



The Staff Circuit

Summer 1993

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

A LETTER FROM THE GENERAL
MANAGER AND EXECUTIVE DIRECTOR

JOHN H. POWERS

How Are We Doing?

Now that the first half of 1993 is behind us, I can tell you that we are "on-target" to meet our key goals for the year.

• **Finances -**

Despite some significant challenges and exposures to both income and expenses, we still expect to meet this year's budget. This will be possible because of continued constraints on spending as well as efforts to generate income.

• **Information Systems -**

The second and third phases of our new information systems are on schedule for implementation this year, which will help us improve our capabilities in order and membership processing. This has taken significant efforts on the part of many people as well as increased management attention.

• **Customer Service -**

Our Customer Service Center organization has survived its first full billing cycle. It was not without some problems, but we are continuing to learn how to

improve the process. Our performance in filling customer orders is also improving as a result of efficiency and training. Recently, we opened the first IEEE customer service center outside the USA - in Singapore, to improve the service to the fastest growing Region in the IEEE.

• **Piscataway Expansion -**

The building project is ahead of schedule, so we will begin moving in during the second half of this year. We will also begin rearranging space in Piscataway and New York to prepare for the completion of our planned moves in early 1994. I know that you will be proud of both facilities when the project is completed.

This year is headed for achieving a number of important goals as a result of a lot of hard work and dedication by the staff. I want to take this opportunity to thank you and ask for your continued support.



ANNUAL COMPANY PICNIC

SEPTEMBER 18, 1993

MORE DETAILS
to FOLLOW

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IEEE Spectrum Magazine Wins 1993 National Magazine Award



Donald Christiansen, Editor Emeritus, John Adam, Senior Associate Editor and Glenn Zorpette, Senior Associate Editor posing with the National Magazine Award.

(The following is an abstract taken from the Publisher, Allan Wittman, from the June 1993 Spectrum issue)
(Edited for the Staff Circuit by Sherry Russ)

IEEE Spectrum has again been honored with one of the National Magazine Awards. These honors are bestowed by juries of our peers, that is, by editors from every sector of the magazine business, who meet annually to judge the quality of magazine publishing in more than a dozen categories. The awards are to magazines what the Pulitzer Prizes are to newspapers.

Spectrum received the award for reporting. The winning entry was the staff-written special report "Seeking nuclear safeguards" that appeared in April 1992. The first part "How Iraq reverse-engineered the bomb," was by Senior Associate Editor Glenn Zorpette; and the second, "Working to halt nuclear proliferation," was by Senior Associate Editor John A. Adam. The articles were published under the leadership of Donald Christiansen, who retired in February and is now Editor Emeritus.

Spectrum magazine is particularly proud to receive this peer recognition from the most respected professional editors in the country. Its selection as a finalist for its reporting achievements, against the worthy commercial competitors who dominate the publishing world, ratifies the praise and recognition Spectrum regularly receives from the magazine's most devoted fans, the 320,000 IEEE members.

Spectrum has been nominated 11 out of the last 16 years and has won the award four out of the 11. The latest award beat out such titans as Vanity Fair, Sports Illustrated, Money and The New Yorker in the reporting category. The magazine's reporting was judged superior to the three news weeklies as well as Business Week, Fortune, and Forbes, which all entered articles in the category.

We should take this time to praise the entire staff for its high level of professionalism in publishing a magazine that is not only invariably lauded by its readers but honored by its competitors and the general press as well.

Winning the prize is an occasion of great pride for the staff of any magazine. We at Spectrum are pleased to share the moment with you.

The Staff Circuit

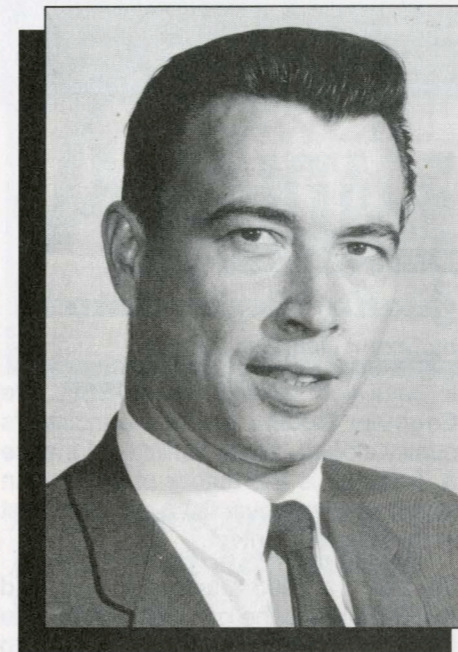
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Debbie Schreiber, Robin Tanner,
Allan Wittman



Tom in his early years at IEEE.

After 47 Years of Service, We Say Good-bye and Happy Retirement to Tom Bartlett

Kathleen A. Lynn
IEEE Media Relations Associate

His career began in the mail room and ended in the Executive Suite before he rode off into the sunset of retirement.

This may sound like a Hollywood script but it's actually the real-life story of Tom Bartlett, IEEE Associate General Manager of Finance and Administration.

Forty-seven years ago, as a graduate of the class of 1946 of Woodrow Wilson High School in Baisley Park, Queens, Tom Bartlett came to Manhattan for two job interviews. The flow of traffic dictated his path and he found himself going first to the building on West 39th

Street that was the original United Engineering Center. Tom said he took one look at the elegant marble lobby and knew this was a place he wanted to work. The feeling was mutual and he was hired in the mail and shipping department of The American Institute of Electrical Engineers (AIEE) at a weekly salary of \$26. One week later, as a harbinger of his promising future, he received his first raise — \$2 a week.

In 1951 Tom, who was a member of the Naval Air Reserve, was called to duty to serve in the Korean War. He was stationed in Virginia as a member of the Navy Air Corps and was part of an experimental squadron working on the development of the radar gunsight. When the war ended two years later he returned to the AIEE taking a position in the accounting department. Tom promptly took advantage of the G.I. Bill, which enabled him to enroll in evening classes at Pace University at the government's expense. While he was earning his bachelor's degree in accounting and business administration he continued moving up the ranks, from bookkeeper to junior accountant, and then to senior accountant.

Tom was promoted to accounting manager when the AIEE merged with The Institute of Radio Engineers in 1963. Over the next few years, he travelled up the corporate ladder through positions as Assistant to the Treasurer, Controller and eventually to his last position as Associate General Manager of Finance and Administration. Since February 1993 he has been working on special assignment for the IEEE, indoctrinating Dick Schwartz, Staff Executive for Business Administration, on the financial activities of the Institute, as well as assisting General Manager & Executive Director John Powers on a variety of special tasks.

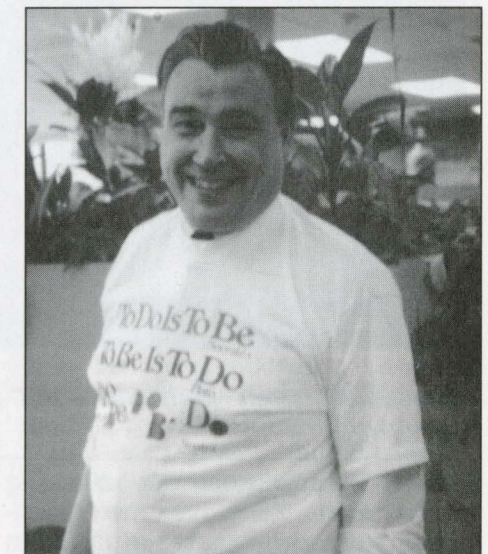
Tom has enjoyed a long and illustrious career with the IEEE. As he looks back over the years he says the biggest change in his 47-year career — other than his waistline — has been automation and the dramatic advancement of technology.

Business has taken him around the world to meet and work with many people, but it was a trip to Bermuda that remains most memorable. "In the 1980's," he reflects, "I was able to take my wife and one of my sons with me to Bermuda. It was a perfect mix of business and pleasure and will always be my favorite trip."



Tom with Bill Habingreither at Eric Herz's retirement party.

While Tom will miss his friends and associates he is looking forward to retirement and spending time with his wife Elaine, their sons Scott and Glenn, and their wives and children. Tom also says he plans to use his free time to finally learn to play golf.



To Do Is To Be-Socrates, To Be Is To Do-Plato, Shoo Be Do Be Do-Sinatra. One of the many gifts given to Tom.

QUALITY CORNER

Skills Training

by Marsha Sacks



Over the last few months a number of training classes were offered for the first time.

A revised New Employee Orientation was held on May 24th. It was designed around expressed desires to have a more complete and informative Orientation. Now that it is up and running, this orientation will be given more often.

Also, classes were offered on Introduction to Word Processing, Introduction to Word Perfect for DOS, Introduction to Word Perfect for Windows, Introduction to Lotus 1-2-3 for DOS, and Introduction to Lotus 1-2-3 for Windows. We also offered view only classes on Phase I (financials) of Oracle. The response to some of these offerings was so great that, unfortunately, we were not able to accommodate everyone. But since there are so many of you who want to take these classes, they will be offered again after the upcoming Oracle conversion.

Wish I could say the same thing about the response to the on-site seminar survey. Although the people who did respond were very enthusiastic, the number of people who responded were just too few. I'll survey the staff again some time soon and see if the needs have changed.

The Spanish Language at Lunch classes have ended, with the possibility of it starting up again in the fall. We'll see.....

I'd like to give a special thanks to all the instructors who put in so much time and effort into all our classes. The instructors were: Bill Hagen, Stella Oduyela, Melinda Stortz, Gil Santiago, Cindy Poko, and Debbie Mai. Thanks so much!

Over the next few months a lot of you will be involved in learning the next two phases of Oracle. That's where my energies are being directed right now. Along with the help of many others, training is being put together to help you learn the capabilities of this new data base. There's plenty to learn — but Oracle has plenty to offer.

Please remember....anytime you have a need for training, just let me know. I'm always available to assist in any way I can.

Non-Member Subscriber Bill Processing Achievement

by Jim Cox

Nobody likes to spend time correcting errors. Bette Marotto and her department worked on reducing the pain associated with correction and found they improved service to our non-member subscribers at the same time by having them on file sooner. They cer-

tainly were successful in their efforts. The number of transactions that were sent back for correction was reduced by 406 (30%) during the 1993 billing cycle as compared to the 1992 cycle. The department also reduced the correction cycle time by having no uncor-

Dave Galicki Wins Quality Slogan Contest!

by Donna Hourican

In case you haven't heard, **IEEE...We Engineer Quality** is now the Institute's quality slogan. Dave Galicki of Finance & Treasury is the author of the slogan which received over 30% of votes cast in the Slogan Contest.

On May 14, 1993 a luncheon was held to congratulate the contest winners, the finalists, and to offer special thanks to the Slogan Committee Members for all their enthusiasm and hard work.

Martha Sloan, our President, personally thanked everyone for their participation and presented the prizes and quality pins.

THOSE HONORED WERE:

CONTEST WINNERS

Dave Galicki - 1st Place
Gina Colacchio - 2nd Place
Phyllis Wenzel - 3rd Place

Finalists

Jill Bagley-Cals	Marie Hogan
Susan Sacks	Theresa Steenweg
Deborah Yurkunas	Peter Weisner

Slogan Committee

Terry Burns	Bill Cook
Cathy Downer	Donna Hourican
Alicia McPherson	Terry Proetto
Kathy Rogan	Jose Saravia
Robin Tanner	

rected transactions over two weeks old. During the previous cycle, 22% of the activity was three to six weeks old.

Congratulations for a job well done!

IEEE FINANCIAL ADVANTAGE PROGRAM

IEEE Developing Financial Advantage Program

by Robin Tanner

IEEE is launching a new member benefit which is geared to attract new members and retain existing members. The program which will be known as the IEEE Financial Advantage Program is scheduled to officially start on September 1, 1993. This program will give members as well as employees the opportunity to participate in a number of financial benefits. Some of these are: the ability to invest in a variety of high quality mutual funds with no sales fee and tax-deferred annuities with specially designed provisions. These benefits are in addition to the credit card and insurance programs for which additional enhancements are being developed. Numerous other benefits such as specially priced home mortgages, auto financing, education loans and purchase power programs are being developed. Additional information will be provided at a staff briefing scheduled for the end of July. Any questions or inquiries should be directed to Michael Sosa at extension 5324.



New Jersey Technology Executives Voice Opinions at Service Center

by Pender McCarter

More than 25 New Jersey technology executives from industry, government and academia met with IEEE leaders at the Service Center on April 28 to strengthen ties with the Institute. During the luncheon meeting, arranged by the IEEE's Industry Relations Committee (IRC), the executives expressed enthusiasm for local, national, private and government programs enhancing technological literacy among America's youth. They also called on the Institute to implement recommendations in its continuing education program.

The meeting, the first of its kind in Piscataway, was led by AT&T Bell Laboratories President John S. Mayo and IEEE 1992 President Merrill W. Buckley Jr. IRC Volunteer William R. Tackaberry directed the volunteer effort.

More than a dozen staff from New York, New Jersey and Washington were involved in the planning and implementation. They were led by IRC Chair/IEEE PR Director Helen L. Horwitz and Washington PR Manager Pender M. McCarter. Assisting them were: New York PR Manager Jeff Yacker, Administrator Julie Cozin, Media Relations Associate

Kathy Lynn, and Washington Secretary Bernice Evans.

Standards Marketing Manager Michelle Curtis organized a multimedia exhibit for the executives, including on-line and video displays of IEEE products. She was assisted by Regional Activities Staff Director Mel Olken, Publications Information Services Director Jim Ashling and Standards Network Administrator Robert LaBelle. Overseeing the Service Center arrangements were Customer Service Center (CSC) Staff Director Bill Habingreither, CSC Director Charles Stewart Jr. and CSC Manager Jack Demetris.

More than 30 such industry meetings, attracting over 500 electrotechnology executives in 29 cities worldwide, have been held since 1985. In addition to directing these meetings, the IRC has also produced a 12-page glossy brochure, "The Global IEEE and Corporate Competitiveness: Five Reasons Why Your Business Can Become More Globally Competitive When Your Employees Join The IEEE." It also publishes a bimonthly newsletter, IEEE Update, circulated to thousands of leading electrotechnology executives worldwide.

IEEE Part of First "TAKE OUR DAUGHTERS TO WORK DAY."

by Judith McDonald

On Wednesday, April 28, 1993, IEEE participated in "Take Our Daughters To Work". Sponsored by the Ms. Foundation, the day was a national public education campaign designed to introduce girls between the ages of 9 and 15 to career options and encourage the potential and talents of adolescents.

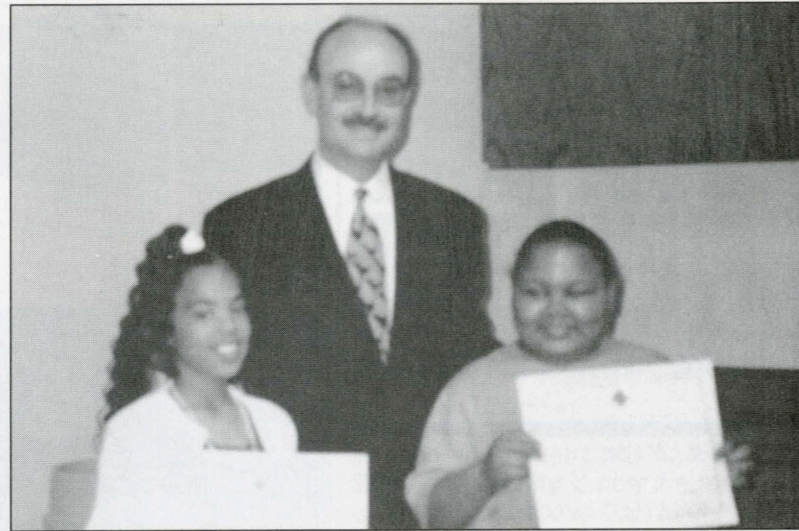
According to the Ms. Foundation, over 1,000,000 daughters aged 9 to 15 went to work with a caring adult. IEEE was fortunate to participate in such a successful and historic day. We had daughters, nieces, granddaughters and friends visiting our New York, New Jersey, and Washington D.C. offices.

The girls were very enthusiastic about the day and their parents seemed to enjoy it also. Terry deCourcelle of the Standards Department commented, "My daughter, Katie, had a great time and really enjoyed the day. She was able to "network" with other girls her age".

Martha Sciachitano of Member Services thought it was great. Her daughter, Lori Ann, enjoyed herself so much she asked if she could come back if her mother was working overtime.

Athelda Harden of the Executive Office brought her daughter Lynnette to work. Lynnette had a wonderful time and especially enjoyed working with the computers.

The Ms. Foundation is planning to make "Take Our Daughters To Work" an annual event giving organizations such as IEEE an opportunity to encourage and support young women as they grow up and decide on careers.



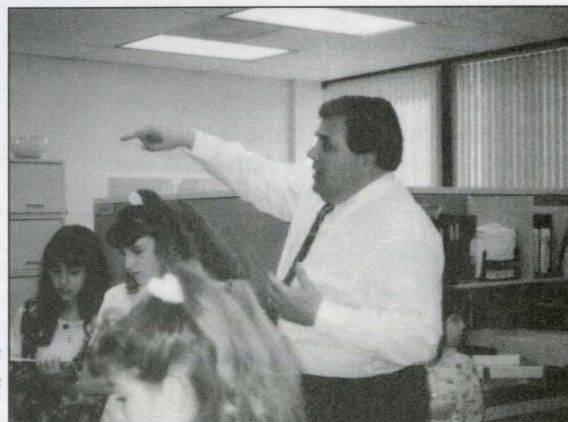
IEEE-USA Staff Director W. Thomas Suttle with DeToya McPherson (left) and Arja LaShaun Birdsong. Arja is Bessy Burch's daughter and DeToya is Alicia McPherson's daughter.



Georgina Ayala demonstrating how data is input into the IEEE system.



Lori Ann Sciachitano takes time to visit her mother, Martha.



Mario Ripatranzone explaining the Computer Room.



STORK'S CORNER

Sue Vogel of the Standards Department had a baby girl on March 29, 1993. Her daughter's name is **Rachel Wells**.

Kamilla Persaud of the Executive Department had twins! **Kerric** and **Kelsey** were born on March 17, 1993.

Ron Ranger now has three little girls. His newest daughter was born on May 10, 1993. Her name is **Deanna**.

Maria Mantione of the Customer Service Center had her first baby. Her son **Charles Joseph III** was born on June 11, 1993.

Brenda Santos of Publishing Services had a baby boy, **Jeffrey Steven**. Jeffrey was born on June 12, 1993.

Jon Dahl of Marketing is a new father. His wife, Jane, had a baby boy on June 23, 1993. They named the baby **Ian William**.

Correction - Stephanie Boffice's daughter's middle name is **Natalia** not Nicoleni as incorrectly stated in the last newsletter.



MARRIAGES

Janine Scimeca of the Accounting Department married **Ken Scheetz** on September 6, 1992. Janine and Ken went to Hawaii for their honeymoon.

Michele Bauer of the Standards Department and **Jack Zaremba** were married on September 25, 1992. Michele and Jack spent their honeymoon in Hawaii.

Kathy Lavin of Corporate Activities Department married **William Rohrer** on May 1, 1993. Kathy and William went to Aruba for their honeymoon.

Julie Stern of Public Relations married **Gabriel Cozin** on May 7, 1993. Julie and Gabriel spent their honeymoon touring New England.

Laura Snyder of Regional Activities married **Don Durrett** on May 8, 1993 aboard the yacht, The Teal, in Highlands, New Jersey. Laura and Don went to the Poconos for their honeymoon.

Brenda Roque of Publications married **Oswaldo Santos** on May 13, 1993.

Gina Caruso and **Bill Colacchio** of Publications were married on May 15, 1993. Gina and Bill went to Jamaica for their honeymoon.

Loren Butler of the History Center married **Stuart M. Feffer** on May 15, 1993 in Red Bank, NJ. Loren and Stuart spent time in Czechoslovakia earlier for their "honeymoon".

On June 20, 1993, **Pam Salter** of the Marketing Department married **Jeff Hoffman**. Pam and Jeff went to Negril, Jamaica for their honeymoon.



RETIREMENTS

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

Nicolena Carlucci
6 years of service

Robert Moran
14 years of service

Tom Bartlett
47 years of service

Reed Crone
32 years of service

SERVICE AWARDS

April 1993 - July 1993

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.

20 YEARS
Nela Rybowicz

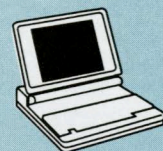
15 YEARS
Joe Cuthie Jr.
Catherine O'Brien

10 YEARS
Rita Holland
Bette Marotto



A Paperless Meeting

by Irving Engelson



On May 15, 1993, the IEEE Executive Committee (ExCom) held its first fully—electronic—paperless—meeting. Instead of voluminous paper notebooks, the ExCom used small notebook computers equipped with special software programs (macros) for quick retrieval of items. The complete agenda and all attachments were provided on diskette.

Volunteers and staff alike were given guidelines for submitting agenda items in electronic format. The material was compiled into a single document by Kathy Rohrer and then reproduced by Barbara Ettinger. Previously, Barbara Ettinger conducted training sessions on the use of electronic agendas; she was also available during the meeting to provide assistance.

The reaction of the ExCom members was highly positive. Electronic data was easily retrieved, and the software allowed meeting participants to input notes on the agenda.

The meeting was also noteworthy because it was held in the IEEE conference rooms in Piscataway. In the past, hardly any ExCom or Board of Directors meetings were held in Piscataway, in part because of the lack of adequate meeting

facilities. However, ongoing modifications to both the staff organization and New Jersey facilities are making it attractive to hold most, if not all, meetings here.

On the staff side, the Corporate Activities Department is undergoing major organizational changes to meet the new requirements and expectations of the Board of Directors and its standing boards and committees. A new Corporate Meetings Planning Department is being formed, under the auspices of the Corporate Activities Directorate, to provide major meeting planning skills for the Board of Directors, ExCom, and other major boards and activities within the Institute.

There are also plans to enlarge the existing meetings facilities, including construction of a large meeting room to accommodate the IEEE Board of Directors, as well as other major IEEE Boards. It is hoped that Society Board of Governors or AdCom meetings will also make use of this facility.

As more meetings are held at the Piscataway office, it will provide an opportunity for volunteers to become familiar with the facility and its operations and to interact more closely with all our staff.

Moving Right Along

by Bill Habingreither



The new office/warehouse building is nearing completion. Actually, the Shipping Department moved into their new space on June 10th, thus making way for additional conference facilities in the vacated space.

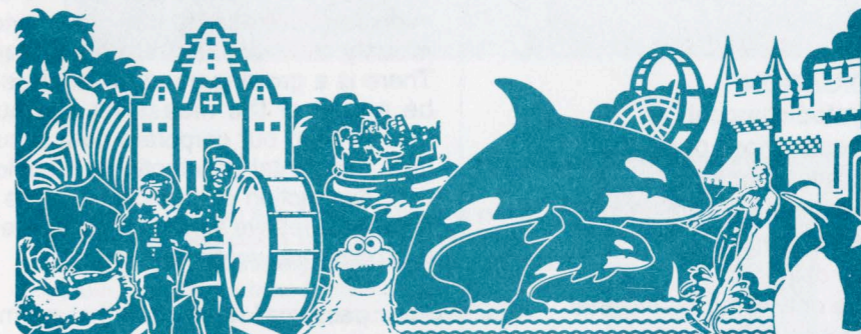
Ann Brinkofski, Manager of Shipping and Warehousing organized the move and with the help of her warehouse staff accomplished the move in what could be considered record time. "It took only five days to move everything and get us back in business again", said Bill Habingreither, Staff Director of the Customer Service Center. He continued by saying, "This could not have been done without the dedication and hard work of the staff. They really pulled together. My hats off to them!"

It's not over yet! The warehouse move back to Piscataway is scheduled to begin the first week of July. This move is much bigger than the Shipping Department move. "In many respects this move will be the start of an entirely different way of warehousing our products" said Ed Donahue, Supervisor of Warehousing. "The racking is going up fourteen feet and we'll be picking from an automated wire guidance system order picker", he said.

According to Ann Brinkofski, the combined warehousing and shipping operations will change drastically. That coupled with the new Oracle Inventory Control System will make a big impact on how IEEE handles its distribution operations. Ann summarized by saying, "We are finally moving into the 20th Century".

Discount Coupons

To get your FREE Discount Coupons contact Judith McDonald at extension 5318.



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Judith McDonald at extension 5318

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All submissions for the next issue of the Staff Circuit are due by

September 10, 1993.

Please mail to Judith McDonald, Human Resources, New Jersey.

This Summer Make First-Aid Your First Priority

by Debbie Schreiber



ATTENTION:

Summer Sun Worshippers, Campers, Gardeners, Outside Home Repair Experts or Anyone Who Plans to be in the Great Outdoors This Season:

The time has come to equip your home, cars, recreational vehicles, boats, etc. with a basic First Aid Kit. You just never know when a minor bump or cut can occur, and what better time to happen than when you are enjoying the great outdoors.

According to the American Red Cross First Aid & Safety Handbook (Little Brown, 1992), the well equipped kit has an assortment of bandages and medications, as well as some simple tools.

Among the items that should be in a home or vacation First Aid Kit:

DRESSINGS:

Adhesive bandage strips
Butterfly bandages
Elastic bandages
Hypoallergenic adhesive tape
Stretchable gauze bandages
Sterile cotton balls, gauze pads
nonstick pads & eye patches
Triangular bandages for slings

INSTRUMENTS:

Blunt-tipped scissors
Tweezers
Bulb syringe to rinse eyes
or wounds

MEDICATION:

Activated charcoal
Antiseptic wipes or solution
Antibiotic ointment
Calamine/antihistamine lotion
Sterile eyewash
Syrup of ipecac
(use only with professional medical advice during a poisoning emergency)

MISCELLANEOUS:

Flashlight, batteries
Tissues
Safety pins
Latex gloves
Thermometer
Spare blanket

Here are a few of our favorite extra goodies:

- ✦ Prescribed medications (be careful of any storage instructions such as "Store in a cool dry place"). You could store the medication items in a small portable cooler
- ✦ Disposable single use ice packs (small and large)
- ✦ Wet Wipes or moist towelettes
- ✦ Facial Tissues/Paper Towels
- ✦ Small trash bag (Think about our environment)
- ✦ A list of your Doctors with phone numbers
- ✦ Sun lotion with an adequate Sun Screen SPF 9 (at least)

It's always better to be safe than sorry and being well prepared could save your life one day.

THE SECURITY CORNER PASSWORD MANAGEMENT

by Rob Daniels



The role that computers play in our everyday business life has grown enormously over the last several years. There is a growing need for all of us to be aware of the measures we must take to keep our corporate data secure from accidental or intentional modification, destruction or disclosure. One of the measures we all should be aware of is **proper password management**.

Your password is the key that permits you to access and use the IEEE computer systems available to you. Just as you are careful with the key to your home, you should also be careful with your password. Remember, you are responsible for all computer activity that is traceable to your user-id. To protect yourself, you should follow these simple guidelines:

- Never disclose your password to anyone, not even your supervisor.
- Never write down your password and always select it yourself.
- Never create passwords from information that others know about you, such as family names or pets, birth days or anniversaries. Don't use sport team names.
- Never use any word found in the dictionary, including foreign language dictionaries.
- Never use consecutive numbers or letters like abc or 123, and don't use repeat characters, like 77 or ss.
- You should combine punctuation, numbers, and letters.
- The length of your password should be from 6-8 characters long.

Any questions or comments should be directed to Rob Daniels, Data Security Administrator, at extension 5455. Remember, you are the key to data security.

IEEE Magazines Win Technical Communication Awards

by Janice GaNun

(top row, left to right) Ken Moore, managing editor, *Engineering in Medicine & Biology*; Terri Schiesser, managing editor, *Technology & Society*; Vincent Biancomano, managing editor, *Circuits and Devices*; (bottom row) Janet Dudar, art director; Janice GaNun, managing editor, *Computer Applications in Power*.



IEEE Magazines fared well in the 1992 Publications and Art Competition held by the New York Chapter of the Society for Technical Communications (STC).

The annual competition is for publications about technical products or services and includes categories for brochures, user guides, reference guides, periodicals, and other types of documentation. Four levels of awards are given in each category of the competition: Distinguished Technical Communication, Excellence, Merit, and Achievement.

Publications are evaluated on writing, editing, graphics, and integration, all of which are judged in the context of the purpose, content, and organization of the document. The art competition includes mechanical illustration, interpretative illustration, and design graphics. Art is judged primarily on how well it fulfills its function as technical communication; however, aesthetic elements are also considered.

The following publication and art awards were given for IEEE Magazines' entries.

Whole Periodicals

- Distinguished, *IEEE Computer Applications in Power*, 1992 issues
- Excellence, *IEEE Technology & Society*, 1992 issues
- Distinguished, *IEEE Engineering in Medicine & Biology*, June 1992 cover
- Excellence, *IEEE Computer Applications in Power*, April 1992 cover
- Merit, *IEEE Circuits and Devices*, July 1992 cover

Trade/News Articles

- Distinguished, *IEEE Computer Applications in Power*, July 1992 article titled "Planning System Operations to Meet NOx Constraints"

Scholarly Articles

- Excellence, *IEEE Technology & Society*, Fall 1992 article titled "Technology Propels European Political Change"
- Achievement, *IEEE Technology & Society*, Fall 1992 article titled "A Material Life Cycle Framework for Preventative Engineering"

Terri Schiesser and Janice GaNun represented IEEE Magazines at the annual STC Awards Presentation, April 27, 1993.

How To Move Your Mail Faster

by Marie Hogan

Proper addressing is the key to moving your mail faster! The purpose of an address is to indicate the specific delivery location of the recipient.

Follow these simple guidelines to help your mail get where it's going fast. **Save This Sheet for Future Reference.**

To restate an old expression: "As the mail goes, so does the company". If the mail is processed efficiently and delivered to the correct address than the company will prosper and grow, but if the mail is late and misdirected so too will be the Company.

Follow these simple guidelines to help your mail get where it's going faster.

DJ ASSOCIATES
230 PARK AVE S
NEW YORK NY 10003-1502

MR BILL T JOHNSON
ABC PRODUCTS INC
1295 S GEORGE AVE RM 378
WASHINGTON DC 12345-6789

Always use your return address.

Indicate whether it's N (North), E (East), W (West), or S (South).

The delivery address line includes either the street address, the P.O. Box number, rural route number, or the highway contract route number.

Is it ST (Street) or AVE (Avenue)? Or DR (Drive), LN (Lane), PL (Place), RD (Road), CIR (Circle) ... ?

Use the ZIP Code*. And if you know the ZIP + 4* code, please use it.

The last line is reserved solely for the city, state, and ZIP Code* or ZIP + 4* code!

Attention line always goes above the firm name.

Include the RM (room), STE (suite), or APT (apartment) number.

Standard Abbreviations

Alabama AL	Kentucky KY	Ohio OH	North N	Courts CTS	Lane LN
Alaska AK	Louisiana LA	Oklahoma OK	East E	Cove CV	Lodge LDG
Arizona AZ	Maine ME	Oregon OR	South S	Creek CRK	Mountain MT
Arkansas AR	Maryland MD	Pennsylvania PA	West W	Drive DR	Mountain MTN
California CA	Massachusetts MA	Puerto Rico PR	Northeast NE	Estates EST	Orchard ORCH
Colorado CO	Michigan MI	Rhode Island RI	Southeast SE	Expressway EXPY	Parkway PKY
Connecticut CT	Minnesota MN	South Carolina SC	Southwest SW	Extension EXT	Place PL
Delaware DE	Mississippi MS	South Dakota SD	Northwest NW	Fort FT	Plaza PLZ
District of Columbia DC	Missouri MO	Tennessee TN		Freeway FWY	Port PRT
Florida FL	Montana MT	Texas TX	Avenue AVE	Gardens GDNS	Road RD
Georgia GA	Nebraska NE	Utah UT	Beach BCH	Grove GRV	Spring SPG
Guam GU	Nevada NV	Vermont VT	Boulevard BLVD	Harbor HBR	Springs SPGS
Hawaii HI	New Hampshire NH	Virginia VA	Camp CP	Heights HTS	Square SQ
Idaho ID	New Jersey NJ	Virgin Islands VI	Canyon CYN	Highway HWY	Station STA
Illinois IL	New Mexico NM	Washington WA	Cape CPE	Island IS	Street ST
Indiana IN	New York NY	West Virginia WV	Causeway CSWY	Islands ISS	Terrace TER
Iowa IA	North Carolina NC	Wisconsin WI	Center CTR	Junction JCT	Turnpike TPKE
Kansas KS	North Dakota ND	Wyoming WY	Circle CIR	Lake LK	Way WAY
			Court CT	Lakes LKS	

