



## Minutes –Teleconference – January 4, 2005

Participants: Dan Arnold, Jim Bacher, Henry Benitez, Daniece Carpenter, Richard Georgerian, Murlin Marks, Mark Montrose, Rich Nute, and Bansil Patel.

**Call to Order and Overview** – Mark called the meeting to order at 4:05pm CST

### President's Report

- Mark discussed selected items from the TAB meeting that he attended in November that affects PSES. There was a motion passed that upon creation of a new society, TAB will provide mentor(s) for guidance in all facets of developing operations from scratch.
- Clint Andrews is the new Division Director, replacing Dick Doyle.
- There is discussion on a new structure for membership categories (student, regular, senior, affiliate, etc.).
- Assessment fees to all Societies and Councils will be going up due to new initiatives passed by TAB.
- Mark was with Mike Sherman, our Journal Editor in Chief (EIC) for a day in December. They went over the procedure and proposal for setting up a PSES journal. To minimize costs, we are trying to eliminate paper distribution, which is in direct violation of IEEE policy and procedure (university professors want paper; PSE Journal provides no value for the academic environment thus paperless). We have support from our contact person within IEEE.
- Mark was assigned to be a member of the 2005 TAB Periodical Review Committee. This committee reviews the status of all Journals on a 5-year basis per Journal. He will also be on the committee that review PSES proposal to start our Journal. We have corporate support in developing the proposal to ensure quality.
- In February, the TAB committee that Mark is on will review our journal proposal. The earliest we can launch will be in 2006. If approved in February with Phase 1, we go to Phase 2 for formal approval in June. We plan on starting out with two issues per year using invited authors.
- Mark must make a monthly report to TAB management on how we are doing with regard to membership development.

### Item Description

#### 1. **Officer Reports**

- **Secretary's Report** (Murlin Marks) – No report.
- **Treasurer's Report** (Dan Arnold) – No report. However, Mark did compliment Dan Arnold on the completeness of his 2004 financial report. Mark will forward the report onto the TAB.

#### 2. **Conference**

- Richard Georgerian reported that the conference steering committee is getting up and running. The committee will try to follow the rules set up for the first conference, and to build a consistent program.
- The BOD will provide oversight and guidance while the steering committee will carry out the legwork. Richard will send out an email to the BOD shortly with details of the committee's plans. The conference will be on October 3 and 4, 2005, a Monday and Tuesday.
- The hotel contract is being finalized. Vita has set up a contract that minimizes our exposure. The contract should be signed by next week.
- We are fine-tuning the conference finances, including registration and booth cost.
- We are developing strategies to build booth participation. We are considering having cheaper tables per Art Michaels' suggestions. The BOD agreed that Art should work out the details with Sue Kingston.
- In the next week, vendors will be notified about the conference and to schedule attendance using the list from Judy Johnson.
- Richard would like to set up a template for future symposia committee chairs and their staff.
- Henry commented that we should try to leverage operational aspects of hosting a conference with other IEEE societies along with affiliate organizations outside of IEEE.
- We will have proposals for selection of our 2006 location at our March meeting. We are also putting a Call for Conference Hosting Location onto the Virtual Community for 2006.

**3. Marketing Plan**

- Daniece Carpenter led a discussion of her marketing plan (attached to Jan 4 email to BOD.) Bansi, John Freudenberg, and Scott Griggs will assist Daniece in implementing the plan.
- **Membership** – Mark said that at the end of 2004, we had 259 paid-up members (57% renewal percentage). So far, 7% have declined to renew society membership, which is extremely small. Typically, at the end of the year there is a fifty percent renewal percentage for all societies and councils. There is a 60-day grace period; generally within that time most of the membership finally renew. We really need to do whatever we can to boost membership to at least the one thousand level. An Excel database will be sent to ADCOM to show statistics regarding membership.
- **Old Business** – Jim will start writing the benefit letter to UL as requested during our visit in November. This letter will be in generic format for use with other agencies. Richard Georgerian will assist.

- 4. Next Meetings** – Our next teleconference will be on February 1, same time & phone arrangements. Our next face-to-face meeting will be on Saturday, March 5 in RTP (Raleigh, North Carolina.) Dan is setting up the meeting at UL, with a tour over the lunch hour. Hotel details to be provided shortly.

Meeting adjourned at 4:57 CST.

Murlin Marks, Secretary