



**Minutes – RTP, North Carolina – March 5, 2005**  
**Hosted by: Underwriters Laboratories**

Participants: Dan Arnold, Jim Bacher, Henry Benitez, Jack Burns, Daniece Carpenter, Ted Freeman, Richard Georgerian, Murlin Marks, Mark Montrose, Banshi Patel, Rich Pescatore, and Dan Roman. Notes below prior to the office tour are by Henry Benitez. John Freudenberg joined by telephone as noted in item 5.

**Call to Order and Overview**

- Mark called the meeting to order at 9:00 EST and discussed the format of the meeting, which will be in caucus mode, except when motions were made or a member requested formality. Under meeting mode, we would function under “Robert’s Rules of Order.”
- Dan Arnold introduced Regina Davis, General Manager of the UL RTP office. Formerly, Regina worked at the UL Camas office in China operations. She started at UL Santa Clara over twenty years ago and has worked at Northbrook.
- Mark discussed developments from the recent TAB meeting. Our journal proposal was approved during Phase I review by the Periodicals Committee. Formal approval, Phase II, is expected in June by TAB. Our Journal is to be all-electronic which presents some problems with IEEE publication policies and procedures. With a new algorithm for distribution of ASPP revenue, every Society/Council will receive a base payment of \$90K if they have one or more publications available in the Xplore system beginning 2006. The first few issues of the Journal are expected to be from invited authors. An informal Call for Papers is being started, as formal announcement cannot be made until the Journal is officially approved by TAB.
- Mark presented information about the TAB’s financial infrastructure, and why its important for a society to earn enough money to pay its assessment fees. TAB management then suggested member societies develop unique marketing programs to attract new members.

[Break]

- Arnie Sheldon led a tour of the RTP office (see below). UL is consolidating the office; about 200 employees are expected to remain, after peaking at about 500. The office is conducting more specialized testing, such as NEBS and EMC.

[Resumption of Meeting]

- We are now at 444 members, 23 percent (about 100) of the membership is located outside the U.S. We need to shoot for about 1,000 members and a twenty percent net profit, which at this time appears unachievable.
- There was a brief round of introductions.

**Officer Reports**

**Secretary’s Report** (Murlin Marks)

- The November 13, 2004 Chicago minutes, and the January 4, 2005 teleconference minutes were approved without change. There was a February teleconference that did not have a quorum, thus no official minutes of the discussion were taken.

**Treasurer’s Report** (Dan Arnold)

- Dan presented the financial report, which has been forwarded to BoD members under separate cover.
- Regarding the 2004 conference, patron sponsorship was a major contribution toward our revenue stream. A number of expenses went over earlier projections and budget as we were operating in the dark without IEEE guidance or historical basis. Only the audit fee is not yet known. The audit is to be performed by IEEE and should cost several hundred dollars. This is money well spent. All vendors, contractors, etc. have been paid in full. Our concentration bank account (CBRS) is ready to be closed. Our allocation of the UL grant will determine whether or not we have a net surplus from the conference.
- Dan felt that it very important that tight control be maintained over conference expenditures, with budgeted amounts rigorously followed. Potential overages should be approved by the treasurer prior to making a commitment for the expenditure.
- The BoD discussed financial issues of the 2004 and 2005 symposia.
- For the 2005 budget, Dan identified income risks (amount of membership dues, conference income unknown, and no grants are imminent,) expense risks (conference expense unknown), and unknown costs of starting up the journal [for which revenue will be hopefully accrued in 2006].

- The fiscal year 2006 budget cycle begins in April. We need an estimate of 2006 membership (probably on the order of this year's 1,000 estimate plus a nominal growth rate.) We need all Vice Presidents to provide details on what they need in the form of budget expenses along with an estimate of Journal publication costs and consideration of grant opportunities. The BoD will have to look at the first-pass budget prior to our June meeting by email.
- The \$25K 2003 UL grant is unrestricted. The BoD discussed how to allocate these funds. Henry moved and the motion was seconded that "the full \$25K unrestricted grant from UL in 2003 be allocated to the 2004 PSES Symposium, and that any surplus from the Symposium be returned to the PSES." The motion passed unanimously by voice vote.
- The BoD discussed potential future grants: HP (Rich Pescatore is working on a grant), TUV America (Mark is working on this), and UL (Dan Arnold), Other IEEE Societies might be a grant source. Daniece discussed the potential of a TUV Rhineland grant. They are interested in supporting an advisory board with PSES. Jack indicated that perhaps Dell might provide support. Dan pointed out that grants can start to feed each other. We should develop clear applications for any grants. In his written report, Dan has a "Grant Supporting Information" package for guidance.

[11:55am-12:40pm: lunch break]

#### **VP Membership Services** (Daniece Carpenter)

- **Membership development programs:** Our planned offerings include a newsletter, journal, and conference. We are also looking at educational and merchandizing opportunities. Local conferences might support educational outreach. The Central Texas chapter is considering a local conference, and IEEE regional conferences are a possibility for sources of revenue.
  - **PSES Chapters:** We now have chapters in Central Texas, Santa Clara, Rochester (NY), Chicago, Oregon/SW Washington, and Orange County (CA). Denver (Richard Georgerian), Israel (Elya), India (Simon Virghase), and Dallas (Mike Cantwell) are in the process of forming chapters. The BoD discussed ways to encourage new chapters worldwide. From time-to-time, Daniece should examine the membership list and look for local groupings.
  - **Marketing Plan:** The BoD discussed a marketing plan for increasing membership. We will post the Chapter Chair Manual to the website. The BoD then discussed ways to promote PSES participation with both IEEE and non-IEEE entities. If the high cost of joining IEEE is a financial problem for non-members, we will promote associate IEEE membership, which is half the price of full membership. For corporate support, we should use our MOU for Mutual Cooperation letter for organizations and entities. In addition we should try to promote PSES with student organizations, which is, in the long run, a long-shot in getting members.
  - **Charter Member Certificates:** The certificates are being processed and will be in the mail soon.
  - **Other topics:** Ted offered to look into the possibility of setting up and sharing a Society membership booth with the Reliability Society at their RAMS conference later this year.
  - **Business cards:** Those who need these may procure these from IEEE.
- Action Item:** Develop a format for business cards – Daniece.

#### **VP Communications Report** (Jim Bacher)

- **Trade Shows:** Jim discussed recent shows attended on behalf of PSES. Non-IEEE shows work well because participants are generally not familiar with IEEE, much less PSES. We know members actually joined, just not how many sent in applications, as a result of our attendance.
- Action Item:** Look into banner options for use at conference (size, cost, etc.) – Richard G.
- **Ads:** We need to develop membership filler ads for publication in IEEE Society newsletters and magazines as well as other promotional publications with non-IEEE entities.
  - **Journal:** Mark discussed details on development of our upcoming Journal. We need peer reviewed papers. We received an offer of Technical Co-Sponsorship by IEEE Engineering in Medicine and Biology (EMBS). The IEEE Reliability is also interested in Technical Co-Sponsorship. Jim will send out a request for journal authors with intent to expedite development and publication. Jack expressed concern that the BoD needs a clear understanding of what is involved in putting together a newsletter. It is not a simple process.
- Action Item:** Mark requested formation of an ad-hoc committee to develop a proposal on the direction we wish to take: Mark, Ted, Jack, Jim (chair), Mike Sherman, Gary Weidner, and Dan Arnold. Mark will set up teleconferences using the Dell bridge.
- **Other issues:** Jim said he needs assistance for color printing projects for marketing brochures. Rich Pescatore said he will look into the possibility of HP providing support and material (ink).

**VP Technical Activities** (Rich Pescatore)

- Rich is still forming groups for technical reviews of conference papers. Members on the committees will be used for further activities of the Society as required.
- The agreement with NARTE was approved by TAB. We need to follow through with NARTE support for PSES along with participation at our symposium.

**NPSS (Northeast Product Safety Society)**

- Mark and Jack led a discussion prior to a previously scheduled teleconference to enlighten the BOD on what NPSS is and its potential relationship with PSES. NPSS started around 1988 and incorporated as a non-profit organization shortly thereafter. Each November, they have a vendors' night that has been very successful. They draw participants from around the New England area.
- (4pm) Mark initiated a teleconference call with John Freudenberg and Tony Nikoleska. John is a member of the BOD of PSES and is recorded as having joined the board for the purpose of increasing our quorum. John said that NPSS would like to cooperate and work with PSES. They are reluctant to form a chapter of the Society at this time until more information is available for consideration by their ExCom. NPSS typically have 15-75 people attend their monthly meetings. They have four options: 1) form a PSES chapter, 2) become an affiliate organization with the PSES, 3) become a "sister" society, or 4) do nothing-status quo. They will consider these four options and get back to us.

**VP Conferences** (Elya Joffe – represented by Richard Georgerian)

- **2005 Conference:** The conference will be on October 3-4, 2005 in Schlamburg, IL. The conference committee will have a face-to-face meeting on March 10 (Richard will participate by teleconference.) The Call for Papers has gone out. The patron and promotion package has been issued. An exhibitors' package is being finalized. Comments from some that our pricing is both too high or too low led Richard to think that our pricing is about right. The board discussed pricing options, in particular the option to combine different costs (such a booth and advertising) to meet a target price, which makes it easier for companies to cover the cost. The BoD agreed that our pricing should be fair and consistent. Dan Arnold expressed strongly that we should adhere to published prices (i.e. not make special "deals."). Mark said we must maintain an ethical approach that is available to everyone. Dan offered to work with Richard to develop a fixed pricing structure. In the future, we need to give more up-front time for pricing, so that it can be budgeted. The BoD agreed that whatever arrangement has been agreed to date can have a "special deal" for early bird commitment, publicized to all potential vendors.
- **2006 venue selection:** We need a 2006 venue to consider and vote on in June. The goal is to have signed commitments prior to this year's conference. (During further discussions that evening after adjournment, it was decided to see if Orange County/Los Angeles/San Diego might host the 2006 conference. Murlin will contact Bansi [who was not present for this discussion] to see if he is willing/able to set this up. The location for 2007 is targeted to be Boston and 2008 in Portland.)

**Old Business** – none

**New Business**

- There was a motion & second to purchase a gavel for Mark. It passed unanimously.  
**Action Item:** Purchase a gavel – Henry
- Mark said that in June, we should put a stuffer into the IEEE renewal package.  
**Action Item:** Find out deadlines and process to include a Society membership notice into the 2006 IEEE membership renewal letters sent to all IEEE members. Deadline is June for implementation – Daniece

**Next meeting:** Our next teleconference is set for April 1, 2005 at 4pm CST. Our next face-to-face meeting will be in **Boston, on June 11**. NPSS has offered to host the BOD and provide meals. John Freudenberg to coordinate arrangements for the meeting location, hotel room block assignment and meals.

Adjournment: 5:35pm EST

Murlin Marks, Secretary

**ACTION ITEMS**

- (1/6/2004) Daniece to talk to IEEE membership re working together to gain IEEE/PSES members – done
- (3/6/2004) Henry to develop teleconferencing/electronic-voting procedure – open (proposal to be reviewed)
- (3/6/2004) ADCOM to develop comprehensive calendar – open
- (8/15/2004) Jack to coordinate contacting universities & trade schools – open (follow through with Cal Poly contacts and develop with other institutions.)
- (11/12/2004) Mark to follow up with TUV-America grant
- (11/12/2004) Elya to follow through with a Russian contact
- (11/12/2004) Richard Georgerian to identify 2006 Symposium venue candidates by March, 2005 BOD meeting- hold to June, meeting
- (3/5/2005) Daniece to develop a format for business cards
- (3/5/2005) Richard Georgerian to look into banner options
- (3/5/2005) Henry to purchase a gavel
- (3/5/2005) Daniece to find out deadlines for setting up membership stuffer
- (3/5/2005) [post meeting] Jack to contact Chicago area manufacturers to build show traffic
- (3/5/2005) [post meeting] Bansi to check out Southern California area for 2006 symposium & prepare proposal