



IEEE NEWS FOR DECEMBER 2011

Jacob Z. Schanker, P.E., Newsletter Chair
Rochester IEEE home page at: <http://rochester.rl.ieee.org>

(Always check the web PDF edition for late changes and additions)

Rochester Section Meeting – Friday, December 9, 2011 at 12 Noon

Not on the usual day, the next Rochester Section business meeting is on Friday, December 9, 2011 at 12:00pm, at the Shanghai Restaurant, 2920 West Henrietta Road, just south of the intersection with Brighton-Henrietta Town Line Road.

Any IEEE member is welcome to attend and to participate, or just to observe. Lunch is \$3 for IEEE members. No reservation or RSVP is needed, just show up.

Election of Section Officers for 2012

The Rochester Section Executive Committee approved the following slate of candidates for section officers in 2012:

Chair: William Y. Fowlkes (nominated by executive committee)

James Ziobro (nominated by petition)

Vice Chair: Eugene F. Saltzberg

Secretary: Jean Kendrick

Treasurer: Dennis Thompson

Awards: Andrew C. Gallagher

These represent the elective offices in the Rochester section. Other Executive Committee positions are filled by appointment of the Chair, with the approval of the Excom.

Our bylaws also allow for nominations for section officer positions to be made by petition. James Ziobro was nominated for Section Chair, by petition.

Be sure to review the election material in this issue. There are statements from both candidates for the position of Chair. Voting will be online or by paper ballot included in this newsletter and in the Rochester Engineer magazine for December 2011.

News from IEEE-USA – Free Benefits Act – Now

As a special benefit of IEEE membership for November, IEEE-USA is offering a free e-book, "Engineer's Guide to Lifelong Employability: The Transition from School to Work."

"Demand for new BSEEs may be soaring, but so are employer's standards and expectations," writes Jean Eason, IEEE-USA Employment and Career Services Committee member. "Good grades and technical expertise aren't enough anymore."

From Nov. 1 through Nov. 30, "Engineer's Guide to Lifelong Employability: The Transition from School to Work" can be downloaded at <http://www.ieeeusa.org/communications/ebooks> for free to IEEE Members. The nonmember price is \$5.99.

Members can purchase other IEEE-USA E-Books at deeply discounted prices and download other free e-books.

In December the free publication will be book three in the "Engineer's Guide to Lifelong Employability" series: "What Are You Worth?"

The IEEE Job Site: A Decade of Helping Job Hunters

It has been ten years since the IEEE launched its members' Job Site. Today, the site has about 5000 employers regularly posting an average of about 1300 openings each month. Learn how the Job Site can help you at: <http://bmsmail3.ieee.org:80/u/18838/397543>.

Congratulations to our newest Senior Member Paul Ampadu

Paul Ampadu was elevated to Senior Member at the October 15, 2011 meeting of the A&A Review Panel in Pittsburgh. Paul is a member of the Circuits and Systems Society.

Tapas at the MAG - December 8

Join the IEEE Rochester Section Student Branches and Rochester GOLD for tapas at the Memorial Art Gallery on Thursday, December 8. Details have not been completed at publication deadline but look to <http://rochester.r1.ieee.org/mag> for the latest update.

The MAG is offering a special guided tour exclusively to IEEE members that evening. The artist creativity displayed in the current exhibit "Extreme Materials" has been likened to the creativity required to complete senior projects. The artists have the same cost, quality, and delivery constraints faced in engineering projects. There is even something

for the software engineers: a room full of bugs. Hopefully these bugs of nature will be more pleasant to view than those "bugs" they face every day.

RSVP will be needed so we can have enough guides. Regular admission to the gallery applies. Those of you who are already MAG members will be free.

Candidate's Statements follow on next page.

2012 IEEE Annual Election: IEEE Rochester Chairperson Candidate



William Y Fowlkes

(nominated by the IEEE Rochester nominating committee)
Director, IP Portfolio Lifecycle Team
Eastman Kodak Company
Rochester, NY
Currently Vice Chair of the IEEE Rochester Section
Candidate Statement

The IEEE Rochester Section is a vibrant active society. As chairperson I would build on and extend the momentum and accomplishments we have already achieved. We have very active Technical Society Chapters, Affinity Groups and Student Branches. I have been active in the leadership of the section for several years, serving in the roles of Vice Chair, Treasurer, Student Activity Chair, and Chair of the Technical Management Society. As Vice Chair, I organized the 2011 JCM, including inviting our keynote speaker, Prof. Steve Senturia, who gave a terrific talk on the recent space shot to detect water on the moon. I also helped organize our participation in last year's [IEEE day at Digital Rochester 2010](#). The section finances are in excellent shape. As Treasurer, I provided remuneration services to our chapters and clear reporting on our finances to the ExCom. As Student Activity Chair, I have supported RIT and The University of Rochester student groups. And, I put a special effort into revitalizing the Alfred State and Alfred University Student Chapters. I also helped sponsor the SEMI High Tech University program for Rochester area high school students in 2008 & 2009.

I have leadership experience gained from management work at Kodak and from serving as President of Temple Beth David in Irondequoit, NY (2004 – 2006). In addition, I have government/non-profit experience from serving with the United Way Rapid Cycle Improvement Initiative, 10x improvements (Eldersource program at Lifespan 2003; CP Rochester, 2004 and CIS, 2011). I was privileged to be the “Tagging Technologies” session discussion group leader for the “White House Diamond Conference: Technologies for Identification and Certification,” White House Office of Science & Technology Policy, 2001. Finally, I served as a panel discussion participant, ASME Industrial Advisory Board Meeting “Robust Engineering for Competitive Advantage,” Washington D.C. 1994.

I believe that all these experiences and my track record with the IEEE make me the ideal candidate for leading the Rochester Section next year. 2012 will mark the beginning of our run up to the 2014 Centennial Celebration for the Rochester Section. Under my leadership we will plan for a memorable and rewarding set of events in 2014.

Biography: Dr. William Y. Fowlkes, Ph.D. Physics, New York University

I have been a member of the IEEE for over 25 years. Currently a Senior Member, I started as an active member of the Industrial Activities Society with publications in the Society Transactions in 1990 and 1992. I have been at Kodak for 29 years, working in R&D in several color printer technologies, including Electrophotography, Thermal and

Ink Jet. I am currently a manager in Corporate Research and Engineering with responsibility for supporting Kodak's IP strategy.

I co-authored a text book: Engineering Methods for Robust Product Design, Using Taguchi Methods in Technology and Product Development published by Addison-Wesley (1995). I also hold 18 US patents, and have published numerous articles in technical journals. I have taught engineering courses at RIT and Empire State College. My professional certifications include a Six Sigma Black Belt from the Six Sigma Research Institute and Certified TRIZ Practitioner from the The Altschuller Institute for TRIZ Studies.

Some of my personal interests include travel soccer referee, baritone Finger Lakes Choral Festival, and event photography. Lately I have been learning to be an effective videographer for my son's high school soccer team.

2012 IEEE Annual Election: IEEE Rochester Chairperson Candidate - James Ziobro - Senior Member

IEEE Service

IEEE: vTools Committee 2008-2010.

Computer Society: Chapters Activities Board 2004-Present as Region Coordinator, Vice Chair, and Special Projects.

Region 1: 2002-2003 as Area Chair, Region Awards Committee

Rochester Section: Starting 1992 Presently serving as Electronic Communications Coordinator and Chief Information Officer. Past service includes: Chair(2000), Awards Chair, Vice-Chair, Secretary, Student Activities Chair, and various Chapter Officer positions including Chair for Computer Society Chapter, Signal Processing Society Chapter, and Joint Power and Energy Society and Industry Applications Society Chapter.

Candidate's Statement

Numbers tell a story that does not lie. Let's look at some then you can form your own opinion of how the Section is performing.

Our year over year membership from October 2010 to October 2011:

	2010	2011	% change
Total Members	1295	1228	-5.17%
Student	123	110	-10.57%

We lost over 5% of our members within a year. The situation is even worse with student membership sustaining at loss of 10%.

The Section has an annual budget of \$60K. The budget for Student Activities is \$11K. That is close to \$100 per student member. Student dues are only \$32!

We have 829 full-dues-paying members in the Rochester Section. An easy way to think of our budget is that it spends \$72 per paying member.

IEEE dues will be \$180+ this year. I literally feel your pain. I believe you should have the information you need to make intelligent choices and give feedback.

Back to the numbers. The Nominations Committee represents an important indicator of future good governance. Number of months their results are late: 3 and counting!

These problems can be fixed. More questions can be found on <http://ziobro.info>.

To improve membership and financial performance we need to get back to basics. It starts with planning. Our budget should reflect our annual plan of activity. An annual plan cannot be put together in a hour long meeting in a noisy restaurant. The plan should set the expectations for each volunteer. A public plan encourages participation by other members who might otherwise be locked out through schedule or geography.

It may be possible that a volunteer lacks a particular skill to handle a job. The reason people volunteer is to grow. If someone needs Accounting 101 then we should give it to them. Annual training of volunteers should be a top priority. I have seen an uptick in activity and more cooperation from the participants in my training class for CS Chapter Chairs. I fully expect the volunteers we train will go on to serve elsewhere in the IEEE. Ideally the training leads to personal success also!

We have had monthly face to face administrative meetings for a long, long time. Technology has obviated the need for face to face meetings. Electronic meetings open the door to many capable people from as far away as Corning to participate.

Our student volunteers are thrown into office with no contact with the Section. They are eager to do things but lack direction and the network of connections to perform. We have seen that throwing money at them does not help. The students need physical contact and training from the Section. With the proper connections student can cooperate directly with the professionals.

The most common reason members leave the IEEE is lack of value. We need to create value. Our meetings have real value but admission to them is free for both members and non-members. We take note that Digital Rochester now charges \$5 for admission to their events. Show value and the members will come.

Finally, we need a culture shift. Right now the relationship between how much the Section spends and member dues is like the relationship between the price of oil and the price of a gallon of gas. We all know there is a correlation but it is hard to pin down exactly. I am in the process of clarifying that now with IEEE/MGA staff. It really looks like there is a one for one relation.

Continue the conversation on: <http://ziobro.info>

Election information and ballots follow on next page

2012 Section Officer Election

The election for the Rochester Section Officers for the one-year term beginning January 1, 2012 includes two candidates vying for the Section Chair position. A single candidate has been nominated for each of the other positions (Vice-Chair, Secretary, Treasurer, and Awards). According to our bylaws an election is being conducted. In order to reach all eligible voting members of the section (Graduate Student Members and above) the election ballot is being offered in both electronic and paper forms.

The first (and preferred) option for members to vote is to use the online voting process set up through the IEEE vTools project. During the election period, eligible Rochester Section members will be able to access the ballot by using their IEEE web account at <https://voting.vtools.ieee.org>. More information about IEEE web accounts is available at <http://www.ieee.org/web/accounts>.

The election site will be open from December 2 through December 12, 2011. Eligible voters will receive an e-mail announcing that the election is open and will include a link to the site. A reminder e-mail will be sent on or around December 9. After logging in to the voting site, members will be able to follow the prompts and place their vote. Each candidate's biography and statement will be available via a hyperlink of their name.

If for some reason a member chooses not to use the online voting tool, we are allowing a second option for members to vote using the paper ballot below. In order to assure each paper ballot is from an eligible voter, each ballot must be accompanied by member name, IEEE membership number and their signature. This information must be included with the completed ballot, but should be physically separated from the ballot to ensure ballot secrecy. Paper ballots should be mailed to: Rochester Engineering Society, c/o IEEE Rochester Section, 150 State St., Rochester, New York, 14614-1307. Please be sure to mail in time to be received at the RES office before the close of the election on December 12, 2011.

NOTE: Please choose only ONE method by which to submit your vote. Any paper ballots received will be checked against the list of voters using the online line process and duplicate ballots will be invalidated.

2012 IEEE Rochester Section Officer Election Ballot

Please indicate your choice with a mark next to no more than one candidate per office.

Chair

- William Fowlkes (nominated by the Section)
 James Ziobro (nominated by petition)

Vice-Chair

- Eugene Saltzberg (nominated by the Section)

Secretary

- Jean Kendrick (nominated by the Section)

Treasurer

- Dennis Thompson (nominated by the Section)

Awards

- Andrew Gallagher (nominated by the Section)

Ballot Verification

To insure a fair election process, all paper ballots must be accompanied by the following information.

Member Name _____

IEEE Membership Number _____

Signature _____



IMMIGRATION POLICY LECTURE SERIES

Coverage of Immigration and Immigrant Communities in Urban America



Journalist Kirk Semple

Wednesday, November 30
4:00pm

Rochester Institute of Technology
Xerox Auditorium
20 Lomb Memorial Drive, Building 9 Room 2580

****This event is free and open to the public****

The lecture will focus on covering immigration and immigrant communities in urban America with a spotlight on New York City. At a time when the national debate surrounding immigration has become highly charged and polarized, it is more important than ever for local journalists to focus on the stories of the immigrant experience and rendering the complex and dramatic narratives of immigrant Diasporas in 21st century America with sensitivity and detail.

Kirk Semple has worked for The New York Times since 2003 and is currently a reporter on the Metro staff, covering immigration. He has held other reporting positions on the Metro, National and Foreign staffs of the Times, including serving as a foreign correspondent in Iraq, Afghanistan and Haiti. From 1997 to 2003, he was a freelance correspondent based in Bogotá, Colombia, and reported throughout Latin America for numerous newspapers and magazines.

Sponsored by:

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**IEEE Region 1 and Region 2
IEEE Women in Engineering (WIE)
Presents**

“TECHNOLOGY TRENDING”

a one day conference at the

**National Constitution Center
Independence Mall, 6th and Market Streets
Philadelphia, Pennsylvania**

**Saturday, 3 December 2011
10am to 4pm**

National Constitution Center tour immediately following

Presentations by:

Peter Staecker, IEEE President Elect
Naresh Chand, Emerging Technologies of 21st century
M. Nisa Khan, LED Lighting Technologies
Ambassador Girl Scout **Laura Fulton** – Film

Keynote Speakers

Donald Hall – Smart Grid
Mary Ellen Randall - Smart Phone Applications

IEEE Members: \$60.00

IEEE Student and Life Members: \$45.00

Non-Members: \$75.00

*Registration includes parking, breaks/lunch and a tour of the
National Constitution Center*

*The 2011 Region 2/Region 1 WIE Mini-Conference is
Hosted by the IEEE Region 2 and IEEE Region 1
and the IEEE Philadelphia Section*

***Hotel Recommendations and
Contact Information***

**IEEE Region 1 /Region 2
WIE Mini Conference Hotel:**

**Courtyard Marriott- Philadelphia
Downtown**

(9 blocks away)

21 N. Juniper St. at City Hall

Reservations: +1 800 321 2211

Hotel: +215-832-3054

Availability: 30 rooms have been blocked for
IEEE WIE at \$119/night

[Hotel Reservation](#)

Conference Registration Information

IEEE Members: **\$60.00**

IEEE Student and Life Members: **\$45.00**

Non-Members: **\$75.00**

[Conference Registration Page](#)

*Registration includes parking,
breaks/lunch and a tour of the National
Constitution Center*

Networking

Learn “Geocaching” over Lunch

**For additional information
on this One Day Conference,
or Women in Engineering Programs,
contact:**

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