

New renewal process saves time and money

by Stephanie Ernst

Sometimes, even if things aren't broken, they can use a good fix. Such was the case in Renewal Processing where staff spent 10 years following the same procedures each renewal season.

Previously, member renewal documents were sent to a lockbox at First Union bank, where they were opened and sorted. The paperwork was then processed at the Operations Center and stored in the IEEE warehouse for three years. When members called with billing questions, staff aimed to respond within 72 hours, which gave them enough time to rifle through stacks of paper for the appropriate documentation.

Although the department had the process down pat, it needed changing, according to Lou Curcio, Member & Customer Service.

"We decided we wanted to service members in a more efficient, timely and cost-saving manner," Lou says. "But there was some concern. After all, what's the saying? If it's not broken, don't fix it."

"We really had to justify changing the process," adds Dave Andrews, Member & Customer Service. "Failure was not an option."

Luckily for them, it's been a success.

Staff members in Renewal Processing now scan every document they receive in member renewal envelopes, including member profiles, checks and anything else. The information is stored in a Lotus

continued on page 6



A day in the life: 2001 Farrell Recipient Ken Moore

by Sharon Richardson

"My day isn't any different than anyone else's at the IEEE. I get to work, and read email after email," chuckles Ken Moore, recipient of the 2001 Joyce E. Farrell IEEE Staff Award.

"On the serious side," he says, "a typical work day consists of meetings, correspondence, chasing leads for new authors, putting out fires, handling phone calls and checking off things on my to-do list."

One of the things Ken says he would like to do, but admits that he doesn't do enough of, is get out of his office more often. But he's working on it.

What keeps him so tied up? Ken heads the Book and Information Services department, which was formed early last year with staff from four separate areas: IEEE Press, Conference and Custom Publishing, Intellectual Property Rights and the IEEE Information Center. Combined, they tackle publishing, conference proceedings, copyright activities, trademark issues and IEEE corporate library activities.

Ken took over the new department with quite a bit of publishing experience behind him. In 1992, after 21 years as a newspaper reporter and editor, he joined the IEEE staff as a managing editor in Publications. Since then, he's served as editor of *The Institute* and director of IEEE Press.



Dan Senese presents Ken Moore with a certificate of appreciation at the Joyce E. Farrell IEEE Staff Award presentation in December.

continued on page 2

IN THIS ISSUE

- | | | |
|---|--|---|
| 1 A day in the life of Ken Moore | 3 Staff line up to donate blood <i>Proceedings of the IEEE</i> turns 90 | 6 IEEE History Center launches Virtual Museum |
| New renewal process saves time and money | 4 IEEE standards impact everyday life | 7 IEEE Master Brand cheat sheet |
| 2 Content management streamlines Web publishing | 5 Ergonomics 101 Employee profile: Ken Maze | 8 Roving Reporter Write in & win! |

A day in the life

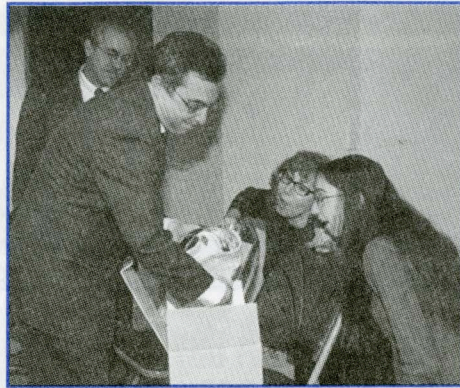
continued from page 1

But the job of Book & Information Services director came with an added responsibility — unifying 14 staffers from different departments into one cohesive team.

“They all knew of each other before, but had never worked together as a group,” Ken says. “It’s been a gratifying experience to bring them together on one team. There’s so much to learn from one another.”

His successful approach at building morale and creating a team spirit was cited numerous times on his nomination form and endorsement letters for last year’s Farrell award. Among the examples is a description of how Ken begins each one of his monthly staff meetings — by encouraging everyone to voice their opinions on their favorite movies, television shows, books, singers and other topics.

Despite his obvious qualifications, Ken



Dan looks on while Ken shows his wife, Lee, and daughter, Adrian, the engraved sterling silver bowl he received as part of his award.

says he was shocked to receive the award, which he holds in high regard. In addition to being the most recent award winner, Ken also endorsed the nomination of the 1999 recipient Judy Brady. “It’s rewarding to see someone that you endorse win this award,” he says. “I’m always looking for someone to nomi-

nate. I hope others are doing the same.

“It’s such a special award. Receiving it from my peers left me very humbled, and much more conscious of how I relate to others,” he says. “All I know is I want to be respected by the people in this community. That’s how I think of the IEEE — as a community.”

Luckily for Ken, he’s managed to find this sense of community outside of work, as well. If you see him driving away from his award-winner parking space in the evenings, he just might be headed to the Nutley Little Theatre, Nutley, N.J., where he and his wife have been members for the past 20 years. Ken has done some publicity, acting, directing and technical work for the theater, but admits, “I am all thumbs when it comes to carpentry.”

“It’s a wonderful experience to put together a production — everyone coming together to work for one common goal,” he says. “Another community, like the IEEE.” ♦

Content management streamlines Web publishing

by Erica Vonderheid

New Web development software will soon help staff find more time to craft high-quality content for their IEEE Web pages. If that doesn’t sound exciting enough, consider this: Web publishing at the IEEE will now be faster and easier thanks to a tool called content management.

“Content management will allow staff to focus more on the development of the content itself, as opposed to the format, style and design of a page,” says Sonny Barber, Corporate Strategy & Communications. “It’s a way to simplify and speed the process of getting information from your keyboard to where it should be on the site.”

The search for a content management solution started a year ago when Corporate Strategy & Communications and IT realized the need for greater design and navigation consistency in the IEEE’s Web presence.

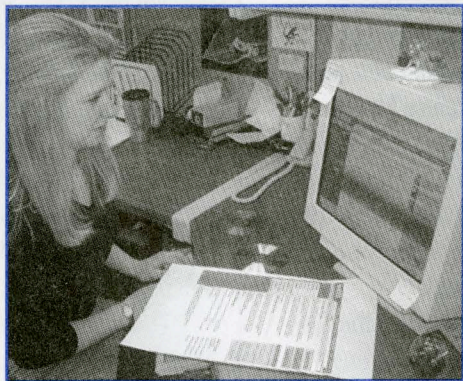
The two departments, along with Publications Business Development, com-

pleted a successful redesign of the site and launched it to the world in February. Now comes the next step — reshaping content.

“The IEEE is a complex organization that tends to distinguish its groups by their differences, and our Web site mirrored this. From an outside perspective, it appeared rather disjointed,” says Tara O’Brien, Corporate Strategy & Communications. “A content management system will help us better align the IEEE’s similarities, so users will find our Web site easier to navigate.”

Since page owners will be primarily responsible for only the content on their pages, not the look and feel, the tool also will help secure a more consistent IEEE corporate identity across the site.

Basically, the tool will allow staff to create pages by entering content into an electronic form using any number of preferred authoring tools. From there, the page may be rout-



Tara O'Brien reviews changes made to the next generation IEEE Web site home page.

ed through any appropriate approvals before it’s automatically posted online. The page will appear in the proper format with the text in the correct location, font, size and color. For the majority of the staff, this will require minimal training.

Software by Gauss

Interprise was chosen because it’s robust and scalable, meaning that it’s flexible enough to be used on other parts of the site with varying designs, such as *The Institute* online, and can manage ever-growing volumes of content.

“You can publish information once, but use it in multiple areas,” Tara says. For example, a news item can be easily uploaded to five different sections of the site, each with their own look and feel.

The first phase of the content management rollout will begin this quarter. The current Web publishing process will temporarily continue to ensure a smooth transition. ♦

IEEE employees line up to donate blood

by Lynn Murison

“I’m here because of 11 Sept.,” first-time donor Melita Dixon, Publications, said at the semi-annual blood drive in January. “If I can do it, anyone can.”

For over 30 years, the IEEE has been making it easy for staff to donate blood. New Jersey Blood Services, a division of the New York Blood Center, has conducted drives at the Operations Center twice a year for the past eight years. The drives provide a convenient way for staff to contribute to the community, especially when it isn’t possible to do so in other ways.

“It’s the right thing to do,” said Cheryl Smith, Member Services. “It doesn’t cost me anything — only a half-hour of my time — and I can help somebody.”

Peggy Kovacs, Regional Activities, agreed. “I feel good about donating,” she said. “I may save somebody’s life. I’ll make a difference.”

Blood is often hardest

to come by during the winter months as the holidays, inclement weather or temporary illnesses often interrupt scheduled drives and hinder people’s ability to donate, according to the blood center. At the IEEE, six of the 36 volunteers at the January drive could not participate.

“I was turned down because I have the sniffles,” said Barbara Koenig, Regional Activities. “I’m so disappointed.” Barbara, a regular at the IEEE blood drives, also donates outside of work.

Many of the regulars began donating before joining the IEEE staff, getting their



Cheryl Smith, Member Services, is one of several employees who donate regularly at the IEEE blood drives, as well as outside of work.



A nurse from New Jersey Blood Services checks on Rita Reeck, IT, while she makes her donation.

start at their last place of employment or in high school. Several said they first gave blood because of a personal family emergency, but continued after seeing the good that can come from it. Some even have a renewed desire to donate.

“It’s been 20 years since my last donation,” said Eileen Murray, IEEE Power Engineering

Society. “My friend brought me back to it by her good example.”

Immediately after 11 Sept., New Jersey Blood Services was self-sufficient for two months because of the massive increase in donations following the U.S. terrorist attacks. But blood has a short shelf life — only 42 days. And since donations began drop-

ping off in mid-November, the organization’s supply is once again diminished. This has already resulted in reduced shipments of some blood types to area hospitals, according to the blood center.

“In New Jersey, only 4 percent of the eligible donors donate,” said Maryann Bugbee, unit manager of New Jersey Blood Services. Raising this percentage will soon become critical. Come January, blood banks will no longer be allowed to import blood from other countries, which had accounted for at least 25 percent of New Jersey Blood Services’ supply in the past.

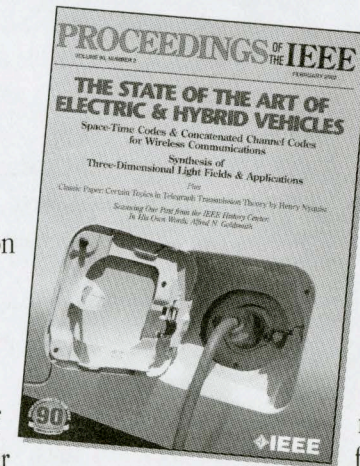
To donate, you must be between 17 and 76 years of age, at least 110 pounds and in general good health. For specific information on donating, visit www.nybloodcenter.org. ♦

The Proceedings of the IEEE celebrates 90 years of innovation

by Stephanie Ernst

This year marks the 90th anniversary celebration of the *Proceedings of the IEEE*. And there are probably at least that many reasons to be proud of this IEEE publication.

The monthly journal — which publishes reviews, surveys and tutorial papers on all aspects of electrical and computer engineering — has a rather interesting past. During the Cold War and until 1991, engineers in the former Soviet Union thought so much of the publication, they translated and republished every issue, and distributed copies to



electrical engineers in their country.

“I only found this out recently,” says Managing Editor Jim Calder. “There was a file drawer in my office I could never open. Last year, I finally forced it open and found all of this correspondence with a publishing office in Moscow.”

Why was the information considered so valuable? “We publish informative papers that often span several specialty areas in technology and, therefore, have broad appeal. We cross as many boundaries as necessary to provide the complete story. And we get many of our contributions from the leaders in the field,” Jim says.

Over the years, these leaders have included such visionaries as Guglielmo Marconi, who sent the first transatlantic wireless signal; Edwin H. Armstrong, inventor of three basic electronic circuits

underlying radio and communications technologies; Claude Shannon, who started the field of information theory, and others.

The publication remains strong today. It's consistently been the second most-highly cited of all electrical engineering journals for the past five years, and the most-highly cited IEEE journal four of the past five years, according to the Institute for Scientific Information's Journal Citation Report. It also consistently publishes award-winning papers — most recently, the winner of the 2002 IEEE Donald G. Fink Prize Paper Award, titled "Perceptual Coding of Digital Audio." But the focus remains on the future.



Jim Calder and Margery Scanlon are the only two IEEE staff members who provide full-time support to the Proceedings of the IEEE.

"We attract readers who realize that if you're not focused on the bigger technology picture you may not be able to apply innovative ideas from one technical discipline to another," Jim says. "If an engineer is suddenly out of a job and has to go into another field, he can pick up some of our issues and get caught up on the new developments in that area. That's an important role that we play. But because of our special issue topics, we're also a reference for specialists working in particular fields.

"To remain successful, we need to continue changing with the times, which is something the Proceedings has always done well," he adds. "I don't know what the future holds, but I think that with a little luck and some innovation, this journal will probably be around for at least another 90 years." ♦

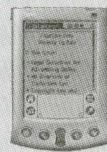
IEEE standards impact everyday life

by Stephanie Ernst

Although 7 Nov. 2000 was an election day, most Americans went to sleep that night without knowing who their next president would be. A month later, confusion and controversy over butterfly ballots, hanging chads and numerous Florida recounts left one thing clear: there should be a standard voting machine used throughout the country.

Last June, the IEEE Standards Association set out to tackle the problem with Project 1583. Now, over 135 IEEE members and volunteers in eight countries are working on a series of technical standards for U.S. voting equipment.

When IEEE 1583 is published, all U.S. IEEE employees will have a first-hand opportunity to see just how prevalent IEEE standards are in common situations. But it won't be the first time. In fact, we already regularly rely on several IEEE standards. Here are some examples:



IEEE 802: Working groups are developing IEEE 802 standards for Wireless Local Area Networks (Wireless LANs), Wireless Personal Area Networks (Wireless PANs) and Wireless Metropolitan Area Networks (Wireless MANs). Simply put, these standards enable network connections, allowing you to transfer information from one computer to another, sync your Palm Pilot and access the Internet without a phone line.



IEEE 1284: If you've ever printed something from your PC (and who hasn't?), chances are you've relied on IEEE 1284 to do it. This standard for printer cables links PCs to printers, and is found on all new models of both.



IEEE 1394: Perhaps best known as Firewire, IEEE 1394 is a digital technology that enables consumer electronics to easily communicate with consumer products. For example, IEEE 1394 makes it possible to edit footage from a digital video recorder on a computer. Although you might not currently use this technology too often, it is likely you will in the future. Most consumer electronic products are going digital, and IEEE 1394 is the only available interface that's high speed and easy to use. Numerous desktop and portable computers, digital video equipment, printers, scanners, televisions and VCRs are already equipped with IEEE 1394.

Other wide-reaching IEEE standards are in the works. If you hate sitting in traffic waiting for an accident to be cleared, you'll appreciate IEEE 1512. This set of standards is designed to help decrease emergency personnel response time during roadway incidents, fuel spills and weather-related emergencies.

Currently, emergency medical personnel, law enforcement, transportation crews and other public safety agencies operate their own independent computer systems. This leaves them without an efficient way of communicating with one another during a crisis. Realizing the need for improvement, the U.S. Department of Transportation has partnered with the IEEE to develop standards for a coordinated communications system.

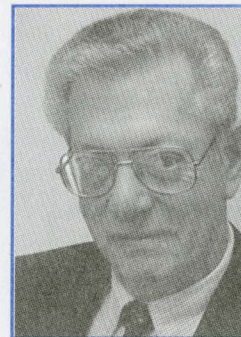
Standards are being drafted specifically for traffic management (IEEE P1512.1), public safety (P1512.2) and hazardous material transportation (P1512.3). P1512.3 should be published this year during second quarter. ♦

EMPLOYEE PROFILE

Meet Ken Maze

by Stephanie Ernst

You may have read one of several IEEE documents prepared by Ken Maze and assumed he's a lawyer. According to him, it's a common mistake.



"People are always surprised to learn I didn't go to law school because they look at my writing style and see legalese," says Ken, director of Operations Audit. "But it's just what I was exposed to over the course of my career."

"Exposed to" is putting it mildly. Before coming to the IEEE, Ken worked for AT&T during the famous 1970s and early 1980s — anti-trust lawsuit that ultimately broke up the communications giant. One of his primary tasks was to write draft testimony on AT&T's procurement practices for the attorneys arguing the case.

"One of the patent attorneys I was working with said, 'You've become a jailhouse lawyer — someone who practices law without the benefit of having been admitted to the bar,'" Ken says.

"I enjoyed it, but I wasn't trying to be a lawyer," he adds.

In fact, Ken wasn't trying to be director of Operations Audit either when he came to the IEEE eight years ago as a paid consultant. But after developing a conference record-keeping system and audit program for the Quality and Audit department, the IEEE offered him a full-time staff position as a conference auditor.

Ken has since tackled numerous assignments, ranging from supporting the Board of Directors' audit committee and overseeing development of the IEEE Business Continuity Plan to teaching internal Excel

courses — without the benefit of actually having used the program. ("I learned really fast," he jokes.) He even served as acting director of Customer Service for about five months in 1998.

Despite having experience in so many areas, Ken still feels he has more to learn.

"That's what you have to do in your career, or you'll stagnate," he says. "I'm not a kid anymore, but I still feel I need to learn something new every day. I plan to keep working for at least another 10 years, and I don't want the world to leave me behind."

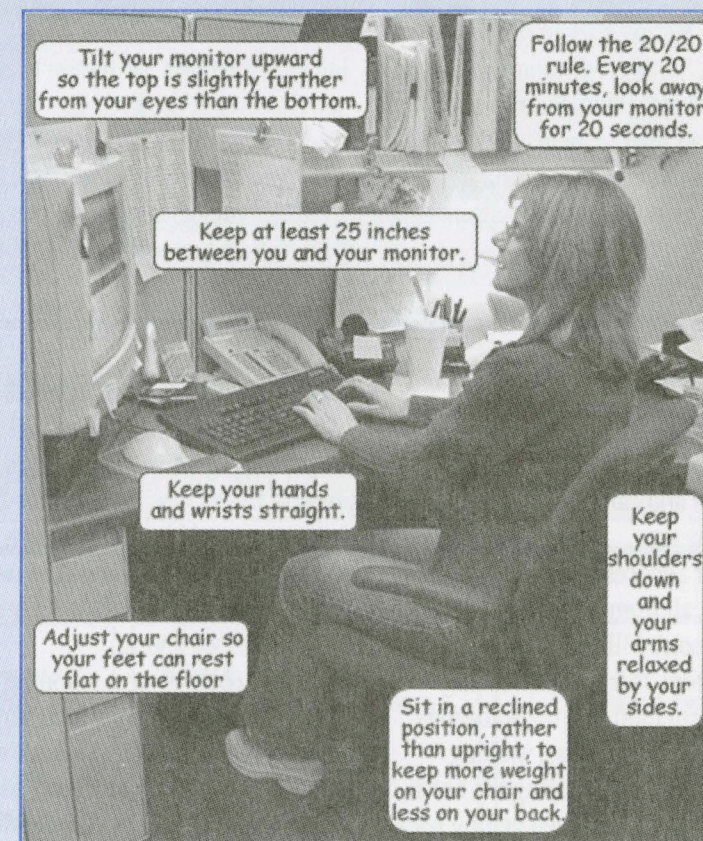
Luckily for him, he already knows how he wants to spend those years.

"At this point, in addition to the typical Operations Audit activities, there are a lot of opportunities that come along on a project basis. And I'll admit, I find them interesting," Ken says. "They're great learning experiences. And there's something about interacting with people, encouraging them to get on board with what you're doing, and seeing something come to fruition."

"It wouldn't break my heart to do this for 10 more years." ♦

Ergonomics 101

Sometimes, work can be a huge pain in the neck. But it doesn't have to be. Here are a few guidelines designed to keep you comfortable at your computer workstation.



Model: Debbie Arcuri, IT

Adapted from www.office-ergo.com and the Oregon Occupational Safety & Health Division

IEEE History Center launches Virtual Museum

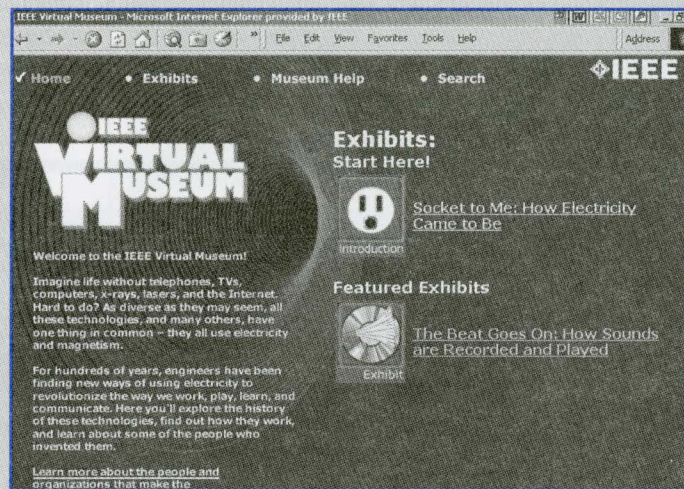
by Mary Ann Hoffman

Ready, set, LAUNCH! After two years of hard work, the IEEE History Center launched the IEEE Virtual Museum (VM) in February.

Developed by engineers and historians, the VM was premised on the belief that examining what *was* increases our understanding of what *is*. The museum, which is aimed at pre-college students and their educators, explores the global social impact of electrical and information sciences and technologies, and demonstrates how relevant engineers are to society.

To make learning about science and technology stimulating and fun, the VM illustrates technical material with engaging and interactive features, while displaying unique historical artifacts from science and technology museums around the world.

The main exhibit, *Socket to Me!: How Electricity Came to Be*, offers a background into the different fields affected by our understanding of electricity. It also features early innovations and discoveries by engineers such as André-Marie Ampere, Michael Faraday, Benjamin Franklin and Alessandro Volta, as well as



early works, such as the phonograph and vinyl records, as well as later innovations like magnetic and digital recording.

The VM launch involved a group effort by the volunteer Virtual Museum Oversight Subcommittee and its chair, Ken Laker, staff Project Manager Kim Breitfelder, and the IEEE History Center staff and graduate assistants who provided the elbow grease.

The IEEE Foundation, IEEE Life Members Committee, and Trustees of the IEEE History Center generously contributed funding for the project. Outside sources of funding are being sought for future exhibits.

Three more exhibits are in production and should debut during third quarter. They explore the different applications of microwaves, the works of Thomas Edison, and the

contributions women have made to the field of electrotechnologies.

Check out the museum at www.ieee.org/museum ◆

New renewal process

continued from page 1

Notes database and can be instantly retrieved at any time.

"A Member Services representative who gets a phone call from a member can access the person's bill right on the spot," Lou says. "Before, this involved taking down the information, calling somebody downstairs in the warehouse, walking down to the warehouse, finding the batch, going back upstairs, and then getting back to the member — and all during our busiest time of the year.

"Now, all of the information comes up on the screen, so in most cases we can service callers during their initial phone call."

Cutting costs & exceeding expectations

During the planning, Renewal Processing performed time studies at every phase of the process to determine how many documents could be scanned each minute and how many people would be needed. When all was said and done, they exceeded their own expectations.

"By October, we were scanning about 5,000 documents a day, which surprised us because we always estimated our worst-case scenario at 3,000 pieces a day," says Ruth Muzik, Member & Customer Service. "So we really patted ourselves on the back!" Since 1 Oct., the team has scanned over 150,000 membership renewals.

The new process enabled the department to reduce its number of temporary employ-

ees during the renewal period from 22 to just 13. In addition, the IEEE reduced its lockbox service cost and the need for warehouse storage space, as a scanned document can be shredded after 90 days.

"There are significant dollar savings, but we're also saving time and giving members what they want quickly and efficiently," Lou says. "I really don't know how you put a price tag on that." ◆

WOW!

Thanks to the work of our IT department, last year

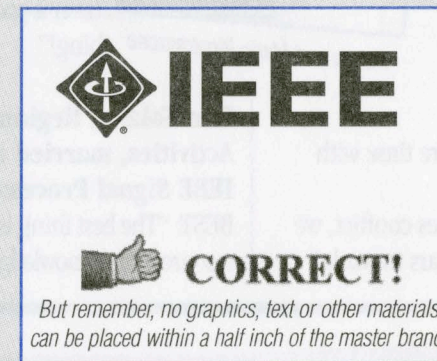
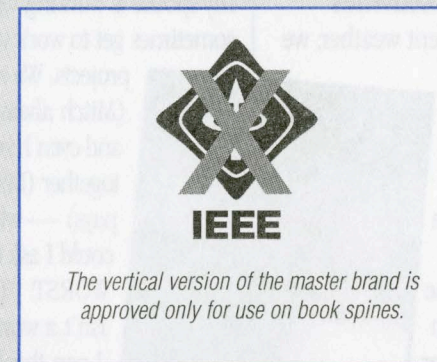
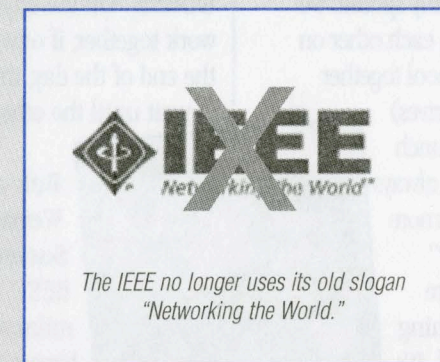
- more than 68 million email messages traveled through IEEE servers;
- over 158,000 email viruses were caught; and
- more than 144 servers are now maintained.

What a year!

IEEE Master Brand Cheat Sheet

Are you using the correct IEEE Master Brand? The deadline for implementation was 31 March. Unfortunately, a number of files containing minor variations of the brand are still in circulation. As a result, some staff and volunteers are using these files without realizing that they're incorrect, according to Bill Hagen, IEEE Intellectual Property Rights.

How do you know you're using the right master brand? Use these examples of the most common misuses as a guide:

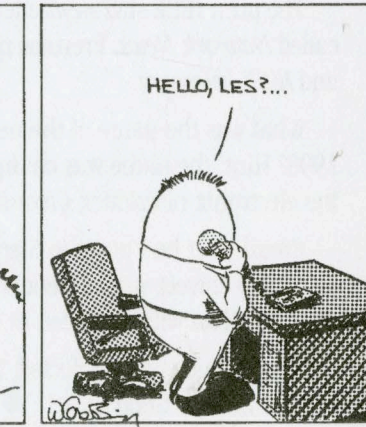


To make sure you have the correct files, delete your old ones and download new versions.

- From the staff Web: staff-web.ieee.org/corporate-communications/idstandardsinternal.htm
- From the external IEEE Web site: www.ieee.org/about/documentation/copyright/idstandards.htm

When in doubt, contact copyrights@ieee.org or corporate-communications@ieee.org for assistance.

GRANTBAND®



ROVING REPORTER

As of March, there were over 15 married couples employed by the IEEE. What's it like to work with your significant other? Network News wanted to know, so we asked four couples, "What's the best and worst thing about working with your spouse?"

Mario Ripatranzone, Member & Customer Service, married to Wanda Ripatranzone, Regional Activities

BEST: "When there's inclement weather, we can carpool. Most of the time we take separate cars."
WORST: "We really don't mind working for the same organization. We first met in a bank where we were both employed. I know for me, the only thing I would complain about is that I have to see her more often." (He's joking, Wanda.)



Wanda and Mario Ripatranzone

Vera Sharoff, Regional Activities

BEST: "The best thing about working with my spouse is working with my spouse. We sometimes get to work with each other on projects. We carpool together (Mitch always drives) and even have lunch together (Mitch always pays) — what more could I ask for?"
WORST: "There isn't a worst thing I can think of. It's been a good thing!"



Vera and Mitch Sharoff

ences at the IEEE to help the other person solve a problem or respond to a question."
WORST: "On the days that we drive into work together, if one person is delayed at the end of the day, the other person has to wait until the other is ready to leave."

Bob and Suzanne Werner, IEEE Computer Society

BEST: "We commute over 48 miles a day, so carpooling has been a big help with saving gas and reducing the wear and tear on our cars."
WORST: "Can't think of one.

Mitch Sharoff, IT

BEST: "You get to spend more time with your best friend!"
WORST: "When our schedules conflict, we end up having to take two cars to work."

Dan Toland, Regional Activities, married to Betsy Toland, IEEE Signal Processing Society

BEST: "The best thing is being able to use the resources and knowledge of our own experi-

Because we work in separate departments and are so busy, we don't see each other during the workday, thus making it easier not to get too sick of each other!" ♦

Network News is now online!

For more IEEE news, visit
www.staff-web.ieee.netnews.htm

Write in & win!



The print IEEE staff newsletter wasn't always called *Network News*. Previous names include *IEEE Employee Bulletin* and *IEEE Intercom*.

What was the name of the newsletter published between 1995 and 1998? Hint: the name was changed because it was too similar to that of the electronic newsletter, *Circuit Board*.

Email your best guess to Stephanie Ernst at s.ernst@ieee.org. But do it fast! Only correct entries **received within one week of this issue's distribution** will be placed in a drawing.

One winner will be selected; the correct answer will be announced in *Circuit Board*. Good luck!! ♦

NetworkNews

EDITOR
Stephanie Ernst

REVIEW BOARD
Sonny Barber
Don Curtis
Marsha Longshore
Vic Siuzdak

LAYOUT
Jackie Parker

STAFF CONTRIBUTORS TO THIS ISSUE:

| | |
|--------------------------|---------------------------|
| Mary Ann Hoffman | Dan Toland |
| Lynn Murison | Mario Ripatranzone |
| Sharon Richardson | Wanda Ripatranzone |
| Mitch Sharoff | Erica Vonderheid |
| Vera Sharoff | Bob Werner |
| Betsy Toland | Suzanne Werner |

Network News is published three times a year for IEEE employees, their families and friends. Comments, questions or story suggestions may be sent to Stephanie Ernst at s.ernst@ieee.org or P.O. Box 1331, Piscataway, NJ 08855-1331.