Aug. 22-23, Carmel, Calif.; Nov. 10-11, place to be announced. 1971 Assembly and new BofD, Jan. 6, United Engineering Center (UEC), New York. ExecCom: Apr. 27, May 19, June 19, all UEC; Aug. 20, Carmel; Aug. 24, Los Angeles; Sept. 14, Oct. 13, UEC; Nov. 9, place to be announced; Dec. 11, UEC. 1971 ExecCom, Jan. 6, UEC.

STATEMENTS OF POLICY (blue) have been updated Apr. '70 and reissued, superseding pages dated through June '69. Included are #7 - Insurance and #8 - Bonding, as amended by Mar. '70 BofD. (Copy, Emily Sirjane or Marian Herrick — see p. 6).

IEEE REPORTS FOR 1969. With the quotation: "A profession is not only the trustee for a body of learning. It is a commitment to service," President Granger concludes his introduction to reports of the Secretary and Treasurer, printed in Spectrum, June '70, pp. 74-86,

E. E. is sent without cost beyond dues to officers of IEEE Groups, Committees, Boards, Councils, Conferences, Regions, Sections, Subsections, Chapters, and Branches of IEEE. Second-class postage is paid at New York, N. Y.

in which the accomplishments of the 1969 BofD are reviewed; he sets forth the problems with which the 1970 BofD is wrestling. Of reading and reference value to all members actively concerned with IEEE affairs.

VOLUNTARY PAGE-CHARGES were increased to \$60, from \$50, per page by BofD in March, to meet rising costs. (Background, Spectrum, Oct. '67, p. 41; E. E. Dec. '68, pp. 4-5.)

#### BOARD AND COMMITTEE NEWS

AWARDS BOARD. BofD acted to terminate the Institute Prize Paper Award, last bestowed in Mar. '70; this does not affect the Regional prize paper contests, which go on . . . The scholarship stipend of the Fortescue Fellowship (Westinghouse) has been increased to \$4,000, from \$3,000.

NOMINATIONS & APPOINTMENTS COMMITTEE (N&A) for the year beginning Apr. 1, succeeding the one for a short term shown in Organization Roster, Mar. '70, p. 10, was named by BofD in March: F. K. Willenbrock, chairman; R. G. Elliott, R. A. Frosch, J. V. N. Granger, H. Heffner, E. W. Herold, S. W. Herwald, D. G. Lampard, J. A. Morton, L. D. Smullin, R. H. Tanner.

#### EDUCATION NEWS

INTERLOCK OF CASSETTES WITH PROCEEDINGS. Spectrum, Mar. '70, p. 193, broke new ground in linking a special issue of "Proceedings of the IEEE"—with the latest of IEEE's series of taped "Cassette Colloquia"—this one ATC-70, recording a Federal Aviation Administration presentation at Cedar Rapids the past September.

A package-price deal makes the offering additionally attractive.

HIDDEN TREASURE. IEEE administration nuggets, of which the preceding item is for instance, may be panned from Spectrum by turning, in each issue, to the Index to Advertisers on the final half-dozen pages and looking up the page references to IEEE ads. Had you tumbled to this? A search takes only a couple of minutes and is frequently productive of information obtainable in no other way.

IEEE "SOUNDINGS," quarterly round-table discussion on cassette tapes, produced for IEEE on a subscription basis, will be announced in July Spectrum. Contents will be compiled under direction of Dr. Walter Beam. Later, the service (cf. E. E. Aug. '68, p. 7; June '69, p. 4) may be stepped up to 6 times a year. Education via the aural mode is assimilable by playback in home, office, automobile, or shower, in a manner appealing to busy people.

"DIAL ACCESS" INFORMATION, in the form of 5- to 8-minute reviews of the current status of technology, is another aurally-transmitted service to be tested soon. Prepared by eminent IEEE Group members, recordings will be played back over the telephone upon request of a member. If tests are successful, announcement of service will appear in Spectrum.

MANAGEMENT GAMES SEMINAR. (See E. E. Feb. '69, p. 4; Apr. '69, p. 3.) 3,500 members have already participated. This home-study course will be offered again this year to members in U.S. and Canada; additional courses of this type are being prepared. (Inquiries, Jack Kinn)

#### CONVENTION NEWS

MARCH CONVENTION 1971. Plans have moved forward under the Conference Board (which met Mar. 23), staff Director Bill Hilty, and ExecCom (which assigned Harold Chestnut as Coordinator). See E. E.

Apr., p. 8 . . . The Conference Board, under chairman Cameron, set up, among other committees, one on Technical Program, chaired by Dr. Frank Blecher of Bell Telephone Laboratories, and an Exhibits Advisory Committee, headed by Sid Chertok of Sprague Electric . . . The Conference Executive Committee, Dr. Donald B. Sinclair, chairman, met May 1 . . . Conference Board member S. W. Herwald has accepted liaison assignment to the Technical Activities Board (TAB), and Walter Peterson one with Regional Activities Board (RAB) . . . Now in Bill Hilty's group is J. Howard Schumacher, IEEE Meetings Manager who formerly handled the convention technical program with Dick Emberson; also Joe Doblmeier, appointed Exposition Manager.

MARCH CONVENTION 1970. Nobody is concealing disappointment that this year's Convention (E. E. Apr., pp. 7-8; Spectrum, June '70) saw a dropoff of 23% in registration from the year before. Exhibitors reported that this drop did not have a noticeable effect on their activities. Attendance upon the technical program was only 4% lower than in 1969.

INTERNATIONAL SALT-AND-PEPPER. 1970 Convention counted about 90 exhibitors from outside U.S., as follows in numerically descending order: England, Japan, Canada, Australia, West Germany, Denmark, New South Wales; also representations from France, Holland, Italy, Korea, Scandinavia. . . Of the 123 elected Fellows honored at the banquet, 17 (14%) were non-U.S. . . . Representation from outside U.S. among convention speakers was lean: of 318 indexed in the Guide only 9 were non-U.S. Their topics included: integrated circuits for consumers in England and Japan; Japanese and West German video-phones; the Canadian communication-satellite and cable-television situations; Japanese waveguide manufacture; and British use of the scanning electromicroscope . . . Former Director of Region 8 R. C. G. Williams, O. B. E., covered trends of technology applied to education in the United Kingdom, and withstood the

rigours of an American press probe afterwards . . . J. David Rhodes of Leeds University returned to England with the Browder J. Thompson Memorial Prize for best paper in any IEEE publication by an author under 30 . . . And co-winner of first prize in the final IEEE Student Prize Papers Award was Michael Lefkowitz (S'67-M'69) who was born in Poland, received his education there, in Israel, and in Brooklyn, and at Cooper Union and New York University—evidently a young man on his way places and a true trans-national.

#### REGIONAL AND SECTION NEWS

WORKSHOPS FOR TRAINING. The one held at March Convention under RAB's Member Services Committee's chairman, Harry Bruncke, was so successful, in the estimation of delegates, that it will take to the road in the Regions, to improve the competence of Section officers . . . President Granger, who spoke, thus put his finger on the Section-Chapter complex as being the key to satisfaction of members' main motivations (apart from learning): 1) a human need to be identified with people belonging to a peer group; 2) a human need for authentication of individual professional authority through a system of grades, awards, and recognition. Increased affluence and mobility of engineers, he said, have tended to divert them to distant specialized conferences at the expense of Section meeting attendance. "The explanation does not make the situation good." It is a present serious weakness of IEEE that the two stated motivations for membership are not being wholly satisfied—through failure of absentee members themselves to identify locally and to participate in strong Section activity.

Suggestions entered on the record: Sections should encourage past-chairmen to stretch their experience and activity by being assigned to working committees . . . Occasional show-ups of the brass—firms' Vice Presidents Engineering and Chief Engineers who are IEEE members—draws attendance and works wonders . . . Group

chairmen need educating in Group Chapter/Section relations, to overcome seeming neglect of their Chapters by some of the Groups . . . Because Chapter funds flow down through Sections, members of Chapters can be made to feel like second-class citizens. (Copy of 56-page Minutes, if and as available, Emily Sirjane)

MEN FOUGHT to say nice things about staffer Emily Sirjane at the Workshop. (If you see it in a stenog transcript you've got to believe it!)

"I have to lean very heavily on her," said Director Bruncke, leaning heavily on her—"I call her by her proper title: 'Miss I-Triple-E, in person.'" Not to be outdone, D. F. Barrios-Morales, representing Mexico Section averred: "South of Rio Grande we call her 'The Angel of our Institute.' For her I ask warmest applause." Warmest applause. Dr. Mulligan, 1971 Presidential nominee (later): "I was just communing aside about an IEEE matter to the Angel of the Institute—as she will now be known—and she says . . ." etc., blah, blah.

That does it. The halo will stay up now and forever without a stick!

DUES ARREARS. A rule of thumb, varying a little year to year, is that IEEE, in signing up 10 new members within a given time period, will gain a net of only 3, because it takes 7 to replace losses-by-attrition. (Cf. E. E. Aug. '68, p. 5; Feb. '69, pp. 5-6; June '69, p. 3; Feb. '70, pp. 3-4.)

Apart from out-and-out resignations, first indicator-stage of attrition is dues-arrears—a condition associated temporarily with about 12% of all members above Student grade. When followed up by mail, routinely, about 1/3 of these pay up; 2/3 either resign or let membership lapse.

Sparked by RAB and its chairman, each of the Regional Directors has undertaken, in the five Sections in his Region having the highest current totals of dues-in-arrears, to make an all-out attempt 1) to find out and report, as a result of personal interview, the reasons for arrears, and 2) to see whether, through such man-to-man

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confrontations, severances for non-payment of dues cannot be held to a lower level than through routine mail follow-up from head-quarter. On the basis of results from this sampling and method it is hoped that enthusiasm can be engendered in all Section membership committees to save at the spigot as well as to fill at the bung-hole.

REASONS FOR DROP-OUTS. Lacking direct confrontation, a survey conducted by questionnaire included with the follow-up letter in Sept. '69 developed the following reasons, in descending order of frequency, for failure to renew membership: Engaged in different field, benefits not equal to cost of membership, lack of funds, retired, military service, traveling, lack time, publications too theoretical, publications not of sufficient value, publications available in company library, personal reason, IEEE fails to promote professionalism, other societies serve interests better, loss of interest, insufficient IEEE activity in area of interest, located in area remote from IEEE activities, local Section too remote, insufficient local activity, transfer to higher grade rejected.

The responses fell into two groups: complaint of insufficient benefits (27%); reasons not involving dissatisfaction with IEEE (73%). Comment by Dr. Mulligan at Section Workshop, Mar. 24: "If you make a survey and stop there, in my judgment it is for the birds . . . You can 'survey' something to death."

(Inquiries about analysis, Bill Keyes)

REGIONAL INTERSTRUCTURES, referred to in E. E. Apr., p. 3, are being experimented with at the instance of RAB. Region 3, southeastern U.S., is the chosen laboratory. Regional Director Cambrias has divided his 38 Sections, 12 Subsections, into 6 parts somewhat like Councils (Bylaw 403), each assigned to an area communications chairman who will visit his units, find out what is going on, and get word back to the Regional Director as though he were an extension of the Director's arms, legs, and mind. In explaining the experimental turn to the March workshop, Vice President Mulligan said: "I want to convey the sense

of realism and urgency in responding to Sections' needs, and to assure them we are trying to do something about these things."

If results are as hoped for, the idea will be extended to other Regions.

IN-HOUSE COORDINATORS. About two years ago, (E. E. Apr. '68, p. 4) we credited Canaveral Section with creating in-house coordinators—local IEEE contact makers within industrial and government organizations. Now, two years later, such a coordinator can get, by computer read-out, the name, grade, and other particulars of every member in his plant or office, as developed by the 1970 Membership Directory questionnaire. (E. E. Apr. '70 p. 4) This is his recruiting base; it tells him, by subtraction, who is on the "outside;" and by name, those upon whom he may count for support and help. (Inquiries, Bill Keyes)

But, as makers of IEEE contacts, in-house coordinators do more than hand out literature and application blanks. We quote: "They talk IEEE, post bulletins, gather news of members for the Section magazine such as accessions, promotions, transfers. Over the long term this selective emphasis on member news will prove to many non-member engineers that they are not IN but out, thus motivated 'to get with the trend' by joining."

If interested, ask for a xerox of E. E. Apr. '68, p. 4. Only the all-important 1970 Directory roster-by-companies is new. (Requests, Audrey van Dort)

EDITORS OF NEWSLETTERS and bulletins of Groups and Chapters (as well as Section, Subsection, and Branch officers) might find helpful hints in a transcript of remarks by M. M. Perugini, Editor of New York Section's "Monitor," to Section and Region publications editors at a Convention luncheon Mar. 24. Idea-packed, 3 pages. (Copy, Emily Sirjane)

MEMBERS TRAVELING OVERSEAS. Several officers of overseas Sections have asked E. E. to request members to contact Emily Sirjane at IEEE if they plan to travel outside U. S. and Canada, so that names and addresses of Section officers abroad can be furnished.

## STUDENT NEWS

### APPROVAL OF SCHOOLS AND BRANCHES.

By direction of April ExecCom, the Educational Activities Board (EAB) will assume for ExecCom the responsibility of approval of IEEE Student and Student Associate Branches, and of "Schools of Recognized Standing." A semi-annual report of approvals is to be made to ExecCom. (Bylaws 105.11; 407.3, 4, 6.)

### PROGRAMS FOR STUDENT MEMBERS

are to be examined cooperatively by RAB, EAB, and the Student Journal, with recommendations to ExecCom.

## TOOLS AND AIDS

WORK IN PROGRESS. Readers of this issue of E. E. will have noticed that offered to their taste are not only items served à la carte de jour, but an occasional whiff of things simmering on the back of the stove . . .

With 3 holes punched in the margin, nothing is easier to keep for reference than is E. E. . . . We regularly refer back, both to keep items short and to show unfolding continuity . . . Save E. E. . . . Save Spectrum.

ORGANIZATION ROSTER, March 1970, has a streamlined chart of the IEEE organization, which doubles as a key to the roster. Also new in the brochure is a map showing IEEE Regions 1 to 6 in the U.S.; and 7 to 10 on a map of the world.

## "FOR YOUR INFORMATION"

SIGN ON THE DESK of Hendrik V. Prins, IEEE staff Manager, Marketing Services: "A member's inquiry is not an interruption of our work: it is the purpose of our being here." Kudos to Henry for capturing the office stance! Inquiries by mail, wire, phone call, personal visit—all are welcome.

HOLIDAYS to be observed by IEEE staff during the remainder of 1970: May 29, June 3, Sept. 7, Oct. 12, Nov. 3, 26, 27, Dec. 25. The office will close at 1 p.m. instead of 4:40 p.m. on Dec. 24, 31. Daylight Saving Time (1 hr.) terminates Oct. 24 . . . The holiday weekend changes forecast in E. E. Oct. '69, p. 6, did not eventuate in 1970.

## WELCOME ABOARD!

New Section— Central America - to bridge the gap between Mexico and Colombia Sections. Headquarters in Nicaragua; territory also comprehends Costa Rica, El Salvador, Guatemala, Honduras.

Subsections— 50 of them! Recent ones added include: Monterrey Subsection, (Mexico Section); Golden Gate (San Francisco). New baby: Grand Coulee Dam (Spokane).

New Group Chapters in Sections— Education Group Chapter in Boston Section; Engineering in Medicine & Biology Chapter in St. Louis Section.

Staff— Dick Emberson's right bower, Patricia (Pat) Corcoran, is moving to the Lucky Land of Lincoln, darn it. Welcome Marian Herrick!

Sava I. Sherr, Manager Standards Operations, a new position on Dick Emberson's staff; formerly with General Instrument Corp.; holds degrees from Cooper Union and U. of Pennsylvania; has been active in EIA, NSIA, AFCEA.

Joseph M. Doblmeier, Manager of Exposition Services on Bill Hilty's staff; degrees, Gonzaga and Fordham U.; experienced in management of trade shows, expositions, convention and arena facilities.