



IEEE

Buffalo Section Electrifying News

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If you would like to contribute thoughts or articles please send them to

sec.buffalo@ieee.org

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New Initiatives to Highlight The Benefits Of Society Membership:

There are two new exciting initiatives set to launch in the near future that will highlight the benefits of Society Membership. The initiatives are scheduled to go live in October, working in concert with the start of the 2009 membership year and renewal billing cycle.

The first is a new "Featured Societies" web page that will highlight key benefits of IEEE Society membership. Visitors will have the opportunity to learn about upcoming events, read about a profiled member, view a list of publications, and join on-line. Three societies will be featured at a time, with the first three as Computer, Power & Energy and Power Electronics. This "Featured Society" page will be promoted throughout many IEEE web pages and newsletters in the coming months.

The second initiative is a "Topic Invitation Letter". The letter allows societies to highlight the benefits of membership as they relate to a specific topic. The first topic is "Wireless Infrastructure" and the societies highlighting their benefits are Communications, Computer, and Signal Processing. The invitation will be sent to wireless industry professionals throughout the world. The content of the letter is an invitation from Vic Hayes, the 2007 IEEE Steinmetz Award Recipient to come and learn about how being a member of an IEEE society allows them to be part of a community making valuable contributions to the wireless industry. "Roughly 53% of IEEE members belong to one or more of IEEE's 38 Societies. The goal of these initiatives is to not only educate new members, but also remind existing members of the essential elements of their society membership", says Ron Jensen, Chair, IEEE Strategic Planning Committee. "We're optimistic that this will increase society membership across all fields of interest, and allow more opportunities for members to engage and further the core purpose of the IEEE."

During the coming weeks, additional information and tools will become available to help promote this effort, which will include a power point presentation for use at local events and meetings. For specific questions

or to get involved, contact Ron Jensen at "r.jensen@ieee.org".

August Membership Highlights:

IEEE membership reached 355,235 in August 2008, an increase of 0.4 percent compared to August 2007. Specifically, higher grade memberships are up 0.5 percent, and student memberships have not changed. Comparative data is unavailable for Societies, Women in Engineering and Standards Association until November 2008. Complete details are available in the Membership Development Report at

<http://www.ieee.org/mdprogreport> In order to access this site, you must use your IEEE Web Account. If you do not have an IEEE Web Account, please go to <http://www.ieee.org/portal/pages/web/accounts/index.html>>

Standardized Hotel Contracts Now Available For IEEE Conferences:

To facilitate greater ease in completing contracts with hotels, standard agreements have been negotiated with the North American properties of Starwood (representing Sheraton, Westin and W hotels), Hyatt, Hilton, Fairmont and the Florida, USA, properties of Disney. Contract templates were created based on these negotiations and are available for IEEE Conference Organizers.

The templates were negotiated to standardize specific legal clauses such as indemnification, insurance and force majeure. "Terms of Sale" (i.e., number of sleeping room nights, room rate, meeting space, concessions, etc.) are to be negotiated by the conference organizer or committee at the individual hotel.

IEEE National/Global Account Representatives will work with conference organizers to ensure national contracts are honored locally. If planning a conference or meeting at one of the chains included in this process, please contact the IEEE National/Global Representative first. The IEEE National/Global representatives can also serve as first point of contact when negotiating with non-US locations of these chains. Negotiations are currently underway with other hotel and resort chains. Further information can be found at www.ieee.org/web/conferences/organizerSociety/Counciloncontracts.html or contact us directly at "conference-contracts@ieee.org".

2009 Panel of Technical Editors Meeting:

The 2009 Panel of Editors meeting will be held in Atlanta, GA on Friday and Saturday, 27 and 28 March, 2009. Specific details, registration information, and a preliminary agenda will be available in January. If there are any topics you would like to discuss during the two-day session, kindly send your suggestions to Warren Dutton at "w.dutton@ieee.org", or to your committee chair. For Transactions-Journals, send to Jacek Zurada at "jmzura02@louisville.edu". For Magazines, send to Kim Fowler at "kimf@ieee.org". For Newsletters, send to Ross Stone at "r.stone@ieee.org".

Volunteer Training Modules Available:

Technical Activities has expanded its volunteer training program to include short, on-line volunteer training modules. Each module will focus on information or a process that will assist volunteers in their IEEE activities. The goal of the program is to provide key volunteer information in a convenient, user-friendly format. A listing of currently-available modules can be found at

<http://www.ieee.org/go/volunteertraining>

To date, nine modules are available, focusing on finances for Societies, Technical Councils and Technical Activities, as well as providing basic information on the IEEE, its organization, products and services. More modules are in development, and will continue to be added to the website.

NOTE: This is a pilot program and work-in-progress. All of your comments regarding the topics and tutorial format are welcomed. Let us know your comments, feedback, and possible additional modules at:

<http://ta.ieee.org/Forms/VTM.aspx>

or CONTACT Barbara Della Salla, IEEE Technical Activities, telephone +1 732 465 7815; "b.dellasalla@ieee.org".

Recommendations for 2009 Tab Committee Memberships:

Nominations are being solicited for 2009 members of the following committees:

- *TAB Periodicals Committee
- *TAB/PSPB Products & Services Committee

These Committees are key to TAB operations and are critically important avenues for Society/Council participation. Specific information on each of the committees is listed below.

Members are nominated by their Society/Council President, as the committee charters note that the membership is composed of Society/Council Presidents or their designees. Final appointments are made by the

Division Directors' Forum during their meeting in November 2008, with consultation from the TAB Chair. If you are interested in any of these positions, please contact your current Society/Council President.

Shhhhhh.

Trade secrets.

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All travel, accommodation and meeting expenses for these committee members are scheduled to be covered by the 2009 operating budget. Previously, travel expenses were covered by the respective society/council budgets. Length of service is 1 year on each committee.

Part of the membership of the TAB Periodicals Committee consists of eight (8) sitting Division Directors or Society/Council Presidents, (or their designees). Please note that of these eight for the TAB Periodicals Committee, it is possible that three may be appointed as Chairs of the TAB Magazines, TAB Newsletters and TAB Transactions Committees. Part of the membership of the TAB/PSPB Products & Services Committee, consists of six (6) sitting Division Directors or Society/Council Presidents, (or their designees).

Society Presidents will be asked to CONTACT Paula Dunne, IEEE Technical Activities, telephone +1 732 562 3919; "p.dunne@ieee.org", by Monday, 29 October 2007 (2007-10-29) to advise which volunteers are being recommended for these committees. Information will be compiled by the TAB Nominations and Appointments Committee and will be prepared for the Division Directors to coordinate appointments in November 2008. Please also contact Paula Dunne if you

would like further information regarding who served on these committees in past years, or have any other questions.

IEEE Electron Devices Society to Hold Career Development Strategy Session:

The IEEE Electron Devices Society (EDS) will hold a free career development strategy session especially designed for graduate students and young professionals who are Graduates of the Last Decade (GOLD), Sunday 14 December, 5:00-7:00 p.m. at the Hilton San Francisco Hotel. The session includes a seminar on career development strategies in today's globally competitive world and a panel discussion focusing on career options and career path selection with expert panelists from academia, research, design, development and manufacturing. Following the session, attendees will be able to meet EDS officers and Administrative Committee (AdCom) members at a special networking session. This event will be held in conjunction with EDS' flagship conference, the IEEE International Electron Devices Meeting (IEDM), held 15-17 December. For information concerning the IEDM and to register for the GOLD Seminar, please visit the website at

<http://www.his.com/~iedm/>

For additional details on this EDS sponsored GOLD event, please contact EDS GOLD representative, Dr. Ravi Todi at todi@ieee.org.

IEEE-USA Mass Media Engineering Fellows Describe Their Sci-Tech Reporting At Two California Newspapers

WASHINGTON (24 September 2008) -- "Science and technology writers are gatekeepers of a sort," writes IEEE-USA Mass Media Engineering Fellow Wendy Hansen. "Let too much arcane detail muddle the big picture and you risk driving readers away. Deprive readers of important news or details, and they won't have basic information about our science-and-technology-heavy culture. Worse, they may think that sci-tech is unimportant because they never hear about it."

Hansen completed a 10-week internship from June to August at the Los Angeles Times and received her Ph.D. in biophysics this year from the University of California-Berkeley. While at the LA Times, the IEEE-USA Mass Media Engineering Fellow published multiple articles, including: "Serotonin may be key in infant deaths"; "Rock analysis turns up evidence of moon water"; "Deadly cancer soars in women"; and "No gender differences found in math scores."

A second IEEE-USA Mass Media Engineering Fellow, Maddalena Jackson, who interned at the Sacramento Bee and was a 2008 engineering graduate of Harvey Mudd College in Claremont, Calif., added to Hansen's comments on reaching the public about complex sci-tech issues: "From the reactions I've gotten,

the public would be happy to see more thorough science and technology in their stories. I feel that everyone is becoming more mistrustful, and the media can respond with thoroughness and more evidence. Not more numbers, and not in a way that will confuse people, but in answering the next 'why?' or 'how do you know?' that will come from a story."

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Jackson predicted that sci-tech reporting will be instrumental in facilitating the public and policy debate on energy: "It is very difficult to understand the problem and solutions to meeting our energy demand without clear sci-tech reporting, which means adding context: who is using energy, what energy are they using, where are they using it, why, when, and how is it made. These questions must be answered, or it won't matter what political figures are saying about energy, because we won't know what we're arguing about."

During her internship, Jackson collaborated with Scott Lebar, assistant managing editor of news at The Bee, who said "she is the epitome of what the [Mass Media Fellows] program set out to achieve...We teach, she learns, she writes, our readers learn."

Since 2000, 11 U.S. IEEE undergraduate and graduate students have been chosen as IEEE-USA Engineering Mass Media Fellows; and they have helped journalists in print and broadcast fields communicate authoritatively to the public about science, engineering and technology. IEEE-USA is the only engineering organization engaged in the Mass Media Fellows program, which is administered by the American

Association for the Advancement of Science (AAAS). IEEE-USA is also one of a smaller group of sponsoring societies that supports more than one Fellow. IEEE-USA Communications Committee Members Allan Schell and Abby Vogel helped to select the IEEE-USA's Fellows.

In 2008, 14 AAAS Science & Engineering Mass Media Fellows produced some 275 first-run sci-tech news stories -- many of which were further distributed by the Associated Press and foreign language services. To obtain an application for the 2009 program, and for more information on IEEE-USA involvement, see

<http://www.ieeeusa.org/communications/massmedia.asp>

Fellow applications are due at AAAS on 15 January 2009.

IEEE Buffalo Section September 25, 2008 Main Mobility Tour Photos



Wayne Cameron, Tom Lorentz, Owner and Chris Mierzwa
IEEE Buffalo Section PES Chair

IEEE Standards Association Co-Sponsors New Sustainable Energy Conference: Register Today!

IEEE 2030 Energy Conference
November 17 - 18, 2008
www.ieee-energy2030.org
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The IEEE 2030 Energy Conference, the first IEEE conference on Global Sustainable Energy Infrastructure will address the move toward a sustainable energy infrastructure. As we transition from the current energy infrastructure, will the future be powered by biofuels or renewable energy sources? What role will new smart grid and power electronics technologies play in fostering a sustainable future? The relationship between technology, economics and policy need to be understood if a roadmap is to be developed.

The IEEE 2030 Energy Conference provides a forum for the exchange of ideas between world

renowned experts in a broad range of disciplines in the technology, policy, and economic fields to create a plan for a global sustainable energy infrastructure by 2030.

The IEEE, a global technology leader, is uniquely positioned to address today's global energy challenges. With 43 technical societies and 370,000 members, IEEE is initiating this effort to define what the tomorrow's infrastructure is likely to be.

The conference will include 125 original papers and presentations on technology, economics, and policy issues pertaining to sustainable energy. Meet with industry leaders and technology experts who share a concern for our energy future. There will be an industry exhibition will showcase new and emerging technologies that will impact energy sustainability in the decades to come.

Topics will include: Reduced Carbon Generation, Public Policy for Sustainability, Smart Grid, Energy Efficiency, Demand Management, Plug-In Hybrid Electric Vehicles, Economics of Sustainability, Energy Storage, Power Electronics, Renewable Energy, Distributed Energy Resources.

WHO SHOULD ATTEND: Energy Industry Executives, Venture Capitalists, Energy Researchers, Government Policy and Research Organizations, Utility and Energy Industry Engineers, Academia, Economists, Consultants, State PUCs.

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Former IEEE-USA Congressional Fellow Named FCC's Chief Technologist

WASHINGTON (17 October 2008)-- Dr. Jon Peha, a former IEEE-USA Congressional Fellow, was recently named chief technologist of the Federal Communications Commission. He will serve as a senior advisor on communications technology in the FCC's Office of Strategic Planning and Policy Analysis.

"I am confident that Dr. Peha's expertise will be beneficial to the Commission as it moves forward to

address numerous complex, technical issues," FCC Chairman Kevin Martin said in a statement.

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Peha is an expert on rebuilding communications infrastructure following natural disasters. His research interests include wireless networks and communications systems for homeland security, public safety and emergency responders, as well as technical and policy issues related to computer and telecommunications networks. A prolific author, he wrote the March 2005 piece, Protecting Public Safety with Better Communications Systems? for IEEE Communications magazine

www.comsoc.org/ci1/Public/2005/Mar/cireg.html

Peha is a professor in the Departments of Engineering and Public Policy, and Electrical & Computer Engineering at Carnegie Mellon University (CMU) in Pittsburgh. He also serves as associate director of CMU's Center for Wireless and Broadband Networking. He previously worked as the chief technical officer for three high-tech start-ups and served as a member of the technical staff at SRI International, AT&T Bell Laboratories and Microsoft.

Peha was an IEEE-USA Congressional Fellow in 1999, working first for the minority staff of the House Commerce Committee and then for Sen. Ron Wyden (D-Ore.). He is a member of the IEEE-USA Committee on Communications Policy.

IEEE-USA advances the public good and promotes the careers and public policy interests of more than 215,000 engineers, scientists and allied professionals who are U.S. members of the IEEE. IEEE-USA is part of the IEEE, the world's largest technical professional society with 375,000 members in 160 countries. See <http://www.ieeeusa.org>.

Job Hunting?

The IEEE Job Site, available exclusively to IEEE members, can help you locate career opportunities easily and confidentially. Just complete a profile of your qualifications and requirements, and you'll be notified via email when a suitable job becomes available. IEEE Job Site was named one of the top online recruitment sites by Weddle's Guide to Employment Web Sites. And top