

# Running an Effective Chapter

Baltimore Section Officer Training

Jeffrey A. Friedhoffer

March 19, 2005 HEM

# Outline

- **Emails**
- **Publicity**
- **Getting effective speakers**
- **Run your meeting effectively**
- **Personal contact with your members**
- **Rely on a core group of good people**
- **Getting support from your Section**
- **Getting to know Headquarters staff**
- **Loving what you're doing**
- **Know when to leave**

# Publicity

- **Notify web master**
- **Notify Newsletter editor**
- **Post on chapter web site**

# Emails

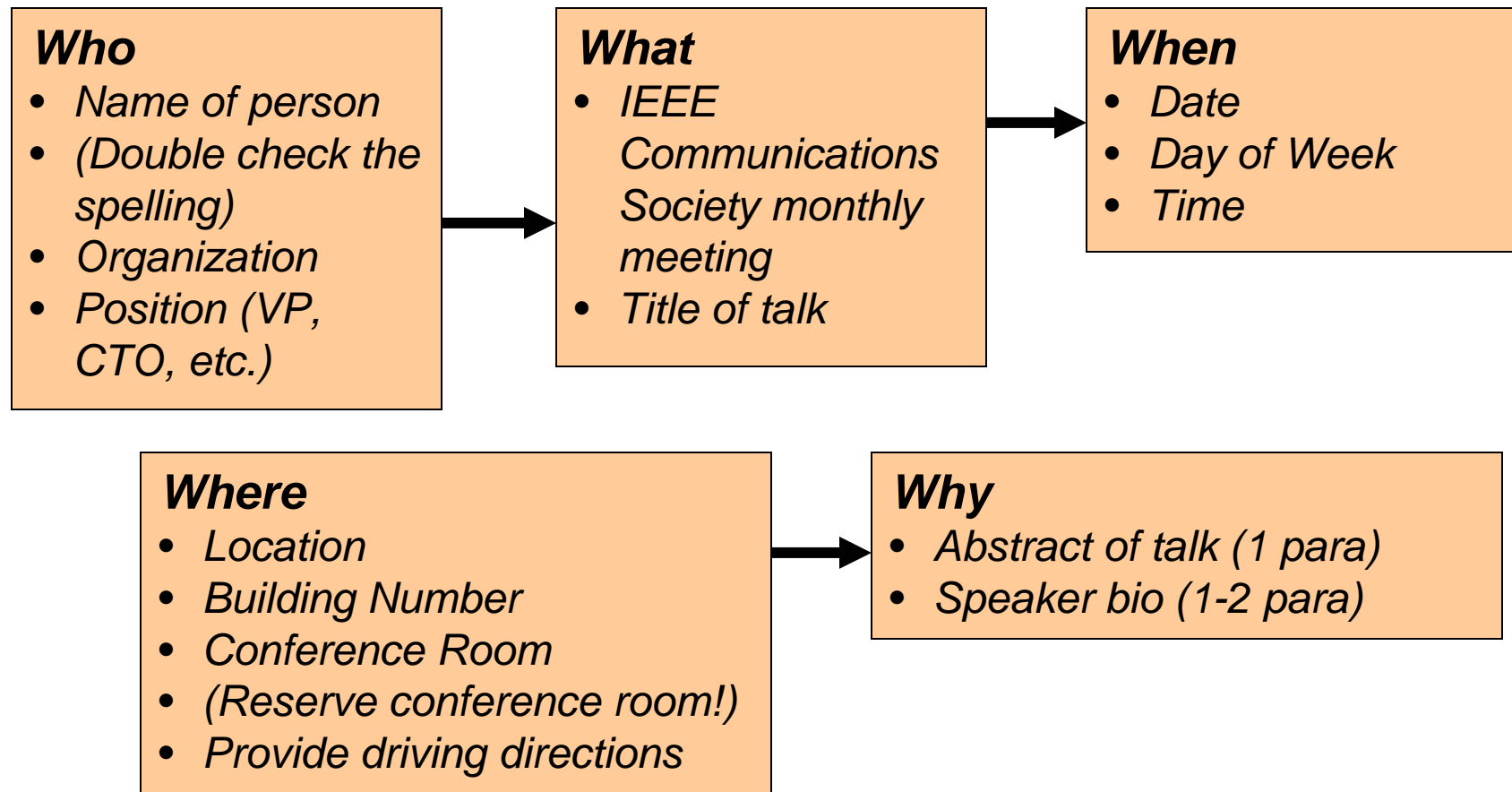
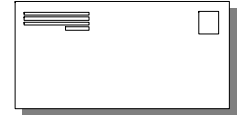
- **Who, what, when, where, why**
- **Mail out 3-4 weeks ahead of time**
- **Ask for RSVP to meetings**
  - **They have to call or email you /**
  - **This gets them involved**
  - **This allows you to remember their names!**
- **Follow-up reminder email**
- **Use E-Notice**
  - **[www.ieee.org/organizations/vols/e-notice](http://www.ieee.org/organizations/vols/e-notice)**

# Example

APRIL, 2005

					1	2
	1 <sup>st</sup> email: Mtg notice					
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
			Reminder email			
24	25	26	27	28	29	30
	RSVPs due	ComSoc Meeting				

# W-W-W-W-W



# The Personal Touch

**RE: Reminder: Tues, Jan 25th ComSoc meeting on Spectrum Sharing**

Helsel, John (Contractor) [John.Helsel.ctr@disa.mil]

To: 'Frederick Seelig'

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Fred,

I'm hoping to pull along Charlie Meader and Bob Desourdis to the meeting tomorrow night. We're planning to try a local restaurant afterward, so I suspect you shouldn't plan on any additional "dinner" to cover.

Thanks,  
John

**RE: Reminder: Tues, Jan 25th ComSoc meeting on Spectrum Sharing**

Frederick Seelig [fseelig@mitre.org]

To: 'Helsel, John (Contractor)'

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That sounds like a great plan. See you three tomorrow evening. Thanks for the RSVP, John.

- **Let your members know you appreciate their RSVPs**

# Responding to a New Member (1/2)

**From:** Janka, Randy [mailto:Randy.Janka@argonst.com]  
**Sent:** Monday, January 24, 2005 2:19 PM  
**To:** dougholly@ieee.org; fred.seelig@ieee.org  
**Subject:** IEEE COMSOC tomorrow night

Gentlemen,

Please count me in for tomorrow at MITRE. I moved here from Atlanta a couple of years ago and have not been engaged in IEEE here. I look forward to getting to know my colleagues here. Dr. McHenry's talk also looks quite engaging.

Please let me know if you need any other info to coordinate my visit to the MITRE facility. FWIW, I used to work for MITRE in Bedford, but that was some time ago.

For the record, my email addresses are:

Work: janka@ieee.org

Home: rjanka@computer.org

Thanks for your efforts.

Brgds,

Randy Janka

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Randall S. Janka, Ph.D.  
Senior Systems Engineer  
Argon ST -- Advanced Technology  
12701 Fair Lakes Circle  
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703-828-2085  
[randall.janka@argonst.com](mailto:randall.janka@argonst.com)

- **An existing IEEE member who's new to the area**
- **He wants to get involved in the local IEEE organization**
- **You MUST answer this email personally!**

# Responding to a New Member (2/2)

Hi Randy,

It's great having you here. I'm a graduate of Georgia Tech's electrical engineering master's program, so know Atlanta well. I'd like to find out more about what you did at MITRE Bedford. A great group of people up there, and interesting programs. You must have done some interesting work while in Bedford/Boston.

I hope you find the IEEE as active and useful to you as you did when you were in Georgia. Looking forward to your participation in our programs. We're always looking for ways to improve the IEEE's responsiveness to its members, so if you've got any ideas, I'd love to hear them. Better yet, you might wish to think about helping play a leadership role in ComSoc or in other IEEE organizations. If you've got any questions or comments, or wonder how you could fit in, I'd love to help out and chat with you.

Best regards,

Fred Seelig  
vice-chair  
IEEE NoVa Communications Society

The MITRE Corporation  
7515 Colshire Drive  
McLean, VA. 22102  
(703) 883-3223 work  
(703) 963-7275 cell

- **Reply personally**
- **Ask how he'd like to get involved.**
- **Have ideas on what a volunteer could do**
- **Give a lot of contact information**
- **Follow-up phone call is VERY effective**

# Publicity

- Section Web Page
- Chapter Web Page
- Section Newsletter
- Direct email



## Enabling Converged Multimedia Services in Next Generation Networks

**Wayne Zeuch**  
Lucent Technologies/Bell Labs

**ABSTRACT:**  
The evolution to Next Generation Network standards promises service convergence across wireless and wireline services and the integration of telephony, multimedia, and data services. In the next generation of service offerings, supported by an IP-based network infrastructure, network providers will be able to leverage network knowledge to support new service offerings. A converged services architecture can also provide greater service control, security, and uniformity – enabling new “blended” services. Standards are being developed now in 3GPP/3GPP2, Parlay, OMA, and the ITU for enabling services and accessing the key capabilities of the telecom networks. This presentation examines the standards-based evolution of service architectures and the latest efforts to create standards for enabling services in Next Generation Networks.

### BIOGRAPHY

**Wayne Zeuch** is a Distinguished Member of Technical Staff and Manager of Programmable Network Standards in Lucent's Bell Labs Advanced Technologies Division in Holmdel, New Jersey. He has worked for Bell Laboratories for the past 19 years in the switching systems engineering organizations of both the U.S. and international business units of AT&T Network Systems and the standards management organizations of both AT&T and Lucent. Mr. Zeuch has led and contributed to telecommunications standardization since 1987 with ATIS Standards Committee T1 in the United States (serving most recently (2000-2004) as Vice Chairman) and with the International Telecommunication Union (ITU) in Geneva (serving most recently as Study Group 11/Working Party 1 Vice Chairman (Intelligent Network Applications and Protocols)). Over the past decade, standards leadership roles have extended his technical and liaison activities to TIA, CITEI (Americas), and ETSI (Europe). He currently is serving his third year on the Board of Directors of The Parlay Group (Service Application Interfaces and Web Services standards). Prior to his career in telecommunications, he worked for eight years at Argonne National Laboratories (U.S. Department of Energy) in nuclear reactor research and development. Mr. Zeuch holds a Bachelor of Science degree in Physics from the Illinois Institute of Technology, a Master of Science degree in Nuclear Science from The University of Michigan, and an MBA in Marketing and Finance from the University of Chicago.

Suggested changes to your “SCANNER” announcement (updates to my personal info and presentation):

**Tuesday, November 30**

**Communications Society Joint Meeting**

**Sponsor:** Communications Society, Northern Virginia Chapter and Washington Chapter

**Speaker:** Wayne Zeuch, Lucent Technologies/Bell Labs

# Getting Effective Speakers

- **Get speakers with WOW factor**
- **Interesting topic, interesting work, interesting lives, good speaking skills**
- **Make sure you get speakers for each of your constituent groups – be fair to all of them**
  - **ComSoc has 3 major constituents:**
  - **Government sector (Defense Dept, FCC, regulators), commercial electronics, and ILEC telecomm**



*Janice Obuchowski  
US ambassador,  
WRC 2003  
(ComSoc speaker, Nov, 2003)*

# Run your meetings effectively

- The focus of the meeting should be on technical content!
- Be prompt
- Welcome your members with a handshake and a smile
- Start on time
- Introduce your speaker. Be gracious.
- Let the speaker talk
- Manage Q & A
- Don't let any one person monopolize your meeting
- Get your members out on time



# Lessons Learned

- **Meet at the SAME PLACE**
- **Meet at the SAME TIME every month**
- **Find a good meeting location HEM**
- **Serve dinner – subs, pizza, etc**

## **Personal contact with your members**

- You should know every one of your regular members: name, company, what they do, and family background**
- If you don't know, introduce yourself and ask them to tell you something about themselves**
- When you email personally, “How was your operation?” “Didn't you and your wife go to Canada recently?” – make sure they know you care about them**

# Rely on A core group of good people

- There are never too many volunteers
- Find the effective people in your group
- Articulate, pleasant, ask good questions, high energy, youthful
- Get them involved
- Let them do the work
  - Don't try to do everything yourself
  - Don't micromanage



# Getting Section support

- **Attend AdCom meetings**
  - **2<sup>nd</sup> Monday of the month, HEM at 6:30PM, food at 6:00**
- **Get involved in ExCom**
- **Know the budgetary process**



# Know and Love your HQ Staff!

- They want to know about your section and your success stories!
- They want to help you – let them!
- Stay in touch



# Love what you're doing

- **Love your members and love your profession**
- **Care what they care about**
- **Help them network**
- **Find out their goals and help them meet those goals**

# Know when to leave

- Know when to step down
- If you're tired and you need a break, recruit someone for chair and train her and back her and then **LET HER RUN THE SHOW**

“A man’s got to know his limitations”  
- *Clint Eastwood*