

# THE STAFF

# Circuit



Written by and for employees of the IEEE

## Team ushers in a new relationship

by Christy Coleman

Since April 1996, the Marketing and Sales Coordination Team has been working to achieve an Institute improvement goal: unifying product development and marketing and sales activities across the IEEE.

"We need to coordinate all our activities with product development and marketing so our left hand will know what the right is doing," says Executive Director Dan Senese. "This will undoubtedly lead to more successful products."



### Identify customer needs through research

The team determined that the best way to anticipate, understand and meet member and customer needs is through careful research.

In the past, product ideas were generated from "anecdotal information, volunteer input, intuition and people's experience," according to Henry Shein, Strategic Planning & Institutional Research.

"If a volunteer or staff member had an idea for a new product, that idea would go to the knowledgeable person in that particular area to determine whether engineers would want that product," Henry explains. "In the future, we will be getting the opinions of the potential users."

This decision process becomes more effective once customer needs are identified. As Judy Gorman, Standards, says, "Once we identify the kinds of products our

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## Only the shadows know

by Michelle Meeh

Forty 8th-grade students from Piscataway's Quibbletown Middle School visited the Operations Center in mid-April to "shadow" staffers and learn about job and career options.

The students also learned about what happens in the building most of them pass on the way to school each day.

The event, coordinated by Kathy Kowalenko, Corporate Communica-

tions, was a first for the Institute and is part of an expanded Community Relations program for which Kathy is responsible.

Before the visit, students were introduced to the Institute through a 15-minute video prepared by the school district's videographer.

The broadcast included a tour of the Center conducted by Cecelia Jankowski, Regional Activities, and a live question-and-answer session with two IEEE volunteers, Gerald Karam and Amy Galarowicz.

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• Peg Pascale teaches Quibbletown student Monica Misiak a thing or two about accounting.

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## Team ushers in a new relationship

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customers want, product managers and marketing managers will feel more secure about their business decisions because it will be based on research and data."

The team, comprised of employees representing the various departments, also defined the roles of product managers and marketing managers, and strengthened the market planning function. With the planning stage near completion, implementation plans will soon be announced.

"If we've done our job right, our new plan will have a significant effect on the IEEE for years to come," says Jonathan Dahl, Marketing & Sales.

### It starts with a new product development process

At the very heart of the team's efforts is the new product development process and the new relationship between product and marketing managers.

"Before, the product development and marketing functions operated like a relay race in which one department passed on the baton, or in this case, the job, once they did their part," says Jonathan. "The new process will operate in such a way that the two functions will run together with a product from beginning to end."

New product ideas will be put through a product planning process that requires input

and evaluation from product managers, marketing and sales representatives, and volunteers.

"The new process empowers Marketing to participate in goal planning and make data-driven decisions at the earliest stages of product development," explains team member Teresa Taylor, Educational Activities.

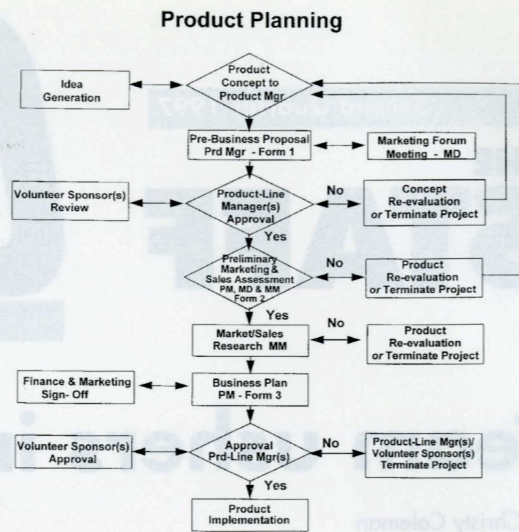
Since various people now will work together on product development from the earliest stages, the team, besides defining the strategies and processes, defined the various roles and responsibilities of volunteers, product-line managers, product managers and marketing managers.

"Without clear roles, things move slowly," explains Dan Senese. "People don't know how much latitude they have to make decisions. They don't know who to ask for questions and signatures, and they're not sure what they should — or should not — agree to."

### Strengthening the market planning function

To the IEEE's already strong sales and promotional activities the team added a more robust market planning function around which Marketing and Sales has begun to reorganize.

Four groups have been created within



Marketing: Membership Marketing, Publishing and Information Marketing, Sales, and Creative Services. Natalie Thigpen, Membership Marketing, is chairing a new team devoted to defining the market planning function.

Monthly staffwide marketing forums will be conducted to address issues of common interest and important new products and services in development.

According to Dan, the new product development process encourages not only teamwork among staff and volunteers, but innovative thinking for product ideas that will serve our members and customers for years to come. ♦

## Only the shadows know

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The video also featured employees from throughout the Operations Center, who explained their departments' activities.

"The employees who participated were representative of the many different jobs available here," Cecelia said.

At the opening ceremonies for the student's visit, Executive Director Dan Senese told students, "I think what you're going to find is an opportunity to learn a lot about

careers and what happens when you go out in the business world."

It is important to like one's work, Dan stressed. "Think about what you're good at and what you enjoy doing, and consider that relative to what you want to do," he said. "Work should be enjoyable. If it isn't, that's a problem."

School counselor Joan Sarokas said the visit was a chance for students to get an idea of what the world of work is like, in addition to seeing the responsibilities of just one job.

The 40 students were matched up with 20 employees, or "shadows," from various departments according to career interests the students explored in school. Each student spent an hour with a shadow and an hour in a group session learning about the World Wide Web from Reginald Hands, Electronic Products.

The experience proved to be important for students and shadows alike.

"It tells me what kind of education I should get to better influence

me for a job," noted student John Tokash, who shadowed Victor Siuzdak, Human Resources. He said he learned an important part of working in Human Resources is to "deal with people and know them psychologically."

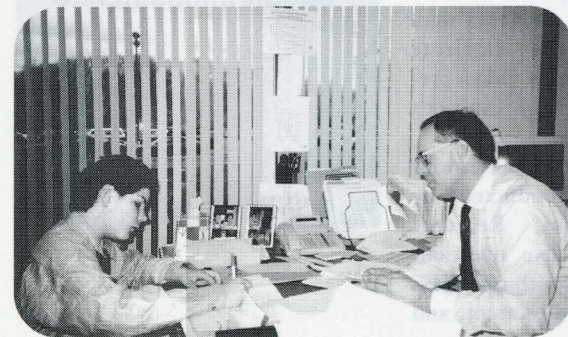
"The kids were very mature, very knowledgeable and appreciated the experience. They really wanted to know what we do," Victor said.

Monica Misiak, who shadowed Peg Pascale, Controller's Office, says she learned keeping track of finances is "a big responsibility."

"There are a lot of deadlines and it takes a lot of work," she said. She also learned computer literacy is important.

Peg says students came prepared with questions about the shadow's job responsibilities, training and education, challenges, and business trends affecting their fields of interest. "I was surprised at how many questions the students asked in addition to those they prepared in advance," she said.

The program was so successful and positively received, it will be repeated again next year. ♦



• Shadow Victor Siuzdak explains the finer points of employee benefits to John Tokash.

# Preparing for Year 2000

by Lyle Smith

It has been called a problem, a hurdle and a potential disaster. But just how far-reaching an effect the situation will have on computer systems worldwide when the clock ticks over to midnight on 1 Jan 2000 remains to be seen.

"The Year 2000 Problem," as it has become known, could cause major difficulties in all types of computers, ranging from home PCs to the largest business and governmental systems. The problem lies in a computer program's basic ability to recognize "00" as the year "2000" rather than "1900."

This problem stems from the earliest days of computer programming when information storage space was even more precious than it is today. Traditionally the year was noted only in two digits to conserve valuable disk space.

The major difficulty at the start of the 21st century is how a program interprets the year. When comparing years, most computer programs subtract the smaller number from the larger in order to calculate a span of years. The span is used in unlimited calculations and comparisons. For instance, a program may compare a birth date to the current date to arrive at a person's age for determining eligibility for any number of benefits.

There is no problem if the program compares two complete four-digit dates, but if the computer attempts to compare the year 2002 to 1998 by just the last two digits, the result is -96 years — rather than four years.

How a particular computer program handles a large negative span of years may result in even larger problems. Some computer databases could be rendered useless, security systems could go haywire and bank mortgages could be canceled or otherwise turned on end. Credit card transactions, loan schedules, payrolls and invoic-

ing systems face virtual scrambling because of the lack of two extra digits.

### IEEE's plan

In lieu of a specific "Year 2000 Project," IEEE Information Technology (I.T.) has taken a systematic approach to the problem by making all necessary date changes as each project and program is written, upgraded and modified to meet specific system requirements.

The major system within the company, the Oracle database, already uses a four-digit year notation, and most of the more critical portions have already been addressed. Projects such as the Oracle Upgrade Project will continue to examine this issue as it moves into the implementation stage.

The most serious potential problems lie in older spreadsheet and database programs that may still be used within individual departments. The older the program, the more likely it is to use a two-digit year notation and, therefore, have a problem processing correct information.

The positive side is that these programs are, for the most part, smaller and more isolated in use, and can be easily corrected or replaced. Regardless, anyone using a program like this needs to take preventive action.

Outside of I.T., staff who deal directly with vendors and contractors need to know how they are dealing with the Year 2000 situation. Establishing a written agreement with vendors to become Year 2000 compliant may be a prudent action to take. Again, preventive action is the key. The earlier a potential problem can be identified, the easier it will be to avoid any serious systems or even legal situations.

The Year 2000 problem has a wide-ranging damage potential, but it can be avoided with some careful forethought and planning. ♦



## The Year 2000 Web Sites

A vast number of World Wide Web sites address the difficulties surrounding the Year 2000 problem. Typing "Year 2000 Problem" into a Web search engine will return hundreds of sites concerning the issue. Here are just a few:

- The IBM System/390 site <<http://www.ibm.com/IBM/year2000/>> has information regarding IBM's Year 2000 plan.
- The Year 2000 Internet Information Center <<http://www.year2000.com>> provides answers to frequently asked questions, lists consultants and contains a large quantity of reading material.
- The Gartner Group, an industry analyst, provides news, research and strategic planning information at its site <<http://www.gartner.com/aboutgg/pressrel/pry2000.html>>.
- The Air Force's Year 2000 Public Home Page at <<http://infosphere.safb.af.mil/~jwid/fadll/world/y2k.htm>> describes the problem and lists various federal agencies' efforts and congressional research reports.

## Plaque unveiling honors Joyce Farrell

Twenty of Joyce Farrell's family and close friends visited the IEEE Operations Center on 24 March for the unveiling of a plaque honoring her memory.

The 12" by 18" bronze plaque is engraved with the IEEE Board of Director's resolution commemorating Joyce and her many professional contributions.

Nearby, an accompanying plaque lists all past Farrell Award recipients, starting with the first, Mahrukh Cama.

"The unveiling brought back some pleasant memories of how much Joyce loved her job and her friends at the IEEE," said Jim Farrell, Joyce's husband. "The award and the plaque honoring her shows the appreciation both the company and her co-workers had for her. It is an honor to know she will be remembered every year when the award is presented." ♦



• From left: Joyce Farrell's husband Jim, Rita Reeck and Dan Senese unveil plaques commemorating Joyce and the Farrell Award recipients.

# Staying current with skills to excel

Rochelle L. Stern

Keeping job skills current provides self-confidence and can open doors of opportunity for positions of greater responsibility within the Institute.

Many employees have used the IEEE's resources and on-the-job training, along with their educational backgrounds, to obtain promotions or new careers.

Lauren Lawson, Strategic Planning and Institutional Research, was a temporary employee in Educational Activities in 1995 and joined the full-time ranks after several months. She secured her new position with job-skill guidance provided by Educational Activities.

To broaden her computer skills, Lauren was encouraged to take Quality College courses and those from other educational institutions. Lauren's organizational skills also aided her in securing her current position. She added to those skills through the Zenger Miller courses, off-site seminars and training at an executive secretarial school.

Lori Caravella also found the Zenger Miller courses helped her with both assessing her skills and interacting with others. She was recently promoted to administrative assistant in Technical Activities; previously,

she had worked in Regional Activities as an admission and advancement associate. While with Regional Activities, Lori received training on the Oracle database system, one of the major skills that helped her get the new position.

Deborah Tomaro, IEEE Press and formerly of Credit & Collections, says her strong organizational skills, database knowledge, Oracle experience and a varied professional and college background were the ingredients that made her promotion possible. Debbie holds both associate's and bachelor's degrees. "The IEEE is a great place to work," says Debbie. "It's close to home, the benefits are great and there are many career opportunities."

Denise Pribula has come a long way since her days as a processing associate in Regional Activities. She says her prior job skills and educational background were what clinched her promotion to staff engineer, Standards Activities.

Denise holds a bachelor's in physics and a Juris Doctor law degree. In the past, she worked at jobs that required technical applications and communication skills. The combination of her analytical and technical application skills helped her qualify for the position in Standards. She credits the Basic

Zenger Miller course for improving her skills with co-workers.

Ken Marotta, Information Technology, says he acquired his most valuable skills for his position as senior business administrator from on-the-job training. Formerly, he was a financial analyst with Financial Planning & Budgeting. "I think that experience in the field helped me the most," Ken says. "Working with budgets and forecasts for three years made the transition a lot easier."

As all these employees attest, Quality College courses can be extremely valuable in preparing for new career opportunities. Some new course offerings include the IEEE Frontline Service Professional Program and the Manager-Supervisor Training.

The Frontline program sharpens member and customer service skills.

The Manager-Supervisor Training will be provided for supervisors or managers. It will not focus on supervising or managing people, but rather on IEEE administrative procedures.

Continuous improvement. It is what keeps each of us sharp, and helps us toward meeting our goal to become the best staff of any professional society in the world! ♦

# Spinning the IEEE Spectrum Web

by Nancy T. Hantman

Last November, the IEEE Spectrum Web site <<http://www.spectrum.ieee.org>> was redesigned to make it more user-friendly and to add features requested by readers.

Among the most popular new features are a search engine for locating information on the site and an archive of past issues. Several Web-only features, which are not available in the printed issues, also have been added. These include the column "30 years ago . . .," a flashback of topics covered by IEEE Spectrum in an earlier decade.

For those who want to listen as well as read, a RealAudio server provides pre-recorded interviews with industry experts. In the future, live broadcasts will be transmitted from various locations such as consumer trade shows, IEEE Society conferences and other events.

## One click from here

The redesign has made the site much more accessible and convenient for users who have slow Internet connections.

Graphics are kept to a minimum — welcome news for anyone who has ever watched an illustration s-l-o-w-l-y form on the screen — and the whole site has been reorganized for easier use. The home page serves as the table of contents.

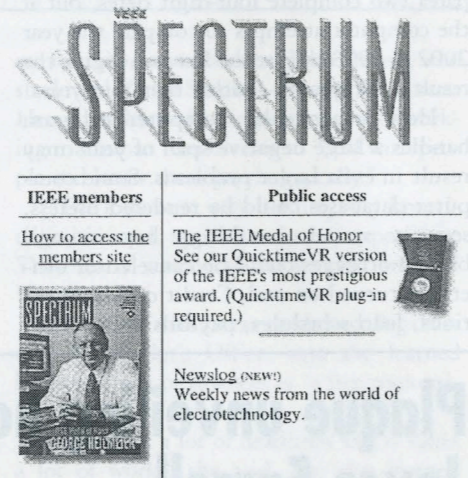
"Just about anything on our site is just one mouse click away," says Craig Engler, the IEEE Spectrum Webmaster.

## Listening to the customer

The staff relied on email from users and comments from members and volunteers. Almost everyone asked for the search engine and the archive, which received top priority. More changes to the site were made, and the process continues since the site is continuously being improved. Many members have said they found the changes and new tools helpful and have requested even more.

## Coming attractions

In an age of interactive media, there is also a social component to the Web site. Work is underway to add a "Palace" server that will



The screenshot shows the IEEE Spectrum Web site interface. At the top, the word "SPECTRUM" is displayed in a large, stylized font. Below it, there are several navigation links: "IEEE members", "Public access", "How to access the members site", "The IEEE Medal of Honor" (with a sub-link "See our QuicktimeVR version of the IEEE's most prestigious award. (QuicktimeVR plug-in required.)"), and "Newslog (NEW)" (with a sub-link "Weekly news from the world of electrotechnology."). There is also a small image of a person, likely related to the IEEE Medal of Honor link.

enable users to talk back and forth within a visual chat-room environment. People will be able to engage in virtual conversations, rather than simply reading articles or news items. With QuicktimeVR technology, users also will be able to manipulate three-dimensional images on the screen.

To improve the information's timeliness, "push technology" — sending users fresh pages as soon as old ones are updated — is being investigated. Also on the schedule is a

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# A growing concern: employees who garden

by Lynn Guarente

How does your garden grow? If it's anything like mine, perhaps not very well. While I'm interested in gardening, I don't have a yard to garden in. Ironically, I live in a garden apartment, which means that outside my front door is a small patch of lawn and some scraggly bushes.

Luckily, one does not need land to garden. An herb garden can be grown on a windowsill. Flowers and even vegetables can thrive when grown in containers on a balcony. And many houseplants will flourish in low-light conditions.

But, whether you're a gardener or, like me, just think about it, read on to learn the real "dirt" on gardening from fellow employees.

Marsha Longshore, Corporate Communications, began gardening after college.

She and her roommates got permission from their landlord to grow tomatoes in his yard, and soon it became everyone's garden. Today, in addition to tomatoes, Marsha and her "mortgage mate," Hal, grow beans, peppers, eggplant, lettuce, broccoli and the occasional melon, as well as herbs and peaches. When asked her greatest motivation for gardening, Marsha says, "There's nothing like the taste of a homegrown tomato!"

Three years ago they doubled the garden's size by "sharecropping" with an 80-year-old neighbor. After the neighbor's



• Marsha Longshore hard at work weeding her garden.

husband died, Marsha and Hal offered to work her garden, which was close to theirs. In return, the neighbor now helps herself to the vegetables — as well as Marsha's roses.

Marsha and Hal eat the fruits (and

vegetables) of their labor throughout most of the year. And they often give pickled vegetables, jams and salsas as gifts. Marsha also loves to have fresh flowers in the house from her cutting garden. This year she has an abundance of daisies and is offering plants to employees for their gardens.

Marsha's favorite houseplants are African violets. "They are easy to grow, and they flower several times a year — almost always in winter when everything is so dreary," says Marsha.

Susan Sacks, Power Engineering Society, has been gardening most of her life. She was first inspired by her grandmother, who attributed her very successful garden to collecting rain water for watering and occasionally poking vitamins into the soil.

Susan describes her first garden as a "garden on roller skates." Susan's town house was surrounded by a tall, wooden fence that blocked the sun from parts of the garden at different times of the day. So, she planted tomatoes and herbs in pots and her husband built a dolly for them! She then towed the dolly several times a day to follow the light.

Susan has since moved and now works a three-acre garden — with plenty of sun all day. A local farmer roto-tills the soil every year and even installed a water line in the garden. She grows tomatoes, rhubarb, cantaloupe, peas and "anything else that strikes my fancy."

She also has a fledgling orchard with peaches, plums, nectarines and pears, as well as four nut trees and a strawberry pyramid.

The first year she grew herbs in the garden she says she "never took the time to trek out to pick them for cooking." Now they are conveniently grown in pots on her deck.

Susan also has many houseplants and a special area where she raises several varieties of orchids. They are her favorite plant.

"They are basically strange, ugly plants that produce exquisite, fascinating flowers — a very intriguing contrast," she says.

Robin Edwards, Magazines and

Newsletters, grows a hummingbird garden with husband Dave. They got the idea while surfing the Web. To draw hummingbirds from throughout the yard, they combined flowers with a feeder and several bird baths. The birds are especially attracted to the bright colors of azaleas, impatiens and hanging fuchsia, according to Robin.

Inspired from the success of the hummingbird garden, she then bought a kit for a wild-bird garden. It includes two types of sunflowers, cosmos, strawberries and basil. Robin adds mountain pinks, crocus, status, delphiniums and gladiolus, or as she puts it, "mostly weeds with some perennials mixed in."

On summer evenings, she and Dave sit outside and watch the birds, butterflies and other wildlife attracted by their colorful garden.

*How have I overcome my gardenless situation? I satisfy my urge by growing a few houseplants in my apartment and in my office. I have a few pothos because they grow in low light. And I like to grow spider plants for their hardiness as well as their air-cleaning capabilities.*

*However, I could use a few tips from Marsha when it comes to my African violets. I haven't seen a single flower since I bought the "blooming" things!* ♦

## Clean Air Plants

New office buildings and homes may be more energy efficient than those of the past, but the air in them sometimes makes people sick.

Carbon monoxide and nitrogen dioxide from gas stoves and furnaces, formaldehyde from some furniture upholstery and carpeting, and cigarette smoke often spell sickness for many people.

Houseplants can help to absorb these harmful pollutants; even the potting soil itself acts as an absorbent.

You may want to consider any of these plants since they do an outstanding job:

- spider plants
- schefflera
- English ivy
- philodendron (also called "pothos")
- figus
- bamboo palm

Reprinted with permission from the Nova Scotia Garden Guide

<<http://www.nsac.ns.ca/nsdam/pt/piinfo/green/guide96/gardenguide96.html>>

## Profile:

### Services and support for the IEEE's Societies and Technical Activities Board

by Jayne F. Cerone

**T**echnical Activities is the center for many efforts of the 36 Technical Societies, one Technical Council, and the Technical Activities Board (TAB). The Societies and Technical Council are technology-specific groups within the IEEE; for example, the Broadcast Technology Society and the Engineering in Medicine and Biology Society.

Society/Council (S/C) programs may include conferences, publications, awards, lecturers and Chapter activities. More than 60 percent of members have elected to join one or more Societies, and currently there are more than 320,000 Society memberships.

Societies are self-governing, within the framework of the IEEE Constitution, bylaws, and policies and procedures. Society presidents — along with the vice president, elected directors and select committee chairs — make up the 60-member Technical Activities Board.

Societies annually publish 170 journals, magazines, newsletters and press books, and hold nearly 300 conferences. Their income from these activities represent approximately two-thirds of the Institute's revenues.

The Technical Activities Department (TAD) comprises individuals dedicated to supporting the activities of the IEEE Societies and Technical Council, the Technical Activities Board and key TAB Committees.

Seven staff groups provide general services to all the Societies, Technical Council and the Technical Activities Board. Co-located with TAD are several society

executive offices that provide direct support to those Societies' members and leadership.

The TAD groups provide a menu of services to Societies and are organized according to the type of services they provide. These groups are:

- S/C General Activities - provides general administrative support and services to the S/Cs, including elections, awards and stationery.
- TAB Finance - responsible for assisting the S/C financial officers in developing their annual budgets and quarterly forecasts. The group also oversees the budgets/forecasts for TAB and TAD. Services include processing reimbursement requests and expense reports.

**TAD VISION:** To lead the IEEE in being the best support staff of any professional Society in the world.

- To serve our customers, as nearly as we can, to their complete satisfaction;
- To proactively add value, quality, and satisfaction to our products and services;
- To be fiscally responsible in how we conduct business;
- To continue to train ourselves so that the service we give will be more and more intelligently performed;
- To facilitate open communications among all customers in order to continually enhance business relationships;
- To do the right things right.

- Conference Services - helps S/Cs comply with IEEE Policies & Procedures as they relate to IEEE conferences, and assists with conference financial requirements of the Institute. Services include maintaining the conference databases, approval of conference finances and publishing the Technical Activities Guide (TAG).

- TAB Products - coordinates the acquisition and dissemination of TAB and Society products for members, non-members, individuals, libraries, and interested parties. These products include conference proceedings, the Technology Update Series or reprint books, and a variety of publication order plans.

- Information Processing - provides computer hardware, software, database programming and administrative support to TAD, as well as automation skills to Institute-wide



#### • Society Executive Offices:

Top row from left: Jeanette Mayo, Lori Lynne Becker, Gail Walters, Laura Van Savage, Amanda Ferraioli, Jack Howell, Marsha Tickman. Second row: Mercy Kowalczyk, Bruce Worthman, William Van Der Vort, Edward Labuda, Michael Sarcone. Bottom row: Melissa Estrin, Theresa Argiropoulos, Deborah Blazek, Nancy DeBlasi, Tahira Johnson, Elise Vega, Fran Jetko.

projects such as the IEEE's Web server.

- Society Communications - produces a variety of materials and events to inform members and volunteers about the actions of the S/Cs, TAB and TAD.
- TAB Committee Operations - provides administrative support to TAB and selected TAB Committees and produces the Technical Activities Organization Roster.

A member of each group serves on the TAD Management Team, which meets weekly to coordinate activities and share information.

Another way TAD keeps lines of communication open is through a quarterly staff meeting. Recently, they held their first orientation where a TAD Handbook, summarizing the TAB vision, mission, services and functional index, was distributed. Society Executive Office representatives also are invited to participate in these activities.

There are seven Society Executive Offices, although not all are co-located with TAD, or even at the Operations Center. One is headquartered in Washington, D.C., another in New York and five are located in Piscataway. Their models are as diverse as their memberships, whom they serve in different ways and styles. The Society Executive Offices are Communications; Components, Packaging and Manufacturing Technology; Computer; Electron Devices; Lasers and Electro-Optics; Power Engineering; and Signal Processing.

TAD and the Society Executive Offices share the common goal of serving the technical interests of IEEE members.

Information on the department, its programs and staff contacts also is available on the Technical Activities home page at <http://www.ieee.org/tab/>.

A bulletin board, containing departmental activities, tributes and accolades, is located in the department. Stop by and take a look. ♦



#### • Technical Activities Department:

Top row from left: Elana Cohen, Paula Dunne, Jayne Cerone, Nichole Brownlee, Daniel Toland, Tamara Weiss, Eileen Reid, Patricia Thompson, Katrina De La Cruz. Second row: Nancy Hollabaugh, Mary Ann Fritzing, Lois Pannella, Denise Manning, Mary Ann De Wald, George Christopoulos, Lana Starks, Rosanne Loyal, Mark Vasquez-Jorge. Bottom row: Elizabeth Maglori, Lori Caravella, Sharon Nadler, Mary Ward-Callan, Janet Shoats, Anjali Sharma, Shirley Johnson.

## Helping women in need

by Elaine Rosenberg

**W**hen Chris Currie, U.S. Activities, was an undergraduate at Georgetown University in the early 1980s, he helped classmates set up a volunteer program that assisted students and local residents facing crisis pregnancies.

The Northwest Pregnancy Center and Maternity Home, as it is known today, is now the largest pregnancy service center in Washington, D.C. The center provides free pregnancy tests upon request, as well as counseling, information, prenatal care, various social services, clothing and shelter.

Last year, 14 years since he first volun-

teered, Chris was elected to the program's Board of Directors.

"The pregnancy center serves several hundred clients a year, and we have been particularly pleased by the high success rate of the maternity center operation," Chris says. "All the mothers have delivered healthy babies and are either currently employed or pursuing studies.

"I find this type of work personally satisfying because it gives me a chance to make a major positive impact on people's lives," he says.

The center has an executive director and two part-time social workers. However, the mainstay of the center's operations are sever-



• Chris Currie welcomes clients to the Northwest Pregnancy Center and Maternity Home.

al hundred volunteers who have extensive training in counseling techniques and client interaction.

"I've done a little of everything during my tenure as a board member," says Chris.

Now, however, Chris's efforts are focused on management and fundraising. Board members also do strategic planning and approve day-to-day operations and the annual budget.

To sustain the \$200,000 budget, volunteers are actively involved in such fund-raising activities as the annual ball, an annual dinner, handling direct mail and grant writing. At this year's dinner, Sargent and Eunice Kennedy Shriver and Rep. Henry Hyde, R-Ill., paid tribute to the important work the Center performs in the Washington community. ♦

## You must have been a beautiful baby!

Who did this cuddly tot grow up to be? (Clue: This New Jersey cutie would be happy to take your registration.) E-mail your best answer to Kathy



Kowalenko and perhaps you'll win a prize for being the first to guess correctly. The employee's identity and the winner will be announced in the next Staff Circuit.

The baby in the first quarter 1997 issue was Joanne O'Rourke, Communications Society. The first person to identify her was Stephanie Dyba, Office Services, N.Y. Thanks to all who participated.

## Wedding Bells

Patrice Kulaga, Human Resources, married Paul Ventura on 19 April.

Dan Toland, Technical Activities, married Betsy Jennison on 19 April.

Stacy Moriarty, Corporate Activities, married Nick Lehotzky on 27 April.

Jaelene Berry, Financial Services, married Michael Slaven on 25 May.

## Stork Alert

Samantha Padilla, LEOS, had a daughter. Lane Esperanza was born on 29 March.

Mark Vasquez-Jorge, Technical Activities, is a new father. Isabel Marie was born on 3 April.

Bettina Edwards, Financial Services, had a son. Mathew Perri was born on 9 April.

Bill Hagen, Publications, is a father again. Benjamin Cormier was born on 14 April.

Kellie Long, Controller's Office, is a new mother. Wayne Edward was born on 21 April.

Beth Babeu, Customer Service, is a mother again. Kiera Julianna was born on 5 May.

Scott Grayson, U.S. Activities, has a new son. Daniel Morris was born on 6 May.

Patty Columbus, Information Technology, is a new mother. Michael Anthony was born on 7 May.

Nancy Suszko, Credit & Collections, had a daughter. Kasey Eileen was born on 20 May.

## Service Awards:

(April through June)

20 Years: Bill Van Der Vort, Tom Suttle

15 Years: Al Michals

10 Years: Andy Salem

5 Years: Dawn Becker, Stephanie Dyba, Reginald Hands, Kathy Kowalenko,

Ken Moore, Luigi Napoli, Terry Steenweg, Chaucer Tran

## Welcome Aboard

Brian Anderson, Financial Advantage

Elizabeth Aubrey, Publications

Robert Bailey, Business Administration

Tonya Buzby, Periodicals

Michael Chaykovsky, U.S. Activities

Oleg Chernyavsky, Information Technology

Annette Codispoti, Publications

Robert Crocco, Treasury

Eulene Daniel, Regional Activities

Yan (Karen) Duan, Technical Activities

Janice Dunleavy, Information Technology

Robin Edwards, Magazines

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# Wrapping up Sections Congress '96

by Laura Durrett

Staff members who were involved in organizing Sections Congress '96 (SC '96) last fall, and making this triennial event a success, gave a huge sigh of relief when it was over.

But, with a major undertaking like this, the work is really never done. It's now time for staff and volunteers to get to work on the recommendations that resulted from the Congress.

The 228 primary Section delegates prioritized and voted on specific recommendations resulting from the 19 caucuses held during the three-day event. Each caucus identified its particular concerns, then prioritized them. Thirty-eight recommendations, two from each caucus, were later prioritized by all the delegates.

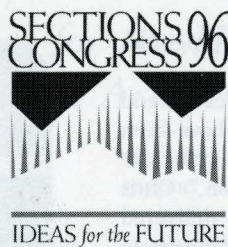
These priority issues and concerns about policies and procedures were reviewed by the IEEE Executive Committee last December. ExCom assigned each recommendation to a specific Institute entity for followup and action.

How do these recommendations impact you? First, increased electronic communications will be a high priority since this issue is in all the top five recommendations. Staff will have to be trained on using new technologies.

The top recommendation, referred to the Electronic Communications Steering Committee for action, is that the Institute should provide electronic facilities that are interactively accessible by all members and entities. Services provided should include Web pages, email, services for members (including renewal), reporting, technical information, training and assistance.

The IEEE has already implemented several of these suggestions, but volunteers and members want staff to keep striving for more.

For example, an online student membership Web application pilot project has been operating since last September. Designed by volunteers of the RAB Student Activities Committee, the program currently permits about 20 Student Branches to complete a membership application and join the IEEE through the Web. Over 200 new members have already joined this way.



While Student Services staff still prints out the application, to the student it is purely a Web program. So far, it appears to be an excellent tool for recruiting new members.

The next four recommendations are related to electronic communications and providing information quickly and effectively to members:

- Provide the electronic infrastructure for disseminating information down to the Section and Chapter level.
- Enhance and facilitate electronic and personal communications with all IEEE entities.
- Provide resources and mechanisms to improve, enhance and maintain a network of electronic communications.
- Assist Sections with newsletter and publicity costs by providing financial and technical support to Sections for maintaining a Web site for Section home pages and providing email aliases for all members.

Two recommendations emphasize the importance of IEEE's partnership with industry throughout the world. They were referred to the Industry Relations Committee and the Membership Development Committee. The recommendations were that the IEEE:

- Increase and emphasize outreach efforts to electrotechnology professionals and industry.
- Establish an outreach program to large and small companies and high-technology councils.

Since members are employed by various types and sizes of companies, the value of IEEE membership needs to be promoted not only to individual members, but also to the companies that employ them. If employers recognize the value of membership, they will encourage more of their employees to join and gain access to IEEE publications, products and services. This, in turn, will increase membership.

Over the next year, *The Staff Circuit* will track how the volunteer leaders and staff implement the SC '96 recommendations.

The complete list of the 38 recommendations is available from Cindy Tiritilli, Regional Activities, ext. 5511 or through RABFacts by dialing 732-562-6555 and requesting document #1 06 01. ♦

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