

AESS Officers Meeting  
January 21, 2012  
Miami, FL

Attendees: Hugh Griffiths, Robert Ewing, Marina Ruggieri, Bob Rassa, Frank Reyes, Ron Ogan, Mark Davis, Iram Weinstein, George Dean, Reza Dizaji, Larry Chasteen, Peter Willett, Theo Saunders, Teresa Pace, Lance Kaplan, Jim Howard

8:00 am – 8:15 am: Call to Order  
Call to order at 8:00 am

Hugh Griffiths

**8:15 am – 8:30 am Welcome and Introductions**

Hugh presented Marina with her Past President's pin.  
Marina presented Hugh with his President's pin

**8:30 am – 9:00 am AESS 2012**

Organization  
Committees  
Appointments

Hugh Griffiths  
Hugh Griffiths  
Hugh Griffiths

Marina shared the composition of the N&A committee for 2012. She is proposing a slightly enhanced composition for 2012.

Marina proposes 7 members: 1 Chair (Jr. Past President) + 6. No more than 4 BoG members.

So, 6 members: Sr. Past President, 2 or less BoG, 3 or more non-BoG.

Proposed List: Erv Gangl

Jim Howard

Russ Lefevre

Alberto Moreira – is from Brazil, but works in Germany. Member of AESS, but natural home is GRSS. A nice bridge between the 2 societies.

Ramjee Prasad – is in Denmark, but is from India, so he could cover this vacancy

Bob Rassa

Marina Ruggieri (chair)

The N&A responsibility was discussed. The members of N&A are not eligible for election. And, others may be nominated, from the floor. There will probably be one face to face meeting, all others will be electronic.

**MOTION: George moves that we ratify this new N&A committee composition. Rob Ewing 2nd. Motion passed.**

Hugh Griffiths will send this committee, as well as the entire Organizational Chart to the BoG for ratification.

There was discussion about the need for a graduate and an undergrad student rep.

Hugh reviewed the purpose of the meeting today: we need to focus on the plan for the year. We made great strides with Marina's leadership, now moving forward.

One theme from Hugh: it came out of the Chinese Radar Conference. (see presentation) Hugh had a rolling presentation on his laptop with "why you should join the AESS". That is the issue. How do we persuade people to join the AESS? What do individuals want? What do employers want? What does AESS want?

- Individuals: education, employment, career development, recognition
- Industry: recruitment and retention, career development of engineers and managers
- AESS: grow membership, advancing technology for the benefit of humanity

There is a huge overlap in these three areas. It is a win, win, win.

“A global professional home for engineers working in the aerospace and electronic systems domain.”

How do we develop this?

Hugh shared the membership brochure translated into Chinese.

**ACTION ITEM: Judy Scharmann – Find out how many new members we got from China this year with a SAMIEEE query. OAI-0060**

Discussed the industry MOU that we have with Boeing, and upcoming with Finmeccanica, and how we can get an MOU with some industries in China. It was felt that this would be a good thing. The nature will be a little bit different than we have done in the past. They have governmental limitations, and it will be a bit of a challenge.

What does an MOU do? In the case of Boeing, Boeing pays \$25 of the membership fee for any Boeing employee that joins IEEE. Reza will cover this when he gives Industry Relations presentation.

Jim Howard reported that the IEEE Board just had a meeting in China, and visited corporations. As a board, they addressed some of these things. China is aware of what we can do. There are limited advantages of the MOU and how they are written today.

We need to replace China and India International Directors.

In Connecticut, the chapter got itself invited to various career days. They set up a table to go and talk about IEEE. We all need to do things like this in each of our companies. We need a standard package for situations like this.

Can we tie industry to our students? This would benefit industry in the area of recruitment.

When we have BoG meetings at conferences and we know that certain companies are going to be at the conference, we could invite them to join us in our BoG meeting for a short time.

## **9:00 am – 5:00 pm Implementation of the AESS Strategic Plan**

### **9:00 – 10:00 Conferences – Mark Davis (see presentation)**

AESS Conference Strategic Plan: Mark reviewed the written plan.

IEEE wants perpetual MOUs to be for no longer than 3 years. When we want to have an MOU with other societies for our conferences, we need a BoG member involved so the tie is strong.

Mark highlighted again the 2011 International Radar Conference in China. It was a strong recruiting opportunity for AESS.

There was a discussion about US companies not liking any of this activity. The US companies view this activity such as the Chinese Radar Conference as a way to pick our brains, and gather information and use it. But, IEEE is encouraging more activity with China and India. These are diametrically opposite views.

ITAR (International Trafficking in Arms Regulations) was discussed. IEEE demands that each US paper sign an ITAR waiver before it will publish.

The IEEE Board is pushing to be global, but they realize there are restrictions. We have to protect our members that do have restrictions, and we also have to continue to be global. We must go to these countries to increase our membership, but we have to have awareness.

We increase our financial conferences by 2 in 2011, yet our revenue went down by 10%. 2 of the 9 did not repay their loans.

If it is a non-IEEE conference, and we technically co-sponsor, we get all the revenues from IEEE Xplore for those papers.

Mark's numbers are always lower than what George shows. Mark does not show Conference Publications revenue.

AESS members cannot access the technical co-sponsored conference papers without paying a fee.

Conference Contracts –

Change of rule:

IEEE has revised and strengthened their requests for visibility into Contracts associated with IEEE Conferences.

- All Contracts of \$25,000 or more can only be signed by IEEE HQ
- All Contracts for Venue, Hotel and Conference Management need to be filed with IEEE HQ regardless of the value.

Mark is getting push-back from a lot of conference organizers.

Conference Financial Sponsorship Actions:

DASC is suffering. Theo reported that there is an ongoing effort to form a new TP on avionics, and will focus on DASC.

We really need to figure out what we are going to do with the Carnahan Conference. Reza is the liaison and can work with them. There are some changes occurring.

FUSION is financially sponsored every other year, when it is in US. Lance indicated that we could financially sponsor even for overseas conferences. Mark wants to investigate this.

It is on a year by year basis. FUSION is run by ISIF, not by us. So, do we want to stay involved? Some difficult decisions will have to be made in the future. This is Mark's last year as VP Conferences, so we need to find someone to take over that can make these difficult decisions.

Hugh commented to Mark that it is important to be able to explain the benefits that come from full financial conference sponsorship. We need to make it clear to the conference organizers, what they get in exchange for agreeing to share the surplus.

Technical Co-sponsorship Issues:

We discussed the St. Petersburg conference. They will not publish in Xplore; will not sign an MOU, so we have to pay IEEE \$450 to technically co-sponsor this conference, for which we get nothing out of. There are also problems with AESS participation and attendance.

Bob Rassa brought up the need to educate our Conference Chairs in the area of financial management of a conference. For example, if we don't use a destination Management company to negotiate room rates, and we ask for a "non-commissioned" room rate, this will keep room rates lower.

It is not cost-effective to use IEEE Conference Management Services.

AESS Policy on Conference Notices

There was an inconsistency, so Mark drafted a policy:

- A one page Call for Papers for Financially Sponsored Conferences
- A half page CFP for Technically Cosponsored Conferences
- Submission of CFP should be 90 days prior to the CFP date to enable the Editor time to make production deadlines

- No CFP will be published for Conferences of General Interest, but they can be included on the back page and AESS web site.

We can adopt officially at the April BoG meeting.

Ron Ogan spoke of a report of the Gulf Coast and it lists all the companies that are there. If there is a local IEEE org in that area, and they want to sponsor a conference, contact Mark.

AUTOTESTCON gives BoG members a free registration. PLANS is charging \$70 for a BoG member to attend the awards lunch.

POCO is in Budapest and we need to send someone to this. The new VP of Conferences should attend.

Mark had 2 strategic points: one to convert a technically co-sponsored conference to financial. That might be difficult. Also, increase conference surplus by 10% a year. That depends on many factors. We really need to be teaching our organizers to control costs. We also need to look for more new conference opportunities.

### **10:00 – 11:00 Education – Iram Weinstein (see presentation)**

Iram pointed out that there doesn't seem to be a link between DL requests and the number of active AESS members in a particular area. Iram doesn't feel like we are using the DLs to advance the society as much as we should. It was discussed that many of our DLs go out and solicit invitations, instead of the chapters asking for DLs. We have not developed any rules on this.

Theo has had 3 opportunities to present DLs. But, others wanted to go to that area and they went. So, it should not be on who wants to go, but who gets invited. We may need to limit the number of times a DL goes out.

Iram wants to "formalize" all the procedures.

Teresa wants to have the DLs published in the magazine ahead of time, if time allows.

We want DLs to submit reports of their activities. It was suggested that we tie the report into the reimbursement process.

Is it possible to have more DLs give lectures on the "operational side" of engineering? For example, have a lecture on the quality side of aerospace, or best practices on project management. If we add DLs in this domain, we could possibly attract a lot of different people.

We need to look at the DLs and audit the material for currency, and figure out what topics we do not have covered and get DLs to fill the gap.

Iram sent an email out to the Chapter chairs about the EVTS. He got zero responses. Will he get any response if he asks the chapters what topics they would like a DL to cover?

What about asking the DLs to do videos to determine if they are DL worthy?

Our video tutorials need more topics, like systems integration. Perhaps we are not getting a large number of visits to the EVTS because we don't have timely topics.

Officers, what do our members want to see?

**ACTION ITEM:** Officers - Send Iram an email with a list of topics that you think our members want to see. OAI-0061

We need a GOLD for GOLD strategy that reaches beyond Italy. We need Cosimo to contact the IEEE Gold rep and then get this expanded. He can ask help to connect the Gold all over the world.

**ACTION ITEM:** Cosimo Stallo – Contact the IEEE Gold Chair and get more connection to the GOLD all over the world. Let them know that we have this GOLD for GOLD initiative. OAI-0062

Hugh sees the DL issues as this:

1. Coverage and relevance?
2. Activity? Some are active, some are not.
3. Process for creating new and dropping off old. How do we ensure there is benefit to chapters?
4. Need for clear process

Perhaps we need to tighten up the financial end. Meaning, itemize what the locals are providing. Iram will bring proposals to the May meeting.

**ACTION ITEM:** Reza Dizaji – Collect a list of possible DLs from all the officers and compile the list for Iram. OAI-0063

### **11:00 – 12:00 Finance – George Dean and Ron Ogan**

George reviewed the finance spreadsheets. We gave \$45,000 to students. Currently it looks like we are over budget, but we will have further updates at May meeting. However, we did have the Chapter Summit expense in 2011, and we won't have that next year.

Magazine income comes from dues and Xplore hits. George estimates a 5% growth. Larry pointed out that Membership is declining.

As the job market is down, people will focus on job security and job retention, and this could be an opportunity for us. We need to strengthen our approach to career progress and job opportunities for our members.

Ron reviewed Expense Report Procedure – (see presentation)  
Ron spoke on the financial side of the DL procedure. (see presentation)  
We need to get a process for invoicing the Section for the 50%. Treasurer should do this. We need to make sure the Section Chairman is involved. We've usually been in communication with the Chapter only.  
It should be our burden to get the money from the section, not put the burden on the DL.

Ron presented AESS members by Region. We have a lot of regions that do not have chapters.

### **12:00 pm - 1:00 pm: LUNCH**

### **1:00 – 2:00 Industry Relations – Reza Dizaji (see presentation)**

Reza reviewed many things that our "AESS Customer" needs.

Business Model: AESS and Industry – The following proposals were made:

- Come up with a referral program through AESS network. How do we implement this?
- Increase courses and DL and Tutorials attractive to the Industry.
- Enrich and expand number of technical panels and forums on hot topics.
- Expand exhibition of AESS Conferences, enrich and enhance AESS magazine and accept advertisements from the Industry.

Business Model: AESS and Employees – The following proposals were made:

- Implement AESS Strategic Plan
- Focus on AESS core capabilities
- Collaborate with other IEEE societies that share technical areas with AESS

- Attract Industry leaders and hiring managers to join AESS or sign MOU and have Referral program through AESS network
- Enrich AESS publications and technical panels

Rob suggested we look at Waterloo for our student reps.

Goals:

1. Strategic partnership with 2 large companies. We must offer them:
  - a. Group membership deal
  - b. Specific training/education packages
  - c. AESS/Industry award
2. Introduce a specific Industry feature in the AES Magazine.

We need a process for implementation. We could concentrate on putting a package together centering on Radar.

Perhaps use the local chapter to go after the local industry. Need to tackle our web site, chapter websites, and social media.

Reza is working on an MOU with Raytheon Canada and Defense Research and Development Canada-Ottawa.

Hopefully these will be finalized in a month or two.

## **2:00 – 3:00      Membership – Larry Chasteen (see presentation)**

Larry presented some basic membership statistics.

There was discussion about the Tiered Membership model. It is postponed and even if it does pass, it will be 2014 or after before it is implemented.

Larry passed out membership brochure and pins.

**ACTION ITEM:** [Judy Scharmann – Work with Erik on a letter to the chapter chairs and send some pins to each chapter. OAI-0064](#)

We again discussed the Free AESS Membership, using Communications Society model. IEEE says we cannot start a new program at this time.

We need to promote membership at our conferences.

What about offering AESS members lower conference rates to AESS conferences?

Chapters – Erik Blasch is new chair.

BoG members need to be active in their local chapters.

LA has 200 AESS members, yet no chapter. Need to start a chapter here.

Larry wants to set up a “forum web page” to increase chapter communications.

Sections Congress is going to be in Amsterdam, so to have a Chapter Summit there could be expensive.

We need to look at this. We can work with Ramjee Prasad to try and manage the costs in Amsterdam.

We don't have a chapter in the Netherlands, so we need to have one. Prepare now for the 2014 Summit.

The 2011 Chapter Summit Article will be in the February issue of the magazine.

We need to make sure all our Student Chapters are listed on the website.

**ACTION ITEM:** Judy Scharmman – Contact Laura Creighton to get official AESS student branch chapters and get the website updated. OAI-0065

Student Activities Chairs will coordinate with Membership Chair to better manage the student branches.

**3:00 – 4:00 Publications – Peter Willett (see presentation)**

We still need a business editor. Bob Rassa is considering it. He will discuss with Peter.

The mandatory page charges are taking care of the backlog.

The Magazine is the topic of discussion. Peter reviewed many of the positive changes that have been occurring with the Magazine.

Peter will look into the advertising issue after all these other things are completed.

What is proposed?

It is proposed that we go to a new single vendor for publication services: Allen Press.

Want to keep 12 printed issues. We can re-visit later, but for now, it appears that we have the momentum for a first rate monthly publication.

Peter put forth many advantages of the new vendor. It is a nicer product, single vendor POC, better robustness from a large vendor, cheaper, same vendor as Transactions, and continuity.

The concerns were the “uncertainty” factor, and the IEEE “outside vendor” rules. There was a lot of discussion on the new PSPB Manual requirements. We are already outside of IEEE, so we determined that we are exempt from this. We will not ask any questions, we will just do this. We will simply move from one vendor to another.

There was discussion on the fundamental core of IEEE and how they might need to stop trying to do things like publications and contract all with some professional like Allen Press.

We would like to have 1<sup>st</sup> issue July 2012.

There was a discussion about putting “for more information” in the articles, and then link it to the website.

Or “go to the website and hear a recording about what the author says about the article.”

There was strong support from the board for this.

Need more dynamic items on the website. Need a tab under Membership for Fellows.

**ACTION ITEM:** Judy Scharmman – On the website, put a TAB under Membership for Fellows. OAI-0066

Transactions – CFP just came out for a special section.

QEB is going well.

**4:00 – 5:00 Technical Operations – Theodora Saunders (see presentation)**

There is a new TP on Quality of Life. Marina and Cosimo will send the charter, etc. and then it can be put on the website. The TP was launched in December. It encourages cooperation among many societies. 3 societies have expressed interest.

Radar TP submitted expanded scope.

**ACTION ITEM:** Judy Scharmman – Post new and expanded Radar TP Charter on website. OAI-0067

They created some committees within this panel.

What about SAR and IED? We need to have a process to dissolve an inactive TP. Mark suggested IED go into Radar Panel. Mark Yearly is open to this.

A new TP on Avionics has been proposed. (Kostek, Hitt, Rankin) The possibility exists to fuse the Systems Integration Panel with this panel. This will be an interface into DASC.

The Standards TP has been totally inactive. We want to disband this and standards will be worked in the separate panels.

We discussed the name of the "Space Panel". It doesn't take into account the true scope.

Action Items for TPs:

1. TP Structure
2. TP Operating Plan (in work) Model it after the Radar Panel.
3. Inactive TPs – need a dissolve process

We can have a strong connection between our TPs and our conference management. Carnahan could be paired with Cyberspace Panel.

**5:00 – 5:15 Wrap Up**

SAMIEEE access is needed for some of our officers.

**5:15 pm: Adjourn**

Respectfully submitted,

Judy Scharmann  
AEISS Executive Assistant