



2013 ANNUAL MEETING PRELIMINARY PROGRAM

-- SUBJECT TO CHANGE --

Thursday, August 1, 2013 SusTech Sessions and Annual Meeting Opening Dinner									
6:30am – 8:00 pm	Registration (Foyer)								
7:00 am - 8:00 am	SusTech Speaker Orientation and Breakfast [ticket req'd]								
8:30 am - 12:30 pm	SusTech Program (Contributed Paper Sessions)								
12:30 pm – 2:00 pm	SusTech LUNCH and Keynote Speaker (Holladay) Systems Thinking for Sustainability - Thomas P Seager, Arizona State University								
2:00 pm – 5:30 pm	SusTech Program (Invited Paper Sessions)								
5:30 pm - 6:30 pm	UL Sponsored Reception with SusTech Poster Session (Multnomah)								
7:00 pm - 10:00 pm	<p>Thursday, August 1, 2013 IEEE-USA Annual Meeting Opening Dinner (Holladay)</p> <p>Thursday Opening Dinner Ceremony Agenda</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="padding: 2px;">Welcome</td> <td style="padding: 2px;">Ed Perkins, Mike Andrews, Lee Oien</td> </tr> <tr> <td style="padding: 2px;">Opening Remarks</td> <td style="padding: 2px;">Marc Apter, 2013 IEEE-USA President</td> </tr> <tr> <td style="padding: 2px;">IEEE President Candidates Debate</td> <td style="padding: 2px;">Marc Apter, Moderator</td> </tr> <tr> <td style="padding: 2px;">IEEE-USA President Candidates Debate</td> <td style="padding: 2px;">Gary Blank, 2014 IEEE-USA President and Jim Howard, 2012 IEEE-USA President, Moderators</td> </tr> </tbody> </table>	Welcome	Ed Perkins, Mike Andrews, Lee Oien	Opening Remarks	Marc Apter, 2013 IEEE-USA President	IEEE President Candidates Debate	Marc Apter, Moderator	IEEE-USA President Candidates Debate	Gary Blank, 2014 IEEE-USA President and Jim Howard, 2012 IEEE-USA President, Moderators
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Friday, August 2, 2013 (SusTech Sessions in the morning. Annual Meeting (Professional Activities) Sessions begin at 2:30pm)			
6:30 am – 6:00 pm	Registration (Foyer)		
6:30 am - 8:00 am	Breakfast (Holladay)		
8:00 am - 8:30 am	Networking Time (Exhibits Area)		
8:30 am -12:30 pm	SusTech Program (Invited Paper Sessions)		
1:00 pm – 2:30 pm	LUNCH and Keynote Speaker (Holladay) 21st Century Engineering – Gordon Day, 2012 IEEE President		
2:30 pm - 4:30 pm	Conference Organizers Training Workshop (Multnomah) The new IEEE-USA Conference Organizers Workshop is designed for all IEEE-USA members, whether they have run a conference, intend on organizing a conference, or just plain curious about organizing IEEE conferences. Running a successful conference as a volunteer develops project management skills. It benefits members, industry and the section in many ways. The nuts and bolts of organizing a conference will be discussed. Demystify types of sponsorships. Get a hands-on look at IEEE’s new Conference Application Tool (ICX) with opportunity to dialogue and ask questions. Organized by Carole Carey with support from IEEE Volunteers Emily Sopensky, Henry Benitez, Charles Rubenstein and IEEE Staff Kevin Hanft Session Chairs: Emily Sopensky & Henry Benitez 100 minutes with 20 minute break		
Parallel Tracks Start at 2:30 pm	Track 1 Ross Island/Morrison Track Chair: Cristian Linte Co-Chair: John Dentler Sustaining the Profession: Students and Public Outreach This track focuses on the outreach from the IEEE to our current member, future members, the public sector that take advantage of the technology being developed and how our society provides relevant services to support technological industries.	Track 2 Hawthorne/Sellwood Track Chair: Jim Look Co-Chair: Kheng Swee Goh Sustaining the Professional: Career Development / Personal, Section and Society Preservation All professionals experience a variety challenges during the cycle of their careers. This track includes tools and techniques to enhance your job prospects, improve your professional communications and protect both your intellectual property and your assets.	Track 3 Broad/Weidler Track Chair: John Prohodsky Co-Chair: Maury Miller Sustaining Innovation: Technical Policies and Regulations, Entrepreneurs Sustained innovation is an oxymoron in the era of disruptive business models. But it is disruption that sustains innovation. This track discusses the interplay between disruptive business models, innovation, entrepreneurship, and the opportunities they create for individuals.
	Building Tomorrow’s Leaders via Professional	Your Career in a Sustainable world	Just-In-Time Employee Contracting as an
2:30 pm-3:15 pm			

	<p>Awareness Activities</p> <p>Today's graduates have proven themselves technically proficient, but lack adequate leadership and communication skills. The IEEE-USA Student Professional Awareness Committee (SPAC) leaders will provide an overview of the numerous resources available to help all students elevate their soft skills and become more productive in the engineering profession. Additionally the tangible benefits of devoting time to working with student branches will also be emphasized. Bring your business cards and a notebook to the session.</p> <p>(VIDEO FILE)</p> <p>Presented by: Guru Madhavan Jim Watson</p>	<p>Our economy is experiencing unprecedented change. Today we are in the job destruction phase of this economic transformation; with the loss of many manufacturing and even service jobs to technological advancement. As in the 1930s, eventually we will create jobs relevant for our yet to be defined New Economy. As an engineering professional, you can be well positioned to take advantage of this New Economy. This topic will focus on your professional sustainability and what you can do now to cope with, and embrace this challenge of change.</p> <p>Presented by: Gary Perman</p>	<p>Employment Model</p> <p>Increasingly, companies are using more just-in-time workers that are contracted through an employment agency. The benefits, disadvantages and job security of being a contractor will be discussed.</p> <p>Presented by: Andrew Woodle, Brett Kadz, Mike Mitchell, Tom Vargas</p>
<p>3:15 pm-3:35 pm</p>	<p>BREAK (Exhibits Area)</p>		
<p>3:35 pm-4:20 pm</p>	<p>How to Develop and Benefit from Industry Relations</p> <p>A strong Industry Relations and Corporate Outreach program is ideal for creating or growing Section operations and vitality. The session will include a discussion of how to make the initial contact to key executives, host events, train volunteers to serve as hosts, create a Value Statement and develop</p>	<p>The Communication Connection</p> <p>(VIDEO FILE)</p> <p>One of the greatest needs of an engineer, computer scientist or other technical professional is the ability to communicate effectively, especially with large audiences. However, the thought of standing before an audience makes most people nervous. This presentation, designed by an engineer for engineers and technical professionals, is a common sense approach to</p>	<p>Practicing Sustainability with Engineering Logic</p> <p>Linking the essence of what the engineering mindset is all about, the current economy policy challenges, and the broad philosophical and practical complexities relating to sustainable development and circle it back to how an engineering mindset needs to consider a lot more different perspectives to better capture and tackle the concept of sustainability.</p>



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	<p>an effective communication channel between the Section and corporations.</p> <p>Presented by: Mike Andrews</p>	<p>developing and delivering powerful presentations. It includes demonstrations of how PowerPoint visuals can guide you through your presentations and increase audience interest and retention, both when speaking before live audiences and participating in web-based conferences.</p> <p>Presented by: Jim Watson</p>	<p>Presented by: Guru Madhavan</p>	
4:30 pm-5:15 pm	<p>Consultants and Employment Networks/ Licensing and Registration</p> <p>IEEE-USA Consultant & Employment Networks have resulted in employment and career development for our members. This session will explain how these Networks are created, how they became effective, and how every Section should leverage them. Updates on the latest developments in PE Licensure and Registration will also be presented.</p> <p>Presented by: Gary Blank, PhD Davy McDowell, PE</p>	<p>DIAMOND PATRON Presentation</p> <p>Sustaining the Professional: Protecting Your Assets</p> <p>Professional Liability Insurance may seem confusing. This talk will break it all down and help you separate the fact from the fiction as you search and apply for coverage.</p> <p>Presented by: Denise K. Gibson, Vice President, RPLU, Marsh Graham M. Fuller, Senior Vice President, Marsh</p>	<p>Sustaining STANDARDS: Participation in the IEEE Standards Process</p> <p>Standards provide a means for industry to produce compatible products for use in the marketplace, but how does one get involved? This session will walk through the process from inception of a concept to standardize to the final step of getting IEEE-SA Standard Board approval.</p> <p>Presented by: Jon Rosdahl</p>	
5:15 pm-5:45 pm	BREAK (Exhibits Area)			
5:45 pm-7:30 pm	REGIONAL BREAKOUT SESSIONS			
	REGION 1	Ross Island	REGION 4	Sellwood
	REGION 2	Broad/Weidler	REGION 5	Morrison
	REGION 3	Hawthorne	REGION 6	Multnomah
7:30 pm-??	DINNER - on own or with Region group			



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Saturday, August 3, 2013			
6:30 am – 6:00 pm	Registration (Foyer)		
6:30 am-8:00 am	Breakfast (Holladay)		
Parallel Tracks Start at 8:00 am	<p style="text-align: center;">Track 1 Ross Island/Morrison Track Chair: Cristian Linte Co-Chair: John Dentler</p> <p style="text-align: center;">Sustaining the Profession: Students and Public Outreach</p> <p>This track focuses on the outreach from the IEEE to our current member, future members, the public sector that take advantage of the technology being developed and how our society provides relevant services to support technological industries.</p>	<p style="text-align: center;">Track 2 Hawthorne/Sellwood Track Chair: Jim Look Co-Chair: Kheng Swee Goh</p> <p style="text-align: center;">Sustaining the Professional: Career Development / Personal Preservation Section and Society Preservation</p> <p>All professionals experience a variety challenges during the cycle of their careers. This track includes tools and techniques to enhance your job prospects, improve your professional communications and protect both your intellectual property and your assets.</p>	<p style="text-align: center;">Track 3 Broad/Weidler Track Chair: John Prohodsky Co-Chair: Maury Miller</p> <p style="text-align: center;">Sustaining Innovation: Technical Policies and Regulations, Entrepreneurs</p> <p>Sustained innovation is an oxymoron in the era of disruptive business models. But it is disruption that sustains innovation. This track discusses the interplay between disruptive business models, innovation, entrepreneurship, and the opportunities they create for individuals.</p>
	8:00 am-8:45 am	<p style="text-align: center;">IEEE-USA Government Fellows (State, US-AID, Congressional) / WISE</p> <p>Each year IEEE-USA awards Fellowships to 3 IEEE members to serve as science advisors on the Hill and in the Dept. of State. This coming year, a 4th Fellowship will be awarded to an IEEE member to serve at USAID as an Engineering & International Development Fellow.</p> <p>Learn about the WISE program, which will continue to award summer internships to selected student members.</p>	<p style="text-align: center;">Professional Activities for Member Engagement</p> <p>A typical IEEE activity follows a predictable pattern. The event is advertised, people attend then leave. They learn something that is useful and can be applied, but if that is all that happens, we lose a valuable opportunity by not providing opportunities for attendees to develop a network of loose network connections by engaging each other and section/chapter leaders. The why and how of social networking for professionals will be presented.</p> <p style="text-align: center;">Presented by: Ravi Todi & Tarek Ladhari</p>



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	<p>Panel Members: Shery Gillespie, PhD Patrick Meyer, PhD Elizabeth Johnston</p>		
8:55 am-9:40 am	<p>PACE Projects Session I - unConference style (collaborative and creative <i>peer-to-peer</i> audience participation)</p> <p>Come and learn about PACE projects from around the country in a free-flowing participative format. In this “unConference” session, the charts will be kept to a minimum and we need you to maximize collaborative discussion. Learn about what works and what don’t for PACE projects. Take away tips for your Section.</p> <p>Presented by: Murty Polavarapu Doug Askegard Mike Fallenstein</p>	<p>vTools for Member Engagement</p> <p>vTools is a set of tools that empowers and supports volunteer activities. We will discuss how to use vTools to locally engage members and industry.</p> <p>Presented by: John Prohodsky</p>	<p>Entrepreneurship: Creating Your Own Future</p> <p>Entrepreneurship is increasingly seen as an alternative to working for someone else. It is a difficult, but a potentially rewarding experience. This session's panel provides an overview of entrepreneurship.</p> <p>Presented by: Mark Wingate Len VanRegenmoter Steve Morris</p>
9:40 am-10:00 am	BREAK (Exhibits Area)		
10:00 am-10:45 am	<p>PACE Projects Session II - unConference style (collaborative and creative <i>peer-to-peer</i> audience participation)</p> <p>Presented by: John Dentler Joseph Burns Emilio Salgueiro</p>	<p>IEEE-HKN: Recognizing Excellence and Building Leadership Skills</p> <p>Evelyn Hirt will review the presentation she gave to IEEE-HKN Student Chapter leaders at their conference and expand the topic to cover the broader IEEE audience. Building off the "professional sustainability" theme she will include how IEEE-HKN membership not only recognizes excellence</p>	<p>Disruptive vs. Evolutionary Innovation</p> <p>Established business models have been successfully assaulted by disruptive technology as described in The Innovators Dilemma and Big-Bang Disruption. For a disruptive technology to disrupt, a business model is needed that describes its value proposition and how the technology will</p>



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		<p>but builds leadership skills.</p> <p>Presented by: Evelyn Hirt & Nancy Ostin</p>	<p>be monetized. This session discusses business models and how to create one.</p> <p>Presented by: Steve Morris</p>
10:55 am-11:50 am	<p>A Novel Approach to Engaging IEEE members in Community Activity</p> <p>In 2012, The Chicago Section received a grant of \$40,000 from the IEEE Foundation and Life Members Committee to support Public Libraries in the creation of circulating science kit collections. Twenty-six Public Libraries participated in the grant program. Hear about the lessons learned and how your Section can go about starting up a similar activity.</p> <p>Panel Members: John Zulaski, Bernie Sander</p> <p>(VIDEO FILE)</p>	<p>Effective Professional Communication</p> <p>Effective communication is key to personal and project success. In this session, you will learn about using caution in social media, employing communication tricks of the trade and creating compelling presentations. Audience participation is encouraged.</p> <p>Panel: Chris McManes, Charles Lord & Cristian Linte</p>	<p>Public Policy and You</p> <p>Public policy, enacted in the form of legislation, regulations and government programs, often concerns us as individuals, impacts our profession, and affects the economic health and security of our nation. This session, presented by IEEE-USA's Managing Director, explores how IEEE U.S. members can effectively participate in the public policy process and express their views to policy-makers so as to influence policy outcomes.</p> <p>Presented by: Chris Brantley</p>
11:55 am-1:15 pm	<p>LUNCH (Holladay) KEYNOTE: "Workforce Sustainability Through Diversity", Julie-Ellen Acosta, Boeing</p>		
1:25 pm-2:10 pm	<p>Managing Your Career as a Business</p> <p>You are the CEO of You, Inc.! Evidence shows that most engineers spend more time planning their vacations than they do managing their careers. This session will introduce the mindset that one must take charge of his/her career, and introduce</p>	<p>IEEE-USA and Comprehensive Immigration Reform</p> <p>It's rare to find a major piece of federal legislation that leaves everyone entirely happy. The comprehensive immigration reform bill is a good example. Find out why the IEEE-USA, for the most part, is pleased with proposed changes in the high-skill immigration</p>	<p>Innovative Conference Techniques: Ignite! / TEDx event/ Unconference</p> <p>Conference innovations such as TED Talks, Ignite!, and Unconferences have shown that conferences can be much more engaging than bulleted PowerPoint presentations. Although whole conferences are based upon them, we will discuss the concepts behind them</p>



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	<p>specific actions that can be taken immediately to help ensure success. Special emphasis will be placed on the tools and resources that IEEE-USA has available to members.</p> <p>Presented by: Ed Kirchner</p>	<p>sections that passed the Senate Judiciary Committee in May.</p> <p>Presented by: Russell Harrison</p>	<p>and how they can be used to make IEEE conferences much more engaging.</p> <p>Presented by: John Prohodsky</p>
2:20 pm-3:05 pm	<p>Are Professional / Technical Organizations Sustainable or Relevant Anymore?</p> <p>IEEE-USA's Associate Managing Director Scott D. Grayson will moderate a discussion among engineering and computer science students, some of whom are IEEE members and others who are not. Hear why some students join IEEE and others do not. Will they retain their membership after graduation? Will the non-members join IEEE after graduation? Find out why or why not? Learn from them. What can we do to better engage our members of the future? What can you do in your local section?</p> <p>Presented by: Scott Grayson</p> <p>Panel: Karen Day Nicole Gruber Erik Johnson James Schiffer David Silver</p>	<p>Importance of Intellectual Property in Your Professional Career</p> <p>Patents, Trademarks, Copyrights and Trade Secrets are important to the careers of engineers and scientists because they are property rights. In a world without property rights, there is little reason to make personal investments of time, effort and resources to solve society's problems because the likelihood of being rewarded is minimized. Would you fix up an abandoned house in your neighborhood if you did not have the deed or title? This presentation will explain the differences between each type of intellectual property, and will show you why it is important to your career.</p> <p>Presented by: Keith Grzelak</p>	<p>Engaging with IEEE Societies</p> <p>The session will consist of 5-10-minute presentations from panelists with audience participation through dynamic, engaging, interactive discussions delivered in the style of TED talks. We would provoke expansive thinking and insight into accelerating innovation through cross-disciplinary projects and explore how they reach out under the umbrella of different IEEE Societies. The session will also highlight several IEEE Societies and talk about multi-disciplinary projects that bring together regulators, academics, industry and users at large, as far as "participation in standards development", and the function of the society standards committee as a sponsor to standards development.</p> <p>Presented by: Carole Carey</p> <p>Panel: Jeffry Handal Cristian Linte Chris Clark Emily McCallum Joe Cioletti</p>



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3:05 pm-3: 35 pm	BREAK (Exhibits Area)		
<p>3:35 pm-4: 20 pm</p>	<p>K-12 Science Technology, Engineering and Math</p> <p>Join us for an interactive discussion of STEM Outreach activities and opportunities in this session determined by the requests of the audience. Bring your questions, wants, and needs for your Section’s Outreach program. Find out more about the IEEE-USA Educator-Engineer Partnership Award. Plan to leave the session with some great ideas for Outreach programs and how to successfully implement them.</p> <p>Presented by: Coral Jean Cotterell</p>	<p>Networking and Network Building</p> <p>Networks are more than LinkedIn, Facebook, Twitter, or Google+ and predate online social networks. A social network is not the number of followers or friends, but relationships where individuals contribute to the success of each other by sharing information, helping each other and making introductions. The elements of a successful social networker’s strategy will be presented.</p> <p>Presented by: John Hartman & Carri Bugbee</p>	<p>Sustainability of Women in Technology</p> <p>IEEE partnering to encourage entry into and enhance sustainability of Women in Engineering and Technology. Can “WIE” have it all? The panel will discuss life balance, best practices and the IEEE “Swiss army knife” of tools that can be used to help your professional career.</p> <p>Panel: Pam Jones Karen Panetta Shirin Tabatabai</p>
<p>4:30 pm-5:15 pm</p>	<p>IEEE-USA Policy Activities and 2013 Legislative Overview</p> <p>We have a new Congress in 2013. What can IEEE members expect from it? By August, we should have a good idea what the priorities will be in Washington, and what we can do about them.</p> <p>Presented by: Chris Brantley & Russell Harrison</p>	<p>Leadership and Leadership Development</p> <p>This presentation will focus on practical aspects of volunteer leadership development. It will provide new ideas and approaches to developing volunteer IEEE leaders for the many opportunities that exist in local IEEE organizational units such as Committee, Section, Chapter, or Branch Chairs. The intended audience is the IEEE volunteer who wishes to build a high-performance organization.</p> <p>Presented by: John Meredith & Charles Lord</p>	<p>The Practice of Innovation: It’s Your Business</p> <p>(VIDEO FILE)</p> <p>This workshop is about your road to success. It discusses career management, having a personal and professional vision, and the strategy, goals, skills to make that happen. Action plans to implement it and document results to see if you achieve your goals. What’s involved before you focus on the American dream – build your own business. Learn the ingredients to make your own business successful, using and applying proven business practices. How to start. Testing your market.</p>



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			Reach for the stars and achieve your greatest potential – it’s your business. Presented by: Jim Watson
5:15 pm-6:00pm	BREAK (Exhibits Area)		

Saturday Evening, August 3, 2013 (Awards Banquet & Ceremony)		
7:00 pm – 9:00 pm	Awards Dinner	Lloyd (Multnomah & Holladay Ballroom)
9:00 pm – 10:00 pm	Afterglow Dessert Reception	Cascade Ballroom (2 nd Floor)

Sunday, August 4, 2013 (Closing – Multnomah)		
6:30 am – 8:00 am	Breakfast (Holladay)	
8:00 am – 9:00 am	Closing Keynote – “Future of Innovation”	whurley, Chaotic Moon Labs John Sherry, Intel Labs
9:00 am – 9:15 am	“Lessons Learned”	Carole Carey, Annual Meeting Program Chair 2013
9:15 am – 9:30 am	Invitation to IEEE-USA AM 2014 (Providence)	David Casper, Annual Meeting Chair 2014
9:30 am – 9:45 am	“Recap and outgoing message”	Marc Apter, IEEE-USA President 2013
9:45 am – 10:00 am	“Looking forward to 2014 Incoming message”	Gary Blank, IEEE-USA President 2014



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Side Meetings

Wednesday, July 31, 2013 (setup)		
4:00 – 5:00 pm	Local Organizing Committee Meeting	Planning (EMC) (Executive Meeting Center)
4:00 – 4:30 pm	Volunteers Orientation	Gathering
4:00 pm	Setup: A/V, Registration packets, Signage, Exhibit area	Foyer
5:00 pm	Setup Event office	Halsey
5:00 – 7:00 pm	Preliminary Attendee Registration	Foyer/Halsey
Thursday, August 1, 2013		
6:30am – 7:30 am	Committee/Volunteers - plan of the day	Halsey
Friday, August 2, 2013		
6:30 am – 7:30 am	Committee/Volunteers - plan of the day	Halsey
8:00 am - Noon	IEEE-USA PACE Committee	Madison (EMC)
8:30 to 10:30 am	IEEE-USA Operations Meeting	Mt. Bachelor (2 nd Floor)
10:30 to 11:30 am	IEEE-USA Board of Directors	Mt. Bachelor (2 nd Floor)
Saturday, August 3, 2013		
6:30 am – 7:30 am	Committee/Volunteers - plan of the day	Halsey
6:00 pm	Awards Rehearsal	Lloyd (Multnomah & Holladay Ballroom)
Sunday, August 4, 2013		
6:30 am – 7:30 am	Committee/Volunteers - plan of the day	Planning (EMC)
10:15 am - Noon	IEEE-USA Annual Meeting Steering Committee	Jackson (EMC)
10:30 am	Committee/Volunteers Teardown	Planning (EMC)