



IEEE NEWS FOR SEPTEMBER 2012

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Rochester IEEE home page at: <http://rochester.ieee.org/>

Rochester Section Meeting – Tuesday, September 4, 2012 at 12 Noon

The September Rochester Section business meeting is on Tuesday, September 4, 2012 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. Come to enjoy the renowned Shanghai cuisine.

New Rochester Section Website is UP

For the past several months, Sam Fryer, the section's Webmaster, has been at work bringing the new website up. It is now live and ready for you to use. It looks completely different, so you can immediately tell that you are at the *new* website. Reset your bookmarks and links to: <http://rochester.ieee.org/>, and go have a browse around.

Attention Students: Have you joined IEEE?

IEEE student membership is a great deal. If you want to be treated as a professional in your working life and not just as another employee, you need to behave as a professional, and that means joining your professional organization – IEEE.

Students joining now get membership and membership benefits for the remainder of 2012 and all of 2013. Go online to see what membership can bring to you:
http://www.ieee.org/membership_services/membership/students/index.html.

One of the benefits is an included subscription to IEEE Potentials magazine, either print or digital. I won't get into trying to tell you how good this magazine is, you can judge for yourself by going to:

http://www.ieee.org/membership_services/membership/students/potentials.html
where you can view or download any of the issues for 2010 for free,

There are on-campus IEEE Student Branches at RIT, University of Rochester, and at Alfred. So, by joining IEEE you are not only part of a world-wide professional organization, but you can also have beer and pizza with other technology and engineering students, of all genders, on campus while participating in local on-campus activities.

IEEE-USA e-books worth checking out

IEEE-USA's e-book home page is at: <http://www.ieeeusa.org/communications/ebooks/>. Each month there is a featured *free* book, as well as many other free and low-cost books available. In September, the free e-book for members will be, "The Best of IEEE-USA Today's Engineer on Career Survival."

Engineers should strive for a better understanding of the changing business ecosystem, and what the changes mean to them in their careers. The Best of Today's Engineer on Career Survival, Volume 1, a compilation of exceptional articles on career survival from IEEE-USA Today's Engineer, can help you find success in today's challenging job market. The skills engineers need to survive in a changing world are featured.

The articles in this e-book will help to increase your situational awareness of the marketplace and can assist you in career planning and skills development. The publication also explores how to assess the market and yourself, and what steps to take to survive and remain competitive in the marketplace.

Life Members Affinity Group – A message from Carol Richardson

I have been asked by the chair of the Rochester IEEE Section to determine if there is any interest in having an active Life Members Affinity Group. I am scheduling two breakfast planning meetings in September for you to attend if you have an interest in planning meetings for this group. There are approximately 150 IEEE Life Members in the Rochester Section. Approximately 50 live in Pittsford, Fairport, and Penfield and 50 in the Rochester 146XX zip code area.

I am scheduling the first breakfast at 8:00 AM at the Hicks and McCarthy Restaurant (585.586.0938) in the village of Pittsford at 23 S. Main Street on Tuesday, September 11. The second breakfast will be at Jines Restaurant (585.461.1280) at 658 Park Avenue in Rochester on Wednesday, September 19 at 8:00 AM.

Ideas for Life Members Affinity Group activities can be found in the June 2012 issue of the Life Member newsletter at www.ieee.org/lmc.

Please email me at Carol.Richardson@rit.edu by September 9 for the Pittsford location, or by September 17, for the Park Avenue location, if you are able to attend either of these breakfast planning meetings, so I can make a reservation for us. Each attendee will pay for their breakfast.

Please contact me if you can't attend the breakfast planning meeting but are interested in being active in the Life Members Affinity Group or if you want to have a breakfast scheduled near where you live in October. Life Members can also email ideas for activities that we can discuss at the planning meetings.

Call for Volunteers at New York State Fair IEEE Booth

IEEE will be staffing our usual booth at the New York State Fair this year (2012). Anyone who wants to volunteer to staff our booth in the 4-H building for a 1/2 day between Friday, Aug. 31 through Monday, Sept. 3 is invited to sign up.

Most of the visitors to our booth are elementary and middle-school students so we always exploit our hands-on science experiments that have proven very popular over the years: a Tesla coil for zapping your friends, a hand-crank to demonstrate biological energy converted to electrical power and a few other things that "spark" the interest of eager young minds.

In addition to youths playing with the equipment, we also attract folks who engage in short discussions on technology. They'll ask questions about how this "stuff" works, what is a good science project for this year's fair, or even how can I get my students more interest in engineering? For those types of questions, we have a selection of brochures and web-sites and of course, any volunteer is welcome to mention their favorite sites for a source.

Dates: Friday Aug. 31 through Monday Sept. 3

Times: Morning shift 10:00 AM - 3:00 PM

Evening Shift 3:00 PM - 8:00 PM

Perks: 2 All Day Fair Tickets per volunteer and a Parking Pass

We can usually be flexible with our schedule and adjust times to accommodate volunteers who can't work a single shift. Our goal is two volunteers during every shift and we often have three.

If you have any interest or need more details, just send an e-mail to:

dan.sommers@saabsensis.com

IEEE International Games Innovation Conference Sept. 7-9, 2012

Be inspired and informed by an eminent roster of keynote presenters—from Xbox co-creator Seamus Blackley to award-winning science-fiction authors Cory Doctorow and Charles Stross—at the Fourth IEEE Consumer Electronics Society International Games Innovation Conference (“Designing for Play”) held September 7 to 9, 2012, on the campus of The Strong® in Rochester, New York. Co-hosted by Rochester Institute of

Technology's School of Interactive Games and Media and the International Center for the History of Electronic Games[®] at The Strong, the conference extends a tradition that began in London in 2009, went to Hong Kong in 2010, and then to Orange, California in 2011. <http://ice-gic.ieee-cesoc.org>.

Attendees will engage in two-and-a-half days jam-packed with thought-provoking keynote addresses, presentations of cutting-edge papers on innovative research and the latest game technologies, networking opportunities with video game researchers and developers from around the globe, and a rare opportunity to tour one of the world's largest collections of video games at the International Center for the History of Electronic Games (ICHEG) at The Strong.

Keynote speakers and topics include: **Seamus Blackley**, co-creator of the Xbox and president of Innovative Leisure ("From Arcades to Apps"); **Ian Bogost**, professor at Georgia Tech and founding partner of Persuasive Games ("What Is Fun?"); **Cory Doctorow**, columnist and coeditor of *Boing Boing* with **Charles Stross**, Hugo Award-winning science fiction and fantasy author ("Virtual Worlds and Their Discontents: Who Will Refuse to Enter the Matrix and Why"); **Paul Reiche**, cofounder and CEO of Toys for Bob ("The Skylander Story: Successfully Combining Toys and Video Games"); **Anthony Salcito**, vice president for Microsoft Education, ("GamiMUSTification: Transforming Learning to Drive 21st Century Skills"); **Ian Schreiber**, game designer and coauthor of *Breaking into the Game Industry: Successful Careers from Those Who Have Done It* ("Breaking into the Game Industry"); and **Vincent John Vincent**, co-CEO, president, and cofounder of GestureTek, Inc. ("Engaging Interactivity Using Gesture Control Technologies").

"We've put together a powerful assembly of keynote speakers," says Stephen Jacobs, associate professor, Interactive Games and Media at [Rochester Institute of Technology](#) (RIT). "They cover the leading edge of thinking and practice on human interaction, education, business, game play, and speculative fiction in relation to games. We've been able to bring them to Rochester, which is a world-class locale for game history and education, and is growing its own local games industry."

"This is a unique opportunity to bring together leading game designers, educators, and innovators shaping the future of games and play at an institution devoted to showcasing and preserving the history of video games," says ICHEG Director Jon-Paul Dyson. "The Strong is pleased to host this conference and to provide attendees a rare behind-the-scenes look at ICHEG's unparalleled collections of video games, other electronic games, game platforms, and related artifacts."

Additional Conference Highlights include:

- Friday night reception at The Strong where attendees will be treated to unlimited videogame play in [eGameRevolution[®]](#), a major exhibit that invites guests to play their way through the history of video games, and a behind-the-scenes tour of

- [ICHEG](#). (At 37,000 items and growing, ICHEG holds one of the largest and most comprehensive collections of games and hardware in the world).
- Saturday dinner and tour of RIT's Center for Student Innovation and School for Interactive Games and Media.
 - Sunday Niagara Falls, New York, excursion and tour (an additional fee).

The conference is made possible in part by Second Avenue Learning and the IEEE Rochester Section. **To register for the International Games Innovation Conference, visit:** <http://ice-gic.ieee-cesoc.org>. Questions about the conference may be directed to Stephen Jacobs, sj@email.rit.edu, or 585-475-7803.

About ICHEG: Situated at The Strong, the International Center for the History of Electronic Games collects, studies, and interprets video games and other electronic games and related materials and the ways in which electronic games are changing how people play, learn, and connect with each other. At 37,000 items and growing, ICHEG holds the largest and most comprehensive public collection of its kind in the United States and one of the largest in the world. ICHEG's collection includes video games, systems, and related materials that illustrate how the games have been conceived, developed, sold, and used. These materials include packaging, advertising, publications, electronic game inspired consumer products, literary and popular inspirations of electronic game imagery, personal and business papers, and other associated artifacts and documents that represent or illustrate the impact of electronic games on people's lives. Learn more about ICHEG at www.icheg.org.

About RIT School of Interactive Game and Media: Rochester Institute of Technology is a pioneer in the field of video game design and development education and is ranked by the *Princeton Review* as among the top10 graduate and undergraduate schools for video game design programs. RIT was one of the first universities to offer a course in game design and development. Its Bachelor of Science in game design and development provides a broad-based undergraduate education in computing while exposing students to the breadth of game development processes. Students are required to complete coursework in the liberal arts, social sciences and the laboratory sciences. Students who pursue RIT's master's degree in game design and development take a series of core courses in such areas as emerging technologies, electronic entertainment and history of games. Majors are offered in game engine development and artificial intelligence for games. The degree culminates with a capstone project in which students create their own games.