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Introduction

The Institute of Electrical and Electronics Engineers – United States of America (IEEE-USA) is a major organizational unit of the IEEE, and traces its origins to the formation of the IEEE U.S. Activities Committee in 1973. IEEE-USA was created to advance the public good and promote the careers and public policy interests of more than 220,000 engineers, scientists and allied professionals who are U.S. members of the IEEE. IEEE-USA is directed by a volunteer board of directors chaired by the member-elected IEEE-USA President. IEEE-USA’s operations are supported by a professional staff of 24 based in the IEEE-USA office in Washington, D.C.

The 2007 IEEE-USA Program Book highlights IEEE-USA’s mission, goals and programs, and was developed to increase member awareness of IEEE-USA programs and services, provided to advance the engineering profession, and for the benefit of the IEEE’s U.S. members. It also serves as a handy reference for members seeking information about specific programs or issues, or those who are looking for opportunities to volunteer their time and expertise in support of their profession.
IEEE-USA Mission and Purpose

As written in our by-laws, IEEE-USA’s mission is to “recommend policies and implement programs specifically intended to serve and benefit the members, engineering professionals and general public in the United States. IEEE-USA shall be the organizational unit that represents the professional interests of the IEEE before U.S. governmental bodies. It shall also be responsible for coordinating and reporting, under federal disclosure laws, all official communications with government.”

IEEE-USA Policy 1.2 further describes this mission, which defines as our organizational purposes the responsibility to:

- Promote the professional, social, economic and ethical status of electrical, electronics, communications, and computer engineering, as well as computer science and allied branches of engineering and the related arts and sciences and technologies, and related technical professionals in the United States, with a special emphasis on U.S. IEEE members
- Provide technical advice and policy perspectives to U.S. policy-makers at all levels, in the areas of electrotechnology and information technology, to improve the quality of life and for the benefit of the public
- Work with U.S. policy-makers and regulators to enhance the careers and improve the working conditions of U.S. engineers and other technical professionals
- Develop products and services that support the lifelong professional development and career vitality needs of the IEEE’s U.S. members and other technical professionals
- Support communication with and among U.S. IEEE members, potential members, their employers, and the public about IEEE-USA and the professional issues that affect our members and their professions
- Enhance public awareness and understanding of electrical, electronics and computer engineering, and related technical fields

IEEE-USA Strategic Goals (2006-2010)

IEEE-USA’s Strategic Plan for 2006-2010 represents IEEE-USA’s commitment to build upon our strengths to address the challenges facing IEEE-USA and U.S. IEEE members, as well as to bring us to a higher level of member satisfaction and financial security. This strategy will require that IEEE-USA achieve the following goals:

1. Serve the career and professional interests of U.S. IEEE members, and support lifetime member careers in engineering and related disciplines
2. Increase U.S. membership to have the greatest effect in influencing trends affecting our
members’ interests and well-being

3. With EAB, assure our members valuable graduate level educational products at least cost, to provide lifetime learning and to avoid obsolescence

4. Advance public policies that are technically sound, advance the public welfare, and serve the needs of the engineering profession and U.S. IEEE members

5. Use state-of-the-art communication tools and practices to ensure U.S. IEEE members solidly understand and appreciate IEEE-USA’s programs and services, and to provide our members with an influential role in the larger public community

6. Promote and nurture communities of interest among our members and volunteers in conjunction with RAB, TAB and EAB, as well as in areas of public policy and career management, and optimize our volunteers’ talents

In support of these goals, IEEE-USA has identified a number of strategic activities supported by operational plans, which are reflected in this program book and which are also detailed online at: www.ieeeusa.org/volunteers/strategicplan

IEEE-USA’s Strategic Focus for 2007

As outlined by IEEE-USA President John Meredith, IEEE-USA’s strategic focus for 2007 is aimed at the competitiveness challenge facing the U.S. high-tech industry and ensuring the U.S. position as a major competitor in the global technology sector. Primary emphasis is placed on four areas:

1. Innovation and Competitiveness
   • Urging Congress to enact comprehensive legislation that promotes U.S. innovation and competitiveness
   • Launching IEEE-USA’s Innovation Institute
   • Urging Congress to enact comprehensive immigration reforms and address entry of skilled workers

2. Supporting Members’ Career Endeavors
   • Adding/upgrading IEEE-USA’s career-related tools and resources
   • Offering career enhancement workshops
   • Targeting assistance to mid- and late-career engineers

3. Strengthening Continuing Education
   • Promoting IEEE-EA’s Xpert Now and Educational Partnership continuing education programs
• Expanding educational content in IEEE-USA/IEEE publications
• Promoting benefits of IEEE technical society membership
• Offering IEEE-USA “soft-skills” courses and a related webinar series
• Adding a one-day technical tutorial program to the IEEE-USA Annual Meeting

4. Enhancing Pre-University Science, Technology, Engineering & Math (STEM) Education

• Supporting expansion of IEEE-EA’s Teacher in Service Partnerships and the TryEngineering.org Web portal
• Supporting other national pre-university programs (e.g., JETS, Future Cities, etc.)
• Helping promote the PBS Design Squad television program
• Urging Congress to support funding for key federal K-12 STEM educational programs

IEEE-USA Funding

IEEE-USA operates on a balanced annual budget approved by the IEEE Board of Directors. IEEE-USA’s 2007 budget is $5.63 million, which supports the programs, volunteer activities and staff highlighted in this book.

IEEE-USA’s budget is primarily funded through a mandatory assessment of all U.S. IEEE Higher Grade members, which is indexed to inflation. The 2007 assessment is $35. The U.S. assessment comprises approximately 90 percent of IEEE-USA’s operating revenues. An additional five percent of total revenues are allotted by IEEE to IEEE-USA to offset corporate indirect infrastructure charges. IEEE-USA is also working to expand its non-dues revenues from registrations and sales of products and services, which currently comprise five percent of total revenues.

In addition to IEEE-USA’s operating budget, tax-deductible member contributions to the IEEE-USA Fund provide seed money for new career and professional programs and services. For information on how you can support IEEE-USA through a voluntary contribution, see: http://www.ieeeusa.org/about/development.asp. IEEE-USA’s 2007 Treasurer is James M. Howard.

Program Highlights

IEEE-USA’s programs are organized into five operational areas: Career and Member Services, Professional Activities, Public Policy, Communications and Media Relations, and Public Awareness. Program highlights are appended below by operational area and program.
Career and Member Services

IEEE-USA’s Career and Member Services encompasses all programs designed to support U.S. IEEE members and their careers, assist them in employment and career transition, enhance their professional status and recognition, and help sustain the engineering educational pipeline. Specific program offerings include:

**Awards & Recognitions:** IEEE-USA’s awards program is designed to recognize outstanding performance in furthering the objectives of IEEE-USA and the professional aims of the IEEE. IEEE-USA’s slate of recognitions includes awards for engineering professionalism, region/division professional leadership, and professional achievement. Technical awards include the Harry Diamond Award and the Technology Transfer Award. Other awards are given for distinguished public service, and for literary contributions advancing engineering professionalism and the public understanding of engineering.

- **Budget:** $27.9K
- **Oversight:** Awards & Recognitions Committee (Diane Collier, Chair)
- **Staff Contact:** Sandra Kim, sandra.kim@ieee.org
- **URL:** www.ieeeusa.org/volunteers/awards

**Consultants Services:** IEEE-USA’s Consultants Services program consists of a directory of local IEEE Consultants Networks, annual consultants workshops and publications, and the online Consultants Database. The database is a fee-based listing service that connects technical consultants with potential clients, including a questionnaire-based tool that matches consultants to projects.

- **Budget:** $27.0K (Revenues: $42.8K)
- **Oversight:** Alliance of IEEE Consultants Networks (Bruce Johnson, Chair)
- **Staff Contact:** Scott Grayson, s.grayson@ieee.org
- **URL:** www.ieeeusa.org/business

**Employment & Career Services:** IEEE-USA offers a package of services and publications designed to enhance U.S. members’ careers and assist those in career transition. Programs/services include the IEEE-USA Salary Service (Salary Survey and Salary Calculator); the Employment & Career Strategies virtual community; publications (e.g., Career Planning Guide, Beyond Job Satisfaction Workbook), Leadership for Results online courses; Employment Navigator job listings (complimenting the IEEE Job Listing Service), and P.E. Exam Review videos. Future additions include a Career Check-Up online
tool. These services are now delivered through the IEEE-USA Career Navigator Web site.

Budget: $32.7K (Revenues: $75k)
Oversight: Employment & Career Services Committee
Programs are also coordinated with IEEE Regional Activities and Publications through the IEEE Careers Committee
Staff Contact: Scott Grayson, s.grayson@ieee.org
Career Navigator URL: www.ieeeusa.org/careers/
Employment & Career Strategies URL: www.ieeecommunities.org/ecs
Salary Service URL: www.ieeeusa.org/careers/salary

Entrepreneurs Services: In 2006, IEEE-USA unveiled its Entrepreneurs Village, a new IEEE-USA online community and tool kit formed by and for entrepreneurs to help them network, share information, and mentor prospective entrepreneurs. In 2007, IEEE-USA will pilot a Tech-Match program to link entrepreneurs with venture capitalists.

Budget: $18K
Oversight: Entrepreneurs Committee
(Mauro Togneri/David Ostfeld, Co-Chairs)
Staff Contact: Scott Grayson, s.grayson@ieee.org
URL: www.ieeeusa.org/careers/entrepreneurs

Licensure & Registration: IEEE-USA distributes information on licensure, recommends changes in state law and provides input to the National Council of Examiners for Engineering and Surveying (NCEES) concerning P.E. exam questions and format. Revenues are derived from the sale of P.E. Examination Review preparatory tapes.

Budget: $16K ($10K revenues)
Oversight: Licensure & Registration Committee
(Richard Schwarz, Chair)
Staff Contact: Vin O’Neill, v.oneill@ieee.org
URL: www.ieeeusa.org/volunteers/committees/lrc
**Precollege Education:** Through a series of targeted efforts, IEEE-USA seeks to support improvements in the math, science and technology education of U.S. precollege students, to help raise their functional and technological literacy. In addition to coordinating member and financial support for the IEEE Educational Activities Board’s *Teacher in Service, TryEngineering.Org*, and other technical literacy programs, IEEE-USA provides *Teacher Grants* and recognizes teacher-engineer collaborations with its *Teacher-Engineer Partnership Award*.

- **Budget:** $33.6K
- **Oversight:** Precollege Education Committee  
  (Rama Shastri, Chair)
- **Staff Contact:** Sandra Kim, sandra.kim@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/pec

*Other:* An additional $4.5K is allocated for support of the Vice President, Member Activities.

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**Professional Activities**

IEEE-USA professional activities programs support the Professional Activities Committees for Engineers (PACE) — volunteer entities established in IEEE U.S. regional, sections, student branches, divisions, technical societies, and chapter organizations. IEEE-USA helps coordinate this PACE Network within the United States, and it assists PACE efforts to help U.S. members’ outreach to the public; develops an awareness of professional issues; and develops skills in such areas as job searching, communications and project management. PACE programs encompass meetings, conferences, competitions, networks, publications and other activities focused primarily on the non-technical aspects of technology careers. Key program elements include:

**Annual Meeting:** The IEEE-USA *Leadership Workshop* disseminates information to volunteers on IEEE-USA’s key missions, goals and priorities, and provides a mechanism for communication of member interests and concerns. It supports the PACE Network’s effort to disseminate information, products and services to members through local sections and chapters. Other program components include technical tutorials and career-related continuing education sessions designed to build soft-skills and tools for professional development, job search and networking. In addition to its operating budget, IEEE-USA distributes an additional $38K to U.S. regions/divisions to support participation.

- **Budget:** $67.3K (Revenues: 67.3K)  
  (plus $38K in regional/division support)
- **Oversight:** Annual Meeting Committee  
  (Paul Meisel, Chair)
- **Staff Contact:** Sandra Kim, sandra.kim@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/pec
PACE Network: PACE (Professional Activities Committees for Engineers) is a grassroots network of IEEE volunteers and committees organized at the section and chapter levels in the United States, with support from their respective IEEE Regions and the IEEE-USA. The PACE Network promotes the professional interests of U.S. IEEE members, and it provides a mechanism for communication of members' views on their professional needs. Through PACE, IEEE-USA provides advice, speaker lists and limited funding support to U.S. IEEE regions and sections to help them sponsor professional development seminars, including Professional Development Seminars (formerly Member Professional Awareness Conferences). Professional development seminars cover a broad range of career and professional topics, such as active career management, negotiation, consulting, setting up a business, and often provide a venue for briefings and discussion on public policy issues of interest to the engineering profession.

Budget: $37.8K
Oversight: PACE Committee
(Julie Gaevert, Chair)
Staff Contact: Sandra Kim, sandra.kim@ieee.org
URL: www.ieeeusa.org/volunteers/pace

Professional Development Fund: Each year, with the adoption of its budget, IEEE-USA allocates $85K in funding to the six U.S. regions and to the IEEE technical divisions on a formula basis to support professional activities. No more than 25 percent of the funds distributed can be used to support participation in the IEEE-USA Annual Meeting.

Budget: $85K
Oversight: IEEE-USA Board of Directors
Vice President, Professional Activities
Staff Contact: Sandra Kim, sandra.kim@ieee.org
Student Professional Activities: IEEE-USA provides advice, speaker lists and limited funding to U.S. IEEE student branches to support Student Professional Awareness Conferences (SPACs) and Ventures (SPAVs). SPACs are student-organized conferences/workshops where students listen to experienced engineers from diverse backgrounds discuss topics related to Career Growth, Working, Professional Ethics/Social Responsibility, Self-Management, Engineers and Public Policy, and/or the Importance of Professional Society Membership. SPAVs encompass other types of projects or activities conceived and implemented by IEEE Student Branches to develop an awareness of engineering professionalism. SPACs and SPAVs not only promote professional awareness for participants, but also provide valuable management experience for student organizers. Each year, IEEE-USA sponsors 40-50 of these activities.

- **Budget:** $54.8K
- **Oversight:** Student Professional Activities Committee (Erin Hogbin, Chair)
- **Staff Contact:** Sandra Kim, sandra.kim@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/spac

Other: An additional $4.5K is allocated for support of the Vice President, Professional Activities.

Government Relations

IEEE-USA government relations programs (www.ieeeusa.org/policy) are directed toward the related goals of:

- informing/educating members on public policy issues of professional concern
- informing/educating U.S. public policy-makers on the technical implications of important public policy issues
- advocating specific public policy positions to policy-makers at the federal, state and local levels on technology and career-related issues of concern to the IEEE’s U.S. members

These goals are accomplished through direct and grassroots lobbying, government fellowships and internships, publications and related informational programs, amicus curiae filings in federal and state courts, and related activities.

In addition to approving the government relations program budget, each year the IEEE-USA Board of Directors endorses a slate of public policy priorities as an advocacy focus for the forthcoming session of Congress. IEEE-USA’s public policy priorities for 2007 (110th Congress, 1st Session) are: innovation & competitiveness; immigration reform (issues related to skilled/technical workers); retirement security; patent process reform; and E-health. For issue information and status reports, see: www.ieeeusa.org/policy/issues/

Members concerned about the compatibility of lobbying activities with the IEEE’s not-for-profit status should note that the IEEE has made the IRS 501-H tax election, which allows the IEEE to spend up
to a $1 million limit annually on non-partisan U.S. lobbying activities (defined as efforts to influence specific legislation). IEEE-USA discloses its lobbying activities through biannual reports to Congress, and also supports the IEEE’s tax disclosures through the annual IRS Form 990, Schedule A filing. For more information on applicable lobbying laws, contact IEEE-USA Managing Director Chris Brantley at c.brantley@ieee.org

Key components of IEEE-USA’s government relations program include:

**Career & Workforce Policy:** IEEE-USA proactively addresses career-related policy issues, with a focus on the career-related needs of U.S IEEE members and the overall health of the U.S. engineering work force.

Our scope includes both public and private sector policy-making that directly affects the education, credentialing, employment, compensation, training, and retirement security of technical professionals. Current focus issues include immigration reform; H-1B visa system reform; retirement security; health security/association health plans; and federal support of K-12 science, technology, engineering and math programs. Activities include direct and grassroots advocacy, webinars, presentations and related outreach efforts.

- **Budget:** $30K
- **Oversight:** Career & Workforce Policy Committee
  (Ed Perkins, Chair)
- **Staff Contact:** Vin O'Neill, v.onell@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/cwpc

**Communications Policy:** IEEE-USA promotes formulation of sound legislation, regulation and policies relating to communications, computer and information technology development. Current focus issues include telecommunications reform and deregulation legislation, advancing broadband deployment, policy implications of Radio Frequency Identification (RFID) technology, and proposed reforms to FCC governance and radio-frequency spectrum management. Recent activities include supporting the establishment of an RFID Caucus in the U.S. Senate, sponsorship of an IEEE-RFID conference, and the release of a whitepaper/eBook on *The State of Radio Frequency Identification Implementation and Its Policy Implications* ([www.ieeeusa.org/ebooks](http://www.ieeeusa.org/ebooks))

- **Budget:** $17.2K
- **Oversight:** Communications Policy Committee
  (Emily Sopensky, Chair)
- **Staff Contact:** Deborah Rudolph, d.rudolph@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/ccip
Critical Infrastructure Protection: In response to the post-9/11 security environment, IEEE-USA seeks to support government efforts to enhance the security of critical national infrastructures, with a focus on cybersecurity, spyware, the interoperability of communication systems, and uses of information technologies in security applications.

- **Budget:** $5K
- **Oversight:** Critical Infrastructure Protection Committee (Luis Kun, Chair)
- **Staff Contact:** Deborah Rudolph, d.rudolph@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/cipc

Energy Policy: IEEE-USA seeks to address all aspects of the national, regional, state, or local energy situation, and to apply the engineering knowledge and skills of U.S. IEEE members, to make a constructive contribution to legislation, regulation and policy. Current focus issues include reliability of the national electric transmission and distribution system (including establishment of a national Electric Reliability Organization), development of advanced energy technologies, plug-in hybrid vehicles, the International Thermonuclear Reactor (ITER), and restructuring of the electric power industry. Recent activities include co-sponsorship of a workshop for Washington policy-makers on *Wind Power: Technology, Economics and Politics*, as part of the IEEE Technology Discourses project.

- **Budget:** $17.2K
- **Oversight:** Energy Policy Committee (Tom Gentile, Chair)
- **Staff Contact:** Bill Williams, bill.williams@ieee.org
- **URL:** www.ieeeusa.org/volunteers/committees/rdc

Eye on Washington (EOW) (newsletter): EOW is a biweekly newsletter available free to opt-in subscribers through the IEEE What's New email update service. The newsletter highlights important federal legislative and regulatory developments that affect U.S. engineers and their careers. In addition to this biweekly newsletter, subscribers to Eye on Washington receive occasional legislative bulletins and action alerts on IEEE-USA priority issues.

- **Budget:** $0K
- **Staff Contact:** Erica Wissolik, e.wissolik@ieee.org
- **URL:** www.ieeeusa.org/policy/eyeonwashington
**Government Fellowships:** Each year, IEEE-USA offers fellowships for qualified U.S. IEEE members to spend a year in Washington, D.C., serving on the staff of a Member of Congress or congressional committee, or within a bureau/office at the U.S. State Department. Normally, IEEE-USA recruits two Congressional and one Engineering & Diplomacy Fellow each year. IEEE-USA’s Government Fellowships link engineers with government, providing a mechanism for IEEE-USA Government Fellows to learn first-hand about the public policy process through personal involvement, and to apply their knowledge and experience toward developing technically sound public policies.

- **Budget:** $219K
- **Oversight:** Government Fellows Committee
  (Ned Sauthoff, Chair)
- **Staff Contact:** Erica Wissolik, e.wissolik@ieee.org
- **URL:** www.ieeeusa.org/policy/govfel

**Grassroots Activities (CARE):** IEEE-USA enlists U.S. IEEE members as grassroots advocates through the *Congressional Advocacy Recruitment Effort* (CARE) or CARE Network. CARE is a voluntary network of U.S. IEEE members who receive and take action on Legislative Updates and Action Alerts on specific legislation forwarded by IEEE-USA. The grassroots program also includes outreach through support of speakers at conferences, region and section meetings, and other venues to inform members of public policy issues, and raise their awareness/understanding of the public policy process and why engineering involvement is important. Related grassroots activities include participation in the multi-society *Science, Engineering & Technology Congressional Visits Day* (aka CVD) held each spring.

- **Budget:** $35.6K
- **Oversight:** Government Activities Committee
  (Don Hill, chair)
- **Staff Contact:** Russell T. Harrison, r.t.harrison@ieee.org
- **URL:** www.ieeeusa.org/policy
**Intellectual Property:** IEEE-USA addresses intellectual property policy as it relates to the interests of U.S. IEEE members (employed engineers, faculty, scientists, inventors, entrepreneurs, etc.), and its implications for fast moving technology, technology transfer and U.S. competitiveness. Current focuses include efforts to reform the U.S. patent system, enhancing inventor’s rights, and proposing methods to discourage the practice of “patent trolling.” In recent years, IEEE-USA has also filed amicus curiae briefs before the United States Supreme Court, successfully advocating the adoption of an “active inducement” standard for digital copyright infringement in *MGM vs. Goldwyn-Mayer* and a “foreseeable bar” standard for patent amendment cases in *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co.*

**Budget:** $28.1K  
**Oversight:** Intellectual Property Committee  
(Keith Grzelak, Chair)  
**Staff Contact:** Erica Wissolik, e.wissolik@ieee.org  
**URL:** www.ieeeusa.org/volunteers/committees/ipc

**Medical Technology Policy:** IEEE-USA seeks to assist in the formulation of medical technology legislation, regulation and policy in the United States. Current policy focus are on issues involved in establishing national health information systems, including electronic medical records, privacy, interoperability of systems, and the National Health Information Network. Other issues of interest include the role of technology in improving health care/patient safety, the quality of health information on the Internet, and social/ethical issues related to use of genomic information. IEEE-USA participates in the Coalition for Genetic Fairness.

**Budget:** $17.2K  
**Oversight:** Medical Technology Policy Committee  
(Michael Corrigan, Chair)  
**Staff Contact:** Deborah Rudolph, d.rudolph@ieee.org  
**URL:** www.ieeeusa.org/volunteers/committees/mtpc

**Research & Development Policy:** IEEE-USA promotes strong federal investments in engineering (civilian and defense) research and development in the United States, with the broader goal of promoting innovation, advancing U.S. technological competitiveness and enhancing homeland security. IEEE-USA also addresses related policy and regulatory issues, such as technology-related export controls and post-9/11 visa restrictions on travel of international researchers. In addition to a strong advocacy focus, IEEE-USA attempts to educate members on key R&D budget trends through an annual Engineering Societies R&D Symposium (www.engineeringpolicy.org/RD_Symposium.cfm), and to educate Congress on selected R&D topics by co-chairing the Advisory Committee to the
Congressional R&D Caucus (see www.researchcaucus.org/). IEEE-USA also participates as a member of the Coalition for National Science Funding, the Coalition for National Security Funding, the Council on Competitiveness, and the R&D Tax Credit Coalition.

**Budget:** $17.2K  
**Oversight:** R&D Policy Committee  
(Jim Bielefeld, Chair)  
**Staff Contact:** Bill Williams, bill.williams@ieee.org  
**URL:** www.ieeeusa.org/volunteers/committees/rdc

**Transportation and Aerospace Policy:** IEEE-USA seeks to contribute engineering perspectives to the formulation of sound legislation; and U.S. regulation and policy in U.S. aviation, intelligent transportation, and other air, space and ground transportation related issues. Current issue focus includes use of technology to increase security of the intermodal transport-ation system, maintaining a strong national aerospace R&D program at NASA, and the overall redirection of NASA’s general mission. IEEE-USA participates in the Aviation R&D Coalition.

**Budget:** $17.2K  
**Oversight:** R&D Policy Committee  
(Edge Nowlin, Chair)  
**Staff Contact:** Bill Williams, bill.williams@ieee.org  
**URL:** www.ieeeusa.org/volunteers/committees/ctap

**Washington Internships for Students of Engineering (WISE):** Each year, IEEE-USA, the IEEE Life Members Committee and IEEE Technical Activities jointly sponsor three IEEE student members to participate in the Washington Internships for Students of Engineering (WISE). Through WISE, outstanding engineering students from five sponsoring societies are selected to spend nine weeks in a special summer program in Washington, D.C., to learn how government officials make decisions on complex technological issues and how engineers can contribute to legislative and regulatory public policy decisions. Student research is published in the WISE EJournal of Engineering and Public Policy.

**Budget:** $10K (IEEE-USA)  
**Oversight:** WISE Task Force  
(Thomas Fagan, Chair)  
**Staff Contact:** Erica Wissolik, e.wissolik@ieee.org  
**URL:** www.wise-intern.org
Other: In addition to the programs described above, IEEE-USA budgets $39K for support of volunteer officers and administrative expenses associated with Career Activities ($4.5K), Technology Policy Activities ($22.5K), and Government Relations Services ($12K). An additional $40K is allocated to a special Legislative Initiative Fund controlled by the IEEE-USA Presidents, who can allocate those funds to support specific government relations advocacy efforts as needed.

**Communications and Media Relations**

IEEE-USA’s Communications and Media Relations program strives to keep the U.S. IEEE members informed (both internally and externally) about the organization’s accomplishments and services, and to raise awareness among U.S. members and the general public about issues affecting technology professionals’ careers. For more information, see: www.ieeeusa.org/communications/.

Key components of the communications and media relations program include:

**IEEE-USA eBooks:** A new series of career, professional and public policy-related electronic publications on topics of interest to U.S. members and other targeted audiences (e.g., policy-makers). Ebooks are sold online with a member discount. Sample titles released to date include: *The Best of Today’s Engineer on Career Survival, Communicating with Congress, Interoperability for the National Health Information Network,* and *The State of Radio Frequency Identification and its Policy Implications.*

- **Budget:** $4K (Revenues: $5K)
- **Oversight:** Communications Committee
  (Paul Kostek, Chair)
- **Publishing Manager/Editor:** Georgia Stelluto, g.stelluto@ieee.org
- **URL:** www.ieeeusa.org/communications/eBooks

**IEEE-USA Today’s Engineer Digest:** *IEEE-USA’s Today’s Engineer (TE) Digest* is a four-page print digest featuring short news and feature items on career and public policy issues affecting U.S. IEEE members, and article excerpts from *IEEE-USA Today’s Engineer Online.* In an effort to increase outreach to U.S. IEEE members, in 2007 *TE Digest* will publish twice annually (in March and October), and will be mailed directly to U.S. members, unbundled from *The Institute* and *IEEE Spectrum.*

- **Budget:** $150k (Revenue: increases in IEEE-USA products and services sales, and IEEE-USA eBook sales after publication)
- **Editor-in-Chief:** Terrance Malkinson
- **Oversight:** Communications Committee
  (Paul Kostek, Chair)
Managing Editor/Staff Contact: Georgia Stelluto, g.stelluto@ieee.org
URL: todaysengineer@ieee.org

**IEEE-USA Ads Appearing in IEEE Spectrum and IEEE Potentials:**
IEEE-USA promotes both *IEEE-USA Today’s Engineer* (TE) and its products and services (*IEEE-USA in Action*) through 13 paid ads appearing in *IEEE Spectrum* and *IEEE Potentials*. Five TE ads, appearing in the January, April June, August, and November issues of *IEEE Spectrum* and in the Jan/Feb, March/April, and Sept/Oct issue of *IEEE Potentials*; and five *IEEE-USA in Action* ads, appearing in the February, May, July, September and December issues of *IEEE Spectrum* make up the mix.

- **Budget:** $129k (Revenue: increases in IEEE-USA products and services sales, and IEEE-USA eBook sales after ads publish)
- **Staff Contact:** Georgia C. Stelluto, g.stelluto@ieee.org

**IEEE-USA Today’s Engineer Email Update:** A monthly, opt-out email news service sent to all U.S. IEEE members to highlight IEEE-USA career and public policy-related news and product information affecting U.S. IEEE members

- **Budget:** $0 (Revenue: $45K from advertising)
- **Oversight:** Communications Committee
  (Paul Kostek, Chair)
- **Staff Contact:** Greg Hill, g.hill@ieee.org
- **Advertising Contact:** Georgia C. Stelluto, g.stelluto@ieee.org
- **URL:** www.ieeeusa.org/communications/emailupdates

**IEEE-USA Today’s Engineer Online:** *IEEE-USA’s Today’s Engineer Online* is a monthly Web publication devoted to the issues affecting U.S. IEEE members’ careers, such as professionalism, management skills, engineering performance, engineering skills and competencies, product development practices, project management issues, innovation and entrepreneurship, business practices. Additionally, *Today’s Engineer Online* includes articles and commentary on the topics that are shaping legislation, the technology work place, and the engineering world. The online magazine strives to provide insights into both hemispheres of IEEE-USA’s operations — building careers and shaping public policy.

- **Budget:** $18K
- **Oversight:** Communications Committee
  (Paul Kostek, Chair)
Media Relations: Through its media relations program, IEEE-USA works to increase public and member awareness of IEEE-USA programs and activities; coordinates responses to media inquiries regarding career and public policy issues affecting U.S. IEEE members; and monitors coverage of IEEE-USA in the national media. IEEE-USA spokespersons have been quoted in such publications as The New York Times, The Wall Street Journal and The Washington Post; and have appeared on such television programs as CNN’s Lou Dobbs Tonight and Next@CNN. See coverage highlights of “IEEE-USA In the News” at: www.ieeeusa.org/communications/inthenews/.

Budget: $44.2K
Staff Contact: Chris McManes
URL: www.ieeeusa.org/communications/releases

Other: In addition to the publications above, IEEE-USA budgets $15.1K for support of the IEEE-USA Communications Committee and preparation of the IEEE-USA annual report. An additional $5K is budgeted for utilization of the IEEE-USA Traveling Display.

Public Awareness

Improving the public’s understanding and appreciation of engineering continues to be a top priority for U.S. IEEE members. IEEE-USA has been actively involved in promoting public awareness of engineers and engineering since 1981. Working in tandem with sister organizations, IEEE-USA works to foster the positive public image of engineers and engineering through targeted outreach efforts that communicate how U.S. IEEE members and technical professionals improve quality of life in the United States and in local communities; and how U.S. IEEE members and technical professionals promote diversity and ethical behavior in the profession. Key programs include:

Discoveries & Breakthroughs: IEEE-USA participates in this collaborative program organized by the American Institute of Physics, which develops 100-150 TV news spots annually on technology-related topics for distribution to more than 66 U.S. TV markets, reaching an audience of 65 million households. IEEE-USA’s involvement ensures inclusion of stories featuring electro and computer technologies, such as a robotic arm for stroke victims, high-tech captioning, a mouse adapter for individuals with hand tremors, and oxyride batteries. Discoveries video spots are available online and can be used by IEEE volunteers making presentations to students in middle and high schools.

Budget: $25K ($25K funding from voluntary contributions)
Oversight: Communications Committee
Mass Media Fellows: Each year, IEEE-USA sponsors participation by 1-2 U.S. IEEE graduate students in the Mass Media Fellowship Program of the American Association for the Advancement of Science (AAAS) to improve public communication about engineering and the sciences. Media Fellows spend 10 weeks reporting on science and technology-related stories and assisting print and broadcast journalists at popular media outlets such as Scientific American; WNBC-TV, in New York City; Popular Science; WOSU-AM, in Columbus, Ohio; the St. Louis Post-Dispatch; and the Richmond Times-Dispatch. In 2005-2006, the AAAS Mass Media Fellows collectively produced some 430 news stories on science and technology.

Budget: $15K ($7.5K from voluntary contributions)

Oversight: Communications Committee
(Paul Kostek, Chair)

Staff Contact: Pender McCarter, p.mccarter@ieee.org

URL: www.aaas.org/programs/education/MassMedia

National Engineers Week (EWeek): Each year, IEEE-USA joins with other engineering societies in organizing a host of events and activities in celebration of engineers and the engineering profession as part of Engineers Week. EWeek also serves to raise public awareness of engineers and their contributions to society. In the United States, EWeek is held in conjunction with George Washington's Birthday each February. IEEE-USA's EWeek activities include sponsorship of the annual EWeek Family Day ($15K) at the National Building Museum in Washington and support for the Future Cities Competition, including sponsorship of the 15th annual Essay Contest ($15K) and presentation of the Best Communications Award.

Budget: $41.5K ($25K from voluntary contributions)

Oversight: Communications Committee
(Paul Kostek, Chair)

IEEE-USA Representative to EWeek Steering Committee
(Abby Vogel)

Staff Contact: Chris McManes, c.mcmanes@ieee.org

URL: www.eweek.org
Other Special Projects: Each year, IEEE-USA responds to a number of unique public awareness opportunities that arise, largely involving collaborations with other organizations. IEEE-USA supports these special projects and events with volunteers, staff and funding from member contributions where needed. Some examples of special projects in recent years include support for the Extraordinary Women of Engineering project; promotion of the Sundance Sloan Foundation Award winning film “Primer,” which was directed and produced by IEEE member Shane Carruth; a recognition for student achievement in Engineers Without Borders-USA ($5K); and support for the AAES *Voices of Innovation* radio campaign. In the special projects category for 2007, IEEE-USA is promoting IEEE participation in the WGBH *Design Squad* television production. *Design Squad* is a weekly engineering game show targeted at pre-teens that will broadcast nationally on PBS beginning in February 2007. IEEE-USA is also exploring establishing an Engineering Film Festival ($20K), with a partner such as the American Film Institute, that can be replicated throughout the country with support from U.S. IEEE U.S. sections. Films such as *Apollo 13* and *Edison the Man* could be shown in a series without charge to 400 local attendees once a week for six weeks, and would include a panel discussion about their engineering content.

- **Budget:** $25K (all from voluntary contributions)
- **Oversight:** Communications Committee  
(Paul Kostek, Chair)
- **Staff Contact:** Pender McCarter, p.mccarter@ieee.org
- **URL:** www.ieeeusa.org/communications/files/PAbrochure.pdf

Other Programs

American Association of Engineering Societies: IEEE-USA pays the dues and supports IEEE’s membership in the American Association of Engineering Societies (AAES). AAES is a multidisciplinary organization of engineering societies dedicated to advancing the knowledge, understanding and practice of engineering. AAES member societies represent the mainstream of U.S. engineering — more than one million engineers in industry, government and academia. Key programs include International Activities (representing the U.S. engineering profession in such international engineering organizations as the World Federation of Engineering Organizations); the Engineering Workforce Commission (publishing survey reports on engineering enrollments, degrees and salaries); and an awards and recognitions program including the National Engineering Award and the John Fritz Medal.

- **Budget:** $30K
- **Oversight:** IEEE-USA President  
(John Meredith)
- **Staff Contact:** Chris Brantley, c.brantley@ieee.org
- **URL:** www.aaes.org
**Junior Engineering Technical Society:** IEEE-USA is an affiliate of the Junior Engineering Technical Society (JETS), a non-profit collaboration that works to increase interest and awareness of engineering and technology-based careers — with student competitions, assessment tools, career guidance resources, and an e-newsletter, as well as resource materials for parents and counselors. JETS programs include the JETS TEAMS Competition and the National Engineering Design Challenge.

- **Budget:** $2K
- **Oversight:** Precollege Education Committee (Erin Hogbein, Chair)
- **Staff Contact:** Sandra Kim, sandra.kim@ieee.org
- **URL:** www.jets.org

**Innovation Institute:** In 2007, IEEE-USA will launch an Innovation Institute, to be housed within IEEE-USA as a virtual organization, and designed to advance the preparation of leaders responsible for the innovation of new products and services by sharing the experiences of successful innovators in a coordinated program of interaction, mentoring and networking. Current plans call for partnerships with other IEEE organization units, companies and other interested organizations to develop an integrated set of program offerings, with a series of national workshops beginning in mid-2007.

- **Budget:** $25K (plus $186K unbudgeted revenues/$165K expenses from workshops)
- **Oversight:** Chief Executive Officer (Ralph Wyndrum)
- **Staff Contact:** Tesa Leon, t.leon@ieee.org
- **URL:** http://innovation-institute.org
## Appendix A – IEEE-USA 2007 Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President*</td>
<td>John Meredith</td>
</tr>
<tr>
<td>President-Elect*</td>
<td>Russell Lefevre</td>
</tr>
<tr>
<td>Past President*</td>
<td>Ralph W. Wyndrum</td>
</tr>
<tr>
<td>Vice President, Career Activities*</td>
<td>Ron Hira</td>
</tr>
<tr>
<td>Vice President, Member Activities*</td>
<td>John Twitchell</td>
</tr>
<tr>
<td>Vice President, Professional Activities*</td>
<td>Winnfort Myles</td>
</tr>
<tr>
<td>Vice President, Technology Policy Activities*</td>
<td>Clifford Lau</td>
</tr>
<tr>
<td>Secretary-Treasurer*</td>
<td>James M. Howard</td>
</tr>
<tr>
<td>Region 1 Director</td>
<td>Barry Shoop</td>
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<tr>
<td>Region 2 Director</td>
<td>John Dentler</td>
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<tr>
<td>Region 3 Director</td>
<td>George McClure</td>
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<td>Region 4 Director</td>
<td>Robert Dawson</td>
</tr>
<tr>
<td>Region 5 Director</td>
<td>Robert Scolli</td>
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<tr>
<td>Region 6 Director*</td>
<td>Loretta Arellano</td>
</tr>
<tr>
<td>Member-at-Large (Senior)*</td>
<td>Burton Loupee</td>
</tr>
<tr>
<td>Member-at-Large (Junior)</td>
<td>Greg Vaughtn</td>
</tr>
<tr>
<td>GOLD Representative (NV)*</td>
<td>Kristi Hummel</td>
</tr>
<tr>
<td>Managing Director (NV)*</td>
<td>Chris J. Brantley</td>
</tr>
</tbody>
</table>

* indicates a member of the IEEE-USA Operating Committee (OpCom).
Appendix B

IEEE-USA Volunteer Organization

IEEE-USA Board of Directors (and Operating Committees)

Committees of the Board
- Nominations & Appointments
  - Gerard Alphorse
- Government Fellows
  - Ned Sauchott
- Strategic & Long Range Planning
  - John Meredith
- Finance
  - Jim Howard
- Membership Dev. (ad hoc)
  - Lee Stogner

Career Activities
- Paul Kosek
  - Vice President
- Career & Workforce Policy
  - Ed Perkins
- Intellectual Property
  - Keith Grzelak
- Licensure & Registration
  - Richard Schwarz

Member Activities
- John Twitchel
  - Vice President
- Alliance of IEEE Consultants
  - Networks
  - Bruce Johnson
- Awards & Recognitions
  - Diane Collier
- Communications
  - Paul Kosek

Professional Activities
- Winifred Myles
  - Vice President
- Gov't Activities
  - Donald Hill
- Annual Meeting
  - Paul Meisel
- Professonal Activities
  - Julie Gesvert
- Student Professional Activities
  - Erin Hohgbr

Technology Policy Activities
- Clifford Lau
  - Vice President
- Communications Policy
  - Emily Sopansky
- Critical Infrastructure Protection
  - Luis Kun
- Energy Policy
  - Tom Gertie
- Medical Tech Policy
  - Michael Corrigan
- R&D Policy
  - Jim Biekefeld
- Transportation & Aerospace Tech Policy
  - Edge Nowlin

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Appendix C

IEEE-USA 2007
Staff Organization Chart

Chris Brantley
Managing Director

Scott Grayson
Associate Managing Director

Sherron Turner
Dept. Assist., Career, Member & Prof. Activities (Temp)

Sandra Kim
Prog. Manager, Member & Prof. Activities

Georgia Stelluto
Publications Manager

Sharon Richardson
Staff Asst., Communications

Tesa Leon
Program Manager, Innovation Institute

John Yaglenski
Information Tech Manager

Greg Hill
Electronic Communications Manager

Marnie James
Admin. Asst., IT & Member Activities

Belinda Burden
Financial Services Administrator

Linda Hall
Mgr., Office Admin. & Meeting Planning

(Vacant)
Office Assistant

Operations

Career, Member & Professional Activities

Russell Harrison

Vin O'Neill
Sr. Legislative Rep., Career Activities

Deborah Rudolph
Tech. Policy Council Manager

Bill Williams
Sr. Legislative Rep., Tech Policy

Erica Wissolik
Prog. Manager, Gov't Activities

Chris McManes
PR Coordinator

Bernadette Concepcion
Staff Asst., Tech Policy

Marjorie Springer
Secretary

Public Affairs

18-May-07
# Appendix D: Roster of IEEE-USA Staff Contacts

IEEE-USA  
1828 L Street, N.W., Suite 1202  
Washington, DC 20036

Switchboard: 202-785-0017  
Fax: 202-785-0835  
Email: ieeeusa@ieee.org  
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<table>
<thead>
<tr>
<th>Name</th>
<th>Ext.</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Chris Brantley</td>
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