

We are back! Cover to cover, better than ever

Welcome to our new employee quarterly, *The Staff Circuit*. We hope you like what you see. We've given it a fresh look, added more in-depth articles, new features, some fun things, and left alone the tried and true. A lot of work has gone into revamping it to give you vital information about what the Institute and your co-workers are doing.

We now have an editorial board: Helen Horwitz, editor-in-chief; Kathy Kowalenko, managing editor; Judy McDonald, coordinator; Ken Moore and Craig E. Engler, copy editors. The advisory board is Susan Dorfman, Bob Smrek and Janet Cutrona. The review board is Don Curtis and Bob Wangemann. Our most important change is that we now have reporters assigned to cover specific departments or "beats." They will be out there searching for stories, and if you have one please let them know.

The Staff Circuit responsibilities have been transferred from Human Resources to Corporate Communications. We all owe a big debt of gratitude to Judy McDonald. Judy previously wore all the hats listed above and we don't know how she did it! She will continue to be involved, but to a lesser extent.

These changes were implemented based on recommendations from *The Staff Circuit* subteam of the internal communications quality team. The subteam members were Judy McDonald, Kathy Kowalenko, Debbie Schreiber, Anne Marlotte, Susan Dorfman and Gloria Aukland. Their mission has come to an end, and we thank them for their hard work.

Let us know what you think — what you like and what you don't — by completing the survey on page 8. ♦



**NEW
and
IMPROVED**

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Beyond the goal line: The IEEE and the future

by Susan Dorfman

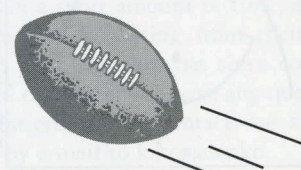
"We have a way to go, but it's a game of yards — and we will cut to the goal line soon," says Dick Schwartz, IEEE's acting general manager, as he speaks of the recent Institute-wide reorganization.

The new IEEE, he emphasizes, will concentrate on service by putting renewed emphasis and

urgency on providing the best for all customers.

To help reach that goal line, services for the IEEE's many types of customers are now segmented into two specific areas: Member Services, headed by Bill Cook, formerly director of Information

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Beyond the goal line

CONTINUED FROM PAGE 1

Services, and Customer Service, headed by Jonathan Dahl, who has combined it with his previous marketing responsibilities.

Satisfy all customers

"We're refocusing on our business," Bill says. "We intend to satisfy the needs of our customers who happen to be members in Member Services, and satisfy our nonmember customers in Customer Service."

Because the IEEE's customer base is diverse, one-stop shopping — a single phone number that serves everyone — was impossible to execute well. "It is not correct that all types of customers can call one number and expect the person on the other end to understand their distinctively different needs," says Jon.

With an enhanced telephone system that directs the caller to the department that can cater to their specific needs; fully utilized database performance; and specialized e-mail for Customer Service and Member Services, both departments are now aimed to reach their targets.

Customer Service, which will continue to deal with individual members through its Single-Sales operation, also handles all IEEE's nonmember customers. These include libraries, universities, corporations, government agencies and nonmember individuals.

The department's two main goals are to answer each phone call within 30 seconds, and process and ship orders within five working days.

Exceptional service

Member Services is dedicated to serving every member's specific needs. "Renewal processing is very important, as are member inquiries about applications, subscriptions, memberships and order status," says Bill.

"We have a service vision," he continues. "Using a core group of experts, supplemented by temporary help and outsourcing, our goal is to provide exceptional member ser-

COMPLYING WITH THE CLEAN AIR ACT: The right mix is the recipe for success

By Stella Paone

From carpooling to telecommuting, the IEEE is looking for ways to cut traffic arriving at the Piscataway Operations Center. Under the New Jersey Clean Air Act, the Institute must reduce the average number of employee work trips by 66 per day before the end of 1996. For some of us, that's going to mean sharing a ride to work, taking the train or even trying a compressed work week.

Management is committed to provide transportation and scheduling options to meet our Average Passenger Occupancy goal of 1.38. The APO is calculated by adding up the number of employees arriving at the work location between the hours of 6-10 a.m., Monday through Friday. This number is then divided by the number of vehicles arriving in the same time period.

During the May 1994 survey week, we had a total of 1,973 employee trips to the office during the peak period. The number of vehicles arriving was 1,760. This equates to our current APO of 1.12. To meet the APO goal of 1.38, we need to decrease the number of vehicles arriving at

the work site by an average of 66 per day.

Employees were also asked how they traveled to work. Seventy-five percent said that they usually drive alone to work. Three percent were dropped off at work, and 7 percent were in a two-person carpool. Four percent took the train to work.

New Jersey employees live in 112 different towns covering 174 zip code areas. Forty-three percent live in Middlesex County and 23 percent live in Somerset County. Sixty-three percent live within 20 miles of the office.

To achieve the targeted APO, we will use a number of ride-sharing strategies.

They include support activities such as trip planning, a guaranteed ride home, financial incentives to employees using an alternate mode of transportation and preferential parking for car and van poolers. Currently, there are 13 two-person carpools and



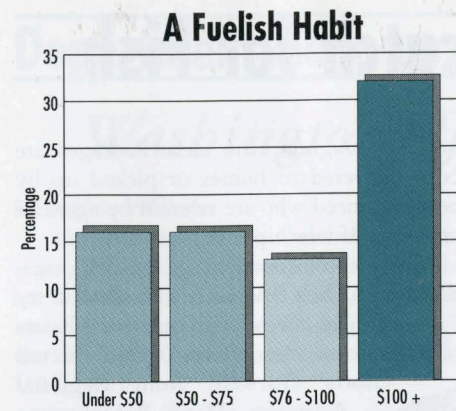
• Reggie Hands, database editor, lives in Somerset and rides his bike to work an average of three days a week. Reggie feels that bike riding is "an excellent stress reliever." But he says he needs more motivation to ride, such as bike lanes or permission to ride on the shoulder of the road.

vice through fast, efficient contact and transaction processing; fast, efficient problem resolution; and fast, accurate order placement and delivery."

He explains that to meet these goals, both part-time and flex-time employees will be hired. In addition, outsourcing and using specialized telephone services that allow the toll-

free number to operate 24 hours a day, seven days a week, will also be used.

"The good news," says Jon, "is that our business is trying to grow. Ringing phones and stacks of orders are not bad! We've recognized the need to see these for what they really are — opportunities for increased revenue growth!"



• What Piscataway staffers report spending each month to drive to work. Source: May, 1994 IEEE Trip Reduction Survey

three three-person carpools who use the preferential parking spaces. If you car pool and have not registered your car, contact Stella Paone, Human Resources, Ext. 5310.

The Institute is considering commute option strategies that include shifting employees out of peak period time to accommodate calls from our worldwide membership and identifying employees who can work a compressed work schedule, as well as those who can telecommute.

Few Transit Options

Public transportation is very limited in the Piscataway area, and local conditions make walking and bicycling to work difficult. To enhance transit use, we plan to continue the Institute shuttle service to and from the Edison train station.

With everyone's cooperation, we are confident that these strategies will succeed. ♦

Internal communications— we're listening to you

By Kathy Kowalenko

E-mail training, Gopher classes, a new look for the *The Staff Circuit*—just who is behind all of these new things? Thanks go to the Internal Communications Quality Team, which worked hard to make all this happen.

In 1993, you responded to an employee survey and said you wanted to see improvements made to employee communications. Your suggestions have since been posted as the "Five Most Wanted" improvements.

The IEEE listened to those suggestions and formed a quality team, which I led, to improve internal communications. The team consisted of 33 members from almost every department, including New York and Washington, D.C. The team selected five areas that would have an immediate impact on all employees. A separate sub-

It pays to have a bright IdEEEa

By Laura Durrett

Did you know the IEEE has a suggestion box program? The Bright IdEEEas Suggestion Program was introduced in 1994, and it's a way for all employees to act on their suggestions to improve the Institute—whether it involves working conditions, policies, practices or the environment we work in.

Bright ideas—we all have them, but some people are too shy to bring them up, or they think they're the only ones with concerns about certain matters. Others have already submitted suggestions and are pleased they did. Employees who suggest ideas that produce a savings of less than \$500 or have an intangible value receive a gift check for \$50. Employees who suggest ideas with estimated savings above \$500 will receive 10 percent of the first year's savings, up to a maximum award of \$5,000.

The Regional Activities Department had two innovators in 1994—Debbie Schreiber and Susan Sacks. Debbie's idea was to provide free flu shots to employees, which not only helps keep them from getting ill and being absent from work, but also from passing the illness on to colleagues. This was offered in Piscataway, and many people took advantage of the free service. Susan's idea was a practical one, too. She pointed

out that there was no area, other than the wet sinks, to place folders or other documents women carry into the restrooms in the Piscataway buildings. Racks have since been installed on the restroom walls to hold most material.

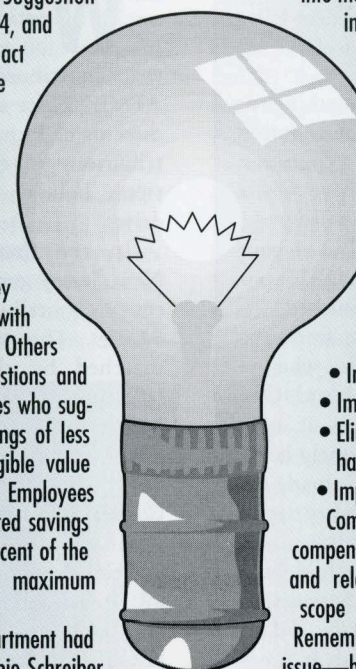
Here are topics to consider for the program. Suggestions may relate, but are not limited, to:

- Improving customer relations
- Saving time and materials
- Reducing costs
- Eliminating waste
- Improving working conditions
- Improving general office procedures
- Eliminating fire, accident and health hazards
- Improving handling and routing

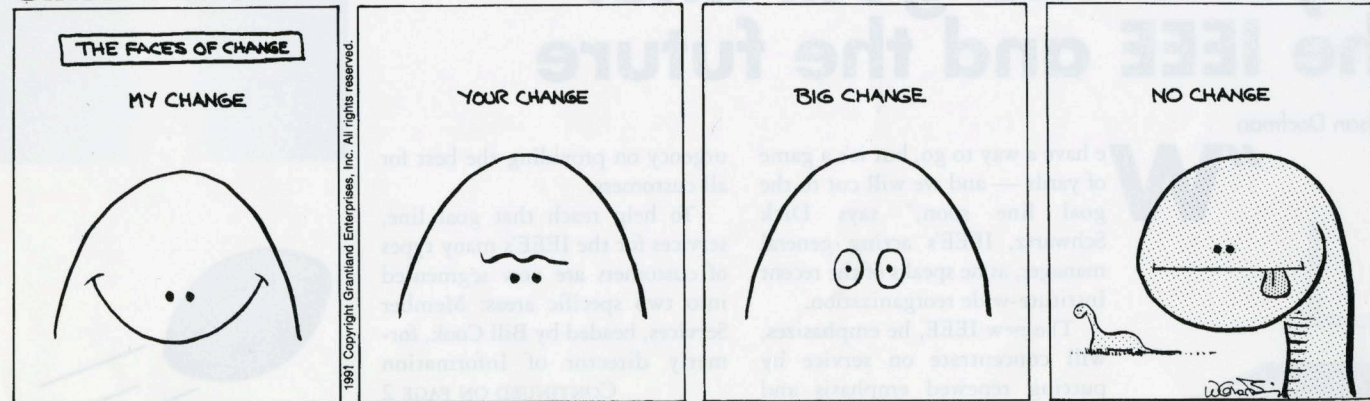
Company policies affecting employee compensation, hours worked, absence time and related benefits are not within the scope of the Bright IdEEEas Program. Remember, don't just state the problem or issue—be sure to include possible solutions.

All IEEE employees are eligible to participate in the program.

Forms are available in the literature display at the Piscataway cafeteria entrance or from Human Resources representatives at other locations. Submit your idea today. You never know—it could prove to be valuable to you. ♦



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Appreciation: Give some to others

By Jennifer Reid

Have you ever done something or helped someone at work and gotten recognition for it? If you got recognition from someone, you must have felt a great deal of satisfaction and willingness to help that person again. But if your assistance is never acknowledged, your sense of worth becomes diminished.

One day I was walking from the cafeteria back to my desk, when I glanced at the "staff kudos" board. One in particular grabbed me — it contained phrases such as "extremely helpful ... efficient service" and "... made me feel important." I knew I had to speak to the person responsible for this.

That person was Rose Fairchild, staff assistant, Section/Chapter Services. I spoke to Rose about what she did to make this member so pleased. It turns out that the writer, Damian Sower, is the new student branch chairman for the University of Idaho in Boise, but no one had left him any information on how to perform his duties. He called Rose, who supplied him with an updated membership list for his branch and a reactivation kit that included everything he needed to get started. She also cleared up a problem with the student memberships. I asked her how she felt when she received the letter. She said she felt "appreciated and happy" that her hard work was recognized. Our hats go off to Rose Fairchild for going beyond the call of duty and for a job well done!

Staff kudos were started by the Quality and Audit Department in 1993. Developed as a morale booster, staff kudos are letters of thanks and recognition written by customers, members and other employees. The letters thank and recognize IEEE employees for going beyond their call of duty.

These letters are sent to Lori Kapitan, staff assistant, Quality and Audit. Upon receipt, Lori posts them on the bulletin board outside the cafeteria for approximately one month.

Staff kudos are a great way of showing gratitude to our fellow workers for going out of their way to help. To send staff kudos, e-mail Lori Kapitan at l.kapitan@ieee.org, or send her a copy of the letter via interoffice mail. ♦

IEEE yields a big catch for Fish

By Barbara Coburn

"We are thrilled to have the participation of IEEE. You did every bit as well as the large companies that contribute, including Bellcore and AT&T." These are the words of Ida Gildea, director of Fish, regarding the IEEE's contributions to this Piscataway organization's holiday food and gift drive.

In the final tally, New Jersey employees contributed \$1,239. This was matched by the Institute, which donated \$750 in cash and over \$500 in toys, clothes and food. Add to this an additional bounty of gift items and generous amounts of food brought in by employees themselves, and the results were heartwarming.

Fish, a local organization of more than 60 volunteers, was founded in 1969, taking its



• When it was time to pack up the bounty, Gerry Proetto lent a hand.

name from the Biblical story of the multiplication of loaves and fishes. Fish works with a network of groups, including the Salvation Army and the United Way, to supply day-to-day items as well as holiday food and gifts to the

needy throughout the area. Packages are both delivered to homes or picked up by people in need who are referred by agencies or houses of worship.

The idea of contributing to Fish originated with Dick Schwartz, who asked Terry Burns to help choose a group of employees to coordinate the effort. Terry selected

Gloria Gutwein from Regional Activities, Mario Ripatranzone from Information Services, Verna Miller from Customer Service and Etta James from Member Services...all individuals whom Terry knew participate in charitable activities outside the office.

Gloria took the lead and with the help of her



• Staffers' generosity was under and around the Christmas tree, but organizers (and a favorite volunteer) are looking up anyway! Clockwise from lower left: Etta James, Mario Ripatranzone, Dick Schwartz, Executive Director Ted Hissey, Gloria Gutwein and Verna Miller.

hard-working team, collected clothes, toys, food and household goods. To start the ball rolling, the IEEE contributed various items, inspiring people to add to the growing assortment of gifts displayed under the two Christmas trees in the building.

Tania Skrinnikov of Technical Activities has suggested we take this effort one step further and arrange for food depositories throughout the year. Gloria agrees: "Why just make it a Christmas activity when we can contribute all year long?" This possibility will be discussed at future meetings. ♦



You must have been a beautiful baby!

Who did this cuddly tot grow up to be? (Clue: This IEEE staff member is not based in New York or Washington.) E-mail your best answer to Kathy Kowalenko and perhaps you'll win a prize by being the first to guess correctly! The identity and winner will be announced in the next

Staff Circuit. ♦

Department close-up:

Washington office supports U.S. members' interests

By Debbie Williams

Although the IEEE is a global organization, almost three-quarters of our members are located in the United States, and their numbers warrant special attention through the IEEE-United States Activities (IEEE-USA) office.

Located in Washington, D.C., the office coordinates activities of the United States Activities Board (USAB) and its 28 committees. A full-time staff of 25 works with nearly 850 active USAB volunteers to pro-

Government Fellows Program places at least two U.S. members in one-year fellowships in the U.S. Congress or executive agencies. Consultant Edith Carper writes the Legislative Report newsletter.

IEEE-USA's Career Policy Council (CPC) informs and educates U.S. members about trends, issues and actions affecting members' professional careers. CPC committees advocate pension reform and seek intellectual property protection, track engineering employment trends and hold careers confer-

Hartfiel manages the PACE Network, assisted by Linda Hall, administrator, and Bessy Burch, staff assistant. Linda also handles meeting planning and office automation.

Deborah Rudolph manages IEEE-USA's Technology Policy Council (TPC), which consists of committees on aerospace, research and development, engineering policy, communications and information, and U.S. competitiveness. Jim Anton is TPC administrator; Bernadette Concepcion, staff assistant, and Marjorie Springer, secretary, provide support.

IEEE-USA's communications department has recently been restructured to perform both internal and external communications functions. Pender McCarter oversees the new integrated department as associate communications director and is assisted by Bernice Evans, secretary. External communications includes marketing, advertising and media relations support. Chris Currie is external communications coordinator. Georgia Stelluto is internal communications supervisor and Debbie Williams is internal communications associate. They produce IEEE-USA newsletters and work with the division's committees and staff in writing, editing and designing booklets, brochures and pamphlets on career and technology policy issues. ♦



• Back row (l-r): Chris Brantley, Esroe Williams, Pender McCarter, Chris Currie, Jim Anton, Bob Walleigh, Vin O'Neill, Marilyn Sumpter, Bill Anderson, Scott Grayson, Alicia McPherson, Debbie Williams. Front row (l-r): Tom Suttle, Georgia Stelluto, Bernadette Concepcion, Ann Hartfiel, Deborah Rudolph, Doris Jones, Michell Scott, Sharon Richardson, Bessy Burch, Linda Hall, Arnette Riddick, Edith Carper. Not pictured: Marjorie Springer, Bernice Evans, Marnie Clark.

mote the professional careers and technology policy interests of U.S. IEEE members. Tom Suttle is staff director of professional activities and manages the office. He is assisted by Bob Walleigh, consultant, and Michell Scott, administrative assistant.

Alicia McPherson is senior administrator of finance and administration, assisted by Doris Jones, accounting clerk, and Esroe Williams, office clerk. Arnette Riddick is our receptionist.

IEEE-USA's government activities reinforce and extend our government relations efforts. There are currently four registered lobbyists on the staff. Chris Brantley, manager of government activities, and his secretary, Sharon Richardson, staff the State Government Activities Committee and the Government Fellows Program. The

ences. Scott Grayson is manager of career activities. Vin O'Neill is senior administrator; Marilyn Sumpter and Bessy Burch, staff assistants, provide council support.

Bill Anderson manages IEEE-USA's Member Services Council (MSC), which handles USAB awards, employment assistance, consultants' networks and the U.S. Opinion and Salary Surveys. Employment assistance is currently a high priority for U.S. members, and MSC has responded with an electronic job-listing service, coordinating a job bank, and co-sponsoring local job fairs. Secretary Marnie Clark provides staff support.

The Professional Activities Committees for Engineers Network guides professional activities at the local level, communicating U.S. members' views and needs. Ann

IEEE-USA Facts at a glance

- In the '90s, the government outreach program is promoting full portability of pension benefits
- Federal Legislative Agenda is produced at the beginning of each new Congress
- Publishes a bimonthly newsletter, the *Legislative Report*
- Organizes almost 400 student professional awareness conferences
- Drafted more than 100 positions on subjects such as U.S. competitiveness, high-performance computing and communications, and pension portability
- Publishes employment assistance guides for students and engineers, as well as a salary and fringe benefit survey
- Sponsors local job fairs, career workshops and skills banks, and national resume referral and job listing services.

People page



• Gloria Aukland retired as IEEE-USA's communications manager on Dec. 16, 1994, after nearly 18 years of service. At her retirement party, USAB Chair Joel Snyder (right) and Tom Suttle, staff director for professional activities, wish Gloria well and present her with a crystal eagle from the Washington office staff.



• Bernadette Concepcion, IEEE-USA staff assistant for the Technology Policy Council, became an American citizen on Nov. 18, 1994. Originally from the Phillipines, she moved to the U.S. in 1985.

Surprise!

by Greg Ross

Ann Scrupski spent three years as newsletter manager for the Industry Applications Society, but she had never been invited to a meeting before. Nonetheless, she says she didn't think twice when the group asked her to attend its 29th annual gathering, held last October.

After all, she knew that the society's leadership had decided to retire the newsletter. At the meeting she could say goodbye to the people she had worked with over the years, and offer her insight as the publications board planned the launch of a new magazine to take its place.

So Ann was caught off guard at the meeting's traditional awards luncheon when Publications Chairman Michael Foley called her up on stage before a crowd of more than 500 to accept a plaque from the society's publications department:

"On behalf of society members, the society executive board and everyone involved in the newsletter's publication, especially Tony Furfari, newsletter editor, we thank you for your contributions and expertise."

"We wanted to recognize the vital contributions that staff editors make to our publications," he explains. "We value Ann's work on the newsletter, and we'll miss her."

"I was happy just to go to the conference to see my friends from IAS," Ann said. "Getting the plaque was an unexpected bonus. I will miss working with them also, and wish them luck with their new magazine."

Ann may no longer work on the IAS Newsletter, but she is still kept busy here at IEEE. She in fact handles the layout and production of 20 other newsletters plus *The Institute* and *The Staff Circuit*. ♦



Wedding Bells

Jim Sorochinski, Shipping/Inventory, married Luz Marin on Jan. 3, 1995.

Kerry Burke, Corporate Activities, married Robert Ward on Oct. 29, 1994. Kerry and Bob went to St. Lucia for their honeymoon.

Dawn Checorski, Technical Activities, married Anthony Cangialosi on Sept. 16, 1994. Dawn and Anthony spent their honeymoon in St. John.

Cathy Denning, Transactions, married Christopher Walsh on Sept. 11, 1994. Cathy and Christopher honeymooned in Bermuda.

The Easy Life

Best wishes from all of us for a happy and healthy retirement! The following employees have recently retired from the IEEE:

Gloria Aukland, 18 years of service.

Ann Brinkofski, 19 years of service.

Dolores Wright, 40 years of service.

Eunice Romeo, 14 years of service.

Margaret Hickman, five years of service.

James Ferguson, five years of service.

Stork Alert

Joan Muzzio, Corporate Services, had a son. Zachary was born on June 28, 1994.

Judy Fosko, Marketing, is a new mother. Her daughter, Megan Elizabeth, was born on July 18, 1994.

Theresa Argiropoulos, Signal Processing Society, had a boy. Nicholas was born on Aug. 1, 1994.

Judy Brady, Marketing, had her second boy. Hunter McKinley was born on Aug. 24, 1994.

Lizette Graciani, Spectrum, had a son. Joshua was born on Oct. 7, 1994.

Lois Pannella, Technical Activities, had a daughter. Sydney Elizabeth was born on Oct. 13, 1994.

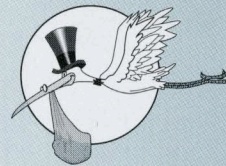
Peter Walsh, Accounting, has a new son. Vincent was born on Oct. 27, 1994.

Gina Gatjens Waslin, Inspec, had her second girl. Erica was born on Nov. 2, 1994.

Mary Lynne Nielsen, Standards, had a son. Gregory Scott was born on Oct. 6, 1994.

Trayce Anderson, Customer Service, had a daughter. Tairah was born on Jan. 8, 1995.

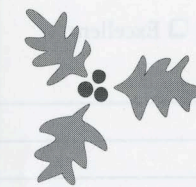
Rachel Meisel, Standards, had a daughter. Sarah Jane was born on Jan. 29, 1995.



IEEE holiday memories



Washington celebrated too ...



The Staff Circuit reader survey

What do you think about the new *Staff Circuit*? Here's your chance to contribute thoughts and ideas. We want your comments and suggestions! Please ✉ and send via interoffice mail to: Kathy Kowalenko, Corporate Communications, Piscataway.

Please ✓ the appropriate box.

	Yes	No	Sometimes
1. Is the information in this <i>Staff Circuit</i> helpful?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Is it easy to read — concise, understandable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Are you interested in the subjects we covered?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you like the quality of writing — is it interesting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you think <i>The Staff Circuit</i> is a valuable communication tool?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you like the new design?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

✓ the 3 subjects you are *most* interested in reading about. Put an ✗ on the 3 of *least* interest to you.

- | | | |
|---|--|--|
| <input type="radio"/> Company news | <input type="radio"/> Benefits information | <input type="radio"/> Financial news |
| <input type="radio"/> Employee events | <input type="radio"/> Quality efforts | <input type="radio"/> Industry news |
| <input type="radio"/> Product stories | <input type="radio"/> Health news | <input type="radio"/> Employee profiles |
| <input type="radio"/> Department profiles | <input type="radio"/> International news | <input type="radio"/> Listings (weddings/births, etc.) |

What do you like to read about most? _____

If you could change one thing about *The Staff Circuit*, it would be: _____

Rate the sources of information that you rely on most of the time:

	1 (rely on most)	2	3	4	5	6 (rely on least)
_____ building bulletin boards						
_____ other employees (grapevine)						
_____ managers/supervisors						
_____ internal memos						
_____ e-mail						
_____ staff gopher						
_____ other: _____						

Overall rating of *The Staff Circuit*:

- Poor Average Good Excellent

Comments: _____

Story Ideas: _____

Location: _____

Name: _____
(Optional)

THE STAFF *Circuit*

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