



# The Staff Circuit

May 1991

Written By and For The Employees of I.E.E.E.



**Tom Bartlett** is congratulated by **Eric Herz** on the occasion of his Forty-fifth anniversary with IEEE.

## *A Letter from the General Manager, Eric Herz*

By most measurements, 1990 was a very successful year for IEEE. Much was accomplished in all areas of the Institute. That success would not have occurred without the superior performance by you, the staff. In 1990 we completed our staff reorganization which allowed us to start 1991 up and running.

This year presents some new challenges and opportunities. Although the economic conditions in general, and also within IEEE, are more difficult than in recent years, I have strong faith that the staff will again meet the goals in 1991, and that the volunteers will have as much reason to be proud of the staff as they were in 1990. Of special concern for all must be meeting or beating our 1991 budgets, difficult as this may seem.

You probably have seen and heard in the press and on TV quite a bit about an increased emphasis on quality and productivity. Most of the time this is in reference to making or maintaining U.S. industry competitive with the best in the world. This concern with quality is now expanding to the not-for-profit sector and also to us. Although there

are many definitions of quality, the ultimate measure is how well your "customer" is satisfied with your services. Our customers are not only IEEE members and volunteer leaders, they are also companies, libraries, and government agencies. In addition remember customers include other staff personnel and staff groups who depend on your work.

Common wisdom and experience tells us that excellence does not come easily nor does it come instantly. Experience has also taught that in the long run quality does not cost money; it makes money. It is a continuing process. To achieve superiority each of us, both staff and volunteer, must become obsessed by our desire to have a quality operation. A key ingredient is the development, training and application of appropriate processes in everything we do. We also need to measure how well we are doing. As an Institute we set our sights and as we perform better, we raise our expectations. In the 90's this will be the road to success. You will be hearing more about your role in the quality process as the program gets further developed. ■

## Tom Bartlett Celebrates



## with IEEE!!!

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Vera!  
Vera!  
Vera!



### WHAT MY JOB IS REALLY LIKE...

*Cindy Poko, Field Services*

In this age of computers, which I do not pretend to understand, I had the pleasure of interviewing someone who does, Vera Sharoff-Senior Programmer Analyst of Field Services.

Vera has been with IEEE for the past six years and is responsible for the operation of the Wang system and computer for Field Services. This includes fifty workstations, three of which are in Cash for processing Member applications. The operation and maintenance of lasers and printers, the purchase and installation of new hardware and software all fall under Vera's charge.

The writing of new programs and automation of procedures that help staff perform tasks more efficiently is one area Vera enjoys. Another responsibility Vera likes is helping select and order new software.

Vera gave me a rundown of a typical morning which included inputting budget changes, the printing of name

badges, setting up a spreadsheet, checking on two workstations that were down, tracking down a missing batch of applications that were transmitted, updating the password list, and unjamming a printer. While Vera enjoys the diversity and dealing with all staff, sometimes ten things can go wrong at once and hearing the sound of her own name being called can make her cringe.

Together with the staff support of Pam Mazro and Burt Juda, Vera also directs Desktop Publishing (Interface and Life Member Fund Newsletter), the E-Mail Program, production of data diskettes, coordination of Secretary Report proofs, and Section and Branch Growth Awards.

To add to all of this, Vera is the mother of twelve month old Carrie Lynn and is learning to juggle motherhood and career. While I can't say I know any more about computers than I did before, I take comfort in the fact that my computer is under Vera's care. ■

Vera!

VERA!

VERA!

Vera!

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Cindy Poko, Debbie Schreiber,

### THE WRITE STUFF

*Debbie Schreiber, Field Services Dept.*

There I was, just a few weeks before Christmas listening to the news and watching the events happening in the Middle East. Suddenly someone said, "Let's write to the troops stationed in the Middle East". It turned out to be a great idea. A bunch of us in Field Services decided to write cards and letters to the Service Men and Women serving in the Gulf. A few of us have even had return letters. Ironically I received a letter from Sergeant Bernard Strickland, of Macon, GA, on the eve of the first bombing on Baghdad.

In each letter I wrote I included news about events in New Jersey, a weather report, some Sunday comics and the puzzles. I even sent things like Avon samples of men's and women's fragrances, hand cream, magazines and a self adhesive American Flag. These were all simple things but it meant so much to each of the individuals I sent them to. One of them wrote and told me it was like having a touch of home. That statement made the whole project worthwhile for me.

The major part of the conflict is now over. Peace at last. However, there are still American personnel over there and they need to get mail just the

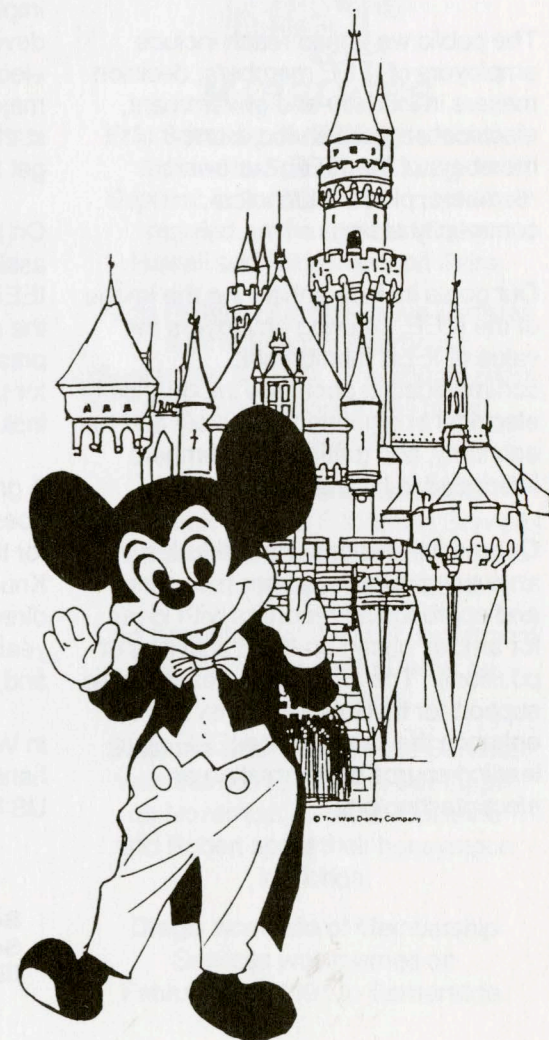
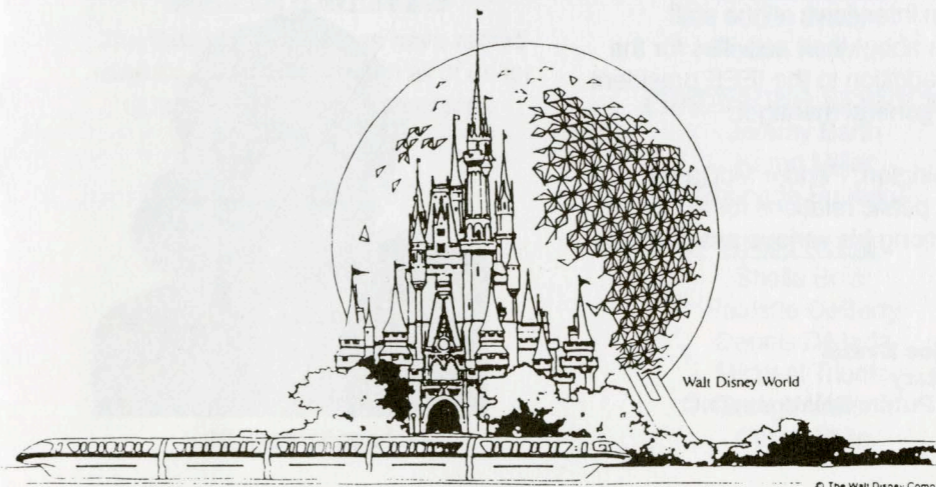
same. If you haven't established a contact in the Gulf it's not too late. To write to an Army member, the address is APO Operation Desert Storm, 09848-0006. To write to a Navy member stationed in field offices, the address is FPO Operation Desert Storm, 09866-0006.

It doesn't take long to write a short note or letter, and by doing so you can feel that you are doing your part. ■

### KEEP THOSE CARDS AND LETTERS GOING!!!

### MAGIC MADE EASY

Pick up a Magic Kingdom Club membership card and magical things begin to happen. Poof! Discounts at Hilton Hotels, National Car Rental and The Disney Stores. But, best of all, your card enables you and your family to take advantage of costwise, convenient Club Vacation Plans at Disneyland and Walt Disney World. This is the stuff vacation memories are made of. They are fun-filled and trouble-free. They include deluxe accommodations in or near the Disney "entertainment worlds," admission to the Disney Theme Parks and, with selected plans, coupons good for meals, recreation or other activities. Need a little magic in your next vacation? Take a look through the Magic Kingdom Club Membership Guide and check out the details and prices on our Club Vacation Plans at Disneyland and Walt Disney World. To obtain a copy of the Guide and your free Club membership card, contact Judith McDonald in the NJ Human Resources Department. ■





## PUBLIC RELATIONS

by Diane Charton Karsch,  
Public Relations Department

The IEEE Public Relations Department, with staff at Headquarters in New York City and in Washington, D.C., attempts to keep the IEEE in the public eye. The PR Department is headed by Staff Director Thomas C. White. The New York staff consists of: Media Relations Coordinator Diane Charton Karsch, Editorial Projects Coordinator Beverly A. Knudsen, Administrator Julie Eve Stern and Administrative Secretary Roseann Ippolito. The Washington staff consists of PR Manager Pender M. McCarter and Secretary Bernice Evans.

The public we aim to reach include employers of IEEE members, decision makers in industry and government, electrical engineers who aren't members of the IEEE; our own members; plus the technical community at large.

Our goals include enhancing the image of the IEEE, showing employers the value of IEEE membership, communicating about the importance of electrical engineering to society and the economy, and getting nonmembers interested in joining the Institute.

Our media relations work includes answering questions from reporters and approaching reporters with ideas for articles based on IEEE activities or positions. The aim is to increase public support for Institute programs and to enhance the image of the IEEE as a leading source of information on electrotechnology.

As part of this, we write and mail news releases to the media about a variety of subjects. Some of these include recipients of IEEE medals, awards and recognitions; stories on special issues of "Spectrum", and the IEEE videoconference schedule.

The "flagship" event of the department is the Annual Briefing for the Media, a one and a half day program held in New York that attracts 60-70 journalists. At the Briefing, 15-20 experts update the media on the human impacts and business implications of leading-edge developments in key areas of electrotechnology. This event requires major effort and planning by all the staff, as there are scores of details to get right.

On the editorial projects front, writing assignments include the IEEE and IEEE-USA Annual Reports, scripts for the annual IEEE Honors Ceremonies presentations, speeches and articles for the IEEE officers, and brochures including "Introducing the IEEE".

A great deal of behind the scenes work goes into these projects. For example, for the Annual Report, Beverly Knudsen interviews all the staff directors about their activities for the year, in addition to the IEEE president and the general manager.

In Washington, Pender McCarter handles public relations for IEEE USA, among his various assignments.

**Bernice Evans**  
Secretary  
IEEE Public Relations/D.C.

He writes news releases, develops relationships with the media, promotes key IEEE-USA conferences and events and supports testimony on Capitol Hill. Working with the New York office, Pender sets up a number of Industry Relations luncheons every year. These are part of a program on ongoing dialogue between IEEE officers and the employers of our members.

This is only part of the story. Some of our other major efforts include a proposed multi-part TV series intended for PBS on how electrical engineers are contributing to our world, support of the annual National Engineers Week, liaison with and support of the Institute's volunteer Public Relations Advisory Committee, and preparation of the Directors Slides, which profile IEEE's organization, objectives and major activities.

Our work pace is hectic, but always challenging and interesting. If you have any questions about the PR department, please don't hesitate to call us in NY at extension 7369 or 7847, or call Pender in Washington at (202)785-0017. ■



### SERVICE AWARDS

NOVEMBER 1990-APRIL 1991

We are very proud of our long-term employees whose dedicated efforts have contributed much to IEEE's success. We offer our sincere congratulations and appreciation to the following employees:

#### 45 YEARS

Thomas Bartlett

#### 30 YEARS

Michael Sosa

#### 25 YEARS

Joanne Biley  
Jack Fraum  
Mario Ripatranzone

#### 20 YEARS

Charles Stewart Jr.

#### 15 YEARS

Leo Fanning

#### 10 YEARS

Kim Abel  
Barbara Ettinger  
Nancy Hantman  
Alicia McPherson  
Sagorika Mittra  
Linda Rosenthal



### RETIREMENTS

The following employees have retired recently. Best wishes from all of us for a happy and healthy retirement.

**Jean Smith**  
6 years of service

**Anna Grammiccioni**  
10 years of service

**Isabelle Newman**  
10 years of service

**Esmi Bidstrup**  
20 years of service

### NEW EMPLOYEES

#### ACCOUNTING

Anita Nickerson

#### ADMINISTRATIVE SERVICES

Camille Brecht  
Richard Cain  
Keith Cals  
Raffael Krayiski  
John Gulics  
Gerard Proetto Jr.

#### CORPORATE SERVICES

Barbara Levy

#### EDUCATION

Susan Winsor

#### EXECUTIVE

Marybeth Denike  
Dorothy Freeman  
Stella Paone  
John Powers

#### FINANCE & TREASURY

Stacey Sanders  
Margaret Walsh  
Janice Grant  
Theresa Simonetti  
Vicki Waldman

#### HISTORY

Michael Ann Ellis

#### MAGAZINES

Molly Reagan  
Ann Scrupski

#### MARKETING

Judy Brady  
Robert Hohwald

#### PUBLISHING SERVICES

Jeremy Barth  
Karen Miller  
Shanette Rutledge

#### SPECTRUM

Sheila Bolar  
Paulette DeBerry  
Dennis DiMaria  
Michael Triunfo  
George Watson  
Carol White

#### STANDARDS

Anne O'Neill

#### TECHNICAL ACTIVITIES

Dawn Checorski  
Judith Covino  
Josephine Simmons  
Elizabeth Maglori

#### USAB

Edward Horanzy  
Ange Logan  
Esroe Williams



### MARRIAGES

**Eric Sonntag** of *IEEE Spectrum* was married to **Soo Jing Chung** on September 9, 1990. The couple was married on the island of Oahu Hawaii and honeymooned there.

**Rich Pellis** of Administrative Services was married to **Sharon** on September 8, 1990. The couple spent their honeymoon on the island of St. Maarten.

**Adam Philipiddis** and **Randi Scholnick** of IEEE Publishing Services were married on September 9, 1990. They honeymooned in Alaska.

**Lori Kresefsky** of the MIS department was married to **Craig Potter** on January 1, 1991.

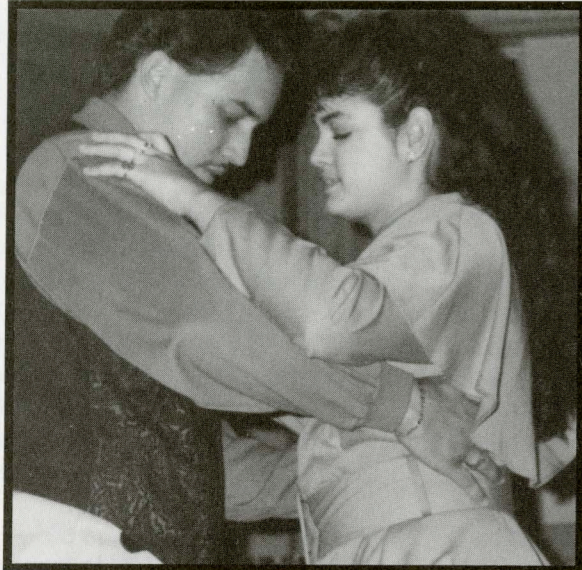
**Suzanne Shortino** of Field Services was married to **Robert DeFilippo** on November 4, 1990. Suzanne and Robert spent their honeymoon in Florida.

**Diego Acevedo** of Membership Services was married on February 15, 1991 to **Esmeralda**.

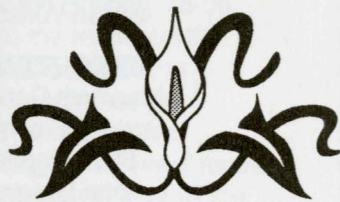


# Winter Celebrations

Brenda Roque and Juan Pachero



(l-r) Maria Simpson, Susan Evans ↑  
Terry Burns and Husband



Paula Sanders ↑



(r-l) Roseann Kulesa,  
Mario Ripatranzone and Kathy Gentile ↓



JoAnn Mondri and  
Joyce Maurer →



Mr. & Mrs. Reed Crone



Helenia Marshall →

## Child Care

Beth Babeu Murray  
Educational Activities

As the economy takes a dive and the majority of families are dual-income households, the American public is seeking new and innovative methods of caring for their children.

The following statistics show that there is a pressing need to address this problem on a much larger scale: 60 percent of mothers of preschool children are working today. About 80 percent of working women are in their child bearing years and an estimated 80 percent of them will have children during their careers. The fastest growing segment of the labor force is mothers of children under 3. By the year 2000, women will make up 60 percent of the entire US work force.

Many private companies have taken the matter into their own hands. A recent article in the "Sloan Management Review" discusses employer-supported day care. "Adequate, large-scale child care services do not exist in this country, and the lack is generating productivity and moral problems for parents and parents' employers. Corporations cannot completely address the need by themselves, but they can benefit substantially by addressing it at all."

A variety of services now exist that many companies have found beneficial for their employees. One example is a national network administered by Work/Family Directions, Inc. This is an information and referral system which can be accessed by a toll-free number. The individual company picks up the tab for the referral and offers it free to their employees.

Another type of service is offered by the Voucher Corporation of Scarsdale, New York which has an innovative approach to providing child care for working parents. The Child Care Voucher System take advantage of a federal tax law that allows parents to take a pre-tax salary reduction for child care services of up to \$5,000 per year. Under the plan, a parent's employer withholds a predetermined amount from each paycheck and forwards the money to the Voucher corporation. They then send a voucher check to the parents to ensure the money is spent on child care. The plan is popular with parents because the tax benefits of the program allow them to save 30 to 50 percent each year on child care costs.

Employer-assisted child care programs run the gamut from providing information and paying for care to instituting care programs, and allowing for flex time or the opportunity to work at home. It is necessary for each company to assess the needs of its employees. By helping support child care needs companies are investing in their greatest strength — their employees — and thereby investing in our future.

If anyone would like to offer ideas about child care for IEEE employees, or if you have suggestions for an employee survey, please contact Beth Babeu Murray or Rose Cambria-Jackson in the Educational Activities Department. ■

## STORKS CORNER

Jayne Cerone of Technical Activities gave birth to a baby daughter, **Samantha Lynn** on December 28, 1990. Samantha arrived during the season's first snow storm.

Valarie Lewis from the Cash Processing Department is the new mother of a baby girl. **Amber** was born on December 27, 1990.

Cindy Jablonowski from Technical Activities gave birth to a baby boy, **Ian Jennings**. Ian arrived on October 5, 1990.

Noel Arriola of Publishing Services is the father of a new baby boy. On September 23, 1990 his son **Christian Kyle** arrived.

Joseph Olubummo of the Printing Department is the proud father of a baby boy. His son **Akinshola** was born on October 20, 1990.

Richard Weiss, Manager of Membership Development/Student Services is the proud father of a new son. **John** was born March 7, 1991.

Kristin Kovatch, Human Resources secretary is the mother of a new baby girl **Myrissa**. Myrissa was born on December 4, 1990.

We offer our belated congratulations to **Joseph Milizzo**, of the Communications Society, on the birth of his son **Michael Joseph** on August 14, 1990.

Diane Dunphy from Society Special Services is a first time mother. Her son **Bryan**, was born on February 7, 1991.





????? TRIVIA ??????

How well do you know abbreviations? Maybe not as well as you think. For example, most people think that because B.C. after a date means before Christ that A.D. must mean After Death. In actuality it means Anno Domini which is Latin for In the Year of Our Lord. Test your skills on these 20 common abbreviations. Some you will find easy, others may take some brain power. ■

- |            |            |              |
|------------|------------|--------------|
| 1. AFL-CIO | 8. DDS     | 15. P.S.     |
| 2. AKC     | 9. EST     | 16. P.T.A.   |
| 3. BBC     | 10. FDIC   | 17. R.P.M.   |
| 4. BTU     | 11.G.O.P.  | 18. RSVP     |
| 5. CBS     | 12. IQ     | 19. S.P.C.A. |
| 6. CIA     | 13. NATO   | 20. USO      |
| 7. C.Y.O.  | 14. N.C.O. |              |



Aerobic exercise classes taught by **Pat Lavelli**, have really made a difference in the lives of some N.J. employees.

- ANSWERS TO ABBREVIATION QUIZ:**
1. American Federation of Labor-Congress of Industrial Organizations
  2. American Kennel Club
  3. British Broadcasting Corporation
  4. British Thermal Unit
  5. Columbia Broadcasting System
  6. Central Intelligence Agency
  7. Catholic Youth Organization
  8. Doctor Dental Surgery
  9. Eastern Standard Time
  10. Federal Deposit Insurance Corporation
  11. Grand Old Party
  12. Intelligence Quotient
  13. North Atlantic Treaty Organization
  14. Noncommissioned Officer
  15. Postscriptum
  16. Parent Teacher Association
  17. Revolutions Per Minute
  18. Respondez Sil Vous Plait
  19. Society for the Prevention of Cruelty to Animals
  20. United Service Organizations



DRSEECIVEDNORTCELEGI  
 SLFAQPXBHLVTIORCQNK  
 TAJQWRFEWVDHDMQDIY  
 UYDLWBS CZANXCVSEFSE  
 DRUBVOLUNTEERLXPCAJ  
 EACCOUNTINGMJIAKEHX  
 NGRECOUISUOWNYIXUCS  
 TNSPDHTVSECGRRSSERP  
 SISRETNECYROTSIHJUE  
 ETDIKATHPFLTRIKDYPC  
 RERNMUGYLGXPAPJZMT  
 VKATOHIVUOGMWT OACSR  
 IRDIIFNSSZSMVAHIRODU  
 CANN TILWOYAERIFEASM  
 EMAGAZINESNBCELBBTN  
 SUTCCSNOITCASNARTGE  
 AMSJUMXYREBPATFSOPI  
 LPDPDAZYNNMNZNGQDQOW  
 BHTAELYRUSAERTKEDBM  
 SYTB PUBLICRELATIONS

- |                  |                  |
|------------------|------------------|
| EXECUTIVE        | PRESS            |
| VOLUNTEER        | INDEXING         |
| PRINTING         | TRANSACTIONS     |
| HISTORY CENTER   | SPECTRUM         |
| PAYROLL          | MIS              |
| PURCHASING       | LEOS             |
| MAGAZINES        | ELECTRON DEVICES |
| TREASURY         | USAB             |
| STUDENT SERVICES | PUBLIC RELATIONS |
| TAB              | STANDARDS        |
| SYSTEMS          | MAILROOM         |
| DATA ENTRY       | ACCOUNTING       |
| MARKETING        | CORPORATE        |
| INSPEC           | EDUCATION        |

THE FOLLOWING IEEE DEPARTMENTS ARE HIDDEN IN THIS WORD SEARCH. THE NAMES CAN BE FORWARD, BACKWARD, DIAGONAL OR UPSIDE DOWN.