

THE STAFF

Circuit



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Written by and for employees of the IEEE

Teamwork: key to launching a new magazine

by Bernice Evans

Today's Engineer, a quarterly magazine from U.S. Activities devoted to enhancing the careers of engineers, will debut in early 1998. Since January the Washington office's Communications staff, together with volunteer Editor-in-Chief Gus Gaynor, began to brainstorm about the various roles and responsibilities of the team needed to launch the magazine.

"Planning and launching a magazine means understanding and meeting postal requirements and copyright procedures, registering the magazine's name, creating marketing and advertising plans, being listed on dues renewals, handling subscriptions and fulfillment, and designing and printing," says Georgia Stelluto,

who coordinates the various elements of the publication.

Collaborating with staff in other departments is necessary to get from one phase to the next in new product processes. Teamwork is integral to positioning periodicals for publishing and subscriptions. And any one step in the process may involve two or more departments.

Georgia, Gus and Pender McCarter traveled to Piscataway to meet with Dick Schwartz, Business Administration; Bill Cook, Member and Customer Services; Verna Miller, Information Technology; Fran Zappulla, Publishing; and others to integrate the various components. Georgia also is coordinating participation with

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IEEE and Oxford University Press collaborate

by Josephine Germano

Oxford University Press (OUP), one of the world's oldest and best-known publishers, and the IEEE have signed an agreement to work together to publish the first-ever comprehensive encyclopedia on electrical, electronics engineering and computer science.

Ken Moore, IEEE Press, spent some time with *The Staff Circuit* to discuss what this important agreement means to the IEEE.

Staff Circuit: Is this a unique partnership project for the IEEE?

Ken Moore: We've partnered with several other publishers to bring different kinds of books to our members, but this project is unique. This will be the first time that Press has actively joined in developing a large reference work.

In the past, we've co-published engineering handbooks and other reference books by purchasing the finished publications for distribution to members. This time, the IEEE, as a partner, has responsibilities and rights in designing the

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Teamwork

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the Student Branch Magazine Package through Mark Vasquez-Jorge, Technical Activities.

Other magazine responsibilities include overseeing and participating in Editorial Board meetings; planning magazine content; soliciting authors; obtaining bids for printing and design; coordinating the magazine's Web site; and overseeing layout and final production.

"A primary role for a new magazine such as this is fund raising," explains Pender. "We made proposals to the IEEE Foundation, National Science Foundation and the Sloan Foundation. In addition, presentations will be made to companies to encourage them to sponsor issues and buy group subscriptions."

The magazine's staff also visited both the advertising company and the printer to understand advertising and printing processes more clearly, according to Pender.

Efforts to research the use of the Web, advertising procedures and the use of freelancers led to a meeting with T. Michael Elliott and Matt Loeb, both with the IEEE Computer Society. Consultations were held with other publications such as *IEEE Spectrum*, *Science* and *ASEE Prism*.

The magazine will have its own Web site, and Chris Currie explains how mapping out the Web site will help generate content and subscriptions for the magazine. "Ideas will be solicited from the Web for features and departments in the magazine. The Web page 'Thinking Outside the Cubicle' will include interactive readers' features such as 'The Forum,' 'The Top Ten List,' and 'What

Would the Masters Say?' These should provide much grist for readers' creative mill," says Chris.

Mike Chaykovsky serves as staff liaison to the company selling advertising space. He also will help in selling group advertising and individual subscriptions.

The magazine's volunteer and staff team have worked closely with an outside marketing/design firm to develop the glossy, four-page brochures for advertisers and subscribers.

Patricia Lee, editorial coordinator, is promoting the magazine to members using the IEEE U.S. Activities' *Perspectives*, *Newsline* telephone recording and *Impact* email alert.

The work continues as the 1998 magazine launch date looms near. "We can't miss with all this energy, enthusiasm, planning and teamwork," says Georgia Stelluto. ♦

Oxford University Press

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work and executing it according to plan.

SC: What special expertise and markets does OUP add to the partnership?

KM: Since we've had no experience at producing encyclopedias, it made sense to work with a partner who does. Oxford University printed its first book in 1478, about two years after movable type was introduced in England; the university appointed delegates in 1633 to oversee the press. OUP is justifiably famous for its reference works, the best-known being The Oxford English Dictionary. But, besides producing these works, OUP also has become the acknowledged expert at marketing to the academic communities that use them. The IEEE has an excellent reputation in these circles, but OUP's additional marketing power will be a plus.

SC: What other advantages does this partnership provide for the IEEE?

KM: A lot of intangibles — reputation, prestige and the distinction of having our name on a definitive reference work that will be acquired by every serious technical library in the world. We expect they will include a sizable number of high schools, which will build IEEE awareness among students entering engineering curricula.

SC: What is the release date and what formats will be available?

KM: We've selected 30 June 2000 for release. In its print version, the work will be five or six volumes — about 2 million words and 3,500 illustrations! I think the most exciting part of this project will be the electronic version. This is a reference work that will be designed with the user of the future in mind.

The encyclopedia will be available on a subscription basis on the World Wide Web (WWW). While the print version will have annual supplements to keep it up to date, the WWW database can be constantly updated. I'm confident that it won't be long before the electronic version of this encyclopedia surpasses the print version in usage and sales.

SC: What are the expected sales and what's the pricing structure?

KM: A reference work of this size can't be priced until more development is done. But I can say that since it will be primarily marketed to and priced for libraries. Sales to individuals will be relatively small.

SC: Isn't another publisher targeting the same libraries and markets with a similar project?

KM: Another work is in progress at John Wiley & Sons. We're unsure about its release date, but we know it differs from the IEEE/OUP project in some important aspects. It appears to be designed as a larger

work, but concentrates just on electrical and electronics engineering, without the computer science aspect that ours will include.

SC: Who are the IEEE volunteers involved with this project?

KM: We're working with the very best in developing the encyclopedia. We have two editors-in-chief, one from the electrical and electronics side and the other from the computer science field.

Murray Eden is a former director of the Biomedical Engineering and Instrumentation Program at the National Institutes of Health. He's an expert in biomedical engineering, information processing and pattern recognition. Tony Hoare is the James Martin Professor of Computing at the University of Oxford. He's an expert in software engineering and computer programming.

We are forming two editorial boards, one consisting of area editors who will define the scope of the work, and the other, an advisory board of high-profile people in various fields. These boards won't be exclusively made up of IEEE members, but the IEEE and its technical societies form the reservoirs of intellectual talent in these fields. And then there are contributors to be enlisted to write 1,000 or so entries in the encyclopedia. There's plenty of work to go around.

For more on the Encyclopedia projects, visit the Web site at <http://www.oup-usa.org/acadref/ieee.html>. ♦

Who's new with you?

by Lynn Guarente

Some of us may have to go further back in our memories than others when recalling our first days at the IEEE. But we were all new at one time!

In such a large organization, it's easy to feel anxious and unfamiliar when you're new. I know, since I'm relatively new at the IEEE and still can vividly recall my first week. I was nervous and tried very hard to make a good impression, including dressing professionally.

I remember driving into the parking lot on my first Friday and seeing everyone dressed casually in jeans, while I was wearing a suit and heels. No one had told me about casual Fridays, and boy, did I feel like the new dork on the block!

With this vivid memory, I interviewed some of our recently hired co-workers to get their views on what it feels like to be new.

Many newer employees may relate to some of the responses, while more seasoned ones may find among them some ways to make new co-workers feel more welcome.

Easy to make acquaintances



• Raymond Paul, U.S. Activities

"I have worked in several offices on Capitol Hill and in the private sector over the past seven years. This was one of the easiest transitions and nicest welcomes I've experienced," says Raymond Paul, IEEE U.S. Activities.

Vivid memories

Although not a new employee, Darla Wagner, Library, shared a story about her first days here. "It happened a few weeks after I came to the IEEE. I was sitting on the floor, trying to sort out the books in the IEEE Library. Along came a former executive who wanted to introduce me to the new director of Marketing, Jonathan Dahl. I was so embarrassed in my jeans and dirty T-shirt, looking up at these two men in suits! I tried to act professional, but felt I looked a mess!"

Another employee, Robert Davidson, Transactions/Journals, experienced an embarrassing moment during his interview. "At one point during my interview four years ago, I smoothly leaned back to reflect on a point I had just made — and nearly flipped over in a chair that had a broken back support. Not a very auspicious beginning!" says Robert. "Luckily, things have steadily improved since then."



• Michael Geselowitz, IEEE History Center

Kind actions

"The staff of the History Center had an ice-cream cake ready for me on my first day," says Michael N. Geselowitz, IEEE History Center.

Adds Nicole Bumpus, United States Activities, "The littlest things like a 'good morning' or an invitation to lunch have helped make me feel more comfortable and welcome. I actually felt comfortable as early as my job interview because everyone was so friendly and approachable."



• Nicole Bumpus, U.S. Activities

Help with adjusting

"Be patient when answering questions," offers Marilyn Giannakouros, Press.

Tara Wishneski, Publications Administration, says, "If you come in contact with a new employee and have not been introduced, say 'hello,' introduce yourself and ask how things are going."



• Marilyn Giannakouros, Press

Sense of community

"All new employees who don't work in Piscataway should be invited to visit — just to absorb the facilities," suggests Bruce Worthman, IEEE Communications Society. "I really enjoy my trips to Piscataway. The Opera-



• Tara Wishneski, Publications Administration

Human Resources offers help

Being a new employee can be a challenging experience because there is so much to become familiar with. To help ease the process, Casey Della Salla, Human Resources, offers assistance to new employees who may have questions about benefits, policies, procedures or need help completing all those forms.

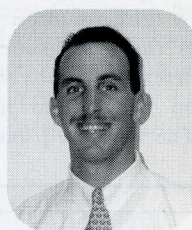
The hiring department also can help ensure that everything goes smoothly for new employees in their first days by promptly filling out the PC and Telephone Setup form and building access information.

Quality College has even developed a curriculum of six mandatory classes for new employees to help them learn about the inner workings of the Institute. They are: New Employee Orientation, Telephone Training, "Zenger Miller: The Basic Principles," and three sessions on the IEEE's products and services.

tions Center gives me a sense of community and it's a good place to spend a work day."

Adds Tatiana Garnys, Educational Activities, "The IEEE does a great job with making its new employees feel welcome. I also think that the required courses for new employees are a good idea."

To all new staff members: fear not! We all felt awkward and uneasy at first, but we lived through it. And to everyone else: think of a nice thing you can do for new employees around you — and then, do it! By extending even the smallest kindness, you can help others through an important time. ♦



• Bruce Worthman, Communications Society



• Tatiana Garnys, Educational Activities

Surfing the Web — business style

by Chuck Gerdon

The World Wide Web (WWW) has evolved into a business necessity. Many companies, including the IEEE, have found the Web allows for more efficient and effective business practices through such tasks as responding to customer inquiries, researching the competition, reviewing government actions and legislation, and more.

Customer Service uses various Web sites to respond faster than ever to customer requests about deliveries. In coordination with Shipping, which enters package tracking numbers into Oracle, Customer Service representatives can, within seconds, use the tracking number to trace the delivery of a package.

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Surfing the Web

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A procedure that previously required retrieving the shipping manifest from a filing cabinet and calling the shipper has been shortened to just entering the tracking number into the shipper's Web page and pressing the enter key. The name of the person who signed for the package, and the time and date it was received are shown instantly.

Customer Service representatives also use various sites that provide international telephone country and city codes at <http://www.the-acr.com/codes/cntrycd.htm> to assist them in contacting international customers, as well as time-zone pages at <http://www.west.net/~lindley/zone/> to find the best times to call customers.

Corporate Communications uses the WWW to save them both time and money. In the Industry Relations program, companies who employ both members and prospective members are targeted for visits by IEEE volunteers. Sonny Barber researches these companies on the Web to help determine which ones to visit and to develop background information beforehand. The visits help raise the awareness of the

IEEE among the company executives and encourage them to support IEEE membership and activities.

In the past, information on companies was either purchased from vendors or obtained from library research. Through a combination of company Web pages and search engines such as Yahoo at <http://www.Yahoo.com> and Pathfinder at <http://www.pathfinder.com>, the information is obtained quickly and more accurately than ever before, and at no cost. Also, company Web sites are updated much more frequently than a library's reference materials. Thanks to the Web, Sonny also can target searches of specific industries and regions.

United States Activities uses the WWW extensively to monitor happenings not only in Washington, D.C., but also in different states. The informative links maintained by Chris Brantley and Sharon Richardson allow members to stay abreast of the legislation and issues that affect them.

Judy Brady, Marketing & Sales, uses the Web to keep an eye on the competition and help keep the IEEE the leader in providing technical information. Pricing strategies are derived after checking similar books and products found on competitors' Web pages. Perceived market trends and hot

Using the WWW effectively

It's easy to be intimidated and confused by the tremendous amount of information on the Web. Some tips to maximize your Web time are:

1. Know what you are looking for before signing on.
2. Stick to the subject you are looking for; don't get lured away by other links.
3. Click on links before a page is finished loading. If you see what you want, you don't have to wait for the page to finish loading.
4. Select "text only" to avoid downloading time-consuming graphics.
5. Use all the search engines; Lycos, Yahoo, Alta Vista and each of the others look for information in different ways.

new topics also can be discovered this way. The WWW allows Marketing to react much more precisely and accurately in this volatile marketplace.

The WWW is obviously here to stay and is making significant changes to the way companies do business. It's an important tool in running an efficient, effective and responsive organization. ♦

the race is 70 percent fitness — the rest is attitude.

Last November, 29,000 runners assembled at the Verrazano Bridge in Staten Island, N.Y. to begin the marathon. The start was slow for Scott. As a newcomer, Scott did not get a great spot. "If you are in the back it takes a long time to run the first mile," he explains. His first mile took nine minutes instead of the usual seven.

By the 21st mile he wondered how he could continue, but he just "took each mile as it came." When he did finish the race he says, "It was pretty emotional knowing how much time and energy you'd put into it."

It took him a week to recuperate — but three weeks later he ran a three-mile race in Minneapolis!

With Scott's childhood dream accomplished, he says another marathon is possible. In the meantime, he enjoys running because it's something he can do wherever his job takes him. "All I need are my running shoes and shorts," he says.

Executive Director Dan Senese is a marathon veteran. He ran the New York City Marathon three times, in addition to marathons in Boston, Chicago and Montreal. At the height of his running career, he ran 70 to 75 miles a week. "I used to take it quite seriously," says Dan.

Dan began walking and jogging in the

midst of the '70s fitness craze when he was in his 30s. "I was starting to get a little out of shape," he recalls.

Each marathon has its own personality, but his favorite is New York's. "It's a phenomenal experience," says Dan. "It's just a wonderful tour of the city's different ethnic neighborhoods." Dan explains there are two halves to a marathon — the first 20 miles and the last six. "If you're tired after 13 miles, you're in trouble." His best time was 2 hours, 54 minutes.

Unlike Scott, Dan initially did not have dreams of running marathons. But he did make some friends along the way and also found other runners at his workplace. "No question it became social," he notes.

Dan hasn't run for some years. Reflecting back, he says if he had to do it all over again, he wouldn't have run so many marathons. "It was more a question of just fighting the elements," says Dan. "It can be frustrating when you don't meet your time goal because of a warm day."

Eric Sonntag, *IEEE Spectrum*, ran the Marine Corps Marathon in Washington, D.C., when he was only 17 years old, and last year, returned at the age of 35.

The first time he ran it, he was a high-school student and a member of the school's

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Business Objects makes its debut

by Mary Laties and Lyle Smith

In August 1994, the IEEE began using the Oracle database system, moving the Institute into the state-of-the-art world of relational database technology. For the first time, staff members could view and instantly update data.

It was a vast improvement over the old method: laboriously filling out and processing paper forms, typing the information, transferring it to computer tape and processing the tapes overnight so the data could be viewed the next day.

But viewing updated data online was just the beginning. It fostered the need to create special reports to assist in daily business decisions. Thus began the search for

the appropriate desktop query tool that would give users fast and easy access to the huge amount of data.

Business Objects 4.0 software was chosen because it is versatile, functional, user-friendly and compatible with Oracle. The software can retrieve data in multiple ways and generate reports in a variety of formats.

Once retrieved, the information can be used in calculations, graphs and charts that can be imported into other programs like Microsoft's Excel or Word; as email attachment files; or even converted into HTML language to be used on the World Wide Web. The Business Objects server is updated bimonthly from the Oracle system, reproducing most of the database.

In May, Regional Activities volunteered to participate in a Business Objects pilot program. As an example of the software's flexibility, Laura Durrett, Regional Activities, used Business Objects to analyze student members' demographics. She created reports to identify the number of undergraduate and graduate student members, and the number of student members in various curricula. Among other uses, this information will help Stu-

dent Services identify the need for IEEE student branches in particular colleges and universities.

To share ideas on how Business Objects is used, the Institute hosted an all-day conference in March for the New York tri-state area Business Objects user groups. Representatives from a diverse range of companies met at the Operations Center to exchange information. Monthly luncheon meetings are now being held for the IEEE's Business Objects users to share tips and information.

Regional Activities, Member Services, Marketing, Strategic Planning, IEEE Spectrum and the Controller's Office are current users of the software. Information Technology plans to offer it to all interested departments.

Project leader Mahrukh Cama is charged with the responsibility of extending accessibility throughout the Institute. Requirements for using Business Objects include upgrading PCs, purchasing the software, and training. Call your business systems manager for more information on how Business Objects can meet your business needs. ♦

Marathon men

by Annette Codispoti

Twenty-six miles doesn't seem like a long distance when you're speeding down a superhighway in your car, but how long would it take if you ran that far?

Three employees can answer that question because they have run 26-mile races, more commonly referred to as marathons.

"Since I was 9 or 10, I'd wanted to run the marathon," says Scott Grayson, U.S. Activities, who, as a child, watched the New York City Marathon runners pass his home in Manhattan. And so he did last November — clocking in at 3 hours, 31 minutes.

In the past, Scott had tried several times to prepare for the marathon but says he tried "too much, too soon" and ended up in pain. But in June 1996, he began training again. This time he started with six miles a day and worked up to as much as 18 miles a day on weekends.

But, he insists, finding the time to run was the real challenge. Scott, 34, and his wife have three children under age 5. "To squeeze in running is hard," he says, as he telecommutes from his home in Minneapolis and often travels for business.

But he thinks having what it takes to run

Marathon men

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• Eric Sonntag triumphantly finishes the Marine Corps marathon.

and all I did was run, run, run."

He had his eyes set on the marathon. His father drove him from their home in Long Island to Washington. He ran it in just under 3-1/2 hours.

His first marathon in 1978 was certainly something to be proud of, but the second one meant much more to him. "Last year was the first time I ran with my brother," explains Eric.

They stayed together in the beginning and the friendly atmosphere made it a fun race. His brother knew some of the other runners and that kept it light. "It was a great feeling to be there," says Eric.

But after 15 miles he slowed to a walk and the remainder of the marathon alternated between running and walking. At the 20-mile mark, he was a little shaky but still finished. He thinks it would be a disservice to those who actually ran the entire marathon to say he "ran" so Eric likes to say, "I participated and finished." ♦

Catching up with retirees

by Rochelle Stern

Retirement. Leisurely days of doing whatever we want, like sailing or lying on a beach. No more pesky alarm clock that awakens us to the dawning of a new work day.

Even though you may be many years from retirement, it's never too early to start planning. IEEE retiree Vincent Condello advises that you should plan early, save steadily, and, if you're young, take some financial risks for faster growth of your savings. Vince, who worked in Standards for almost 13 years, retired in 1992 at age 78.

His major hobby is working with computers including developing programs and tracking investments. "I developed my liking of computers during my time at the IEEE," Vince notes. "In a sense, I was being paid for following my hobby."

Vince remains active not only mentally, but also physically. At 83, he mows the lawn, walks every morning and rides a stationary bike. He frequently spends time with his two daughters, sister-in-law and friends whom he met as a member of a bereavement group he joined after his wife died.

For 20 years, Lillian Rozenburgh worked as a mail clerk in the Operations Center. She retired two years ago and moved from New Jersey to Catawauqua, Pa. One of her four children is Vicki Waldman, Regional Activities.

Lillian, 62, says it was just the right time to retire. However, it was difficult to say goodbye to her family and friends in New Jersey.

These days, Lillian has more time to plan her garden. "Now I can weed to my heart's content," she adds. She also keeps busy by participating in her church, visiting other seniors and traveling. Lillian spends winters in Holiday, Fla.

Robert D. Moran, former marketing manager of *IEEE Spectrum* for 14 years, says that retirement is better than he imagined. He credits part of his successful retirement to good planning and getting involved early with the 401(k) retirement plan. Bob, who

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• Lillian Rozenburgh

Retirees

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• Robert Moran and wife Marilyn

retired in 1993 at age 59, moved with his wife, Marilyn, to Bonita Springs, Fla. on the Gulf of Mexico. Some of his activities include golfing, swimming and walking. Active on various committees, he also publishes the community's newsletter. He keeps up his writing and editing skills, "in case I have to get a job," he jokes. He also keeps in touch with and visits the employees in the *IEEE Spectrum* office. Bob adds, "If I had stayed in New York, I would have ended up doing freelance work or worse, starting my own business. I had to cut the umbilical cord!"

Leo Fanning was the staff director of the U.S. Activities office for 17 years. He also was a Peace Corps technical education advisor in Latin America until 1967. "I've had an exceptionally exciting career," Leo says, adding that the fulfillment continues into his retirement.

Now he and his wife, Wynema, travel as delegates for the Watchtower Bible and Tract Society. Leo lives in Brinklow, Md., with a population of less than 1,000.



• Leo Fanning and wife Wynema

"It isn't even considered a hamlet," he notes. Leo also is an avid skier and has taken his four children, their spouses and eight grandchildren skiing at his Colorado time-share. He and his wife ski at least three weeks a year. Leo lives within seven miles of his children so they still get together on Sundays.

During his tenure as head of the pension committee, the 401(k) program was initiated. Because of the good planning, Leo says the IEEE has one of the best pension and 401(k) programs.

Jim Ferguson, former senior legislative specialist with U.S. Activities, retired a little more than five years ago, for the second time. The first time Jim retired he was 55 and had just left the Society of Human Resource Management. But, he was bored during his "first" retirement and landed a job with the IEEE. Jim retired again in 1995 at 63. He and his wife, who still works, live in Vienna, Va., and like to travel to New Orleans and San Francisco, their two favorite cities to visit.

A big benefit of retirement for Jim is that he and his wife can see more of their eight children and 12 grandchildren. He

also has taken up golf again and plays about three times a week.

These days, Donald Christiansen, former editor and publisher of *IEEE Spectrum*, is busier than ever. Since his retirement in 1993, he has become a consultant for various publications, and professional scientific and technical societies. He considers himself a "magazine doctor," advising on business plans, advertising and editorial packages.

Don initially thought that as a business owner he would have more control over his own time. He admits he now needs to manage his work more carefully so he can leave enough for leisure activities!

He is active in the preservation of U.S. historic structures, and is part of a group involved in the preservation and restoration of the Huntington, N.Y. Harbor Lighthouse.

Don also is working on a study, "Ethics in Engineering and Engineering Management." Its first phase is to begin in the fall at Cornell University under the direction of Professor Ron Kline, a former director of the IEEE Center for the History of Electrical Engineering.

All these retirees agree that retirement has been good to them. With a lot of financial planning, activities and hobbies, they are living out their dreams. ♦



• Donald Christiansen

Profile: Educational Activities Dedicated to life-long learning

by Sharon Strock

From memorizing the ABCs to continuing education courses for seniors, life is a journey of learning. And for engineers, continual, life-long learning has never been more important.

Helping engineers keep up with the hottest technical subjects and hone their professional skills is the job of Educational Activities. The staff also helps engineering students with career planning; supports efforts to encourage math, science and technology education for elementary and high school students; supports accreditation of college engineering programs; and helps volunteers and other staff organize and develop educational programs.

Life-long learning

The Continuing Education staff works with the EAB Continuing Education Committee and the Professional Development Committee to develop self-study courses in collaboration with universities, industry and the IEEE's technical societies. The staff assesses members' continuing education needs and develops new program concepts and plans. It encourages industry support of continuing education for the electrical engineering community through a series of publications such as *The Engineers Guides to Business*.

"The cost of an engineering education is about \$100,000," says Pete Lewis. "This is about the same as the cost of an average home in the United States. Both the educa-



• Top row from left: Peter Lewis, Carolyn Solimine, Carolyn Yankoski, Sharon Strock, Robin Morton, Peter Wiesner. Second row: Jill Cals, Rae Toscano, Pat Sammarco, Elizabeth Sivco, Barbara Coburn. Bottom row: Teresa Taylor, Patricia Mickus, Tatiana Garnys.

tion and the home are sizeable investments.

"Unfortunately," notes Pete, "many engineering professionals do a better job of maintaining their homes and protecting that investment than they do their education. Continuing education for engineers is

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Just for the thrill of it

by Elaine Rosenberg

Do you remember your first roller coaster ride?

As I reflect back on my first and only ride at age 9 with my father, I can recall the sensation of sheer horror. But although the ride frightened me, it was even more intense for my brother. He experienced his first ride with Dad at 6. His reaction? Crying, swinging his fists and trying to kick my father in the shins.

Others, however, love the thrill of roller coasters. Matt Plotner, Member Services, is one of them.

As a child Matt was terrified of roller coasters even before he ever took his first ride. But at 13, he rode his first one with some school buddies at New Jersey's Six Flags Great Adventure. "It was exhilarating," says Matt. "Going up and down with the wind in my face got me hooked!"

Matt has since ridden about 85 different coasters and is an active member of American Coaster Enthusiasts.

Not all roller coasters are alike, according to Matt. Wooden coasters generally have no loops or shoulder restraints. Steel coasters can have loops and the ride is usually smoother.

There also are suspended steel coasters, in which the rider is enclosed in a car with the track above, and steel inverted coasters are similar to a ski lift.

"Seating is very important," says Matt. "Although I like the front for good visuals, the back is better for that flying-out-of-your-seat feeling called 'air time.'" He suggests that the rider try different seats to get the full benefit of the coaster's effects.

Matt's favorite coaster is the Alpengest, a steel inverted coaster in Busch Gardens, Williamsburg, Va. Within 2½ days, Matt rode the coaster 26 times! Other coasters he has ridden include the Big Dipper and the Blue Streak, both in Ohio; the Cyclone at Coney Island in Brooklyn; and Jack Rabbit and Thunderbolt in Pennsylvania.

If you'd like more information about roller coasters, check out <http://members.aol.com/coasterfun/ACE/classics.htm>.



• Matt Plotner gets ready to ride the Great White roller coaster at Wild Wheels Pier in Wildwood, N.J.

Wedding Bells



Elsie Vega, LEOS, married Leo Cabrera on 21 June.

Judith McDonald, Human Resources, mar-

ried Paul Babeu on 12 July.

Pam Damon, Customer Service, married Vincent Tyler on 24 July.

Stork Alert

Theresa Argiropoulos, Signal Processing Society, has a new daughter. Jessica was born on 17 June.

Geni Smith, Executive Area, has a new daughter. Sarah Jane was born on 16 August.

Michelle Hunt, Member Services, and John Hunt, Facilities, have a new son. Andrew Patrick was born on 9 Sept.

Service Awards:

(July through September)

5 Years: Kathryn Finch, Cynthia Nichols, Wanda Ripatranzone, Michael Rocuzzo, Vivian Weber

10 Years: Christine Eldridge, Bernice Evans,



Barbara Koenig, Eric Levine, Laura Riello, Maria Venditti

15 Years: William Anderson

20 Years: Betty Bias, Kim Carroccia, Carol Lund, Rita Reeck, James Taylor

Welcome Aboard

David Alvarez, Communications Society

Surendra Bhimani, IEEE Press

Kristina Collman, Financial Services

Brian Davis, Publications Administration

David Dedrick, Electronic Communications

Bhavin Desai, Periodicals

Sandra Desch, Financial Services

Vita Feuerstein, Conference Services

Ford Frick, U.S. Operations

Karen Galuchie, Financial Services

Tatiana Garnys, Educational Activities

Marilyn Giannakouros, IEEE Press

Amy Gilbert, Periodicals

Robert Glowinski, Customer Service

Tony He, Technical Activities

Marlene James, LEOS

Bernard Loh, Information Technology

Lolita McIntyre, Customer Service

Raymond Paul, U.S. Activities

William Reitemeyer, Publications Administration

Chih-Wen Shieh, Programming

Poonam Sinha, Marketing



People page

In Memoriam

Jorge Rivera, who had been an IEEE Staff member for 30 years, died on 29 Sept. He was 68.

Jorge joined the IEEE's New York office in 1967. He was the mail service coordinator for Inspec subscriptions. His responsibilities included handling all labeling, stuffing and sorting of the Inspec subscription publications. In 1974, he transferred to Shipping/Inventory in Piscataway, commuting every day from his Bronx, N.Y. home.

Surviving him are 5 brothers and 3 sisters, and 25 nieces and nephews.

The IEEE extends its sympathy to his family. We will miss Jorge very much.



You must have been a beautiful baby!

Who did this cuddly tot grow up to be? (Clue: This Washington, D.C. toddler can sure sell

your ideas and creativity.) Email 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 second quarter 1997 issue was Kristin Mugan, Human Resources. The first person to identify her was Lori Caravella, Technical Activities. Thanks to all who participated.



Profile

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maintenance and protection of a very valuable asset.

"An important role of the IEEE is to inform its members about the importance of career maintenance, encouraging them to take advantage of the many resources available," he says.

Advising members about life-long learning programs and products, as well as issues pertaining to accreditation and pre-college education, is done through member contact in support of volunteer activities, and articles in IEEE and other engineering publications. The staff also maintains a database of information resources it makes available to members.

Career planning for students

To help engineering students with career planning, the A. P. Sloan Foundation granted the IEEE \$464,000 in 1996 to develop career education materials for college students. Called The Career Education Project, these materials include video profiles of students and members, an online question and answer forum, and career data on CD-ROM with links to additional employment and career planning resources on the World Wide Web.

"The Career Education Project is intended to provide information about engineering careers, including job potential, industry profiles and career paths," says Peter Wiesner. "By reaching students, this project will make a positive impact on the recruitment and retention of young engineers as IEEE members."

Plans for this year are to expand the product line to include instructional CD-ROMs, computer-based training courses on diskettes, and multimedia products. These will cover topics from computer programming skills such as HTML fundamentals and courses on software engineering design to core technology areas such as wireless communications and networks. These products, brokered from the National Education and Training Group and Bellcore, offer a variety of course content and technical expertise to satisfy member and customer needs.

The Educational Activities Products Committee is planning to pilot a project for World Wide Web courses to be launched in 1998, and instructional CD-ROMs designed for members and the corporate market. These courses will be developed by industry and universities and will cover growing technology areas.

"Educational Activities' goals for 1997 and 1998 are to serve members by diversifying our product line to offer cost-effective course curriculum at various expertise levels and in different media options," notes Teresa Taylor.

Pre-college education

"With the growing influence of technology on everyday life, the general public must have a certain level of technological understanding in order to attain a reasonable quality of life," says Barbara Coburn. "The IEEE, as the largest of the technical associations, recognizes its responsibility in supporting quality pre-college education in math, science and technology."

Educational Activities' pre-college effort promotes and expands awareness of the importance of technological literacy for K-12 students.

The EAB Committee for Pre-College Education Coordination coordinates pre-college education programs Institute-wide and serves as liaison to other associations, entities and teacher organizations.

Accreditation and committee support

The Educational Activities Board (EAB) and committee operations staff serve as liaisons to other IEEE entities and outside professional organizations such as the Accreditation Board for Engineering and Technology, which evaluates and accredits U.S. college undergraduate engineering programs, and the National Electrical Engineering Department Heads Association.

They also staff, plan and arrange meetings and activities, and provide a centralized source of information.

Through all these activities and programs, Educational Activities is focusing on enabling members' careers, a key component of Networking the World. ♦

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