



And the survey says

by Stella Paone and Kathy Kowalenko



Everyone has opinions, and most IEEE staffers expressed theirs in the 1995 IEEE Employee Opinion Survey, the second such polling of employees. The 1993 survey served as a benchmark for IEEE operations and practices; the 1995 survey showed management where progress has been made and where further improvement is needed. The survey could also prompt new policies and programs or changes to those now in use.

General Manager Dan Senese reviewed some of the 1995 survey results in his all-hands meetings earlier this year. Here, *The Staff Circuit* takes a closer look. . .

Job satisfaction

Seventy percent or 402 of the 600-plus IEEE staff responded to the survey. Eighty-two percent of those responding said they feel

secure in their jobs and are satisfied with the workload and working conditions. The problem of too much work and not enough time is still an issue for some staff members, although compared to the 1993 survey, the problem has improved for many. Overall, respondents are satisfied with the IEEE as an employer.

Thirty-four percent of respondents ranked the nature of their work as the most important satisfaction factor. Pay was ranked second at 14 percent, and then, in order: benefits, job security, career development and management.

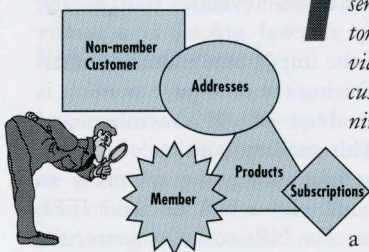
Employee Benefits

Almost nine out of 10 respondents believe the IEEE offers an excellent benefits package. Two-thirds think that the benefits

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Making great strides toward data integrity

by Christy Coleman



"If the data is right, we'll provide better service to our members and our customers. If the data is wrong, we'll provide poor service to our members and customers. Our data is the underpinning of everything we do."

— Dan Senese,
IEEE General Manager

To an organization that houses a database of 325,000 member records and 200,000 nonmember customer records, data integrity is crucial. In April, Information Technology submitted a plan for

an Institute-wide effort to improve data quality. This is a joint participation project whose team members represent many departments within the Institute. According to Project Leader Mahrukh Cama, Information Technology, this effort seeks to clean up inaccurate data in the Oracle database. John Witsken, Information Technology, describes the project as one that will "address in a very comprehensive

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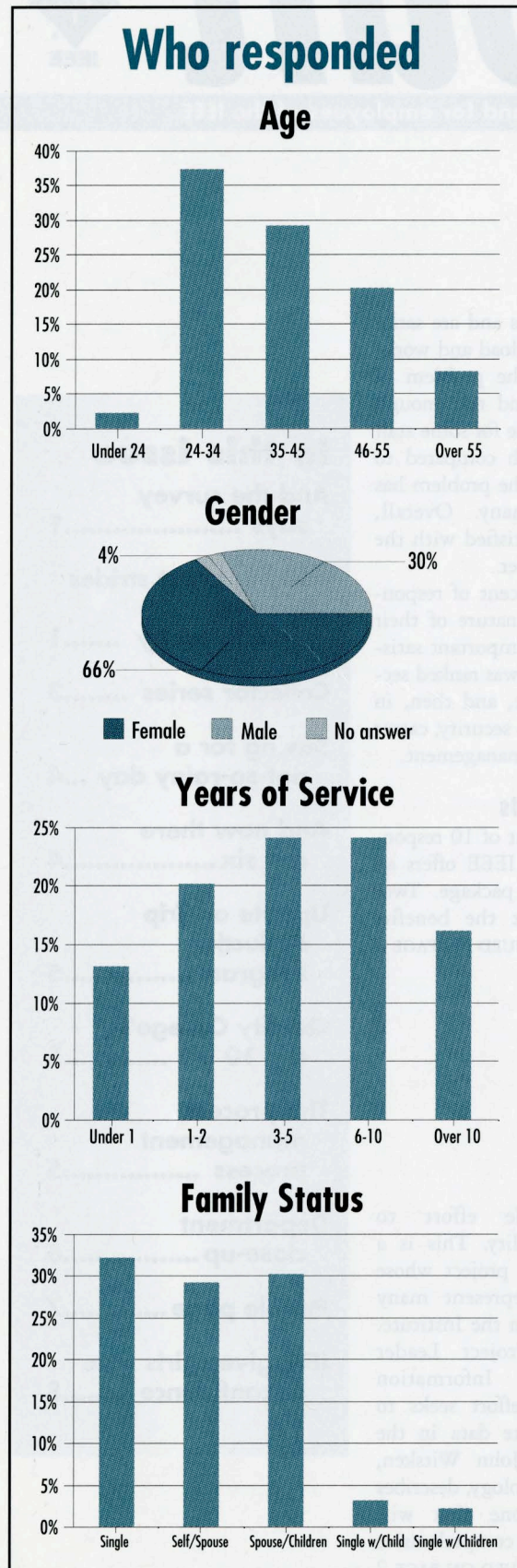
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package is better than most offered by other companies. Seventy-one percent ranked health insurance as the most important fea-



ture of the benefits package, with the 401(k) plan and vacation coming in second and third, respectively.

Compensation and Recognition

More than half the employees who responded believe they are fairly compensated for their work. However, less than one-third think their most recent salary increase was fair.

Performance Review Process

Only half of those responding think their respective managers place value on the performance evaluation. Their opinion of the performance review process is 9 percent lower than in 1993.

Because of this decline, a team headed by Don Curtis has been established to improve the process. In addition, Quality College's Zenger-Miller courses such as "Giving & Receiving Constructive Feedback" and "Coaching...Bringing Out the Best in Others" are designed to help improve the tools and techniques used by supervisors and managers for evaluating.

Employee/Manager Relationships

Overall, these relationships are strong. Sixty-eight percent believe managers acknowledge good performance and are interested in employee suggestions. Generally, managers keep employees informed on department issues.

Training

The most significant improvement in the survey over 1993 is the perceived value of training. Kudos go to Quality College for a 33 percent increase in the satisfaction level of start-up training at the IEEE compared to other companies. More than half the respondents felt Quality College has an immediate effect on improving employee performance.

Communications

The Staff Circuit is perceived as worthwhile, but respondents want the publication to cover more business-related issues. This is being addressed, and readers will continue to see the change in focus in future issues. The introduction of the new weekly electronic newsletter, *The Circuit Board*, also means employees are receiving more timely information.

Next Steps For Management

All senior managers have completed a cultural self-assessment focusing on behaviors that will help improve the work environment. Activities for improving management and interpersonal skills are underway for all senior managers, even those who scored relatively high.

According to Dan Senese, employee surveys will be conducted every two years to help guide management in providing programs to help employees maintain a high level of satisfaction with their work environment. This in turn will ensure the IEEE remains a quality-oriented and member-focused organization. In fact, respondents once again overwhelmingly agreed that quality performance for members and customers is the Institute's top priority. ♦

Data

CONTINUED FROM PAGE 1

and systematic way, *all* the data — member, nonmember customer, financial and product — currently contained in our database."

To put the project guidelines into action, Mahrukh and her team will follow this six-step approach:

1. Identify inaccurate, duplicate or obsolete data.
2. Determine how to clean up the data.
3. Identify the root cause of the problem as to why and how the data was introduced into the database (not an easy task, since the data has deteriorated over many years.)
4. Enhance our programs and processes so that in the future inaccurate data will not be reintroduced into the system.
5. Implement the data purification process.
6. Develop database audits that, based upon sampling techniques, will detect the conditions or situations that may be introducing inaccurate data into the database. "We have to make sure that what we clean up today won't deteriorate tomorrow," John explains.

Good data = happy members

A \$30-million revenue source, the membership renewal process is a perfect example of the importance of having accurate data. During the renewal, a mailing is sent out to about 325,000 members and affiliates. This mailing consists of promotional materials asking the members to renew and includes a bill for their IEEE publications. For bills to be accurate, the database must correctly list information such as: the member's address, region, membership grade and publications. Each piece of data must be completely accurate

Collectors series

by Adrienne White

According to the dictionary, a collector is a person who collects — especially one who collects objects of art, rare books, manuscripts, natural history specimens and the like. Not included in this definition are some unusual items that some IEEE employees collect. You will be amazed as I was at the variety of items and the devotion co-workers have to their "hobbies."

Mark L. Fendrick, Publications, is passionate about Disney. His collection includes original production cels from some of the most famous Disney animated cartoons, including "The Jungle Book"; "Oliver and Company"; and "Robin Hood." Originally known as cellulose, hence the name "cel," this is the actual piece of art that is placed in front of a background under the animation camera and photographed to create the film shown in theaters. Each cel is unique. In 1979, on one of his many trips to Disney World, Mark spotted a cardboard box of these cels sitting outside a Fantasyland gift shop. He purchased many of these cels for less than \$100 — a steal compared to the \$3,000 to \$4,000 he thinks he could sell them for today.

Along with his cels, he also has porcelain figurines, movie lobby posters and Disney lithographs. Lithographs are high-quality, limited-edition,

numbered reproductions of original drawings that are hand-signed by the artist. One of his most prized possessions is a poster of the movie, "Snow White," signed by Adriana Casselotti, the voice of Snow White. Mark has decorated his office with an assortment of Mickey Mouse characters and other Disney memorabilia.

A native of Gujarat, India, Smita Desai, Member Services, has two distinctive collections: wristwatches and coins, kept in a bank vault and her family's home in India. When she was in first grade, she received a watch from her father as a gift after she completed an important achievement test. That gift began her love affair with watches. Her collection includes a **Henry Sandoz** piece that dates back more than 100 years and was a gift from her grandfather to her grandmother. Sandoz was a famous Swiss watch company during that period.

Smita shares her coin collection with her family. In India, coins carry tremendous reli-



• Mark Fendrick's children show off a Disney cel.

gious value. During the Festival of Lights or "Diwali," the third day is designated to worship "Laxmi," the goddess of wealth, who is symbolized by either gold or silver coins. Smita's collection includes both 24-karat gold coins and solid silver coins. The oldest was a gift from a friend — a silver Indian coin, dating back some 1200 years. Smita enjoys visiting coin stores in Cranford and Garwood, N.J., and has also attended exhibitions in New York.

Georgia Stelluto, United States Activities, collects Native American pottery and jewelry. She has many pieces of jewelry from the Navajo, Zuni and Hopi tribes.

"One interesting piece I found last year in Taos, N.M., was a Navajo ring, signed by the artist, made of sugilite and silver," says Georgia. Sugilite is a purple stone which many Native Americans believe has healing properties. In fact, some women adorn their babies with the stone to keep them safe, protected and healthy.

She also owns several silver pieces, including earrings, a pendant and an unusual pin of a popular Native American spirit called Kokopelli. Kokopelli, known as "the flute player," is famous for his happy, festive and mischievous personality. Many Native Americans believe he plays his flute outside lovers' teepees which lends itself to his other alias, Spirit of Fertility.

Because so many staffers collect, this article is part one of a two-part series. Look for more profiles in the Fall issue of *The Staff Circuit*. ♦

on all records or the Institute simply won't meet the member's expectations. Bill Cook, Member Services, says, "In order to ensure that all renewal bills reach their destinations, it is vital that the data in the system is accurate." Since a large percentage of members are non-U.S. residents, errors in the database's address field are usually the result of difficulties keeping current with each country's address format. When the Oracle programs are programmed to recognize various address formats, member service representatives will no longer have to rely on their memory for this information.

Non-member records

Just as important as correcting the member data is cleaning up the nonmember customer data. "Our nonmember customers are a key component to the financial support of the IEEE," stresses Jonathan Dahl, Marketing & Sales and Customer Service. A \$30-\$40 million revenue source, nonmember customers are the reason the IEEE is able to keep member dues and fees low and provide the range of member services it

does. Keeping accurate records also is essential to keeping nonmember customers happy so they will continue to purchase our products. Inaccurate data in these records are mainly classification errors and duplicate records. Customer Service classifies nonmember customers into categories for marketing analysis and billing purposes such as: individuals, corporations, universities, resellers and government agencies. Classifying these customers can be especially difficult since almost 40 percent are overseas, and the various languages can be difficult to interpret for even the most experienced Customer Service representative. For instance, the German words for university and bookstore are very similar, but the nonmember customer type and price/discount structure are very different!

According to Jonathan, another challenge these records present is the possibility thousands of the 200,000 nonmember customer records in our database are duplicates. How has this occurred? The first reason is historic — much of the data in our system has been there for many years. Comprehen-

sive efforts have never been made to clean up records, even when they become obsolete. Another reason is that official data entry rules have never been established. AT&T is a perfect example. Because there are so many ways to refer to this corporation (American Telephone and Telegraph, A.T. &T., AT & T) there can be as many as 10 different ways to record this nonmember customer. Indeed, there are more than 1,500 variations for AT&T!

One way to prevent records from being duplicated in the future will be to establish rules for consistency in data entry (all abbreviations, no abbreviations, no symbols for words). "At the same time we are making staffers aware of data entry rules," John Witsken notes, "it's important to develop smarter computer programs to reject data not entered according to established rules."

The data quality improvement project is expected to continue into 1997. The IEEE recognizes the critical importance of accurate data, which is a key ingredient to operational efficiency and to delighting members and nonmember customers. ♦

Saving for a not-so-rainy day

by Ginger Sanchez

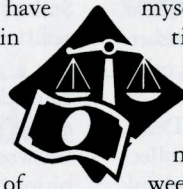
As an IEEE staff member, you have the opportunity to invest in mutual funds with low initial investments of \$250 per fund and minimum biweekly payroll deductions of \$50. Compared to the normal initial investment of \$2,500, this really is a good deal!

With this benefit right at your fingertips, it's disappointing to see that the participation in the mutual fund payroll deduction program offered through Financial Advantage is so low! As of April, only 17 staffers had opened accounts.

Investing in mutual funds can be fun and rewarding. New parents can start planning for their child's education; a newly married couple can save for the down payment for a house; older folks can save for their retirement.

Often, when people hear words like *mutual funds*, *liquidity*, *risk* and *return*, they don't understand what it all means and tend to avoid the issue.

O.K., I confess: Even I procrastinated — and I work with this program daily! I always said, "I'll do it next week." But before I knew it, the holiday season was here and I certainly didn't want to part with any extra



money at that time. But I finally forced myself to open a fund and, ironically, the timing was right. You'd be surprised to find that if you coincide your investment with your salary increase, you will not *feel* the payroll deduction as much. More important, after just a few weeks, you've started to accumulated *savings*.

Kathy Kowalenko, Corporate Communications, who recently opened up an account says, "I always thought I needed to keep my money in a savings account in case of an emergency, except I never had one! Finally, I listened to what the financial analysts say about the low interest rates on savings accounts and decided my money would earn more in a mutual fund."

Another mutual fund participant, Jack Demetris, Building Services, says, "The program is great! It's very convenient to have the money deposited directly and not pay any sales charges. Also, Chase Manhattan and Vista are highly rated."

So what exactly is a mutual fund? It is an investment company — a company that makes investments on behalf of individuals and institutions who share common financial goals. Mutual funds offer investors a simpler, more convenient way of investing

in a portfolio of securities, like stocks and bonds, than trading them individually. Investors select funds that have objectives which match their own, and make their selection based on the fund prospectus.

As an investor, you buy shares of the fund. Each share represents ownership in all the fund's underlying securities. Dividends and capital gains are paid out in proportion to the number of fund shares owned.

Mutual funds offer liquidity, meaning you can cash in all or part of your shares whenever you wish. The amount received for those shares is the current value, which may be more or less than the purchase cost. This is where risk comes in. You may choose to invest in a risky fund where the potential for high return is greater. The basic relationship is: the more risk, the higher the return or money earned on the investment.

You may be thinking, "Well, I already have my 401(k) deduction, that's enough savings for me!" But there is a key difference. Although the 401(k) plan is backed by mutual funds, the purpose of the investment is *retirement* and the funds are not liquid. You are penalized if you withdraw the funds before you retire.

The ball is in your court...take a swing at it!

For a payroll deduction kit, contact Ginger Sanchez, Financial Services, ext.5329. ♦

And now there are six

by Jayne Cerone

In February, the IEEE Components, Packaging and Manufacturing Technology Society opened an executive office at the Operations Center, bringing the number of executive offices that are part of Technical Activities to six. The five society offices located in Piscataway are: Components, Packaging and Manufacturing Technology; Electron Devices; Lasers and Electro-Optics; Power Engineering and Signal Processing. The Communications Society has their office in New York City. In addition, the Computer Society has offices located in Washington, D.C., Los Alamitos, Calif., Tokyo and Brussels.

Other societies have volunteers or paid staff who fill many of the administrative jobs within the society. For example, Instrumentation and Measurement, Engineering in Medicine and Biology, and Microwave Theory and Techniques Societies all have administrative staff to support their needs. All these offices, whether in-house or offsite, are totally funded by the individual societies.

Services provided by the executive office fall into two broad categories: response to

member requests and ongoing support for specific society programs. The time spent on each category varies greatly, depending on the goals and priorities of the individual society and its volunteers.

To many society members, the executive office is the first stop for any questions concerning the IEEE. Many times, the staff is able to provide the answer. Other times, the staff serves as an on-site liaison between the member and the appropriate Operations Center staff, whether it is simply directing a request to the appropriate office or getting involved in mediating a problem.

"We handle as much as possible right here. If there are questions on membership status or publication orders, I just check them out on Oracle," stated Diane DeMarzo, Communications Society.

"The usual requests are for change of address, single copies of an article, and problems with subscriptions or publications," says Laura Riello, Electron Devices Society. The society's executive director, Bill Van Der Vort, estimates he and his staff handle more than 80 percent of all the member questions his office receives. The other 20

percent are forwarded to Member Services and the Library. The society staff usually asks that they be kept in the loop so they can close the file on each inquiry.

While the Power Engineering Society staff does not handle member complaints directly, they have designed a page on the PES Home Page called "Frequently Asked Questions by PES Members and Other Interested Individuals."

In addition to these member services, each office provides administrative support to its society's volunteers, as well as more detailed services requested by the society officers. For example, the Power Engineering Society has had a support staff for more than 25 years. "It facilitates the review process of papers for presentation at society conferences and publication in the transactions," said Mel Olken, executive director.

The Signal Processing Society just added a full-time staff person to work with the volunteer editors on the publications' administrative aspects. Mercy Kowalczyk, executive director, noted, "We need to protect our journals if we want authors. Therefore, our mission is to shorten the time to publication."

Ed Labuda, executive director, Lasers and Electro-Optics Society, explained that vol-

Update on Trip Reduction Program

by Stella Paone

Earlier this year, President Clinton signed legislation that made voluntary the Employer Trip Reduction Program (ETRP) requirements of the 1990 amendments to the Clean Air Act.

ETRP has never been very popular in New Jersey. In fact, some say if the federal government is going to make the requirement voluntary, than New Jersey should consider changing its regulations too! However, any change to New Jersey's 1993 traffic congestion and air pollution control law will require action by the state legislature. The state program, aimed at reducing both air pollution and highway congestion, requires employers with more than 100 workers to encourage their employees to car-pool, van-pool, take mass transit, adopt alternate work schedules or otherwise avoid driving to work alone between 6 - 10 a.m., Monday through Friday.

A spokesman for the Whitman administration has indicated that the governor is considering following the federal lead by eliminating the trip reduction requirement. But she has not made a final decision.

The Institute is currently evaluating its trip reduction options in light of these new developments. Changes will be reported as plans are developed and finalized. ♦

unteer editors formerly depended on their own office staff or graduate students to assist with the administrative aspects of organizing an IEEE publication. However, this type of help is hard to find today. He also noted, "Everyone in the IEEE is going to have to respond to this new reality."

Some other areas the society's executive offices are involved with are:

- Chapter development is a priority for the Electron Devices Society. They work with Member Services and Regional Activities to form new chapters, provide chapter support and the status of existing chapters.
- Support of the Society-sponsored and co-sponsored conferences is one of the key activities of the Lasers and Electro-Optics Society, which has a staff dedicated to providing a full range of conference services.
- The Power Engineering Society is very active in standards development.

Each of the society executive offices have the same goal: to provide high-quality services and assistance to every member of their society. ♦

Quality College's top 10 list

by Marsha Sacks

IEEE Quality College is a wonderful company resource, especially as the classes are offered either at a minimal charge or at no charge! If you have an opportunity to attend one of our classes, make the most of it. Here are 10 guidelines we think will help you get the most from your training experience.

1. **PREPARE FOR IT.** Spend some time thinking about what you'll be learning and what you hope to accomplish. Determine what it is you expect to learn.

2. **THINK LONG-TERM.** Some staffers think of training as nothing more than time away from the job. What they don't realize is that a relatively small investment of their time and effort can have a big pay back. Think of what you'll learn in the long-term.

3. **TAKE NOTES.** Writing down some — but not all — of what is being taught helps you retain the information. It also can help you remember weeks or months later when you may need to refer back to your notes.

4. **MAKE GOOD USE OF BREAKS.** Don't use your breaks to try and squeeze in some task back at your office. Instead, use the time to discuss the material you're learning with other attendees or the instructor. It's also a good time to share your ideas with others.

5. **KEEP AN OPEN MIND.** Arrive at the class open to hearing new ideas. If you hear new concepts, allow yourself the opportunity to think them through. If you think you already know what is being taught, be open

to it anyway. Don't spend the entire workshop focusing on what's wrong or on points you disagree with. You'll miss out on what you could be learning. So focus on the positive and look for the knowledge you can gain — and what can be learned — from the experience.

6. **ASK QUESTIONS.** If you don't understand an instructor's statement, don't be afraid to ask for clarification. Most instructors welcome student questions and ideas. If you don't think the timing is right, write down your question so you can bring it up later.

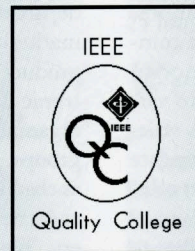
7. **PARTICIPATE.** The best way to learn is by taking part. Like almost anything else, you will only get out of the workshop what you put into it.

8. **PAY ATTENTION.** Avoid side conversations. Give all your attention and enthusiasm to the instructor, the material and, most of all, to your own progress.

9. **CHAT WITH THE INSTRUCTOR.** Meet and speak with the instructors. They will be glad to share their knowledge with you. Let him or her do most of the talking while you listen closely.

10. **FOLLOW UP.** Begin practicing what you've learned immediately upon returning to your job. Try everything out at least once — even the things you think might not work. You may be pleasantly surprised!

AND REMEMBER . . . above all else, try to have fun while you learn. It's the best way to accelerate the learning process. ♦



The process management process

by Anne Marlotte

Don't look to your local movie theater for an action-packed thriller on process management. With successful process management, there are no heroic rescues, scenes of spine-tingling tension, convoluted plots, secret plans or villains to vanquish. In a sense, process management is, well, boring.

Process management is an orderly approach to running a business based on thorough understanding, documentation and attention to:

- Customer requirements and feedback
- Supplier requirements and performance
- Process flow (activities and handoffs)
- Critical metrics to evaluate the success of the process

The whole idea of process management is to apply a *disciplined methodology*, which means preventing problems by focusing on their root causes, plus an orderly selection and implementation of incremental improvements. Decision making is based on

facts. Quality objectives are achieved in *less* time, with *less* rework. Firefighting is reduced. The focus is on *fixing the process*, not blaming the individual.

The Institute has formed several process management teams in these areas:

- Transactions and Journals (Team Leader: Tony Ferraro)
- Membership Renewal (Team Leader: Bruce Huffine)
- Correspondence (Team Leader: Michelle Hunt)
- Meeting Support (Team Leader: Irv Engelson)

Members of each team have been trained in the methodology and the teams are in the beginning stages of documenting their process flows and customer requirements. Metrics are being collected on various critical activities within each process, in addition to member or customer levels of satisfaction.

As improvements are identified and implemented, look for the good news in future issues of *The Staff Circuit* and *The Circuit Board*. ♦

Department close-up:

Building relationships to enhance the Institute's image

by Marsha Longshore

Getting the IEEE's name in print is only a small part of the charter for IEEE Corporate Communications. Our mission is to develop and support communications activities throughout the organization, serving as strategic advisers to various staff and volunteer entities and as writers who research, produce and disseminate messages about the IEEE and about electrotechnology to our many audiences.

Corporate Communication's move to New Jersey in late 1993 resulted in major

Corporate Communications activities typically include media relations, internal communications and industry relations. The department also lends strategic planning and marketing communications support for key product launches, such as the IEEE/IEE Electronic Library (IEL), and for special events organized by other departments and member groups. These include yearly activities such as the Honors Ceremony, the Faraday Lecture and the Field Awards program, among others. We also help the Presidents' Office by writing presentations and speeches.

tains contact with the press. Throughout the year, we release major news announcements and match reporter requests for sources on a wide variety of topics with experts from within the Institute and our members' companies. Also, the staff has developed and distributed a publication called the *IEEE Technical Experts Guide* to nearly 1,000 journalists who cover technology. This guide is a handy reference of IEEE contacts on more than 500 technology topics. It was updated last fall with the help of the Technical Activities Board public relations corresponding members and some society presidents.

Corporate Communications also seeks opportunities to place stories about other IEEE accomplishments in appropriate publications and in electronic and broadcast media. These activities help strengthen the IEEE's relationship and reputation with the press and our other target audiences.

Acting Locally

Last year, the department launched a major internal communications initiative under the wing of Kathy Kowalenko and Helen Horwitz to improve the flow of information to IEEE staff. This program includes the revamped *Staff Circuit* quarterly printed newsletter and the new, weekly electronic newsletter, *The Circuit Board*.

Thinking Globally

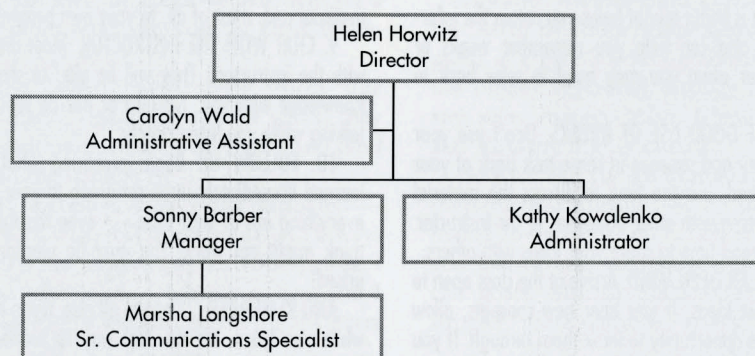
The Corporate Communications Department also has the leading staff support role for the Institute's Industry Relations program. The IEEE leadership has identified a need to strengthen relationships with corporations to increase industry support for the activities of IEEE members worldwide. To help foster these relationships, Corporate Communications has helped organize luncheons and corporate visits that have brought IEEE officers face to face with more than 500 industry executives and leaders in academia and government in the United States, Europe and the Pacific.

As part of the Industry Relations program, the staff also writes and distributes *IEEE Update*, a bimonthly newsletter that helps show executives the value that the IEEE brings to their employees. This newsletter is distributed to some 7,000 executives and managers in companies that employ IEEE members around the world.

In addition to these programs, Corporate Communications generates many special projects to help the IEEE build new rela-

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IEEE Corporate Communications



operational and personnel changes, with a near-total turnover. Now this rebuilt department is stronger than ever. Together, its five employees provide the IEEE with more than 70 years of experience in the communications field. This seasoned staff works closely with the three presidents, the Executive Committee, the general manager, and growing numbers of departments and volunteer groups to support the expanding communications needs of the Institute.

Unlike most IEEE departments, Corporate Communications operates with an advisory committee (CCAC) that reports to the ExCom. CCAC is composed of representatives from three major boards and senior communications executives from some of the world's largest high-technology corporations, including Texas Instruments, Siemens and IBM. CCAC members help provide direction to the overall communications program and serve as a sounding board and a resource for ideas and counsel.

A recent CCAC recommendation has led to the Institute's first communications workshop, scheduled for mid-June. At this session the ExCom and CCAC will examine IEEE priorities and determine direction for future Corporate Communications strategies and programs.

Enhancing The IEEE Image

One of this group's most important objectives is to build and maintain ongoing relationships with key journalists so they will rely on the IEEE as a technical resource. Although this task is handled mostly by Marsha Longshore and Sonny Barber with the support of Carolyn Wald, the entire department and many others within the Institute contribute.

For the past 12 years, Corporate Communications has hosted the IEEE Media Briefing for this purpose. Each year, the briefing attracts reporters and editors from broadcast media and major business and trade publications such as *The Wall Street Journal*, *Business Week*, *Fortune*, *Scientific American* and *ComputerWorld*, as well as some of the Institute's own publications, including *IEEE Spectrum* and *The Institute*. Typically, 50 or more journalists attend to hear representatives from industry, government and academia present the latest information on a selected theme. Plans are already underway for the October 1996 media briefing to feature speakers — from technical experts to Wall Street analysts — on one of the year's hottest topics, telecommunications.

Producing the briefing is just one way the Corporate Communications staff main-

People page

A sport definitely for the birds

by Elaine Rosenberg

What is a "birder"? According to IEEE's resident bird expert, Joyce Mauer, Magazines, they are simply bird watchers.

People become interested in bird watching for one of three reasons: scientifically, such as an ornithologist; as an artist, such as a painter or photographer; or as a sport that challenges your skill in finding and observing birds.

The physical abilities needed for bird watching are: sharp vision, since birds are not easily seen; good hearing, to listen for sounds and song; and the agility to hike to locations where they might be found.

"I feel a sense of wonder and discovery every time I'm in the field and find a bird I've never seen before," explains Joyce. (She also admits this sport can become quite addictive.)

Birding is particularly popular in New Jersey, which is considered an excellent venue for birding. People from all over the world come to bird watch. In fact, the town of Cape May, N.J., which is on the Atlantic Fly Way, is considered to be the "hot spot" and is famous for good birding.

Many birders belong to the National Audubon Society, which takes its name from John James Audubon, a famous painter of birds in the 1800s. The society helps support sanctuaries, field research, environmental education, environmental legislation and other efforts critical to the protection of wildlife and the environment. In addition to the national society, there are also state and local chapters. Joyce is secretary of her local society, but is also a member in the state chapter and the national society.

Throughout the year, the societies sponsor field trips and birding special events. Joyce averages 20 field trips a year, including trips to Pennsylvania, Delaware, Virginia and Maryland. Some trips are devoted to finding a specific species of bird, such as the "owl prowls."

Birding, however, can have some risks. Last year, while on a field trip in Maine

Wedding Bells



Michelle Curtis, Member Services, married John Hunt on 13 April.
Ann Scrupski, Magazines, married Michael Goedkoop on 4 May.

Jennifer Reid, Purchasing, married Phil Motard on 4 May.

10 Years: Bessy Burch, Stephanie Boffice, James Paradise, Deborah Mai, Wendy Rochelle, Marsha Tickman, Barbara Waters
15 Years: Kim Abel, June McCallen, Alicia McPherson
25 Years: Werner Tuppatsch



Stork Alert

Joan Muzzio, Awards & Fellows, had a second son. Joseph Patrick was born on 17 January.

Pam Hoffman, Marketing & Sales, had a daughter. Kaitlin Nicole was born on 21 February.

Krithika Seshadria, Information Technology, had a son. Nikhil was born on 25 March.

Judy Fosko, Marketing & Sales, has a new daughter. Nicole Kaitlyn was born on 28 March.

Marytriz Laties, Member Services, had a daughter. Taylor Ann was born on 30 March.

Margaret Morin, Magazines, had a son. Matthew was born on 11 April.

Jonathan Dahl, Marketing & Sales, has a new son. Griffin was born on 17 April.

Madeline Volpe, Member Relations, had a son. Nicholas Rocco was born on 24 April.

Service Awards

(April to June)

5 years: Judy Brady, Robert Hohwald, Anne O'Neill, Ira Polans, Wanda Seter



Welcome Aboard

Girish Bali, Customer Service
Bratati Biswas, Electronic Products

Robert Braham, Spectrum
Michael Brown, Information Technology

Linda Gustor, Electronic Products
James Feclie, Member Services

Jennifer Gasper, Transactions
Josephine Germano, Press

Douglas Hargis, Customer Service
Ella Kinney, Periodicals

Michael Petro, Marketing & Sales
Ronni Rubenstein, Marketing & Sales

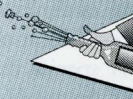
Margery Scanlon, Proceedings
Mitchell Sharoff, Spectrum

James Siepmann, Electronic Products
April Tesoriero, Customer Service

Robert Walleigh, United States Activities
Lisa Young, Standards

The Easy Life

Roberta Eato, 17 years of service.
James Cox, 5 years of service.



This photo of an egret in flight was taken by birder Joyce Mauer, below, at Brigantine National Wildlife Refuge, a New Jersey birding "hot spot."

observing "bird banding," the deck Joyce was standing on with a group of 20 people collapsed.

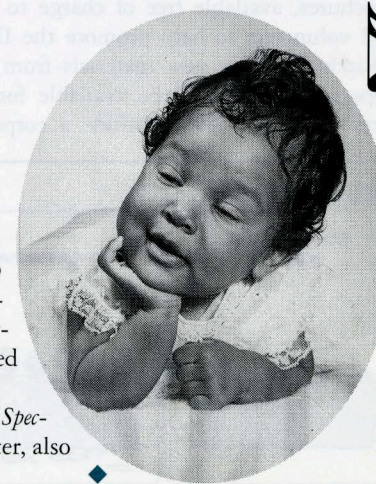
Joyce suffered a broken vertebrae. Despite this painful mishap — which required months of physical therapy — Joyce remains an enthusiastic birder.

So if you're looking for an outdoor sport that tests your memory — and sense of sight, hearing and balance — give birding a try!

You must have been a beautiful baby!

Who did this cuddly tot grow up to be? (Clue: This baby can help the President balance the budget.) E-mail your best answer to Kathy Kowalenko and perhaps you'll win a prize for being the first to guess correctly! The identity and winner will both be announced in the next *Staff Circuit*.

The baby in the Spring issue was Trudy E. Bell, *Spectrum*. The first person to identify her was Ramona Foster, also of *Spectrum*. Thanks to all who participated.





• The IEEE's guests for the day take time from their full schedule of activities to pose for The Staff Circuit. Even New Jersey's uncertain spring weather cooperated!

IEEE gives girls vote of confidence

by Stella Paone

*"I want to be a judge, . . .
a chemical engineer, . . . a marine biologist,
. . . a teacher, . . . an artist."*

These are just a few of the job aspirations of the 48 girls who participated in the IEEE's annual "Take Our Daughters to Work Day."

This year's theme was **Vote for Me**, and for the fourth year the IEEE cast a decisive vote in favor of daughters to help ensure they remain self-confident. Not a career day, "Take Our Daughters to Work Day" is an opportunity for young women to see work as an integral part of a woman's life, and help them understand the importance of getting a good education.

A special thanks to Dr. Jan Brown, an IEEE Senior Member and active volunteer; Cecelia Jankowski, Regional Activities; Helen Horwitz, Corporate Communications; and Cheryl Rowden, Standards, who

graciously took the time to speak to the girls about the many opportunities available to women and what it takes to succeed in the workplace.

The day's highlight was the opportunity for the girls to create their own Web home page. Tony Ferraro, Publications, and several staff members began this project by photographing each girl, putting the photos into a digital format, and placing them on a diskette prior to the training session. Reginald Hands, Electronic Products, then instructed the girls on how to create a home page and personalize it with their own photos. This was quite a hit!

Committee members Stella Paone, Human Resources; Debbie Arcuri, Publications; Lois Pannella, Technical Activities; and Rosemary Tennis, Standards, organized the activities in Piscataway, the only IEEE office that participated in this nationwide event. ◆

IEEE Corporate Communications

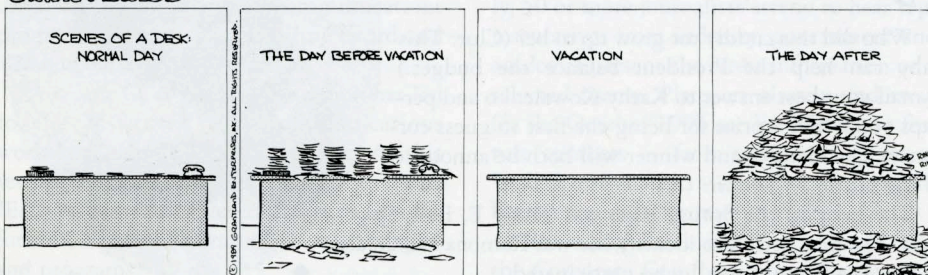
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tionships and strengthen old ones. Among these are the development and dissemination of the corporate and capabilities brochures, available free of charge to staff and volunteers to help promote the IEEE. (Watch for other new materials from this department that will be available for use later this year. These include a corporate

video based on interviews with members from most of the IEEE's regions and a publicity guide to assist sections and chapters with their local public relations efforts.)

Although these many, varied activities keep the Corporate Communications staff very busy, we are always seeking new opportunities to publicize the IEEE or help improve communications within the organization. If you have an idea or need some help, please talk to us! ◆

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