



IEEE Aerospace Electronic Systems 50th Anniversary

Laila Fabi Moreira

50th Anniversary Meeting

October 21 & 22, 2022

Objective #6 – 50th AESS anniversary initiatives

- ▶ Initiatives in progress and completed
 - Magazine special issue
 - Dedicated event at a major conference
 - Gadgets
 - Promotional video
 - AES logo contest
 - “Quizz” challenge
- ▶ Divided in three categories:
 1. Commemorative events
 2. Promotional activities
 3. Members engagement



Objective #6 – 50th AESS anniversary initiatives

INITIATIVE PRIORITY LEVEL

CAN BE DONE IN PARALLEL:

- 1) *Logo contest and Magazine special issue*
- 2) *Anniversary gadgets/material*

NEED TO BE DONE AFTER PRIORITY:

- 1) *Logo contest and Magazine special issue*
- 2) *Anniversary gadgets/material*
- 3) *Dedicated event at a major conference*
- 4) *Promotional video*
- 5) *AES quiz challenge*

Objective #6 – Commemorative events

IDEA – *A showcase of AESS past 50 years of history, being a celebration of history and not technical papers*

PLAN – *Create a special issue in the Systems Magazine to reflect on the impact and history of AESS over the last 50 years. The papers are a celebration of the history and the future of AESS and not necessarily technical papers.*

CONTRIBUTIONS SUMMITTED:

1. *11 so far*
2. *2 manuscript submission are pending*

PEOPLE – *Daniel O’Hagan, Hugh Griffiths + Wolfgang Koch + Alfonso Farina as guest editor). Authors included: Braasch, Davis, Inggs, Greenspan, Fabrizio, Colone,, Filippini, Pastina, Styles, Rassa, Willett and Vergara.*

IN CHARGE – Hugh Griffiths, Alfonso Farina and Wolfgang Koch

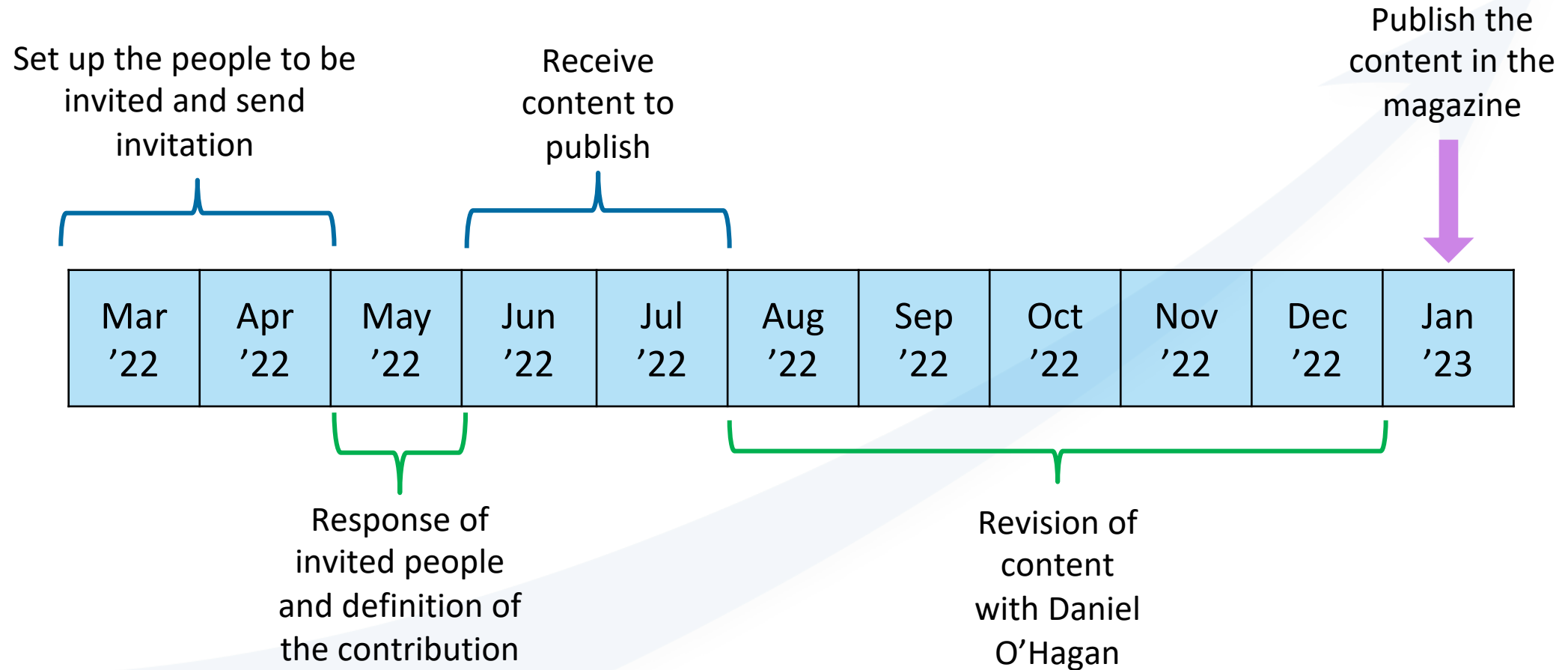
Details

SUBMITTED CONTRIBUTIONS –

1. IEEE AES Magazine 50th Anniversary Special Issue (Griffiths, Farina, Koch)
2. Another Golden Anniversary: NAVSTAR, the Global Positioning System (Braasch)
3. Technology Innovation Continues to Drive Aerospace Electronic Systems Development (Davis)
4. Synthetic Aperture Radar during the 50 Years of the Aerospace and Electronic Systems Society (Inggs)
5. Joint STARS - The Start of 50 years of All Speed Surface Moving Target Detection and Tracking (Greenspan)
6. The Radar Festival on the Rhine: A Highlight in the History of IEEE AESS (Koch)
7. Meetings with one of the Fathers of Radar through (Farina, Styles)
8. Interview with former AES Executive Assistant Judy Scharmann (Rassa)
9. Interview with Dr William Dale Blair (Willett)
10. The Challenges of Innovation as a Ladder to the Aerospace Universe (Vergara; Colombia)
11. AI for Aerospace and Electronic Systems: Technical Dimensions of Responsible Design (Koch)

	title	authors	manuscript ID	page count	status
1	IEEE AES Magazine 50th Anniversary Special Issue	Griffiths, Farina, Koch	AESM-2022-0123	2	accepted / minor revision
2	Another Golden Anniversary: NAVSTAR, the Global Positioning System	Braasch	AESM-2022-0107	12	accepted
3	Technology Innovation Continues to Drive Aerospace Electronic Systems Development	Davis	AESM-2022-0119	6	accepted / minor revision
4	Synthetic Aperture Radar during the 50 Years of the Aerospace and Electronic Systems Society	Inggs	AESM-2022-0103	10	accepted / minor revision
5	Joint STARS - The Start of 50 years of All Speed Surface Moving Target Detection and Tracking	Greenspan	AESM-2022-0100	6	accepted / minor revision
6	JORN	Fabrizio			waiting for manuscript submission
7	Passive Radar	Colone, Filippini, Pastina			waiting for manuscript submission
8	The Radar Festival on the Rhine: A Highlight in the History of IEEE AESS	Koch	AESM-2022-0111	7	accepted / minor revision
9	Meetings with one of the Fathers of Radar through Interview with former AES Executive Assistant Judy Scharmann	Farina, Styles	AESM-2022-0091	6	accepted
10		Rassa	AESM-2022-0127	6+	accepted
11	Interview with Dr William Dale Blair	Willett	AESM-2022-0113	10	accepted
12	The Challenges of Innovation as a Ladder to the Aerospace Universe	Vergara	AESM-2022-0124	6	accepted
13	AI for Aerospace and Electronic Systems: Technical Dimensions of Responsible Design	Koch	AESM-2022-0112	5	accepted / minor revision

Objective #6 – Commemorative events



Objective #6 – Promotional activities

IDEA – *Create a dedicated AESS logo, to be used throughout 2023.*

PLAN – *Create a contest for AESS to design a logo to commemorate the 50th anniversary to increase awareness and participation with the members; will be used on all marketing materials and giveaways.*

TIME – *30 of April 2022.*

PEOPLE – *AESS Members.*

COST – \$3k → **MOTION PASSED**. The amount should cover:

- Prize for the winner → \$500 and giveaways for all participants (\$25 gift card amazon)
- Logo professional production
- Advertisement strategies other than AESS channels (if any)

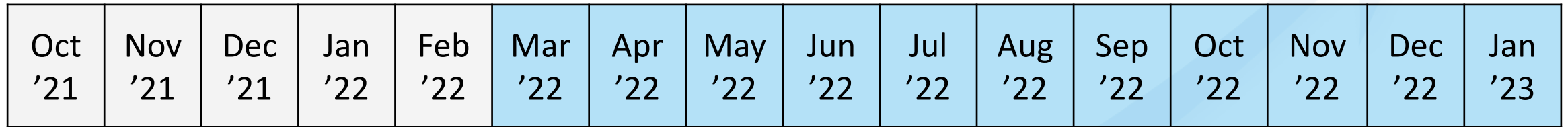
IN CHARGE – Fabiola/Francesca, Amanda + BoG for logo selection

Objective #6 – Promotional activities

Create a dedicated webpage

Identify the logo production company

Deadline for submissions



Explore IEEE rules:

- Define the submission and selection process (how to, timing)
- Identify suitable prizes (number, entity)

Advertise the contest

Select the winner

- Announce the winner
- Distribute prizes
- Logo production
- Use the logo for the design of gadgets/giveaways for 2023

Use the logo in any official webpage/event/presentation/material

Objective #6 – Promotional activities

50th anniversary AESS logo contest – What we already accomplished

- ▶ The initiative has been launched
- ▶ An advertisement campaign was done through QEB, social media, targeted emails, etc.
- ▶ 6 submissions were received
- ▶ Winner selected and announced:
 - Zitela Mwale
- ▶ Winners price will be send
- ▶ Other participants:
 - \$15 giftcard on amazon



Objective #6 – Promotional activities



Objective #6 – Promotional activities

IDEA – *To create special gadgets/materials to be distributed across key people, VIPs, Chapters and at AESS major events throughout 2023.*

PLAN – *Design/select the gadgets/materials and have them ordered as soon as possible. Industrial partners might be engaged to sponsor the initiative while including their logo on the gadgets. **Commemorative coins (\$50/coin) to be sent/given in the hosted event to key-persons** in the AESS history (Past presidents, Founders, special roles for several years such as BoG secretary, EiC. Senior members) and **executive pens to VIPs** (members with more than 15 years, etc) and **outstanding chapters.***

Possibilities for giveaways in conferences: Wireless Charging Pads – 500 units → \$3,000 and Pens – 2000units → \$300;

TIME – *To be available by January 16th, 2023 or during the month.* Used in financially-sponsored conferences (RadarConf, International Radar, AeroConf, DASC, AUTOTESTCON, others per request)

PEOPLE – *Member Services, Industry, Finance.*

COST – *GL code from Bob pending.*

IN CHARGE – Amanda, Bob Rassa

Objective #6 – Promotional activities

- ▶ Items suggested to buy:
 - Pens as giveaways
 - Coins for key people
 - Executive pens for VIPs and outstanding chapters

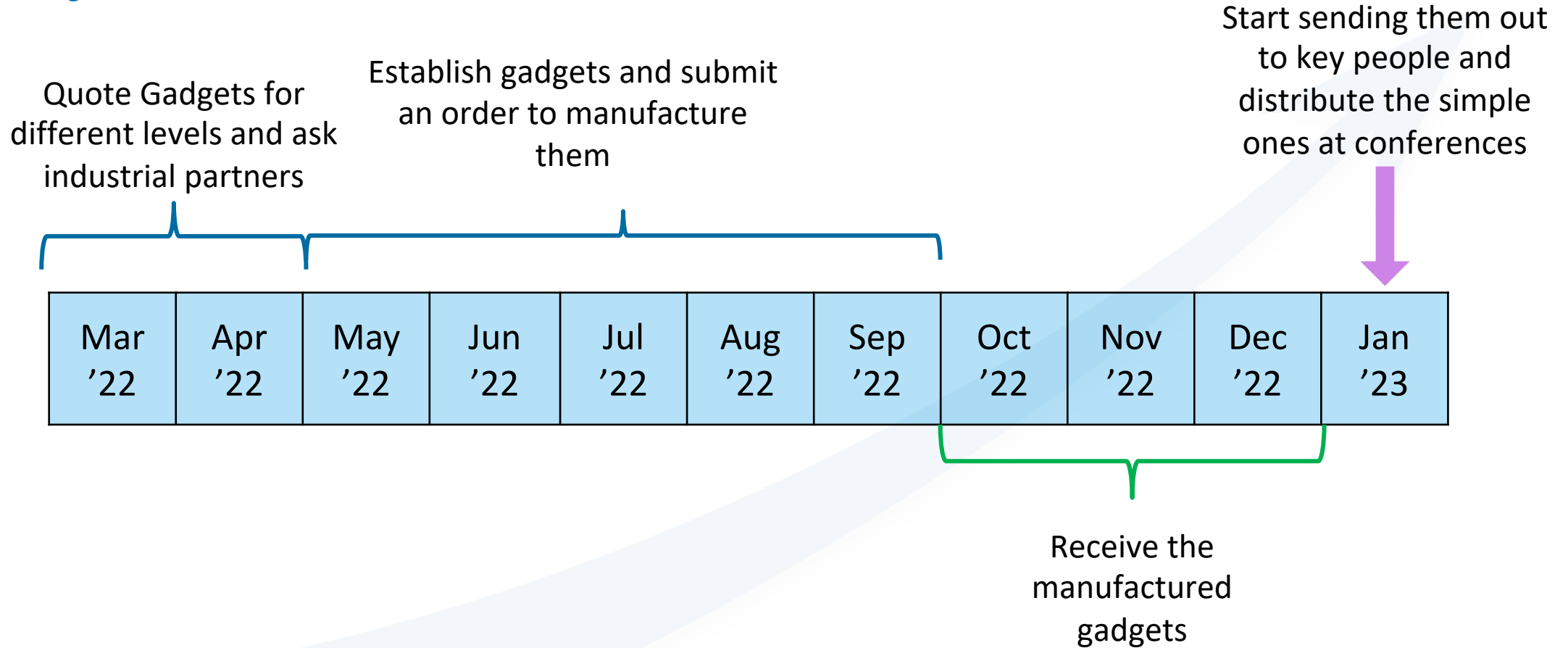
Back of the coin



Objective #6 – Promotional activities

	Qty	Stickers		Static Clings		Value Pens		Novelty Pens		Pop Socket		Wirless Chargers		
		Price/Item	Total	Price/Item	Total	Price/Item	Total	Price/Item	Total	Price/Item	Total	Price/Item	Total	
Conferences	300	\$0,16	\$48,00	\$0,24	\$72,00	\$0,16	\$48,00	\$1,53	\$459,00	\$5,82	\$1.746,00	\$5,05	\$1.515,00	
RadarConf	300	\$0,16	\$48,00	\$0,24	\$72,00	\$0,16	\$48,00	\$1,53	\$459,00	\$5,82	\$1.746,00	\$5,05	\$1.515,00	
FUSION	200	\$0,16	\$32,00	\$0,24	\$48,00	\$0,16	\$32,00	\$1,53	\$306,00	\$5,82	\$1.164,00	\$5,05	\$1.010,00	
AUTOTESTCON	200	\$0,16	\$32,00	\$0,24	\$48,00	\$0,16	\$32,00	\$1,53	\$306,00	\$5,82	\$1.164,00	\$5,05	\$1.010,00	
DASC	200	\$0,16	\$32,00	\$0,24	\$48,00	\$0,16	\$32,00	\$1,53	\$306,00	\$5,82	\$1.164,00	\$5,05	\$1.010,00	
PLANS	100	\$0,16	\$16,00	\$0,24	\$24,00	\$0,16	\$16,00	\$1,53	\$153,00	\$5,82	\$582,00	\$5,05	\$505,00	
AEROSPACE	200	\$0,16	\$32,00	\$0,24	\$48,00	\$0,16	\$32,00	\$1,53	\$306,00	\$5,82	\$1.164,00	\$5,05	\$1.010,00	
Special Event	200	\$0,16	\$32,00	\$0,24	\$48,00	\$0,16	\$32,00	\$1,53	\$306,00	\$5,82	\$1.164,00	\$5,05	\$1.010,00	
Other	300	\$0,16	\$48,00	\$0,24	\$72,00	\$0,16	\$48,00	\$1,53	\$459,00	\$5,82	\$1.746,00	\$5,05	\$1.515,00	
Total	2000	\$0,16	\$320,00	\$0,24	\$480,00	\$0,16	\$320,00	\$1,53	\$3.060,00	\$5,82	\$11.640,00	\$5,05	\$10.100,00	\$25.920,00
Commemorative Coins	300	\$25,00	\$7.500,00											
*estimated prices	300	\$50,00	\$15.000,00											
Journals	300	\$5,69	\$1.707,00											
Executive Pens	36	\$145,00	\$5.220,00											

Objective #6 – Promotional activities



Objective #6 – 50th AESS anniversary initiatives Commemorative events

Dedicated event at a major conference

IDEA – Hold a special event on the 2023 TAB meeting series 15-20/02 in New York, where key-people of the AESS are invited to commemorate the past 50 years and talk about the future.

PLAN – Identify people to be invited and a chairman to organize the event.

TIME – Until the end of the year.

PEOPLE – Member Services, Conferences, Finance + key-people of the AESS (**Mark defined**)

COST – \$65658.

IN CHARGE – Member service, Mark

Objective #6 – 50th AESS anniversary initiatives

Promotional activities

50th anniversary promotional video (I)

IDEA – *Create a commemorative video, including interviews of AESS members sharing their vision on the past and the future of the society, also historical facts and events*

PLAN – *Organize the 50th anniversary promotional video to be ready by January 2023 to promote the video during the dedicated event and along the year of 2023.*

- **Content of the video:**

- Videos + pictures + storyboard of each VP and president. Deadline 5th of October;
- B-roll footage from events;
- Historical facts, Deadline 6th of October.

TIME – *To be ready by January 2023.*

PEOPLE – *The entire BoG should be involved in the organization + Hugh + Koch + Mark.*

Objective #6 – 50th AESS anniversary initiatives

Commemorative events

50th anniversary promotional video (II)

CONTRIBUTIONS:

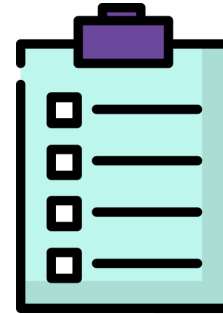
- Introduction of AESS Early Technology (Apollo launch and/or GPS applications)
 - AESS Logo and objectives
 - Video of Apollo navigation computer or GPS utilization
 - Picture from Cologne and Hulsmeier photo or video
- Video of recent AESS Conference introduction by a dignitary
- Video of Mission Statement with some still pictures
- Message from Conference VP
 - Still of one or more locations (US, Europe,)
 - Picture of recent Conference outline of conference subjects
- Message from Industry Relations VP
 - Statements from one or two Industry leaders on AESS benefit
 - Still photos from Industry Booths and messages
- Video of AESS Publications (stills from AESS Transactions, AESS Systems Magazine,
- Education VP from recent virtual DLs and geographic coverage, e.g.
 - Video of STAP
 - Video of Fusion
 - Video on tracking
- Membership VP with story of number of members
 - Geographic map of AESS Chapters
 - International attendees from
 - WIE video or still at a meeting
- Short videos with recent past presidents in their Lab or geographic setting
 - Provide a short 3 or 4 sentence statement
 - Focus on history and future expectations

Objective #6 – 50th AESS anniversary initiatives Commemorative events

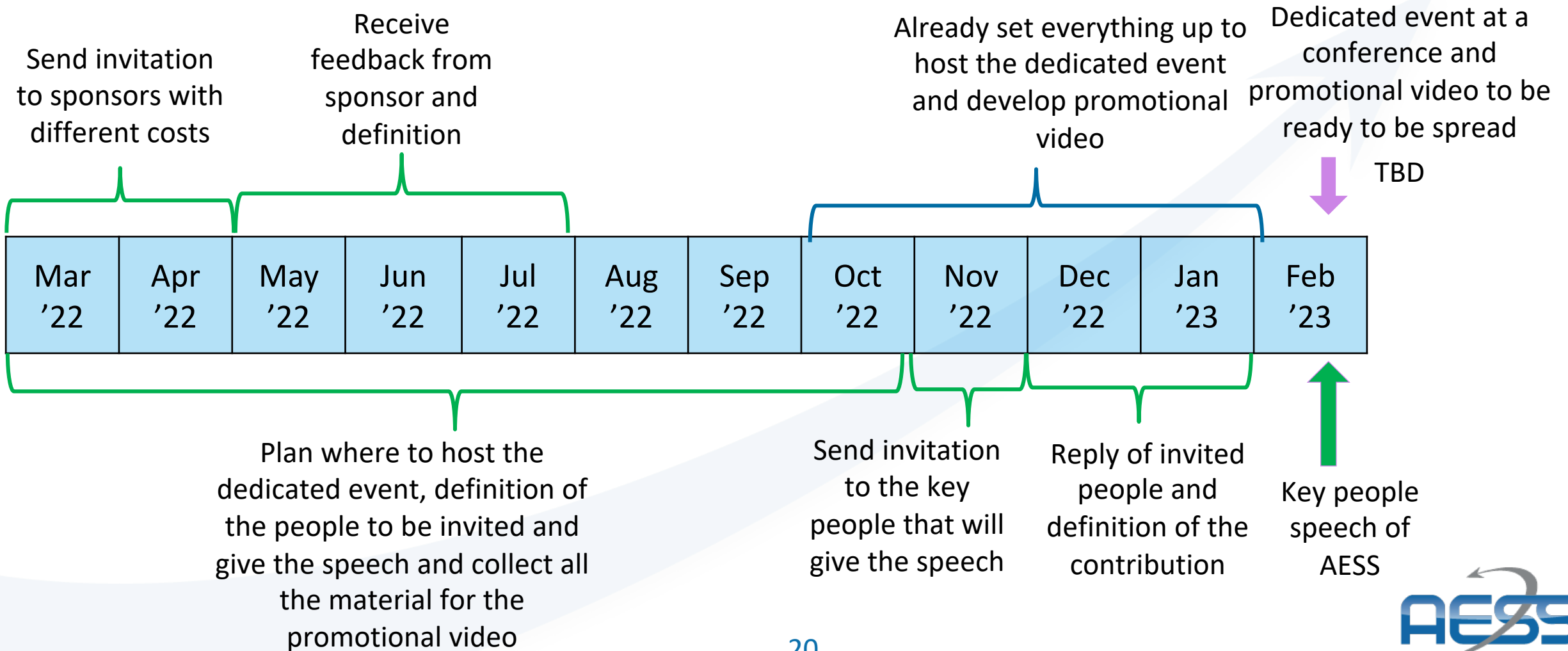
50th anniversary promotional video (III)

ACCOMPLISHED:

- 4 submitted, 3 with recordings.



Objective #6 – 50th AESS anniversary initiatives



Objective #6 – 50th AESS anniversary initiatives Member engagement

IDEA – AESS “quiz” challenge

PLAN – Medium hard question: *one discursive question monthly (historical-type questions, but could be technical questions). Announce the 6 awards each month virtually and a overall award at the end of the year considering different price levels.*

TIME – *send questions on the beginning of each months and collect the answers at the end of each month*

AWARD –

- \$10 Amazon Gift Card for the 2nd-6th place of each month;

- \$25 Amazon Gift Card for the 1st place of each month;

- Overall winner of the year \$100 Amazon Gift Card.

PEOPLE – *AESS BoG to submit questions. Member Service committee to select questions to be used, select the winners and advertise the winners on the website, QEB, etc.*

COST – \$1000

IN CHARGE – Laila/Sarana

Objective #6 – 50th AESS anniversary initiatives Member engagement

▶ Details on the website:

- 1) One discursive question monthly
- 2) 6 awards will be announced monthly virtually and a overall award at the end of the year considering the following price levels:
 - \$10 Amazon Gift Card for the 2nd-6th place of each month;
 - \$25 Amazon Gift Card for the 1st place of each month;
 - Overall winner of the year \$100 Amazon Gift Card.
- 3) Need to be an AESS member.



Objective #6 – 50th AESS anniversary initiatives Member engagement

NEXT STEPS

1. *Develop discursive questions/Advertise on the QEB, website and AES magazine -
-> get attention of the members*
2. *Select and publish the best winner of each month and overall winner on the AES
magazine award section or website or both → create more engagement*

Objective #6 – 50th AESS anniversary initiatives

