

IEEE Staff Gears Up for Sections Congress

Event aims to strengthen Sections

by Evelyn Hargrove

Can you guess which IEEE event is coming up in October? That's right! It's time for Sections Congress.

IEEE Sections Congress 2002 will take place 18 through 21 Oct. in Washington, D.C. This triennial event brings together leaders from the nearly 300 IEEE Sections to network, attend leadership training and develop recommendations to guide the future of the IEEE.

Sections Congress is the culmination of years of hard work on the part of IEEE staff and volunteers.

"There's just so much to do. It's a big team effort," says Tracy Hawkins, Regional Activities, who supports the volunteer Steering and Local Organizing committees for the event. Tracy and her fellow staff members from Regional Activities help with everything from scouting locations and developing the program to creating and distributing materials and coordinating exhibits.

Sections Congress requires so much effort, in fact, that Tracy admits coming into work at 3 a.m. in the weeks before the 1999 event.

"I was so nervous, I couldn't sleep! There just wasn't any point in trying," she says. "And there's a lot of stress-related chocolate consumption involved in Sections Congress planning. My staff even sent me chocolate in Minneapolis last time!"

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Saving the IEEE Money, One Internet Conference at a Time

Service saves more than US\$750,000 in meeting costs

by Charlotte McCue

Imagine being in two places at once, and saving money as a result. With Internet conferencing, you can.

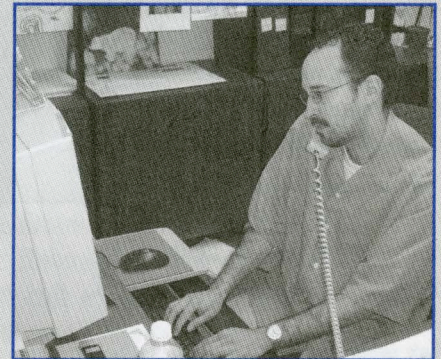
Combining the convenience of the telephone and the reach of the Internet, this service not only provides a medium for IEEE staff and volunteers to remotely participate in meetings, but also reduces costs at a time when budget tightening has been a priority.

Since the events of 11 Sept., use of this service has increased tremendously. Consider these statistics:

- Between September 2000 and August 2001, the IEEE averaged three Web conferences per month, delivering 40 conferences with 239 connected parties.
- Between September 2001 and this past May, the IEEE averaged 18 conferences each month, delivering 165 conferences with 883 connections.
- Between March and May of this year, the IEEE averaged 30 conferences and 170 connections per month — a 1,700 percent increase in connections compared to the same three months last year.

"It's easy to understand the service's increasing appeal," says Lenore Johnson, Meeting Planning Services, who worked with IT and Human Resources to make Internet

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Mark Vasquez, Technical Activities, helped Ruth Wolfish, Sales & Marketing, with an IEEE Xplore™ training session she gave to the University of Puerto Rico via an Internet conference. Mark translated Ruth's PowerPoint presentation into Spanish and remained on the line to translate questions during the session.

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Internet Conferencing

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conferencing a reality for the IEEE.

"Internet conferencing is a sound alternative for operating within a fiscally responsible environment."

"When we take into consideration the costs associated with hotel, airfare, rental cars, meals, employee downtime, materials and meeting room reservations, we're looking at an estimated savings of US\$750,000 since September 2000, based on the average cost of attending a traditional meeting — US\$1150 per attendee," says Casey Della Salla, IT.



Patrice Ventura

Who's using it?

The IEEE's Internet conferencing service, PlaceWare Inc., allows participants to engage in interactive meetings while utilizing features like application sharing, Web site tours, moderated question-and-answer sessions, instant polling and more. Meeting participants view PowerPoint slides and other visuals while listening to the meeting via a telephone conference call.

The IEEE Staff Learning Center uses the tool

to reach out to employees in remote locations.

"We currently offer 15 courses as an Internet conference, ranging from team skills to management classes," says Patrice Ventura, Human Resources. "The service has been a tremendous help to us. It's great to teach a class to staff in different offices and telecommuters in different states at the same time."

Sales & Marketing conducts IEEE *Xplore*™ training sessions for their customers through the service. Ruth Wolfish and Rachel Berrington have successfully completed 29 training conferences for customers in eight different countries — all for less than US\$1,000 in total.

"Customers are surprised by how well PlaceWare works," Rachel says. "After one particularly large session for a corporate customer, attended by librarians located all over the United States, I got a call from the person who had helped organize the event. She was impressed by how smoothly the conference ran and the quality of the presentation."

"Using Internet conferencing, we can be anywhere, anytime to help our customers get the most out of their IEEE online subscriptions," she continues.

Internet Conferencing: Just the Facts

- Total connection time between September 2000 and June 2002: 2,655 hours
- The IEEE uses Internet conferencing for: training (55 percent), meetings (25 percent), customer relations (15 percent) and software demos (5 percent)
- Dollars Internet conferencing has saved the IEEE: approximately US\$750,000

For more information on IEEE Internet conferencing, visit www.ieee.org/web/webconf/.

"PlaceWare has allowed us to meet the immediate training needs of our global customers, provide excellent customer service, and save the IEEE money — a big win!" Ruth says.

Would you like to learn how to conduct an Internet conference? Visit Self Service Training for more information on the Staff Learning Center workshops "Internet Conference Overview," "Internet Conference Lab" and "Leading Virtual Meetings." ♦

Sections Congress

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Despite the stress, Sections Congress is what Tracy enjoys working on the most. "As much work as it is, there's a huge payoff," she says. "The volunteers just love it. And it's a really positive experience and a wonderful opportunity for IEEE staff to work together as a team."

In addition to the Regional Activities staffers who will help make the event a success, employees from throughout the IEEE also will attend to run exhibit booths. The intent is to better educate the participants on available IEEE products and services. However, Tracy says, they walk away with more than that.

"According to the results of our 1999

event survey, the attendees most appreciated the opportunity to meet IEEE staff," she explains. "It gives them the reassurance that real people are out there working for them."

Tracy and the Sections Congress staff and volunteer team have worked hard to make this year's event different from those in years past. They've encouraged the Sections to send their incoming Section chairs, as opposed to the current chairs who will be out of office two months after the event. They've also implemented training on IEEE policies and procedures, products and services for all attendees.

"In the end, if the volunteers feel as though they learned something and can go back to their Sections better prepared to serve their members, and we receive some

good, solid recommendations and guidance on how to better serve members, then it will be a success," Tracy says.

"I'm convinced it's going to be a great Sections Congress," she adds. "I don't know how we're going to follow this act with something better!"

But they'll certainly try. Planning for Sections Congress 2005 in Tampa, Fla. is already underway. ♦



Why Don't You Have an IEEE Credit Card?

Learn how you can help generate revenue for the IEEE

by Stephanie Ernst

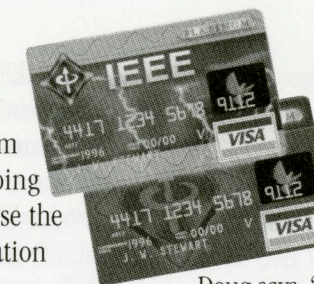
Do you have an IEEE credit card? If not, why not? As an IEEE staff member, you can take advantage of this exclusive member benefit. The IEEE credit card is available through First USA and is part of the IEEE Financial Advantage program.

What's in it for you? There's no annual fee. The card provides high-limit balances and credit limits. The Travel Plus portion of the account allows you to earn frequent flyer miles, which IEEE Global

Travel Services directly manages. And the credit card program provides a revenue stream back to the IEEE. (If you're going to use a credit card, why not use the one that supports the organization you work for?)

Finally, if you ever have a problem with your account, your co-workers can help. "First USA offers very good customer service, but IEEE staff members can come directly to Financial Advantage with any questions or problems," says Mirelle White, Financial Advantage. "We're more than happy to interface with First USA to resolve any issue — just as we do for our members."

Doug Razzano, Financial Advantage, has been a cardholder since 1999. He uses the card for all business expenses and online purchases.



"Because of our relationship with First USA, I feel comfortable knowing that if I experience some sort of security problem over the Internet, they'll straighten it out,"

Doug says. "I've never had any problems with my account and they've always been able to answer my questions when I call."

The card is currently available in the United States and through MBNA in the United Kingdom, Puerto Rico and Canada.

To apply for the IEEE credit card,

♦ visit www.ieee.org/services/financial/fap/programs/financial_services.html;

♦ call +1 888 785 9582; or

♦ email fap-benefits@ieee.org to request a paper application. ♦

IEEE Sales Force Tackles US\$77 Million Revenue Challenge

Team makes customer focus top priority

by John Platt

It's been a little over a year since the IEEE fully implemented its first sales force — an effort that combined the work of staff from Sales & Marketing, Customer Service, IT and Publications, and the outside firm, Information Handling Services (IHS).

Together, the sales force and its supporting team are responsible for more than US\$77 million dollars worth of annual income for the IEEE.

"We're a symptom of the growth of IEEE online publications," says Fran Staples, Sales & Marketing. "The stakes are higher. A US\$92,000 IEL customer requires a different approach than a US\$500 jour-

nal subscription."

"The IEEE used to be about single sales and small packages, with big customers topping out at about US\$50,000," says Joe Dillon, Sales & Marketing. "Now we're focusing on bigger accounts — worth up to US\$700,000 each! The IEEE recognized that we want to take care of the big corporate, university and government customers, which require more attention than an average account."

Together, Joe and Fran manage different aspects of the IEEE sales force and the outside teams that support their efforts. Three marketing managers, three account managers, three



Joe Dillon and Fran Staples

sales administrators, two customer service managers, four customer service people, plus sales people from IHS work together to focus on North American clients, service and acquiring new clients, Fran says. IHS represents clients in

the rest of the world.

Business models changed with the development of electronic IEEE subscription products, as did other internal needs. "We've tripled customer service requirements," says

Fran. "As Bill Cook [Member & Customer Service] likes to remind people, 'Nobody ever called and said, 'my book doesn't work.'"

"Every customer is made from a different mold," Joe says. "When I first started here in April 1998, the concept of a custom quote for a customer was unheard of. Our systems required a set price for anything we sold. Now more than half of our customers receive prices based on their individual configurations."

Sales and new product development, meanwhile, go hand in hand. "We hear from customers, which leads to things like IEEE *Xplore*™ updates," Fran says. "We float new ideas past customers by saying 'We're looking at this, would you be interested?'"

At the same time, Joe says, "Publishing Operations asks us, 'What are the customers saying? What should we be working on?'"

"Our clients love the account managers," Joe adds. "They tell us the team works hard to get things done for them. Now people want to talk directly to the IEEE, which didn't happen under the old system of relying on subscription agents."

"We listen to what the customer tells us, so we've become the authoritative source for what the customer needs." ♦

Standards Enters Uncharted Territory

IEEE launches first portal for Asia

by Stephanie Ernst

In December 2000, Standards was looking for a cost-effective way to help the IEEE better serve its global membership, increase recognition of the IEEE's role in worldwide standards efforts and demonstrate how the use of standards can save companies money.

"We knew we wanted to accomplish these objectives," says John Day, Standards. "The question was, 'how could we incorporate it all into one Web presence?'"

The answer? GeoPorts.

In July, the IEEE launched its first "GeoPort," the project name for the IEEE global portal network. StandardsAsia™ is the first Web site to focus entirely on standards activities for Asia. The portal is for those who want to learn about, participate in and access technical standards, especially in the fields of IT, telecommunications, and power and energy.

"The IEEE's relevance to international standardization is significantly bolstered by people from other countries participating in the process," John says. "The global portal network will provide a targeted forum for the IEEE Standards Association's (IEEE-SA) global constituency. It promotes brand consistency for the IEEE, adds a human face to the IEEE community, and enables volunteer and member recruitment."

StandardsAsia contains individual member profiles, news and one-stop shopping for standards. It links to the IEEE Catalog & Store, and to information on the IEEE-SA's standards process and corporate membership program. IEEE Media is selling site sponsorships to recover costs and generate revenue.

Teamwork and collaboration

The GeoPorts project was a collaborative effort involving staff from Standards, Corporate Strategy & Communications, IT and IEEE Media, as well as five outside vendors. The team followed a rigorous schedule.

"We worked within an incredibly accelerated timeframe," John says. "It costs money when projects aren't delivered on time. The cost of completing this project late would have been sponsorship revenue not realized

sooner. We wanted to start recouping on our efforts this year and needed a decent chunk of time to do that."

In addition, several sub-projects were occurring simultaneously, requiring detailed and proactive staff coordination.

"One logistical challenge was to do our project in parallel with Corporate Communications' rollout of the content management system," John says. (See *Network News*, Issue One 2002)

StandardsAsia integrates the same content management and portal software as the IEEE Web site. The content management system stores the text, graphics and all other files, while the portal software determines how and where the information will display.

"Although the GeoPorts and the IEEE Web site were two distinct projects, they were using the same infrastructure," John says. "So this also required an effort from our IT staff, which had to separately manage the technical aspects of both projects."

The IEEE is currently developing three additional GeoPorts — StandardsAmericas™, StandardsEurope™ and StandardsAfrica™. Each site will utilize the same basic design, framework and technology, and will contain similar features. ♦

sold enough Girl Scout cookies to earn a free trip to camp.

College didn't slow her down. At Wittenberg University in Springfield, Ohio, Kristina turned a stint at the student phone-a-thon into a permanent position at her school's development office.

She also landed an internship with the advancement office at the Smithsonian Institute's National Museum of Natural History. Part of her job entailed drumming up funding and publicity for the museum's relocation of the legendary Hope Diamond,

the largest deep-blue diamond in the world.

"That was probably one of the coolest experiences I've ever had," Kristina says. "We had to move the diamond at 4 a.m. because of the security issues. NPR [National Public Radio] and the *Washington Post* were there. And I got to help unveil the diamond in its new home. It was really amazing."

Kristina's experiences left her well prepared for her current position. And running the IEEE Development Office allows her to spend a significant amount of time doing what she loves: traveling and meeting new people.

"Last year, while I was visiting my brother in Spain, I went to Zurich to meet with one of our donors," Kristina says. "He thought it was such a big deal that someone from the IEEE came to visit. He took me all over the place. He showed me his country."

"I think all of the traveling I did as a child made me open to all of the traveling I do now, as well as the variety of cultures I'm exposed to," she adds. "The traveling is my favorite part of the job. I'm constantly amazed by the people I get to meet." ♦

IEEE Computer Society Introduces Software Developer Certification

Program extends beyond traditional IEEE products and services

by Mary-Louise Piner

Recognizing that many professionals value education and testing as hallmarks of professionalism, a group of IEEE Computer Society volunteers set out in the late 1990s to establish a software developer certification program. While the IEEE has a long history of involvement in the publications, conferences and standards that lead the engineering field, entering the certification realm was uncharted waters.

In 1999, Stacy Saul joined the IEEE Computer Society staff to launch the Certified Software Development Professional (CSDP) program.

As the Society's Continuing Education Coordinator, Stacy's primary duty has been to shepherd the CSDP program through its many phases. After a beta evaluation period last year, software developers can now take the test to earn the CSDP credential through testing centers around the world.

The certification program began as the

brainchild of IEEE Computer Society Past President Leonard Tripp. Leonard's "Doing Software Right" vision included assembling and cataloging what software engineers of a certain maturity in the field should know, providing testing that would accurately gauge software developers' sophistication in these areas, and giving the seal of approval from a reputable leader in the field—all with the goal of professionalizing software development and software project management.

While the volunteers have been responsible for cataloging the software engineering body of knowledge and creating the CSDP test tools, Stacy has been instrumental in coordinating the volunteers' efforts. With her administrative support, volunteers have established partnerships with universities to offer CSDP-related courses, created study guides for the test, and developed relationships with testing centers around the world that will help software engineers earn the CSDP credential.

In addition to leading the CSDP program among IEEE Computer Society staff, Stacy also coordinates the IEEE Computer Society International Design Competition and is the staff liaison to the Society's Educational Activities Board.

The first Certified Software Development Professional test period ended in June, with new opportunities coming soon. ♦

IEEE-USA's WISE Guys

Engineering students jump-start careers with IEEE-sponsored internships

by Sharon Richardson

They're affectionately called the "WISE guys" in the IEEE-USA office.

Four IEEE-sponsored engineering students were among the 14 guys and gals who spent 10 weeks this summer participating in the Washington Internship for Students of Engineering (WISE) program.

WISE has been sponsored in part by the IEEE and IEEE-USA since 1982.

IEEE-USA's role in the WISE program extends beyond mere sponsorship. It provides the students and faculty-in-residence with work and meeting space, computers, phones and Internet access. Each fall, IEEE-USA staff market the program through mass mailings to student branch counselors and officers, and also host and provide technical support for the WISE Web site.

As primary staff for the WISE program, IEEE-USA's Chris Brantley mentors the interns, who spend most of their time in meetings with policy makers, and researching and writing technology policy papers. Chris helps them refine their topics, connects them with knowledgeable IEEE volun-

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EMPLOYEE PROFILE

From the Australian Outback to Knoxville, Tenn., to the IEEE, Kristina Collmann discovers her future in fundraising



Kristina Collmann

by Stephanie Ernst

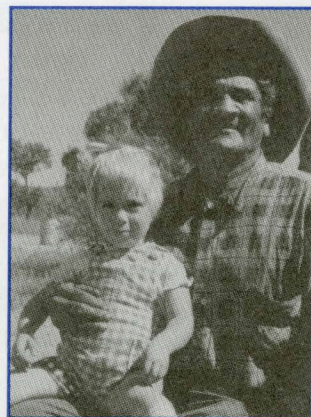
As associate director of development, Kristina Collmann spends time with people. She travels, visits with current and potential IEEE donors, and cultivates personal relationships. She's good at it. Then again, she's had a lot of practice.

When she was six months old, Kristina

and her parents left their home in Knoxville, Tenn., and moved to Alice Springs, Australia. Her father, an anthropologist, was conducting a study of aboriginal fringe dwellers in the Outback.

"I don't really remember it," Kristina says. "From reading my father's book and listening to my parents' stories, it was quite an interesting experience. For two years, we lived in a trailer in the Outback and did everything from participate in land-rights demonstrations to eat kangaroo."

Except for the six months they spent in Spain, the Collmanns considered the residential town of Adelaide, Australia, their home for the next seven years. Then, when Kristina was



Two-year-old Kristina Collmann with an aboriginal fringe dweller in the Australian Outback.

nine, the family moved back to Knoxville.

"I moved, with a very funny accent, to a place where people had another very funny accent," Kristina recalls. "I had a lot of language challenges. Australians and Americans have very different words for things. Southerners in particular are very careful and proper. Australian kids call their parents by their first names. And people in Knoxville thought

that was very rude, so I had to stop."

By the age of 12, Kristina had adjusted and was already dabbling in fundraising activities. In addition to taking part in various fundraisers at the local hospital, she also

When a co-worker goes that extra mile to help you, there never seems to be enough ways to say "thank you." So *Network News* gave a few staffers one more opportunity to express their gratitude.



Linda Matarazzo, IEEE Lasers and Electro-optics Society (LEOS): "A few months ago, LEOS hosted a biannual volunteer meeting. Shortly before

it was scheduled to start, a volunteer gave me a Zip disk with Excel files and told me he needed them printed for the meeting. Easier said than done!

"No one in my group has a Zip drive, but I remembered from my days as an editor at IEEE Press that some of its staff had them. I asked Lani Angso, Book and Information Services, to help, but when she tried to open the disk she discovered it was a Mac format that her PC wouldn't recognize. Tony VenGraitis, Book and Information Services, had a solution. He brought me to see Laura Hyslop, Book and Information Services, who had both a PC and Mac with Zip drives.

"Not only did Laura print the files for me, but she reformatted them to fit the page better and saved them to a floppy disk so I could quickly email the files to volunteers who were attending the meeting through a conference call.

"Thanks to Lani, Tony and Laura, I was able to distribute copies of the most up-to-date financial information at our meeting that morning. I really appreciate their help and the time they took to find a solution to my problem."



Ilija Rodriguez, IEEE Spectrum: "Two IEEE staff members helped me keep a promise and make a customer happy.

"On a Monday morning, a customer placed an order for a mailing list, requiring the labels to be shipped out via Federal Express Priority to arrive Tuesday morning. Unfortunately, the labels didn't make it on the delivery van to the N.Y. office. At 4 p.m., I realized we didn't receive them, so I frantically called around to see if someone could ship them from the N.J. office.

"After making a couple of calls, I reached Violetta Punda and Irene Kelly, both in Credit & Collections. I asked if one of them could please pick up the labels on the opposite side of the building, place them in a package, fill out the Federal Express form and drop the package off for pick-up. Even

though it was close to 4:30 p.m., Irene was kind enough to do this for me.

"I'd like to thank Irene (for carrying out the task) and Violetta (for offering her services). The fact that this had nothing to do with their jobs and it was almost the end of the day proves they've got the Enabling Culture Principles down to a science. Thank you, Irene and Violetta!"



Janet Swaim, IEEE Communications Society: "Back in

1999, I had ACL reconstructive knee surgery. Bruce Worthman, my boss at the time, would hail a cab for me to take to Penn Station. It meant a great deal as New York City has no mercy on anyone with crutches!"



Angela Wyckoff, Corporate Activities:

"When the IEEE Organization Roster, Part I, was distributed in paper format, Gigi Kenna, Technical Activities, called and asked me if we would like to put it online. She explained that even though the document wouldn't feed and refresh from the IEEE Oracle database, the roster could still be put up for volunteers and staff, along with the other two IEEE Organization Rosters.

"For the past month, Gigi has gone out of her way to be helpful in turning the roster into an Adobe file and putting it online.

"I've called her numerous times on this. She's been very gracious, and has never made me feel that this is extra work for her or even a bother. This project would not have gotten off the ground without Gigi." ♦

How Safe is the IEEE from Computer Viruses?

Anti-virus infrastructure stops more than 100,000 viruses this year

by Stephanie Ernst

How good is the IEEE's anti-virus protection? Very good.

So good, in fact, that more than 100,000 viruses have been caught this year alone and fewer than five have managed to worm their way onto staff PCs since September.

"The anti-virus industry has greatly improved over the last few years. We've employed the latest technology available from the best companies — those that are reliable and quick to react," says John Van Der Zyde, IT.

The majority of IEEE offices are protected with three lines of defense, all of which are armed with a different type of anti-virus software.

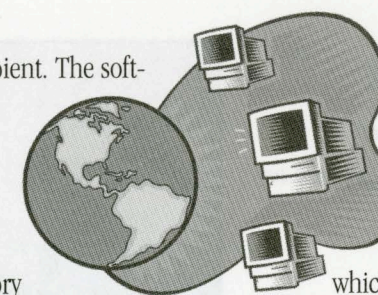
"We use software from more than one company in case one overlooked something or isn't as up-to-date as another," says Matt Persons, IT.

"The only way something could get through is if it's so new that all three of these companies haven't gotten to it, which would be extremely rare nowadays," John adds.

Internet email protection

Trend Micro anti-virus software scans all email attachments sent to individuals with an @ieee.org address when they pass through the external email servers. This covers over 80,000 people, including members and staff from the Operations Center, History Center, *IEEE Spectrum*, IEEE-USA, European Operations Center and Asian Pacific Operations Center offices. When a virus is detected, the attachment is deleted and an email notification is sent to

the sender and the recipient. The software is updated hourly.



Lotus Notes protection

The approximate 650 Lotus Notes users at the Operations Center, History Center, IEEE-USA and *IEEE Spectrum* offices have their email scanned a second time on the N.J. office's Lotus Notes mail servers by Norton Antivirus software. The software is updated daily and scans every incoming and outgoing message, including internal email. In addition, all Lotus Notes mailboxes are scanned every weekend.

If a virus manages to pass through the external email servers, but gets caught at this level, both the sender and the recipient will be notified via email.

Desktop protection

PCs at the Operations Center, History Center, IEEE-USA and *IEEE Spectrum* offices are guarded by a third shield, which IT is currently implementing for IEEE

when necessary. Each PC goes out to the server once an hour to look for updates.

"If we have a virus outbreak similar to the Melissa or the Love Letter viruses, in which different variants of the virus keep coming out, we can force the server to go to CA's FTP site and get the new definition files," says Debbie Mohn, IT. "And, because the PCs are set up to check for updates every 60 minutes, we don't have to do anything on the client side. We know that every machine is automatically updating itself."

The real-time monitor on each PC scans for any files that are opened or executed. If it detects a virus, it quarantines and renames the file with an .avb extension, and saves it in a new directory.

"Sometimes files will contain a macro virus that alters the formatting, but isn't too damaging. We don't want to just delete that file because someone might need it," Debbie says. "If you click on that file again, it won't open. The special extension lets us know

that the anti-virus program renamed it. At that point, the Help Desk staff will do what they can to retrieve as much of the file as possible."

For about three years, IT has combined the scanning of desktops, the external email servers and the Lotus Notes mail servers to safeguard the majority of staff from computer viruses.

However, IT couldn't implement the desktop level domain infrastructure or program PCs to check for

updates hourly until the Operations Center upgraded its machines to Windows 2000 earlier this year. Prior to the upgrade, PCs checked for virus updates once every 30 days. ♦

Editor's Note: The IEEE Computer Society offices maintain their own infrastructure and use Norton Antivirus Software on all of its servers and workstations.

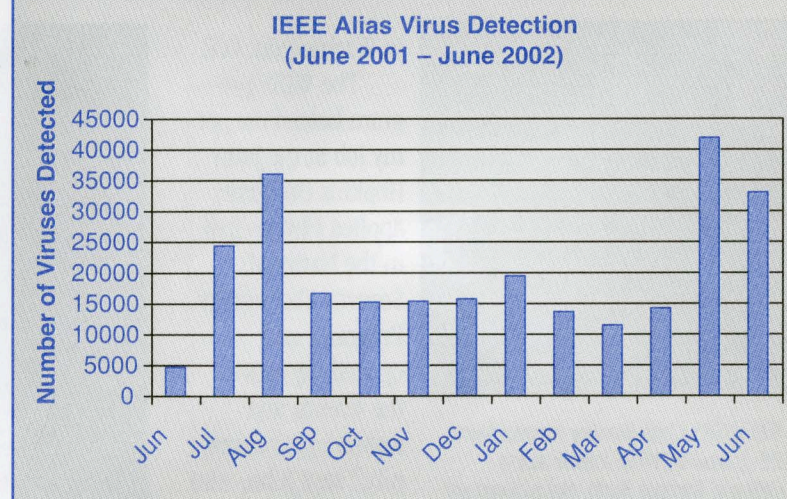
Write In & Win!



The Joyce E. Farrell IEEE Staff Award was created in 1996 to recognize excellence in job performance as exemplified by the career of Joyce Farrell, a dedicated IEEE employee who died in 1995.

Who was the first award recipient?

Email your best guess to Stephanie Ernst at s.ernst@ieee.org for your chance to win a pair of movie tickets. But do it fast! Only correct entries **received within one week of this issue's distribution** will be placed in a drawing. One will be selected. The correct answer and the winner's name will be announced in *Circuit Board*. Good luck! ♦



Communications Society staff, as well.

Desktop protection, provided by Computer Associates' (CA) Advanced AntivirusOption software, is primarily for files that weren't received via email, but were opened from a disk.

PCs at these locations are grouped into one of five domains, each of which connects to a server. Every morning, the server checks CA's FTP site for updates and downloads them

Who's Who at the IEEE

Email mix-ups plague staff with same or similar names

by Stephanie Ernst

Mary Hoffman, IT, and Mary Ann Hoffman, IEEE History Center, are good friends. Co-workers for 14 years, the two keep in touch despite working in different departments and different locations. They have to. As a result of their similar names, they regularly have to re-route messages intended for the other person.

"I often get Mary's calls and emails," Mary Ann says. "Just yesterday, someone visiting our office asked, 'But don't you work in IT?'"

Lyle Smith Jr., Sales & Marketing, has had similar experiences. He consistently receives email messages intended for his father, Lyle Smith Sr., Corporate Activities.

"It happens pretty often, especially because of the Lotus Notes type-ahead fea-



Mary Hoffman and Mary Ann Hoffman

ture," says Lyle Jr. "People start typing the email address and hit enter without checking, and select the wrong Lyle Smith."

What's causing this confusion? In many cases, it's the IEEE's email aliases, most of which follow the same basic convention: the employee's first initial, a period, and the last name. So, employees intending to send an email to Richie Schwartz, IT, might automatically send it to r.schwartz@ieee.org,

not realizing that the email will actually go to his father, Dick Schwartz, Business Administration. Richie's email address is rich.schwartz@ieee.org. The same could happen with IEEE-USA's Linda Hall (l.hall@ieee.org) and Sales & Marketing's Lauren Hall (l.l.hall@ieee.org).

Jo-Ellen Snyder, IEEE Signal Processing Society, knows first-hand about these types of mix-ups.

"When I was first hired, I met Joel Snyder the hard way," Jo-Ellen says. "He received a lot of my email and I received a lot of his. When he was elected IEEE president, I was flooded with congratulatory messages. We have since changed my alias." Jo-Ellen's email address is j.e.snyder@ieee.org; Joel's is j.snyder@ieee.org.

When addressing email to co-workers in Lotus Notes, start typing the person's name or address and hit enter. Notes will populate the entire address in the "To" field, allowing you to verify that the person's name matches the department you want. If you're still unsure, double check by looking up the employee in the staff directory. ♦

WISE Guys

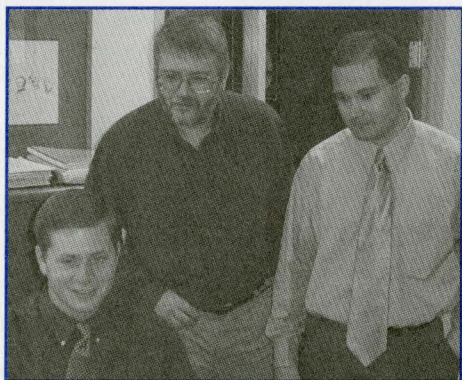
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teers and guides them through the intricacies of the public policy-making process.

According to Chris, IEEE expects the WISE alumni to take advantage of their experience and understanding of public policy to help educate their peers and to ensure engineering has a voice in the public-policy process.

And they do. WISE alumni have written extensive papers, analyzing options and framing recommendations that various agencies in the federal, congressional and private sectors have used.

According to John Rhoads, 1998 WISE alumnus, this internship is like none other



(From left) IEEE-USA's Chris Brantley (center) helps out 2002 IEEE-sponsored WISE interns Jason Fredericks (left) and Trampas Kurth. Not pictured are interns Davis Richard Thomas and Max Vilimpoc, who the IEEE also sponsored in the program this year.

in Washington, D.C.

"The WISE program helped me get my job at the John Hopkins University Applied Physics Lab in the National Security Technology Program, and opened my eyes to the science and technology community," says John, who is active in IEEE-USA technology policy activities.

"I expect this program will continue to become more competitive and gain prestige as its alumni continue to accomplish great things," John says.

See for yourself just how much influence these WISE guys have in public policy. Visit the WISE Web site at <http://wise-intern.org>. ♦

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