



## Minutes – Santa Clara – August 14/15, 2004

Participants: BOD: Dan Arnold, Jim Bacher, Henry Benitez, Daniece Carpenter, Jack Burns, Richard Georgerian, Elya Joffe, Murlin Marks, KRS Murthy, Mark Montrose, Rich Pescatore, Dan Roman. Symposium Com: John McBain, and Judy Johnson. Guests: Diethard Hansen, Brian Slowik, Gary Stuyvenberg, Peter Tarver, and Ken Thomas. Com. Members and Guests remained until 8:10pm Aug 14.

### Item   Description

**Call to Order** – Mark called the meeting to order at 6:02 PDT. Mark welcomed everyone to our first conference and second face-to-face Board of Directors' meetings. Mark explained how the meetings are run. We have an ad hoc informal discussion of issues, and move into Robert's Rule formality as needed to conduct business.

#### 1. **Symposium Debrief**

- Henry reported that the conference was well attended, and attendees were enthusiastic. The “War Stories” was a big success. The technical program was excellent, and the exhibit hall was well laid out. Henry complemented Judy for her efforts. We have received many ideas for our next conference.
- Financial Status: Dan Arnold (see attached spreadsheet) reported that per his best estimate we have about a \$9K deficit. He observed that the catering and final Program cost more than anticipated. If they were as originally set, we would be close to breakeven. Breakeven would still be possible with certain negotiations. Dan's four recommendations:
  1. Negotiate the Program expense.
  2. Negotiate the IEEE management fee.
  3. Treat the \$5K PSES loan as a grant.
  4. Consider sale of remaining CDs & other potential revenue sources.
- Judy reported that some of the exhibitors have committed to coming next year. She feels that they took pride in participating in our first conference. They would prefer a two-day conference not on the weekend. She doesn't have any sense of how many will commit for next year. Elya suggested that we take action with the exhibitors to show our appreciation, e.g. providing certificates of appreciation.
- Jack asked about post symposium publicity. The BOD discussed ways to get publicity (e.g. press release, photos, e-blast.) Suggestions should be sent to Jim Bacher.
- We have to follow IEEE procedures for financial reporting. It was further suggested that for historical reasons we provide conference documentation. Henry suggested that we start a PSES History Committee. This falls under Member Services (Daniece).
- Diether pointed out that we weren't marketed much in Europe.
- Daniece suggested that each committee member put together a “lessons learned” email, and send it to her. She will compile the material.
- Diether pointed out that the paper time slots weren't matched between the parallel programs. He also suggested that the basic presentations be in workshop format. Mark pointed out that our society and conference focus is on applied rather than theoretical materials.
- Elya pointed out that in Japan and Europe, there is an after-hour “advanced-technology” workshop, which is pretty successful.
- Daniece said we should consider the possibility of associating seminars with our conference.
- Elya suggested that in our long-range planning we could set up standards developing committees to meet in conjunction with our conference.
- Jack suggested that we provide a thank-you note to the local EMC Society symposium committee. The BOD discussed various ways to achieve this. Henry will write a note to the local committee.
- Henry reported that we are considering that we affiliate with the EMC Symposium every other year, as well as affiliating with other societies. Elya pointed out that this is part of long-term planning.
- Brian Slowik indicated that he was impressed with the quality of the conference presentations.
- Diether suggested that we reconsider our pricing.

[At 8:10 PM conference committee members who are not a member of the ADCOM, and guests left the debrief meeting.]

2. **Officer Reports** – Mark discussed TAB activities.
3. **Secretary's Report** (Murlin Marks) – Jack suggested a clarification to the minutes for the July 6 Teleconference: In the Call to Order, Murthy will be a non-voting participant. The minutes were accepted without dissent.

**Treasurer Report** (Dan Arnold)

See Dan's attached reports for the Society and Conference budgets respectively. His observations:

- The IEEE corporate recovery fee (based on a much higher membership) is very painful. We need to build to a higher membership level.
- Other than corporate recover, we are a very lean operation. We need to continue this.
- We do need revenue to cover the shortfall. At best, the conference will be about breakeven. We need to try to get grant money.
- Elya suggested that we charge for web advertising.
- Dan then went on to discuss the latest 2005 budget. His observations:  
     The budget is based on 1,000 members, and results in more reasonable corporate expense.  
     The revenue projection for all three items is aggressive, and will be difficult to achieve.

4. **VP Conferences Report** – (Elya Joffe)

- Near term symposium planning: We need to put some ideas in motion just to get us on track so we aren't continually rushing. We need to start working quickly on 2005. We also need to finalize the steering committee with a budget in addition to developing an MOU between the BOD and the conference committee.
- We also need to form a 2006 committee soon as well. This should hopefully be our first "normal" symposium.
- For 2007 – 2010, we may need to consider a standing conference committee to run the conference independent of a local chapter.
- We will need to "train" participants to anticipate the conference during the same timeframe each year.
- The BOD discussed approaches to determining a symposium location each year. Daniece will head up a task group to survey customers for potential vendors. We need to define who we want to ask, what we want to ask, and how to ask.
- For the long term – beyond 2010 – we need multiple committees and comprehensive guidelines.
- Other issues:
  1. Conference format (e.g. formal papers – workshops)
  2. Institutionalization of PSES symposia
  3. Coordination levels (within PSES, with other societies, outside IEEE)
  4. Form various committees (conference committee, exhibit committee, regional coordinators)
- Elya will be putting all this onto paper.

**2005 Conference**

- It was suggested that only Boston and Silicon Valley have adequate "drive-ins" to support a successful conference. The BOD discussed different venue options: Austin, Boston, Chicago, and Las Vegas. Jack will contact the NPSS to sound them out about their interest in hosting. Ken Thomas will check out Chicago. Rich Georgerian will check with the Las Vegas Convention & Visitors Bureau. They should get back to Henry by the end of the month.
- Dan Arnold pointed out we need to document our vendor database.

[Meeting adjourned at 10:10pm. Then reopened the next day at Bennigan's Restaurant at 1:10pm]

5. **Conference De-Brief** – Mark led a brief de-brief of the just-completed PSES conference.

- Henry said that some from the Boston area were interested in hosting next year.
- We will send certificates to the exhibitors. Kathy Colabaugh at IEEE is our contact person.
- Rich Nute discussed the speakers. Everyone thought the technical program was a great success. There were many positive comments received.
- Henry requested that each committee member write up notes of their experience.
- Rich Pescatore said that his standards program went well.
- There were some comments about the tracks not being aligned. Many attendees wanted to attend more than one track at a time.
- We had a total 231 head count. About 25% were connected with the EMC Symposium. We should provide the attendance list to exhibitors upon request.
- We can continue to sell CDs through IEEE for two weeks. We should get the word out about the sale on the reflector and virtual community.
- The BOD discussed ways of following up with conference attendees.

**Action Item:** NARTE Liaison – Richard Georgerian and Gregg Kervill.

6. **VP Technical Services Report** – (Rich Pescatore)

- Rich thanked Daniece “for all her good ideas.”
- Mark pointed out that we need technical committees. He will set up a preliminary list and post it.
- Murlin led a discussion on getting academic contacts. Many on the BOD have direct and indirect contacts with engineering departments at various universities. There are many ways that we could set up mutually beneficial arrangements. In addition to encouraging formal papers and research support. We would like to arrange college credit for attendees who attend a PSES Symposium. Rich and Mark have contacts at Cal Poly in San Luis Obispo. Others said they had contacts at different institutions.  
**Action Item:** Jack to coordinate university and trade school contacts.

7. **VP Member Services Report** (Daniece Carpenter)

- Daniece talked to many who were interested in starting chapters.
- Daniece is considering ways to motivate new members.
- Daniece needs help developing marketing literature.
- The BOD discussed how to handle the remaining 300 CDs so as to provide the strongest member support while generating some badly needed revenue. It was decided to market them through IEEE at full price for the two weeks that we can through IEEE. After that, we will market them ourselves.
- The T-shirt contest was successful. It was decided that the fifty or so remaining shirts be used to support local chapter development. Daniece will let Murlin know where to send shirts.
- We have six candidates for election to the board. They are
  - a. Jim Backer (current term expires 12/2004)
  - b. Dan Roman (current term expires 12/2004)
  - c. Joseph Maalouli
  - d. John Freudenberg
  - e. Scott Griggs
  - f. Bansi Patel

The BOD discussed the election process and the candidates. The BOD agreed that these were great candidates. They supported these nominees, and recommended that Daniece forward these names to IEEE. Mark thanked Daniece for her excellent work on this.

8. **VP Communications Report** – (Jim Bacher)

- Jim now can get back to working on community websites. He’s working on special web pages at IEEE for PSES members.
- From our booth, Jim expects about thirty new IEEE/PSES members.
- Jim sent out emails for publication volunteers. Got about fifteen responses, including some from Brazil, Japan, and Mexico. Rich Nute has agreed to start writing his “Technically Speaking” again. We probably produce four issues per year. We will set “hard” due dates.
- Mike Sherman would like to be editor-in-chief.
- We are considering two publications – a journal and a newsletter. Mark explained what a journal is. A journal is archival. It will be a six-month to one-year process to set up. There are very tight rules for the number of pages in a journal in addition to getting a new journal request approved by TAB.
- Four people were involved in developing our logo. We will provide them with T-shirts. This will allow us to own the logo.

9. **Old Business** – No old business.

10. **New Business** – No new business.

**Next meeting:** Our next meeting will be a teleconference on September 7, then another on October 5. We’ll have our next face-to-face in Chicago on Saturday, November 13. We will try to set this up to have it at UL’s Northbrook office.

At approximately 4:30pm PDT, the BOD meeting was adjourned.

Murlin Marks  
Secretary

**ACTION ITEMS**

3. (1/6/2004) Daniece to talk to IEEE membership re working together to gain IEEE/PSES members – open
4. (1/6/2004) Daniece – Chapter Guidebook – open
6. (1/6/2004) Jim to start up a newsletter – open
9. (3/6/2004) Jim to contact Mike Sherman, re: Journal editor – open
10. (3/6/2004) Henry to develop teleconferencing/electronic-voting procedure – open
11. (3/6/2004) ADCOM to develop comprehensive calendar – open
12. (3/6/2004) Daniece to create a Chapter Development task force – open
13. (5/4/2004) Dan Roman to link IEEE benefits to our website – open
14. (5/4/2004) Daniece to come up with BoD election process – process underway
15. (7/6/2004) Daniece to put a sponsor package together for presentation at the August conference – open
16. (8/15/2004) Jack to coordinate contacting universities & trade schools – open
17. (8/15/2004) Richard Georgerian/Gregg Kervill to act as NARTE Liaison – open