

**IEEE AESS Officers Strategic Planning Meeting**  
**April 22, 2010 2:00 p.m. – 6:00 p.m.**  
**Hyatt Regency New Brunswick**  
**Conference Room I**

2:00 pm – 2:05 pm: Call to Order, Introductions Marina Ruggieri

2:05 pm – 2:10 pm: President and Exec. VP Message on Strategic Planning Marina Ruggieri  
Bob Lyons

2:10 pm – 2:40 pm: Feedback from the AESS Review and impact on our future strategy Bob Rassa

**2:40 pm- 5:30 pm STRATEGIC PLANNING – Dale Blair with Officers** (as hereinafter detailed):

2:40 pm – 3:00 pm Guidelines and achievements Dale Blair

3:00 pm – 3:20 pm: **Conferences** Mark Davis  
*Review data on Conference Recruiting Program*  
*Improve Conference Selection & Management*  
*Start new conferences*  
*Assure that we follow IEEE rules*  
*Assure conferences are well-managed*

3:20 pm – 3:40 pm: **Education** Iram Weinstein  
*Educational Opportunities*  
*Online Tutorials*  
*Distinguished Lectures*

3:40 pm – 4:00 pm: **Member Services** Jim Howard  
*Membership Development*  
*Outreach Program*  
*Effective member acquisition and member retention*  
*Chapters: support, communication, Chapter Summit*  
*Student Activities and Student Chapters – Bob Rassa*  
*Awards: assure that awards are properly administered; nominations actively solicited*

4:00 pm – 4:15 pm: Break

4:15 pm – 4:35 pm: **Publications** Joel Walker  
*Transactions*  
*Systems Magazine*  
*Review Survey results*  
*Web Site*  
*Printed Tutorials*

4:35 pm – 4:50 pm: **Technical Operations** Theo Saunders  
*Technical Panels: Eventually add new ones; policy of Standards*

4:50 – 5:10 pm: **Industry Relations** Hugh Griffiths  
*Cooperative activities, engage in those such as conferences, journals, outside entities that help further AES interests*

5:10 pm – 5:30 pm: **Finance** George Dean

5:30 pm – 6:00 pm: Other items as needed All

6:00 pm: Adjourn