

What information do we have, and
how do we get it to the AESS
membership?

Bob Lyons, Jr.

IEEE AESS Executive Vice President

What do we have to offer?

- Membership info
- Publications, website, Email Blast
- Conferences, workshops, technical panels
- Lectures and tutorials
- Chapters
- Networking with professionals
- Opportunities to learn and serve the profession

Who's our audience?

- Grades and Categories of IEEE Members
 - Student/ Graduate Student
 - Associate
 - Member
 - Senior Member
 - Fellow
 - Life Member
 - GOLD
 - Affiliate

What do they want from us?

- Great question!
 - Seems to be a function of age and career level
 - We need to ask them in a survey

How can we communicate better with our audience?

- Continue to focus on students and international markets
- Continue to improve our website
- Continue to improve our Email Blast*
- Update our 3-fold handout*
- Expand our Technical Panels
- Continue to expand and modernize our educational outreach
- Continue to expand our Chapter outreach
- Modernize our networking approaches*
- Emphasize the benefits of volunteering
- Strengthen AESS representation at conferences

* See following charts

Email possibilities

- Our Email Blast is relatively new and text intensive
- Consider using the “method of similar sample problems”
 - Computer Society example
 - Communications Society example

AESS Email Blast

Archived: Thursday, February 11, 2010 9:27:45 AM
From: owner-ieee-e-notice@bmsmail3.ieee.org
Sent: Thursday, January 28, 2010 3:52:45 PM
To: lyonsrp1@ieee.org
Subject: IEEE AESS Quarterly Email Blast
Importance: Normal

Welcome to the third installment of the AESS Quarterly Email Blast! To submit new articles, please send an email with your article to Judy Scharmann at j.scharmann@conferencetocatalysts.com, subject line: "Quarterly Email Blast Article Submission". The next publication will be in April, 2010, deadline for submission is March 15.

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- 3.2 Other Conferences of Interest
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- 4.1 Call for Participants to the IEEE Aerospace Systems Integration Engineering Panel
- 4.2 Call for Participants to the newly-formed Aerospace Workforce Panel
- 4.3 Call for Participation for Target Tracking System Panel
- 5.0 Awards
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- 5.2 Call for Nominations for the Frank McGinnis Professional Achievement Award
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1.0 Society News

1.1 President's Message

The Aerospace and Electronic Systems Society (AESS) offer to its members the extraordinary opportunity to become deeply connected with the three pillars of the Aerospace, Electronic and Defense sector: Industry, Institutions and Research Centers.

The effective interaction between those pillars is the key-element for the organization, design, development and operation of successful Complex Systems, which are the core of the AESS Field of Interest (FoI).

AESS Complex Systems covers space, air, ocean and ground environment, including hardware, software, integration and many other aspects of the Engineering job.

The AESS Conferences, Workshops, Transactions, Magazine and Educational tools enhance and disseminate the culture of Complex Systems through the international AESS community, bringing to a large and beneficial exchange of experience and achievements among our members.

If you have questions or comments, please do not hesitate to contact us.

I warmly welcome all AESS members and I look forward to welcoming in our society all IEEE non-AESS members and all Internet navigators that are visiting our website! Join us!

AESS PRESIDENT Marina Ruggieri

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1.2 AESS Logo Contest

AESS is looking for a new logo. Therefore, AESS is sponsoring a logo contest. Logo design entries will be accepted until April 15, 2010. At that time, the selection will be narrowed down by the AESS Board of Governors. The final selection will be voted on by the AESS membership. The winning logo will receive a \$1,000 prize. Please send your logo entries in jpg format to AESS Executive Assistant, Judy Scharmann at j.scharmann@ieee.org by April 15, 2010. When designing your logo, please keep in mind the AESS Field of Interest, consisting of the organization, design, development, integration, and operation of complex systems for space, air, ocean, or ground environments. These systems include but are not limited to navigation, avionics, mobile electric power and electronics, radar, sonar, telemetry, military, law-enforcement, automatic test, simulators, and command and control. Many AES members are concerned with the practice of system engineering. We look forward to receiving your inputs!


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1.3 2010 Officers

AESS Officers for 2010:

President: Marina Ruggieri
Executive Vice President: Robert Lyons
VP Member Services: Jim Howard
VP Technical Operations: Theodora Saunders
VP Education: Iram Weinstein
VP Finance: George Dean
VP Publications: Joel Walker
VP Conferences: Mark Davis
VP Industry Relations: Hugh Griffiths
Treasurer: Mirko Antonini
Junior Past President: Bob Rassa
Senior Past President: Jim Leonard

IEEE Communications Society email

Archived: Tuesday, February 09, 2010 6:46:28 PM
From: [ComSoc e-News](#)
Sent: Thursday, January 07, 2010 2:10:34 PM
To: lyonsrpl@earthlink.net
Subject: ComSoc January 2010 e-News
Importance: Normal



Volume 13 Number 01 January 2010

Home Conferences Industry News Membership Publications

This month's e-News supported by Agilent Technologies
Free! LTE Poster from Agilent
This LTE reference tool helps you understand the intricacies of this evolving standard by presenting an intricate diagram on crossing the analog-digital divide, an in-depth discussion of FDD frame structures and a comparison of OFDMA and SC-FDMA QPSK. [Click here to order.](#)

INDUSTRY NEWS

News from the Communications Industry ... focus on consumer communications

Synaptics to Display Squeezable Phone at CES
Brazilian Cell Phone Use Reaches 88%
Swedish Computer Users Get World's First LTE Network
iPhone Grabs 46% of Japanese Smartphone Market
New iWallet Comes with Biometrics and Bluetooth
Google's Nexus One Phone Expected in January
"Bloodhound" to Keep Cell Phones from the Wrong Consumers
American Texting Up 225%

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THIS MONTH'S SPECIAL OFFERS

Discover "LTE" ... Enjoy free access to full content from 30 selected articles from the IEEE Communications Digital Library of current and legacy content.

Free Article of the Month:
Complimentary access to a select article from the current issue of *IEEE Wireless Communications* - **Fraud in Roaming Scenarios: An Overview**

Free Tutorial ... Enjoy a newly posted free tutorial from IEEE Communications Society's Tutorials Now! program. **This month's free tutorial: WCET Area 2: Wireless Access Technologies.**

The January 2010 ComSoc/Academic Press Book of the Month ... OFDM for Optical Communications by William Shieh and Ivan Djordjevic. Special offer for

Sponsored Links

Reduce mobile risk
Save 20% on Security of Mobile Communications. Learn the threats and the technology and policies to secure mobile networks and devices. Apply discount with promo code 540JA.

Keep up with LTE
Stay ahead of market demands with Anritsu's family of LTE test products. Anritsu provides solutions for all test phases in the product development cycle including WCDMA, HSDPA/HSPA, LTE and more. [Learn more now.](#)

Keep up-to-date
Sign-up for email alerts and you could win some great prizes. You'll also find out all the latest news from Wiley.

ComSoc members.

New Online Tutorial. Free five minute preview ...WCET Area 1: RF Engineering, Propagation and Antennas (2hrs 19 min) by Hung H. Nguyen

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SPOT LIGHT

From the President, Byeong Gi Lee - "**ComSoc's Golden Triangle - Globalization, Young Leaders and Industry**"- saying that the key to ComSoc's success in the globalization era will be "ComSoc's Golden Triangle," with vertices for Globalization, Young Leaders, and Industry, inside which is one of IEEE's and ComSoc's most important goals of "Serving Humanity," and that the Golden Triangle can be achieved through embracing global cultures and values with a holistic view.

A note from the e-News editor - Bob Shapiro

Live CCNC Keynote Free ... Can't travel; see a live session. Selected live webcast sessions from IEEE CCNC 2010 are available for purchase. [Register now.](#)

Mobile Deployable Communications 2010 (24-25 February, Prague, Czech Republic). Lessons learned from NATO operations in Afghanistan.

1904.1 News Release

Nominate a great paper for a **2010 ComSoc Prize Paper Award** --Deadline 15 February

Global Cyber Security Policy is a forum supported by IEEE ComSoc, taking place on **January 19-20** in Washington, DC. This unique event, organized at the recommendation of President Obama, will provide a roadmap of interrelationships across US DoD, DHS, DOJ, NIST, and commerce to inform national cybersecurity policy. Government, academics, and industry professionals will convene to initiate a public awareness and education campaign to promote Cybersecurity and a dialog to enhance public-private partnerships. ComSoc members are offered a registration discount.

ComSoc 2010 **Election - Petition**

IEEE GLOBECOM 2009 slideshow ... Part 1 and Part 2 - now on YouTube. [Watch now and capture the moment.](#)

IEEE Press book projects.... Authors contact Jeanne Audino of the IEEE Press staff at j.audino@ieee.org

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PORTFOLIO CONFERENCES

IEEE INFOCOM 2010, San Diego, CA, USA, 15 - 19 March ... addresses key topics and issues related to computer communications, with **emphasis on traffic management**

IEEE Computer Society

Archived: Thursday, February 11, 2010 9:48:53 AM
From: csconnection=computer.org@newsletters.computer.org
Sent: Tuesday, February 09, 2010 7:18:11 PM
To: lyonsrpl@earthlink.net
Subject: Member Connection: Nominate a Fellow
Importance: Normal

[View online now](#)



COMPUTER SOCIETY UPDATE

IEEE Div. V Director-Elect Candidates Named

The IEEE Computer Society Board of Governors has selected Jim Moore, right, and Jon Rokne, far right, as IEEE Division V Director-Elect candidates.



Nominate a Colleague as a Fellow

The deadline is **March 1** for nominations for Fellow, which recognizes outstanding contributions to the field.

AWARDS

Cisco Cofounders Win Entrepreneur Award

Len Bosack and Sandy Lerner are joint recipients of the 2009 Computer Entrepreneur Award, which will be presented in June.



Recognizing Digital Systems Architects

The deadline is **30 March** for nominations for the Eckert-Mauchly award, named for ENIAC collaborators John Presper Eckert and John William Mauchly.



IEEE COMPUTER SOCIETY

News & Information

Renew Now to Preserve Your Benefits

Renew your membership to the IEEE Computer Society today to keep your membership from expiring.

2010 Student Member Offer

Students can now join IEEE and IEEE Computer Society and receive access to the CS Digital Library for US \$40.

Computer Pioneers Honored for Efforts

Early programmer Jean Sammet, left, and Lynn Conway, right, who pioneered VLSI, are winners of the 2009 IEEE Computer Society Pioneer Award. The award will be presented in June.



Simon Ramo Award Goes to CS Author

Barry Boehm, a longtime IEEE Computer Society volunteer and author, has been named the recipient of the 2010 IEEE Simon Ramo Medal.

TECH NEWS

[Rankings in for World's Top Engineering Schools](#)

[How Useful is an MBA?](#)

[Engineering Stats Paint 'Worrisome Story'](#)

[Chinese Halt Hacker Training Site](#)

[Is 3D Finally Ready for the Web?](#)

STANDARDS

IP in a Highly Automated Design Environment

The IEEE has approved 1985, a standard which will enable the creation and exchange of Intellectual Property blocks in a highly automated design environment.

Interested in Cloud Computing Standards?

The Standards Activities Board is forming a [study group](#) on cloud computing standards.

Working Group Forming for 1805

Participants are being sought for a [working group](#) being organized to develop a standard for Requirements Capture Language (RCL).

CHAPTERS

Membership Development Kits Now Available

To request additional kits or materials, please e-mail chuffman@computer.org.

Virtual Meetings Being Considered

Virtual meetings for members are being explored as a way to

Advances in Biometric Research

The latest issue of [Computer](#) examines advances in biometric identification techniques via iris recognition, fingerprints, and face recognition.

Choose Print or Digital for Computer

Renewing members can now receive the monthly magazine in [digital](#) or [print](#).

SSTC Offers CSDP Bundle

SSTC is offering its conference attendees a Certified Software Development Professional instructor-led preparation course and exam bundle. [Register by April 1](#).

Make the Most of CSDL Browse

Sign up for a free CSDL [webinar training session](#), scheduled for **3 March** at 1 p.m. ET.

CS Members Elevated to Fellows

Seventy-four IEEE Computer Society members were elevated to [IEEE Fellow](#) grade in 2010.

SATURN 2010

May 17-21, 2010 • Minneapolis, MN

Sixth Annual SEI Architecture Technology User Network Conference

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Software Engineering Institute
Carnegie-Mellon

Software

Education & Training

New eLearning Courses Added

Review the [latest additions](#) to the eLearning Campus.

Update our 3-fold handout

Additional Social Networking approaches

- facebook <http://www.facebook.com/facebook?ref=pf#!/facebook?v=info&ref=pf>
- twitter <http://twitter.com/about>
- MySpace <http://www.myspace.com/index.cfm?fuseaction=userTour.home>
- LinkedIn <http://press.linkedin.com/about>
- Naymz <http://www.naymz.com/>
- XING <http://www.xing.com/?dpt=ma&ttp=mail&plf=own&pid=wsnl-52010&xtr=tlg1>

Next Steps

- Continue our current efforts
- Develop, send out, and analyze survey to members
- Update the 3-fold handout
- Set up appropriate social networks
- Strengthen AESS representation at conference registration desks...provide updated collateral