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PERIODICAL
TIME SENSITIVE MATERIAL

Chairman's Column



Wow, it's March. How did that happen? I was sitting here contemplating our 1999-2000 slate of Executive Committee officers to help get the slate into the *Monitor* in time, when I realized that not only does the slate have to go in, so does my article. After a moment I found two things to be happy about. One is that I'm *not* the editor of the *Monitor* and have to chase people like me to meet a deadline, and the other is that Harold Ruchelman *is* the editor. Hal is one of our unsung heroes who, month after month, puts together a credible publication with the help of, and sometimes in spite of, some of the rest of us.

I fouled him up in the January issue, when he also reprinted my December article. That was because I misread something in December, and caused a problem. But, thanks anyway Hal.

Last month I asked for any volunteers to work on our committee, specifically as Awards Chairman, but any volunteers will be welcomed. If you would like to make an impact on your engineering community, please join us.

Come on, please join us – the winter is almost over, and as I write this at the end of January, we have had another relatively mild winter, spring is almost upon us, and you should be somewhat energized. We would love to explore different paths and try different directions, but we can only do that with fresh ideas from some new people. If there is something you would like to see IEEE do for you, thinking about it will not get it done; by joining us and bringing it to the table at least you stand a chance.

IEEE has a GOLD program, Graduates Of the Last Decade. There are programs for this younger end of our membership spectrum, and if there are any of you out there who would like to get more involved (and network) we would love to welcome you. To maintain the strength we have, we always need to replenish the youth. Again, if there are programs you would like to see directed toward the GOLD people, let me know.

In the past we had an active Instrumentation and Measurement Chapter. This chapter has become inactive and we are currently trying to re-activate it. If you have any interest in this field and would like to see an active chapter, please contact me. At this point it is not only important to get the people to re-energize the chapter, but also to determine who is interested.

Hopefully, by the end of this month we will have some weekends warm enough for my “old guys” team, a euphemism for senior softball, to practice. Warm enough for these players is barely above freezing. Of course our wives think we are all nuts, but that's ok, because we probably are. But, I know that those of you out there who play can't wait, and will push the envelope a bit. I can hear it now, “Honest dear, it's not that cold – I'll wear gloves.” Ha. Then about two or three weeks later, when it warms up, the “kids” come out to play.

Till then, let's keep this IEEE team moving in the right direction, and see how we can help each other.

Come on spring!

William Perlman, Chairman
New York Section

Nominations for NY Section Officers

The Nominations Committee of the New York Section, IEEE chaired by Junior Past Chairman, Bertil Lindberg, has proposed the following members for Section office in the 1999-2000 term.

Chairman - Michael Miller
Vice Chairman - Jalal Gohari
Vice Chairman – Alan Osborn
Treasurer - Ralph Tapino
Secretary – Robert Pellegrino

The Section election will be held on Wednesday May 12, 1999. For details call Ralph Tapino at (718) 904-4526

Nominations for ComSoc Officers

The slate for NY ComSoc is:
Chair: Frank P. Jones
Vice Chair: James P. Barbera
Treasurer: Dimitar Georgievski
Secretary: Karl Wummer

Election will be held with NY Section on Wednesday, May 12, 1999

Nominations for PES - IAS Officers

Joseph D. Connors – Chairman
Paul J. Sartori - Vice Chairman
James R. Nucito – Secretary
Uwe M. Enke – Treasurer
Michael A. Miller - Senior Member at Large
Neil Weisenfeld - Junior Member at Large

Election will be held with NY Section on Wednesday, May 12, 1999

The Millennium (or Millenium) - A Matter of Perspective

Reply to Frank Logan:

The main thrust of my January article, when I started, was the Y2K problem. Now that you've forced me to re-read it, I find that I slid in the millenium question, and what it will bring.

At first I agreed with you, that the millenium should begin 1/1/2001. My thinking was the same as yours – something about engineers, I guess. Most of the references in my January article were about Y2K, which starts 1/1/2000. The world seems to be most concerned about Y2K, and the effects thereof, and the perception of most, right or wrong, is that the millenium should also start at 1/1/2000. First we have perception verses reality, then perception becomes reality.

We all know that from 0001 to 1000 is only 999 years. Then I went on to think, if consensus says that the 19th century started at 1800, the 20th at 1900 etc., then why not the 21st at 2000? Does this equate to the millenium? Why didn't this question come up at 1/1/1000? Maybe it did. Why wasn't this settled in 1100, 1200 etc.? Why now? What do you want from me?

Some guarantees: Whatever the Y2K problem will be, it will start at 1/1/2000. There will be more and bigger new years parties 12/31/1999 than 12/31/2000. We will not be the only ones discussing this question.

Oh, I almost forgot, thanks for reading my article and taking the time to reply. However, if you don't mind I'll leave your 1/1/10,000 question alone.

Bill Perlman

To Chairman Perlman,

From the note on your background it appears you are much too busy to take on the Y2K problem brought up by Frank G. Logan. It also appears he is far from the only one who seems to

have been trapped in this dilemma. Articles in my Westchester paper have raged on about it for weeks. So let me unload some trivia which I seem to have accumulated over the years. I am sure it may only dispel the problem for some - not all.

We know that, unlike the Mayan's, Rome's numbering system had no zero nor understanding of the concept. (They also were not into accounting for shift in planetary cycles.) But it appears to me that when Christ died, at least some had an intuitive sense of "DC" (that's zero between "BC" and "AD"). Remember the gladiator, "It's been a year since Jesus was k- ah, died and I haven't thrown a disciple to the lions yet. Come to think, it was a full year before (DC) that I throw in the last one". However, in fact, it took several hundred years before "AD" and "BC" became accepted dating terminology. By that time both the exact day and year had become lost. Between that and the slippage of "leapt, time, the problems of dates became an increasing mess for the next millennium.

Several hundred years ago (it's left to the reader to look up exact dates) Pope Gregory said, "Enough already - the season is all wrong! The monks planted the corn much too early again." So he set up a committee; no one also had such universal powers. By then the committee and most everyone else knew full well about zero. Some even knew there can't be a year zero because it has zero time, They also did the best they could at establishing when Christmas and "DC" occurred. The Gregorian calendar has served quite well ever since. We know how and when to leap a second. And the millennium comes at the stroke of midnight - 2000, thank you. Now back to work and tell Frank to stop worrying.

Best regards,
Clayton Washburn

**Edison
Engineering
Society**



and



Regular Meeting
19th Floor Auditorium
4 Irving Place

THURSDAY * MARCH 4, 1999 * 5 PM

Financial Challenges and Strategies for the Future

Presented By

Joan S. Freilich

Executive Vice President & CFO

Divestiture



Acquisitions



New Business



All members are welcome to attend. Light refreshments will be served after the meeting. Due to space limitations, this meeting requires reservations. If you plan to attend, please respond to: Michael A. Miller, Secretary, Con Edison, Rm. 1006-S, M020, 4 Irving Place, NY, NY; or E-Mail: MillerM@ConEd.Com or Phone 212 460-4911 or FAX 212 505-5917

THE NEW YORK SECTION
of
THE IEEE COMMUNICATIONS SOCIETY
sponsors a full-day conference on
BUILDING THE NEXT GENERATION PUBLIC NETWORK
Thursday, April 22, 1999 9:00 AM – 4:15 PM
The Auditorium at Consolidated Edison, 4 Irving Place, New York, New York

This one day conference will focus on selected technologies and the alternative strategies being explored by a broad range of service providers who plan to successfully deliver *next generation* data, voice and video services demanded by Internet/intranet end-users.

Transport, switching, provisioning and loop technology/strategy, will be presented by experts, with whom these service providers are depending upon, to develop technology that will, in some cases, transform an existing incumbent local exchange carrier or permit a small burgeoning start-up the opportunity to make-it in the forthcoming bandwidth-rich environment.

Paper	Speaker	Title	Position	Company
Keynote Speaker: The Next Generation Public Switched Telephone Networks (PSTN)	George Dobrowski,	Director,	Broadband Switching & Signaling Technology	Bell Communications Research, Inc. (Bellcore).
The New World of CLECs	George Holland,	President and General Manager,	New York Office	Covad Communications Co.
Voice over IP	Lior Haramaty,	Co-Founder and Vice President of Technical Marketing - North America		VocalTec Communications
ATM vs. IP	To be announced			
SONET vs. IP over DWDM	William Miller	Vice President	Broadband Services	Fujitsu Business Comm.
Private Network Service Provisioning	To be announced			

Registration fee	IEEE member	\$150
	Student	\$35
	Other	\$175

For more information contact: Dimitar Georgievski at 212-963-4946, Jim Barbera at 212-465-8877, e-mail: J.P.Barbera@ieee.org or visit Upcoming Events at our website at URL <http://www.comsoc.org/socstr/chptrs/NYC/>

Registration:

Complete the following form and send it, together with your payment, to Robert E. Puttre, 637 Stratford Road, Baldwin, NY 11510-1031

REGISTRATION for NY IEEE ComSoc Conference on Building the Next Generation Public Network.

Your Name:

Your Title:

Your Company:

Address:

City: State: ZIP:

Your telephone number: E-mail:

• Bill my Company. Purchase Order No.:

• My check No. in the amount of \$ is enclosed.

Calendar of Upcoming Events

March 2 - April 20, 1999 (Tuesdays) 6:00 – 8:00 PM

New York Section, the New York/Long Island PES & IAS Chapter,
National Electrical Code 1999 Course
Parsons Brinckerhoff, Conference Room 2E, One Penn Plaza, New York, NY 10119

March 4, 1999 (Wednesday) 5:00 PM

New York Section, the New York/Long Island PES & IAS Chapter, and the Edison Engineering Society
Financial Challenges and Strategies for the Future
Con Edison 19th Floor Auditorium, 4 Irving Place, Manhattan, New York
For information call Michael Miller at 212 460-4911, Fax 212 505-5917 or e-mail millerm@coned.com

March 17, 1999 (Wednesday) 5:30 PM Refreshments at 5:00 PM

New York Section, the New York/Long Island PES & IAS Chapter,
Port Authority New Light Rail System – JFK – Jamaica - Howard Beach
Con Edison 19th Floor Auditorium, 4 Irving Place, Manhattan, New York
For information call Alan Osborne at 212 460-6690 or Michael Miller at 212 460-4911

March 17, 1999 (Wednesday) 8:30 – 5:30 PM

IEEE Princeton Sect., TCNJ Engineering Dept., TCNJ IEEE Student Branch & The Sarnoff Corp.
IEEE Sarnoff Symposium on Advances in Wired and Wireless Communications
The College of New Jersey, Ewing NJ
For information call Desiree McDermott at (608) 734-2430

March 25, 1999 (Thursday) 6:00 PM Refreshments at 5:15 PM

New York Section, the New York/Long Island PES & IAS Chapter,
The Application and Operations of Emergency Power Generators
Con Edison 19th Floor Executive Dining Area, 4 Irving Place, Manhattan, New York
For information call James Nucito at 212 563-7400 or David Lau at 212 330-6268

April 18, 19, 1999 (Sunday, April 18th) 12:00 Noon to 6:00 PM (Monday, April 19th) 9:30 AM to 5:00 PM

Fifty Plus Expo
Madison Square Garden, 4 Pennsylvania Plaza, New York City
For more information call (212) 631-7574

April 22, 1999 (Thursday)

New York Chapter Communications Society "Building the Next Generation Public Network"
Con Edison 19th Floor Executive Dining Area, 4 Irving Place, Manhattan, New York
For more information e-mail James P. Barbera at j.p.barbera@ieee.org or visit COMSOC's website at
<http://www.comsoc.org/socstr/chptrs/NYC/com19ny4.htm>.

Congratulations to the following New York Section members upon
their elevation to senior member Grade

Debasis Bandyopadhyay

Keith A Jenkins

Deadlines for information to be placed into future issues of
The Monitor

May Issue March 25, 1999

IEEE Pairs Up With Teachers To Help K-12 Students Learn Technology

Piscataway, NJ, 29 January, 1999 -- Fifteen members of the IEEE Pre-College Education Coordinating Committee (PECC), a cross-section of engineers and educators, recently developed a framework for an IEEE pre-college education initiative. The framework was developed after the committee brainstormed ways in which the IEEE and the engineering community can collaborate with teachers to foster innovative teaching strategies among K-12 science, math, and technology teachers.

Formed in October 1998 at the Technological Literacy Counts workshop in Baltimore, MD, the PECC is one of the few IEEE committees that actively recruits non-engineers. Pete Lewis, Educational Activities Staff Director, contends, "It's important that the IEEE take an active role in enhancing the technological literacy of K-12 students. We can only do so by listening to the educational needs of those on the front lines, the teachers themselves."

In a round-table discussion format, participants sought to answer the following questions:

- In this rapidly growing technology age, WHAT tools/resources do K-12 educators need in order to most effectively teach their students science, math, and technology subjects?
- As the world's largest technical professional society, HOW can the IEEE, and the engineering community at large, help teachers foster technological literacy among their students?

A participating and appreciative eighth-grade science teacher from Oklahoma said, "I am so glad the IEEE is breaking out of the 'box' and reaching out to teachers." In the coming months, the IEEE will form a specific action plan for its pre-college education initiative. For more information, contact Barbara Stoler, IEEE Educational Activities, 445 Hoes Lane, PO Box 1331, Piscataway, NJ, 08855-1331; e-mail: b.stoler@ieee.org.

SEVENTH ANNUAL FIFTY PLUS EXPO

April 18th (12:00 – 6:00) & 19th (9:30 – 5:00)

Marriott Marquis Hotel

Featuring

This year the show will feature Ossie Davis who will speak about his recent book "With Ossie & Ruby" Rabbi Irwin Katsof, Co-Author with Celebrity Larry King of the book "Powerful Prayers" and "Hattie", Author of RetroAge- The Four Step Program to Reverse The Aging Process. The show will include Computer Classes, YOGA, Tai Chi, Financial Planning Seminars, Health Screenings Health and Wellness Lectures and lots of free gifts for all.

Once again, CancerCare Inc. will have representatives making presentations on: Communicating with Your Doctor, Prostate Cancer Awareness, Stress Management, Using the Internet to Find Information on Cancer and Talking to Your Children and Grandchildren about Serious Illness.

\$2.00 Discount for IEEE Members

The IEEE Educational Activities Board Seeks Nominations For Annual Awards

PISCATAWAY, NJ, 8 February, 1999 - The Educational Activities Board (EAB) of the IEEE is currently accepting nominations for the 1999 EAB Awards. The deadline for nominations is 30 April, 1999. In June, the EAB Awards and Recognition Committee will review all nominees and decide upon recipients for the following awards:

- Meritorious Achievement Award in Accreditation Activities - recognizes IEEE members for outstanding contributions in accreditation of engineering, engineering technology, and computer science programs.
- Meritorious Achievement Award in Continuing Education - recognizes IEEE members for the design, delivery, or management of continuing education activities for IEEE members.
- Major Educational Innovation Award - recognizes IEEE members for outstanding innovation in an educational field appropriate to the mission of the IEEE.
- Meritorious Service Citation - recognizes IEEE members for outstanding and sustained service to the aims and objectives of the Educational Activities Board.
- Employer Professional Development Award - recognizes organizations employing IEEE members for contributions to employee continuing education and professional development

Nomination packets must include the following materials:

- A nomination letter that details the achievements of the nominee
- A complete vita of the nominee (except for the Employer Professional Development Award)
- A cover sheet listing the name of the EAB award being sought for the nominee, and the name, address (both postal and e-mail), and telephone and fax numbers of both the nominator and nominee
- Up to three letters of endorsement and not more than five pages of materials supporting the claims of contributions or achievements

NOTE: For the Employer Professional Development Award, letters of endorsement must include at least one from an employee who is an IEEE member, and one from the director of an IEEE region in which the organization's contributions were made.

Recipients of these awards will be announced at the Frontiers in Education Conference in November 1999.

Nomination materials should be sent to Rae Toscano, Manager, EAB Administration, via e-mail, r.toscano@ieee.org, or post: IEEE Educational Activities, 445 Hoes Lane, Piscataway, NJ, USA, 08855-1331. For more information, nominees should contact Rae by e-mail, phone (732.562.5482), or fax (732.981.1686).

The Institute of Electrical and Electronics Engineers, Inc., (IEEE) is the world's largest technical professional society, serving the interests of more than 330,000 members in the information and electrotechnology communities in approximately 150 countries. In keeping with its "Networking the World" slogan, the IEEE helps to foster technological innovation, enable members' careers, and promote worldwide professional community.

The Educational Activities Board (EAB) of the IEEE recommends educational policy to the IEEE Board of Directors and coordinates the Institute's educational activities and programs. These activities include coordination of pre-college educational programs, participation in accreditation of engineering and engineering technology programs, and development of continuing education products and services that foster the professional development and lifelong learning needs of electro- and information technology professionals worldwide.

IEEE TEAMS UP WITH A UNIVERSITY FOR A PILOT PROGRAM TO OFFER A WEB-DELIVERED COURSE

PISCATAWAY, NJ, 28 January, 1999 – The IEEE has created an alliance with the Department of Electrical and Computer Engineering at the University of Illinois at Urbana-Champaign (UIUC), Urbana, IL, to offer a web-delivered course on antennas and propagation.

This four-week course, designed to serve as a refresher for practicing engineers, will be based entirely on the Internet. Classes run from April 1, 1999 through April 30. Registration ends March 31, 1999. Course capacity is limited to 30 students.

The course will provide learners with an analytical and intuitive understanding of antenna physics, expose them to antenna computer-aided design software, and introduce them to a variety of antenna structures of practical interest. The course will also cover recent developments in the wireless and personal communication systems. Those intending to register are expected to have a basic knowledge of electromagnetic wave theory outlining the general plane wave solution of Maxwell's equations, phenomena involving reflection and transmission of plane waves, transmission lines, and impedance matching techniques. Students who successfully complete the course will be awarded 3.6 IEEE Continuing Education Units (CEUs).

Eric Michielssen, Ph.D. will be instructing the course. Dr. Michielssen received his Ph.D. from the University of Illinois at Urbana-Champaign in 1992. He is an assistant professor in the UIUC Department of Electrical and Computer Engineering, associate director for the Center of Computational Electromagnetics, and a part-time faculty member in the Beckman Institute Photonic Systems Group. His professional interests are computational electromagnetics, photonic systems, high-speed digital circuits, fast algorithms, and stochastic optimization.

For more information about the course contents and requirements, and to register for the course, go to: <http://www.ieee.org/organizations/eab/distance.htm>

The tuition for this pilot offering of the course is: Member price, \$350. List price: \$400. For more information about this educational opportunity contact Peter Wiesner, IEEE Educational Activities, 445 Hoes Lane, PO Box 1331, Piscataway, NJ 08855-1331; Phone: 732 562-5500; Fax: 732 981-1686; E-mail: p.wiesner@ieee.org

The IEEE is the world's largest technical professional society, serving the interests of more than 330,000 members in the information and electrotechnology communities in approximately 150 countries. In keeping with its "Networking the World™" slogan, the IEEE helps to foster technological innovation, enable members' careers, and promote worldwide professional community.

The IEEE LEADERSHIP WIRE

Grants Awarded to the IEEE

IEEE received the following grants from external agencies during the 4th Quarter of 1998:

Office of Naval Research:

US\$8,000 to the 1999 International Geoscience and Remote Sensing Symposium for publications. US\$3,000 to the 1998 International Topical Meeting on Microwave for general conference support.

Alfred P. Sloan Foundation

US\$138,000 to use the World Wide Web to document the recent history of electrical engineering and computer science.

Bell Atlantic Foundation

US\$1,000 to expand the TLC Network

If you have any questions or wish to pursue external grant opportunities for an IEEE conference or project, please contact Karen Galuchie, Grant Administrator, for assistance at (732) 562-3860 or e-mail her at k.galuchie@ieee.org.

TRAVEL EMBARGO

In anticipation of the millennium, some larger companies are putting a travel embargo into effect for the latter part of this year and early next year. This could significantly impact registration numbers for meetings and conferences that are scheduled to occur during the period beginning around 9 Sept. 1999 and ending some time in March of 2000. Please advise your meeting and conference organizers of the potential for reduced participation as a result of the Y2K travel embargoes that will be imposed during the above period. For additional information, contact Ken Maze - IEEE Controller's Office - telephone 732-562-5503; fax 732-562-5455; "MailTo:k.maze@ieee.org.

ENGINEERING TOMORROW LOOKING FOR IMAGES

A number of IEEE society volunteers (including the Presidents) are playing a major role in the development of the book "Engineering Tomorrow," a coffee table type book to look at the impact electrotechnologies might have over the coming years. Each society has suggested visionary folks to interview and those interviews are on-going. We have a professional scientific writer (Trudy Bell), a publisher, and a packager. Janie Fouke, Division X Director, is helping to coordinate the production of this book, and she is asking for help with locating photos, images, and graphics that will enhance the book text. If you have suggestions regarding where to locate any photos, images or graphics, please CONTACT Janie Fouke – Mail To:j.fouke@ieee.org.

PERSONNEL

New Hires:

Robert Delmar, Advertising Sales Representative, Computer Society
Danielle Martin, Proceedings Production Editor, Computer Society

Promoted:

Jim Fecile, Project Manager - Level B, Member Services
Myrna Mendez, Department Administrator, Strategic Planning/Institutional Research
Jill Cianflone, Associate Editor, Periodicals
Casey Della Salla, Human Resources Information Systems Specialist, Human Resources
Melissa Estrin, Senior Administrator, Technical Activities
David Ringle, Electronics Products Processing Specialist, Customer Service
Scott MacFarland, Director - Publishing Business Development, Publishing Operations
Paul Miller, Managing Editor - Electronic Publications, Business Development
Fran Zappulla, Staff Director - Publications Operations, Publishing Operations

Left Company:

Dorothy Rodriguez, Administrator Promotions, Inspec
Michael Brady, Order Processing Associate, Customer Service
Michael Chaykovsky, Production/Marketing Assistant, IEEE-USA

For more information, contact Terry Proetto, Human Resources: telephone 732-562-5316; fax 732-981-1046;
MailTo:t.proetto@ieee.org.

IN THE NEWS

The IEEE, its members, and its products and services are mentioned frequently in journalists' reports on technology and the engineering profession. Here are just a few recent references.

January 99 -- UPSIDE Magazine -- A feature article raised the issue of unemployment and age discrimination in the high-tech industry. The story cited Paul Kostek, IEEE-USA president, who expressed concern that unemployment among its membership was growing, from 0.4 percent in early 1998 to 2.2 percent by August. Kostek also noted that for every year of age, it takes an unemployed engineer an average of two weeks longer to find a job.

December 99 -- ENGINEERING TIMES -- A light-hearted story, titled "Showtime for Engineers," examined the portrayal of engineers versus other professionals in movies. The story refers readers to an editorial on the topic by structural engineer Robert Johnson that was posted on the IEEE-USA This Week Web site in June.

23 Nov. -- PC WEEK -- A trade show round-up article highlighted vendor efforts at the Comdex '98 show to spur interest in IEEE 1394 high-speed digital interfaces. The story featured the numerous demonstrations at the show of electronic devices that use the 1394 standard. These included NEC and Sony PCs, Seagate hard drives, Samsung monitors, HP printers, among others. A Jan.99 cover story in DIGITAL VIDEO also examined the future of the standard.

November 1998 -- ELECTRONIC PACKAGING & PRODUCTION -- A news story announced an IEEE/NEMI (National Electronics Manufacturing Initiative) joint project for the production and dissemination of a controller specification that will help North American manufacturers create low-cost, flexible automation equipment. The standard specification, the IEEE/NEMI Low-Cost Open Architecture Controller Specification, provides for a uniform application programming interface to control industrial machinery such as robots, flexible assembly cells, SMT chip placement machines, machine tools, and general machinery that involves motion control. A similar article appeared in SMT magazine.

IEEE-USA

NEW IEEE-USA RESUME REFERRAL SERVICE ENGINEERS THE RIGHT MATCH

WASHINGTON, Feb. 10, 1999 – High-tech professionals have a new tool for career advancement: the IEEE-USA Resume Referral Service. And like its popular cousin, the IEEE-USA Job Listing Service

<http://www.ieeeusa.org/jobs.html>,

the service is free to U.S. IEEE members.

"Over the past few years, we've developed the nation's premier job-posting service for technical professionals; it was a natural next step to introduce a top-of-the line resume database for our members," said IEEE-USA Employment Assistance Committee Chair Gary Johnson. "With industry claiming a lack of skilled high-tech workers, we expect the database to become very quickly a hot property for employers seeking access to the IEEE's rich talent pool. "

The IEEE-USA Resume Referral Service is administered by Resume-Link, the largest publisher and distributor of resume databases in the world. IEEE members who enroll remain in the database for one year with option to renew. Every six months, they will be asked to update their information, or, if they choose, to remove their information from the database. The confidentiality option allows members to exclude specific companies from reviewing their information. Companies who are interested in a member's resume credentials will contact the member to further discuss possible opportunities.

U.S. IEEE members can enroll via the Web at URL

<http://www.ieeeusa.org/EMPLOYMENT/resume.html>

or by hard-copy form. To request a form, or for more information, interested members can contact Resume-Link at 614-923-0608 or

socmember@resume-link.com.

Employers who seek skilled technical professionals should contact Resume-Link's Dave Meagher at 614-923-0600, ext. 329, or

dmeagher@resume-link.com,

for access to the IEEE-USA resume database.

From Under the Rock

STRATEGY

There is always a new "buzz" word in management circles. One of the latest is "strategy". With the rapid growth of information and technology, businesses are being started faster now than ever before. To stay in business you must remain alert. What applies to a business, also applies to individuals.

To succeed you must first determine what you want. And be careful as to what you want, you may just get it. Recently I

was speaking to an owner of a health food store where I live in the city. Of course when I say city, I mean New York. To me when you leave New York, you are out of town. In this woman's story she got what she wanted; she left the neighborhood to buy a beautiful house in the suburbs. However, she was unhappy because she missed having the friendly atmosphere of a neighborhood. In neighborhoods you tend to walk more and meet people rather than drive from place to place. What she really wanted was a beautiful home and a friendly place to live. She never developed a strategy to get what she wanted.

After you determine what you want, don't go it alone. Find someone who got what you want and try to find out how they got it. You can do this through books or sometimes you can talk to the people who achieved the desired results. Ask friends for their help. A friend can give you an insight of yourself that you haven't seen before. If you are married, discuss your goals with your wife. See if she is willing to give you help.

There is one thing you must learn is that developing a strategy that suits you is not easy. For a strategy to emerge you must be willing to try different things. For some people working longer hours may be the key. For others, better planning and being more selective as to where you place your priorities is the answer. Each person has to find their way at being more effective in reaching their goals.

A woman in my health club thought she would be happy in climbing the corporate ladder, only to find that it was too demanding on her personal time. Working late almost every night wasn't fun. She gave up the managers role and became a sales clerk. Of course the pay isn't as high but she finds it more in tune with her other interests.

To determine whether a strategy is working requires that you set up a system of measurement. The simplest example is that of a weight loss program. If your strategy to lose weight is by avoiding between meal snacks, then it should show up in the scale readings. Without a system of measurement you will never know whether your strategy is working.

Few people understand how strategies emerge. In the movie Patch Adams, the main character uses his ability to make people laugh to help in the healing process. Obviously, Patch is a natural clown. Being a doctor with a good sense of humor and the ability to apply medical principles is a rare gift. The real Patch Adams was on T.V. complaining that the movie made more money than all his endeavors in raising funds, to build a hospital based on his view of medical practice, had. This shows you that more people are interested in being entertained then in contributing money to someone's dream regardless of whether it may have any value to society.

In the above story, Patch may have had a good idea but he failed to develop a strategy to get the money. This is where he must be involved with the concepts dealing with strategy emergence, one of which we already touched upon, experimenting with different approaches. Another is to try to get other people interested in your cause, especially younger ones where they can make an emotional investment, seeing that the end result will benefit them as well as the people they are trying to help.

The most important aspect of strategy is that it is not a "thing", but an emerging idea or concept. Just look these shopping clubs. You need an I.D. to enter, they don't "bag" your food or other purchases, you receive a discount for bulk purchases, and you usually have to drive 5 to 10 miles to get there. You can also buy a variety of goods from a loaf of bread to a television set. The one thing you feel you are getting is a good deal. You are actually buying your merchandise at a warehouse where fork lift trucks are "beeping" you out of the way as you shop. Before these clubs came into being, there was a strategy to change the way we shop. Before you complain about your lack of success, develop a strategy to change the way you approach life. It may be as simple as making life simpler. Who needs all that stuff anyway?



**POWER ENGINEERING SOCIETY AND
INDUSTRY APPLICATION SOCIETY
NEW YORK & LONG ISLAND CHAPTER**



The Application and Operations of Emergency Power Generators

Timothy J. Grady of Cooper Power Systems - Kohler Generator Division has 19 years experience in the manufacturing, application and installation of engines and generators in both prime and standby power applications.

The topic of discussion will be technical in nature, including operations and applications relating to the power generation industry. The presentation will be based on approximately 25% theory of operation and 75% on applications and installations.

While concentrating mainly on the components of an emergency power system, Mr. Grady will review various types of loads which affect the sizing of generators and load factors with regard to different types of ratings which can be utilized by curtailable and interruptible rate structures. Also included within Mr. Grady's presentation will be the effects of these ratings on life of overhaul.

Thursday, March 25, 1999

IEEE Technical Discussion Group, NY Chapter PES/IAS

Refreshments: 5:15pm

Program: Starting at 6:00pm

Location: Con Edison 19th Floor (Executive Dining Room)
4 Irving Place
Manhattan, NY 10003

Nearest Subway: Union Square

Further information:

James R. Nucito, TDG Chairman @ 212-563-7400
David M. Lau, TDG committee member @ 212-330-6268

No charge for admission
Presentation is open to all interested parties

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