IEEE

ROCHESTER SECTION
IEEE NEWS FOR OCTOBER 2014

Jacob Z. Schanker, P.E., Newsletter Chair
The Rochester section web site is at: http://rochester.ieee.org/

Rochester Section Meeting – Tuesday, October 7 at Noon

The next monthly Rochester Section business meeting is on Tuesday, October 7, at 12:00 PM, at the **Hibachi Sushi Buffet Restaurant** in South Town Plaza on Jefferson Road (Route 252) just west of West Henrietta Rd. (Route 15). Any IEEE member is invited to attend. Lunch is only $3 for IEEE members. No reservation or RSVP is needed, just show up.

Message from Section Chair Greg Gdowski

I had the pleasure of attending IEEE Sections Congress in Amsterdam in August. Alex Loui, Western Area Chair for Region 1, who is from the Rochester Section, also attended the meeting. The meeting was absolutely one of the best experiences I have had as an IEEE member. I was fortunate to meet representatives of IEEE Sections from across the globe and learn about what others are doing in IEEE.   Offering Professional Development Hours in conjunction with instructional seminars was one of several ideas that I brought home and have started to implement here in Rochester.

<<LYNNE: USE PHOTO HERE IF POSSIBLE, CAPTION FOLLOWS>>

From left to right, Daniel Sniezek, Binghamton, Michael VonHeckler, Buffalo, Alex Specker, Ithaca, Catherine Alton, Syracuse, and Greg Gdowski, Rochester section.

The Primary Section Delegates at the Sections Congress voted on 34 recommendations for improvements submitted from all ten IEEE Regions.   The final top five recommendations that were selected by the Primary Section Delegates were:

1. Include free access to IEEE Digital Library as a member benefit. Promote other IEEE services and products based on their usage and preferences (adopt Google Business Model).
2. Develop an incentive and recognition program for companies that invest in full or partial support of their employees' IEEE membership dues.

3. Introduce loyalty rewards such as publication access, conference fees, and standards for continued membership.
4. Provide a tool to build, promote, record, host and broadcast technical events at the local level and make them available to IEEE members.
5. Enhance vTools for better usability by volunteers and provide a training program to the Sections.

These recommendations will now be forwarded to the IEEE Member and Geographic Activities Board (MGA) for consideration. While I enjoyed my time in Amsterdam, I'm glad to be back in Rochester and look forward to the upcoming year!

One of the first things I did upon returning was to help gain approval for PDH credit for an upcoming instructional seminar! The first one will be in October with more to come in the near future. In launching this initiative, the first seminar will be free to *all* attendees! Future courses will be offered at a discount to IEEE members. Join today and save over the upcoming year. In addition, if you are thinking of giving an instructional seminar with PDH credit, the Rochester IEEE Section can help. Please contact me for further information. Or better yet, attend the first of these instructional seminars and talk to me in person.

Title: Best Practices for Effective Test
Presenter: James Campbell, President Viewpoint Systems Inc.
Credit: 3 PDH Professional Development Hours
Cost: No charge
Date: October 22, 2014
Time: 8:30am-11:30 am
Location: High Tech Rochester, Lennox Tech Enterprise Center, 150 Lucius Gordon Drive, Suite 100, West Henrietta, NY

Agenda
8:30-9:00 am   Networking
9:00-9:05 am   Welcome and introduction
9:05-10:30 am   Effective Test Seminar
10:35-11:20 am   Panel Discussion
                    Ed Snyder - https://us.marquardt.com/en.html
                    John O'Brien - http://www.trekinc.com/
11:20-11:30 am   Conclusion

Course Abstract
Test systems are becoming increasingly complex and expensive while budgets continue to drive the need to reduce costs. This seminar covers methods to help optimize processes, identify efficiencies, and reduce cost. We will explore hardware and software platform design for reuse and maintenance. Learn ways to maximize test throughput and capability while minimizing cost and maintenance issues on test systems. Content will be selected from the following areas:
·   Test Challenges – Discuss time and cost impacts on test time, obsolescence and

·   budget pressure.
·   System Development - Review considerations for organizing and planning your tools, resources, processes and personnel.
·   Test Technologies – Understand hardware and software choices and requirements; make selections to fit your needs and budget restrictions.
·   System Development Life Cycle – Review development stages from specification and design through maintenance and obsolescence.
·   Business Integration Considerations – See how to gain efficiencies from test systems by connecting with multiple business processes.

Instructor Biography:
James A. Campbell graduated from Bucknell University and the University of Rochester, where he earned a B.S. in physics and an M.S. and Ph. D. in electrical engineering, respectively. He co-founded Viewpoint Systems, Inc. in 1993. The company has twice in the past three years been named one of Rochester's "Top 100 Companies".

OTHER EXCITING UPCOMING EVENTS TO GET ON YOUR CALENDAR!

The IEEE Western New York Image and Signal Processing Workshop (WNYISPW)
Friday, November 7, 2014, at Rochester Institute of Technology in Rochester, NY.

The WNYISPW is a venue for promoting image and signal processing research in our area and for facilitating interaction between academic researchers, industry researchers, and students. The workshop builds off of 16 successful years of the Western New York Image Processing Workshop (WNYIPW). The workshop comprises both oral and poster presentations.

Topics include, but are not limited to:
- Formation, Processing, and/or Analysis of Signals, Images, or Video
- Computer Vision
- Information Retrieval
- Image and Color Science
- Applications of Image and Signal Processing, including: Medical Image and Signal Analysis, Audio Processing and Analysis, Remote Sensing, Archival Imaging, Printing, Consumer Devices, Security, Surveillance, Document Imaging, Art Restoration and Analysis, and Astronomy

We are pleased to announce that the IEEE Keynote Speaker will be Prof. Thrasyvoulos N. Pappas of Northwestern University, who will deliver the lecture: "Visual Signal Analysis and Compression: Focus on Texture Similarity."

ARE YOU A NEW STUDENT OR ARE YOU NEW TO THE AREA?

If you are a new student (graduate or undergraduate) moving to the Rochester area, please consider joining the IEEE. The engineering community extends well outside your campus, and IEEE is by far the best way to get to know them. Joining is easy and the

dues for students are a remarkably low $32 per year! If you are an undergraduate or a graduate student and would like to become an IEEE member, I can help. Undergraduate and Graduate Student members must carry at least 50% of a normal full-time academic program as a registered graduate student in a regular course of study in IEEE- designated fields. The designated fields are: Engineering, Computer Sciences and Information Technology, Physical Sciences, Biological and Medical Sciences, Mathematics, Technical Communications, Education, Management, and Law and Policy. Please join today and let us help you get connected!

LET US KEEP YOU INFORMED!
A number of members still have invalid email addresses and/or mailing addresses. If you are an IEEE member, you should be receiving an issue of the RES publication **Rochester Engineer** every month in the mail. If you are not receiving it, it is likely that your mailing address associated with your IEEE account is incorrect or out-of-date. Please visit the IEEE website (http://www.ieee.org) and verify your contact information. Also, be sure to check your email address and select the option to receive communication via email. That will allow us to keep you informed as events evolve within the Section.

HOST A MEETING!
As Section Chair, I am putting out a challenge to our entire Rochester engineering community. If you find that you cannot attend many of the IEEE meetings because they are offered at inopportune times or are located too far away, **why not consider hosting an IEEE event at your company**? Or, if you are a member of another professional society and have wondered why more IEEE members don't come to your events, **why not consider having a joint event**? I am more than happy to facilitate networking events at your company or in conjunction with other engineering societies. Let's collaborate and make Rochester a better place for engineers to live and work.

IEEE BENEFITS CHALLENGE!
I am often asked about the value that is returned for being an IEEE member. In many cases, we measure this value in terms of the access to IEEE journals, the number of local meetings that are held, and the discounts that are offered to IEEE members at these meetings. An often forgotten benefit of IEEE membership is the exclusive discounted services that are available. In many cases, these discounts are far better than you can receive on your own. There are a host of substantial discounts for life, home, and auto insurance that can save you *far more* than the cost of IEEE membership. If you currently have Travelers or Liberty Mutual as your insurance provider, I encourage you to compare your rate to the discounts offered to IEEE members. IEEE also has a negotiated discount program with UPS where you can receive up to 35% shipping charges. Buying a new PC? IEEE also has negotiated discounts with Lenovo, Dell and HP business products.

See: https://www.ieee.org/membership_services/membership/discounts/index.html

INTERESTED IN BECOMING AN IEEE OFFICER?
Now is your chance! The Rochester IEEE Nominating Committee is now seeking candidates for all officers of the Rochester Section IEEE Excom. I would be happy to

tell you more about each of the Excom positions and their roles in managing the Section. Please contact me if you are an IEEE member and are interested in serving and helping the Rochester Section. All interested members will be considered by the Rochester IEEE Section Nominating Committee. All Graduate Student IEEE members may also serve on the Rochester IEEE Section Excom.

JOIN US AT THE NEXT EXCOM MEETING!
If you are looking for a cheap $3 lunch, join us for the next monthly Rochester Section IEEE Executive Committee meeting. It will be from 12-1pm on October 7th at the Hibachi Sushi Buffet in Southtown Plaza (3333 W. Henrietta Rd, Henrietta, NY). Please join us to learn more about the Society and how you may contribute.

IEEE Life Members – A New Program Proposal

The Posterity Project: Technical Adventures in Western New York

Have you ever wished you could leave a historical legacy for your children or grandchildren? How will they know about your technical contributions to the Rochester community or to the nation? Were you involved in the space program? In the development of specialized optics or the inventions of film or electronic cameras? In the safety of railroad, the improved measurements of temperature, time, or length? How about putting out fires in copying machines? Did you have exciting, or even dangerous experiences that the community, your children, or family would like to know about?

Now is your chance to capture those experiences by writing about them with the help from your peers -- engineers who have been there and done that, who have memories loaded with experiences like yours and who want to record them for posterity.

The Posterity Project will help document your stories. Participating Life Members will provide support, possibly working as a group, to critique and edit each other's writing until complete. Here are some possible topics that might help ferret out those hidden memories tucked away in the back of your mind:
Product development jobs that you worked on
Space programs that you contributed to
Dangerous or exciting experiences in your laboratory
Technical experiences in the military
Unusual events during your travels for your job
Did you climb high towers, hang from a bridge, work with high voltage, or go down in a submarine?
What was the funniest experience in your job? The saddest? Your biggest mistake?
Did you travel to exotic lands? Get caught drinking whiskey in Saudi Arabia?
Did you have humorous classroom or training experiences? (We know of some engineers who had to deal with African trainees who were killing goats in their Rochester hotel room bathtub.)

If you had these or similar experiences, join with us to record them for posterity! And if you have writing or editing experience, volunteer to help organize and edit these Life Member stories.

There will be a meeting of those interested in participating on Thursday, October 2nd. We will meet at 11:45 at Panera Bread in Panorama Plaza.

Contact Henry Simon at henrysimon@frontiernet.net if you are interested in participating in this project.

Tour of Laboratory for Laser Energetics on Monday, October 13

The Rochester Microwave Theory and Techniques and Antennas and Propagation joint chapter is hosting a tour of the University of Rochester's Lab for Laser Energetics. This is open to members and non-members alike.

The Laboratory for Laser Energetics (LLE) was established in 1970 as a center for the investigation of the interaction of intense radiation with matter. The LLE conducts theoretical and experimental research.

The tour will begin at 2:00 PM, and will take between 60 and 90 minutes.

Please register for this event at: https://meetings.vtools.ieee.org/m/28327

For further information, visit: http://ewh.ieee.org/r1/rochester/apmtt

New E-Book for members in October

IEEE-USA will offer "The Best of Backscatter from IEEE-USA Today's Engineer – Volume 2" by Donald Christiansen *free* to IEEE members in October.